

Music Cities European Exchange

9 January 2023 – 20 February 2023

Project Summary



The Music Cities European Exchange is the world's first capacity building programme for thriving music ecosystems. The 6-week virtual programme took place from 9th January 2023 till 20th Feb 2023. The programme included live presentations, workshops and roundtables that covered a range of topics including; an introduction to music cities, music tourism, night-time economy, music and UN Sustainable Development Goals, the socio-economic impact of music and music city policies.

This EU-wide programme also facilitated cross-sectoral networking opportunities with a selected cohort of 41 diverse participants across varying job functions and selected from 23 EU member states and 36 cities. Participants included night mayors, project managers, music export office heads, policy advisors, consultants and many other music cities & culture advocates. The programme also invited global leaders of music ecosystems to share best practices with our cohort.

ORGANISED BY:



CO-FUNDED BY:



Music
moves
Europe





Programme Objectives

Participant Level

- Demonstrate a strong understanding of music cities.
- Demonstrate a strong understanding of music's social and economic impact.
- Demonstrate understanding of the SDGs and the role of music in achieving them.
- Identify and analyse relevant policies that affect their city's music ecosystem and suggest adaptations to better suit music cities.
- Understand how music brings value to a place and its role in tourism.
- Understand the night time economy
- Understand the value of cross sectoral music strategies that connect tourism, the built environment, night time economies and more.
- Support & advocate for sustainable development using music as a tool to work towards accomplishing the SDGs.
- Contribute to the general advancement and understanding of music ecosystems across the EU.
- Develop new music initiatives in their city and or country, including but not limited to; developing asset maps of current music infrastructure and activities, creating a music board, commission, or music office to deliver economic, social and cultural value in the public sphere, utilising their music heritage or live music scene to create new music tourism offers etc.

Long Term Impact

- For the participants to utilise the knowledge and network gained to
- Educate other professionals in their city/local music ecosystem with their learnings from this programme .
- Develop new music policies in their city and or country.

ORGANISED BY:



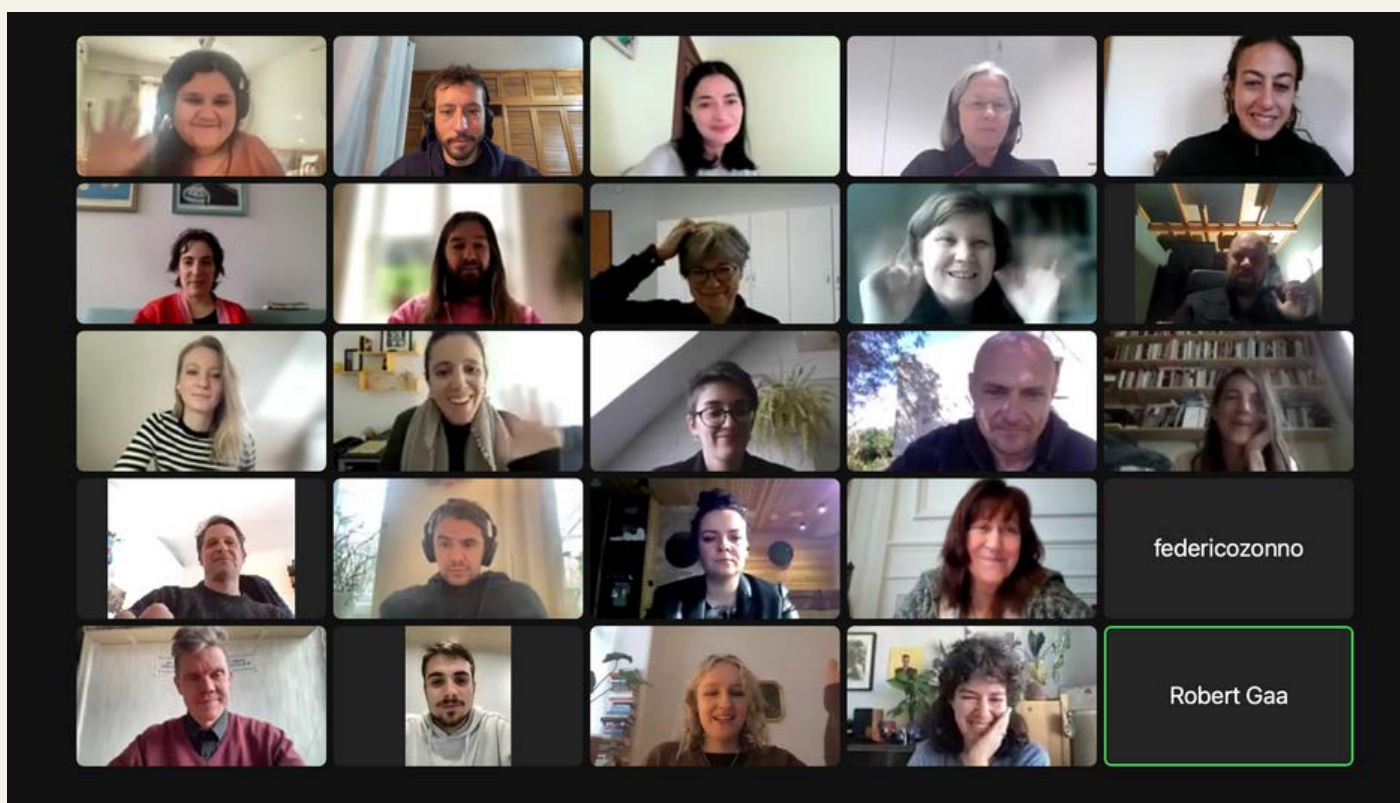
CO-FUNDED BY:





Music Cities European Exchange Overview

41 PARTICIPANTS . 23 COUNTRIES
. 36 CITIES . 7 GLOBAL EXPERTS .
10 ROUNDTABLES . 13 LIVE
SESSIONS 25 HOURS



ORGANISED BY:



CO-FUNDED BY:





EU Cities and Countries Represented



Countries

Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Germany
Greece
Hungary
Ireland

Italy
Latvia
Lithuania
Malta
Netherlands
Poland
Portugal
Romania
Slovenia
Spain
Sweden

Cities

Graz
Valladolid
Frederiksberg
Larnaca
Malmö
Antwerpen
Copenhagen
Lisbon
Berlin
Ljubljana
Budapest
Limassol
Poznań

Ostrava
Bruxelles
Groningen
Sopot
Pula
Sofia
Cluj-Napoca
Liepaja
Valencia
Tallinn
Aveiro
Barcelona
Chemnitz

Mannheim
MILANO
Napoli/Milano
Navan
örebro
Malta
Thessaloniki
Tilburg
Vienna
Vilnius

ORGANISED BY:



CO-FUNDED BY:





Meet the Participants

Alayna Hughes, Director, curiosibot
(Valencia, Spain)

Anders Kastrup Christensen, Head of Partnerships, Nusnus – Distortion, Karrusel and Hangaren (Copenhagen, Denmark)

Anita Richelli, CEO, Brighter Agency,
(Berlin, Germany)

Anna Grenzner, Project manager, curator, cellist, LaKT Ensemble (Graz, Austria)

Claudiu Sulea, Brand Manager & VP, Cluj Business Campus & Group of the European Youth for Change (Cluj-Napoca, Romania)

Eszter Décsy, Artist manager & Project and Communication manager, EEnalrge Europe, Corner Art Management & Music Hungary Association (Budapest, Hungary)

Eszter Bodnár, Director, Sonus Foundation for the Support of New Music and Contemporary Performing Arts (Budapest, Hungary)

Federico Zonno, Festival and Events Specialist South Italy & Curator, Red Bull Italy, MUNDI & Linecheck (Bari, Italy)

Frederik Birket-Smith, CEO, Strøm
(Frederiksberg, Denmark)

Georgi Popov, Percussionist, Music manager & Booking agent (Sofia, Bulgaria)

Inês Henriques, Artistic Programmer & Project Developer, Musicbox & MIL Lisbon (Lisbon, Portugal)

Ingrid Stroom, Head of Live Music Estonia, Music Estonia & Thrust Productions (Tallinn, Estonia)

Jorge Elio Díaz Sánchez, Content Creator & designer, Espacio Joven Norte (Valladolid, Spain)

Juan Sebastian Ortiz de Zaldumbide, Founder, M3 Music & Independent (Malmö, Sweden)

Lærke Uldal, Fellow, Scout – Curator & Music policy advisor, European Music Council & Roskilde Festival (Copenhagen, Denmark)

Leen Thielemans, Project Leader Music & Arts Education, City of Antwerp & Council of the Arts (Antwerpen, Belgium)

Maria Kaimaklioti, Freelance Music and Culture Consultant (Larnaca, Cyprus)

Marie Ligocká, Booking Agent, Colours of Ostrava (Ostrava, Czech Republic)

Marino Jurcan, Project Coordinator, Association Metamedia (Pula, Croatia)

Mark Dieler, MD, SIA lazytime (Liepaja, Latvia)

ORGANISED BY:



CO-FUNDED BY:



Music
moves
Europe





Meet the Participants

Marta Szadowiak, Change Maker, Goyki 3 Art Inkubator (Sopot, Poland)

Mateja Rot, Music Journalist, Glasna music magazine – Jeunesses musicales international (Ljubljana, Slovenia)

Megan Browne, Director of Global Partnerships, Comunicazione Europe (Bruxelles, Belgium)

Merlijn Poolman, Night Mayor, Nachtraad Groningen (Groningen, Netherlands)

Michalina Furtak, Artist, Misia Furtak (Poznań, Poland)

Michalis Karakatsanis, Officer, Organisation for European Programmes and Cultural Relations (Limassol, Cyprus)

Nancy Gibson, Principal, Municipal Music school of the City of Chemnitz (Chemnitz, Germany)

Natalia San Juan, Director, Asociación Femnoise, por la igualdad de género (Barcelona, Spain)

Nina Veldwiesch, Culture Coach (Groningen, Netherlands)

Paraskevi (Vivian) Doumpa, Greek Office Director & Board Member, STIPO & Placemaking Europe (Thessaloniki, Greece)

Radvilė Buivydienė, Director, Music Information Centre Lithuania (Vilnius, Lithuania)

Regina Fisch, Project Manager & Marketing Manager, Austrian Music Export (Vienna, Austria)

Robert Gaa, Night Mayor, NEXT Mannheim (Mannheim, Germany)

Rogier Telderman, Founder & Director, Powered by TINC (Tilburg, Netherlands)

Sarah Harrison, Founder & Director, DISKA Global (Malta)

Sarah Parisio, Project and Sustainability Manager, Music Innovation Hub Spa Impresa sociale (Milano, Italy)

Silvia Maria Tarassi, Board Member, Italia Music Lab (Milano, Italy)

Terence Reynolds, Arts Technician, Solstice (Navan, Ireland)

Tobba Andersson, Owner, Zorch Productions (örebro, Sweden)

Zane (Estere) Gruntmane, Culture Consultant (Aveiro, Portugal)

Zsaklin Zselinszky, Festival Organizer & Project Manager, Tonspec Kft. (Budapest, Hungary)

ORGANISED BY:



CO-FUNDED BY:





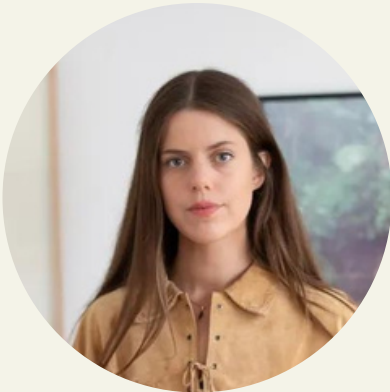
Meet the Experts



Angharad Cooper, Head of Projects,
Centre for Music Ecosystems (France)



Azucena Micó, Global Head of Quality
Assurance, Sound Diplomacy (Spain)



Ása Dýradóttir, Project Manager, Reykjavík
Music City (Iceland)



Kevin McManus, Head of UNESCO City of
Music, Liverpool (U.K.)



Marcus Harris, Creative Industries Manager
Croydon Council (U.K.)



Mark Adam Harold, Chair, Night Economy
Association of Lithuania (Lithuania)

ORGANISED BY:



CO-FUNDED BY:





Misia Furtak, Chapter Director, Music Declares Emergency, Poland and Keychange 2022 Artist (Poland)



Vishruti Bindal, Education Manager, Music Cities Events (Part of Sound Diplomacy)

ORGANISED BY:



CO-FUNDED BY:





Session Plan

WEEK 1: Intro to Music Cities (10–16 January 2023)

Day 1: 10 Jan 2023

- 11:00 CET:** Welcome Session
- 11:10 CET:** Session 1: Intro to Music Ecosystems
Delivered by Vishruti Bindal, Education Manager. Sound Diplomacy
- 11:50 CET:** Roundtable 1: How can music contribute to a city?

Day 2: 12 Jan 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Expert Session: How to develop a music strategy for your city?
Presented by Azucena Micó, Global Head of Quality Assurance, Sound Diplomacy
- 12:00 CET:** Roundtable 2: How to create an action plan to implement music in a city's strategy?

WEEK 2: Economic Value of Music for Cities (17–23 January 2023)

Day 3: 17 Jan 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Session 2: How can cities use music as a tool to generate economic output?
Delivered by Vishruti Bindal, Education Manager. Sound Diplomacy
- 12:00 CET:** Roundtable 3: How can the music and tourism industries better collaborate?

Day 4: 19 Jan 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Expert Session: Croydon Music City
Presented by Marcus Harris, Creative Industries Manager, Croydon Council (Croydon, UK)
- 12:00 CET:** Roundtable 4: How can a city showcase its contemporary music venues, clubs and concerts to drive tourism?

ORGANISED BY:



CO-FUNDED BY:





WEEK 3: Social Value of Music for Cities (24–30 January 2023)

Day 5: 24 Jan 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Session 3: How can cities use music as a tool to increase social value in their local ecosystem?
Delivered by Vishruti Bindal, Education Manager. Sound Diplomacy
- 12:00 CET:** Roundtable 5: How has music contributed to shaping your community and your experience as a citizen?

Day 6: 26 Jan 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Expert Session: Reykjavik Music City Presented by Ása Dýradóttir, Project Manager, Reykjavík Music City (Iceland)
- 12:00 CET:** Roundtable 6: How can we create inclusive experiences centred around music?

WEEK 4: Music and the SDGs (31 January – 6 February 2023)

Day 7: 17 Jan 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Session 4: Music and the SDGs
Delivered by Vishruti Bindal, Education Manager. Sound Diplomacy
- 12:00 CET:** Roundtable 7: How can the music industry contribute to achieving the UN SDGs?

Day 8: 2 Feb 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Expert Session: Breakdown of Music for SDGs guide with Angharad Cooper Head of Projects, Centre for Music Ecosystems.

ORGANISED BY:



CO-FUNDED BY:





WEEK 5: Music and Night-Time Economy (7-13 February 2023)

Day 9: 7 Feb 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Session 5: Music and Night-Time Economy
Delivered by Vishruti Bindal, Education Manager. Sound Diplomacy
- 12:00 CET:** Roundtable 9: What are the key components of a night time strategy?

Day 10: 9 Feb 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Expert Session: Turning your city into a 24 hour city.
Workshop conducted by Mark Adam Harold, Chair, Night Economy Association of Lithuania (Lithuania)

WEEK 6: Music Ecosystem Policies (14-20 February 2023)

Day 11: 14 Feb 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Session 6: Music Ecosystem Policies
Delivered by Vishruti Bindal, Education Manager. Sound Diplomacy
- 12:00 CET:** Roundtable 10: How to turn your city into a music hub?

Day 12: 16 Feb 2023

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Expert Session: A Music City's approach to policy making and impact of successful policies introduced in local ecosystems
Delivered by Kevin McManus, Head of UNESCO City of Music, Liverpool (U.K.)

Additional Workshop (Day 13: 30 Feb 2023)

- 11:00 CET:** Participant Presentations
- 11:30 CET:** Workshop 'How not to make a boomer event' by Misia Furtak, Chapter Director, Music Declares Emergency, Poland and Keychange 2022 Artist

ORGANISED BY:



CO-FUNDED BY:





Participant Feedback

**95.6 % PARTICIPANTS SAID THEY
WILL RECOMMEND THIS
PROGRAMME TO A FRIEND OR A
COLLEAGUE**

"I really enjoyed getting to know so many different professionals from diverse sectors and with diverse backgrounds. The keynotes/presentations were interesting, and the group discussions were inspiring."

Eszter Décsy, Project Manager, EEnlarge Europe (Budapest, Hungary)

"I enjoyed learning about the experience of other music professionals. I also really liked the lectures and the guest lectures. Furthermore, I think the whole European Exchange was very well organised!"

Anonymous feedback

"This was one of the most inspiring workshops I have ever attended. I learned so much about projects and initiatives around the whole world."

Robert Gaa, Night Mayor, (Mannheim, Germany)

"I really enjoyed the mix of people from different places in Europe as it gave us all the possibility to strengthen, diversify our network and identify with peers to collaborate with."

Juan S Ortiz de Zaldumbide, Founder, M3 Music & Independent (Malmö, Sweden)

"The program provided comprehensive insights into a range of topics and elements that serve as contributors to the music ecosystem. The breadth of knowledge and experience shared amongst the line-up of candidates was impressive and resonated with me, enabling me to think more audaciously and set bigger goals. So the overall learning experience was invaluable."

Sarah Harrison, Founder & Director, DISK A Global (Malta)

"Everything was brilliant! The content, the speakers, the organisers"

Maria Kaimaklioti, Music Consultant, (Larnaca, Cyprus)

ORGANISED BY:



CO-FUNDED BY:



**Music
moves
Europe**



Project Outcomes

Main Achievements

- We were successfully able to build a first of its kind capacity building programme that was cross sectoral in nature and focussed on economic, social and culture aspects of music ecosystems as well as sustainable practices. As a result the programme was able to bring together people from government bodies, consultancies as well as the music industry to facilitate roundtables regarding improved music ecosystems.
- Through access to our music cities community, as well as by virtue of the programme structure itself, participants gained access to an EU-wide network of professionals across sectors.
- 39 out of the 41 shortlisted participants were able to complete the programme and receive certificates.

Results beyond the state of the art

EU-wide knowledge sharing network

The programme yielded plentiful knowledge sharing between participants, forming a knowledge-sharing network. As a result, they now make up a community that facilitates collaboration, cooperation, brainstorming, and project support on music-cities topics. The multi-dimensional participants further augment the scope of knowledge the group can leverage.

Professional development of participants

The programme featured an introductory session on each topic covered, with case studies and best practices. Expert sessions and roundtables further bolstered the knowledge. Supplemental resources and recommended reading made sure participants were well-versed in the topics by the end, and equipped to apply the knowledge in their projects.

ORGANISED BY:



CO-FUNDED BY:



Music
moves
Europe





Reduced Carbon Footprint

Our virtual programme utilized technology to enable access to the training on a European scale, while significantly reducing the carbon footprint of the project.

Developing more resilient music ecosystems

Through interaction and engagement with their peers from various backgrounds, as well as our experts, the participants were able to gain a broad and nuanced understanding of the music ecosystems and the processes and institutions which support them. As a result, participants – many of whom were part of decision making frameworks in their own cities and communities – are now able to build more just and resilient music ecosystems in their respective cities.

ORGANISED BY:



CO-FUNDED BY:



Music
moves
Europe





Contact Us

Please feel free to contact us regarding any MCEE inquiries.

Vishruti Bindal

Education Manager, Sound Diplomacy

Email: vishruti@sounddiplomacy.com

Tel: +91 9899038618

ORGANISED BY:



CO-FUNDED BY:



Music
moves
Europe



Co-funded by
the European Union