

ONE VOICE for EUROPEAN MUSIC

Summary of recommendations

One Voice for European Music: genesis, background and objectives

Initiated by the Centre national de la musique (CNM) in September 2021, the “One Voice for European Music” process is designed to strengthen the EU’s action in the field of support to the music sector, using the momentum of the French Presidency of the Council of the EU.

Complementing the crucial advocacy work delivered through the *AB Music Working Groups*¹ and the *European Agenda for Music*², its main objective is to bring together many relevant and active European music organisations in order to create a single voice for European music and to set in motion a new dynamic around key themes: mobility, knowledge of the sector, innovation, green transition...

The outcome of this process is a set of inclusive and consensual, realistic, concise and actionable recommendations in order to fully unlock the potential of the Music Moves Europe process, in the general interest of the European music sector.

The results of this consultation were presented on April 6th, 2022 in Strasbourg during a One Voice for European Music day, an event labelled PFUE by the French Ministry of Culture.

1 <https://op.europa.eu/en/publication-detail/-/publication/f5479d95-2fca-11e7-9412-01aa75ed71a1>

2 <https://www.emc-imc.org/cultural-policy/european-agenda-for-music/>

A united music sector in all its diversity and representativeness

A wide range of sectoral organisations have been invited to participate in this process, across many different music genres, sub-sectors, structure types and policy agendas, provided that they are open to the idea of reaching a consensus in the name of the general interest of the European music sector. Many French and European organisations have participated in the consultation process. The full list of participating organisations is attached at the end of this document.

An inclusive and transparent methodology

Four thematic working groups, each consisting of a double two-hour discussion session, focusing on different key priorities identified through preliminary discussions with the sector have been organised from October to February 2022. Agendas for these working groups were co-constructed with the sector so as not to leave any important matter aside. Independent rapporteurs have conducted the discussions and draft structured reports following each working group. All working group reports were validated by their respective participants, and the final “One Voice for European Music” report was validated by all organisations regardless of the working groups they took part in.

An initiative carried by

With the support of

General recommendations

Participants encourage the European Institutions to :

- Better recognize the economic, cultural and social importance of music in recovery plans in the context of NextGenerationEU, in current and future transversal EU programmes (structural, green, innovation, research funds) and through InvestEU;
- Building on the results of the “Music Moves Europe” preparatory action (2018-2021) and on the recommendations developed below, dedicate an appropriate level of support for the music sector according to its cultural, economic and societal importance:
 - In the current Creative Europe budget (2021-2027), through a progressive upscaling of the sectoral action on music in annual work programmes;
 - In the future Creative Europe programme (2028-2034), on a scale and model comparable to what exists for the audiovisual sector.

Mobility of creators and circulation of works

Participants encourage the European Institutions to:

- Develop scaled-up and ambitious cascading grant schemes to increase European programming and cooperation (on the model of Liveurope and European Talent Exchange Programme) in the current and future Creative Europe programmes;
- Build on the “European Music Export Strategy study” (2020), to deploy an ambitious set of support measures for the international circulation and visibility of European music in the current and future Creative Europe programmes;
- Increase coordination between Member-States on administrative and social issues (e.g.; double-taxation, visas, work permits) to encourage a harmonious post-COVID recovery of international mobility.

Increased knowledge of the music sector

Participants encourage the European Institutions to :

- Set up, hand and hand with the sector and with a long-term view, a set of appropriate and efficient indicators, methodologies and collection tools to provide a continuous observation of the key challenges and opportunities of the sector in all its dimensions (economic, cultural, social, environmental, societal and technological). First and foremost, such an endeavour could start with the establishment of concrete criteria to better define European works of music (e.g., on the basis of ISRC, ISWC, nationality, country of establishment of the production, language, etc.) ;

- Deploy an independent and ambitious vehicle of data collection and analysis at EU level, building on the “Feasibility study for the establishment of a European Music Observatory” (2020) and the current “Music Ecosystem” Horizon Programme call for proposals. Such a tool could be funded by the Creative Europe programme, and supported by EU Member-States, on a model comparable to what exists in the audiovisual sector.

Innovation and sustainable development

Participants encourage the European Institutions to:

- Promote new models and incentive mechanisms to help the music sector contribute to tackling the climate and environmental crises through policy and support measures (e.g., through open source tools for music professionals to measure their ecological impact), while building on existing experimentations (e.g., MusicAIRE);
- Develop tools and support schemes to reinforce the sector's capacity to invest in innovative and sustainable creation, distribution and monetisation models, in line with the EU's ambition as tomorrow's digital champion.

Necessity for a continued dialogue on key regulatory topics

Alongside these recommendations for a stronger and better adapted support framework, participating organisations underline the necessity for a continued dialogue on key regulatory topics:

- Ensure swift implementation of the copyright directive, and that the future DSA regulation doesn't clash with the principles of a fairer and more transparent online environment;
- Continue and reinforce the dialogue with the sector on tackling the consequences of the RAAP decision, fixing the issue of buy-out, spurring a European status of the artist, and clarifying the articulation between competition law and collective bargaining;
- Continue and reinforce the dialogue with the sector on VAT issues, study the impact and opportunities of an extension of reduced VAT rates on the music ecosystem.

Signatories



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