



## PRESS RELEASE

7TH SEPTEMBER 2022

**MUSIC CITIES NETWORK and the CENTER FOR MUSIC ECOSYSTEMS announce**

### **THE EUROPEAN MUSIC POLICY EXCHANGE #musicpolicymatters**

MusicAIRE funded project launches the **first ever music policy think tank for cities in Europe**, leading to the publication of a **Music Cities Policy Handbook in 2023**.

[www.europeanmusicpolicyexchange.eu](http://www.europeanmusicpolicyexchange.eu)

The Music Cities Network and the Center for Music Ecosystems, through a successful award via the EU-funded [MusicAIRE](#) programme, are launching the **European Music Policy Exchange (EMPE)**.

EMPE is the first thinktank to **integrate and enhance the role that music plays across EU city priorities**, covering jobs and skills; education; climate action; infrastructure; tourism; the night time economy; diversity and inclusion and strategic planning. Through a series of 8 themed roundtables between September 2022 and April 2023 - in partnership with **Reeperbahn Festival, Eurosonic Noorderslag** and a host of specialists and supporting partners - a number of best practices will be developed between European cities and international experts. The findings will inform the publication of the first **European Music Cities Policy Handbook** to offer solutions, best practices and frameworks to incorporate music into the heart of local policy.

**Participating cities to date include:** Aarhus (DK), Amsterdam (NL), Aveiro (PT), Barcelona (ES), Bergen (NOR), Berlin (GER), Brno (CZ), Brussels (BE), Cortona (IT), Gothenburg (SE), Groningen (NL), Guimares (PT), Hamburg (GER), Hannover (DE), Kalmar (SE), Lausanne (CH), Leiria (PT), Liepāja (LT), London (UK), Manchester (UK), Mannheim (DE), Nantes (FR), Norrköping (SE), Paris (FR), Reykjavik (IS), Sydney (AUS), Tallinn (EE), Valletta (MT), Veszprem (HU), among others. The project aims to include representatives from cities in every EU country and the UK by the time of its culmination in April 2023.

**Partners supporting and contributing to roundtables include:** Client Earth, Enjoy Jazz, Eurocities, Globus/Nordisk Kulturfond, Group NAO, Keychange, Liverpool City Council,



Punch Records, Sound Diplomacy, Stauffer Center for Strings, Trempo, VibeLab, WOMEX **and more to be added.**

Each roundtable will feature at least 6 cities spanning all corners of Europe, comprising both Music Cities Network members and non-members, led by an expert in the field to explore how to incorporate music - in all its forms and functions - into how cities are planned, managed, measured and improved. In doing so, EMPE will propose a sustainable framework linked to existing city policies and priorities, to better understand the role that music ecosystems play in making places better.

The roundtables will be led by the Music Cities Network, the Center for Music Ecosystems and co-facilitated with [Kaospilots](#) - experts in design thinking and creative leadership, each focused on a specific policy area. Two will be held in person (Reeperbahn and Eurosonic) and the rest online. Each policy area will comprise a chapter of the handbook, written by the Center for Music Ecosystems. The handbook and all findings from the roundtables will be published in 2023 and made available to all cities and communities.

As we recover from COVID-19 and tackle the climate emergency, EMPE aims to improve capacity building, facilitate best practices and help implement change to capitalise on music's potential in all EU cities. The workshops are open to any EU city to participate and EMPE will offer honorariums to cover the cost of travel and participation in the roundtables.

**Schedule:**

Date	Roundtable & Topic
September 21, 2022 (in person) - Hamburg, Germany (to coincide with Reeperbahn Festival)	Roundtable 1 - Diversity, equality and inclusion
October 4, 2022 (online)	Roundtable 2 - Climate Action
October 18, 2022 (online)	Roundtable 3 - Jobs and Skills
November 16, 2022 (online)	Roundtable 4 - Education
December 7, 2022 (online)	Roundtable 5 - Tourism
January 16-18, 2023 (in person) - Eurosonic	Roundtable 6 - Night Time Economy

# EMPE

EUROPEAN MUSIC POLICY EXCHANGE

Noorderslag, Groningen, NL	
February 8, 2023	Roundtable 7 - Infrastructure
March 2, 2023	Roundtable 8 - Long Term Strategic Planning and Resilience
April 30, 2023	Publication of Guide

*'With EMPE we will be tackling the most important topics our music cities are facing today, such as climate change, tourism and infrastructure. In our fast paced societies we are often tackling these matters without taking the time to form policies around our work or creating the infrastructure that supports and facilitates real long-term change. During the next few months, EMPE will be the platform where we share knowledge and experiences on these matters across cities in Europe, while at the same time we foster the relationship between key players in our music scenes and policy makers.'*

**María Rut Reynisdóttir, Head of Cultural Office, Reykjavík Music City, Reykjavík Culture and Tourism, Board Member Music Cities Network e.V.**

*'It is important that music be linked, explicitly, to the most pressing challenges we face in our cities and places. How music can support climate action or welcome immigrants is just as important as how we can create a robust music industry that is fair and open to everywhere. We believe cities hold the power to creating better frameworks and we look forward working with the Music Cities Network, our partners and cities, to making this happen.'*

**Dr. Shain Shapiro, Founder and Executive Director for the Center for Music Ecosystems**

*'What does it take to create sustainable change in the rapidly changing and challenged music cities? We believe that a holistic approach and interlinked mindsets are key to future-proofing music cities. That is why we are very excited to launch the European Music Policy Exchange (EMPE) together with the Center for Music Ecosystems to be able to bridge the gaps between the city's music scenes and policy makers. Let's get to work!'*

**Lena Ingwersen, Managing Director, Music Cities Network**



### About Music Cities Network

The Music Cities Network (MCN) is a transnational non-profit association uniting music cities and policy makers around the globe. The MCN is a member-based network that actively designs hands-on solutions to bridge the gaps between all music city stakeholders: artists, music entrepreneurs, city marketing strategists and music policy makers. The actions aiming towards MCNs vision to get decision makers and politicians to sustainably acknowledge music as an integrated part of city development. Founding members are Aarhus, Bergen, Berlin, Hamburg, Gothenburg, Groningen, Manchester, Nantes, Reykjavik & Sydney. The non-profit association is based in Hamburg but acts transnationally.

[www.musiccitiesnetwork.com](http://www.musiccitiesnetwork.com)

For more information about the MCN, contact Managing Director, Lena Ingwersen:

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### About Center for Music Ecosystems

The Center for Music Ecosystems is a global research and development organization whose objective is to understand, advance, and enrich music ecosystems and increase their role and impact on the economic and social development of communities.

[www.centerformusicecosystems.com](http://www.centerformusicecosystems.com)

For more information about the Center, contact Head of Projects, Angharad Cooper:

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### About EPME

For more information about EMPE and the latest updates:

[www.europeanmusicpolicyexchange.eu](http://www.europeanmusicpolicyexchange.eu)



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