



EMPE is the first think tank 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 held between September 2022 and April 2023 - in partnership with **Reeperbahn Festival, UNESCO Cities of Music** and a host of specialists and supporting partners - a number of best practices will be identified from amongst European cities and international experts.

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The findings will have informed the development of the first **European Music Cities Policy Guide** 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), as well as international representatives from UNESCO Cities of Music.

Partners who have contributed to roundtables include: Music Declares Emergency, Client Earth, Enjoy Jazz, Eurocities, Globus/Nordisk Kulturfond, Group NAO, Selam, Keychange, Liverpool City Council, Punch Records, Sound Diplomacy, Stauffer Center for Strings, Trempo, VibeLab, WOMEX and many more.

Each roundtable featured at least 10 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.

The eight round tables were led by the Music Cities Network, the Center for Music Ecosystems and co-facilitated with Kaospilots – experts in design thinking and creative leadership. Two were held in person (Reeperbahn Festival in September 2022, and UNESCO Cities of Music AGM (Norrköping in February 2023) and the rest online.

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"We hope that this guide will contribute to an evolved understanding of the term music policy! It is groundwork for everyone involved and not involved with music policy yet to get inspired and interlink city policy areas that have not been thought together before. The 8 chapters champion the undeniable positive effects of music on social, economic, cultural and ecological development. It's time that we spread the word to everyone and raise more awareness for the power of music as an integrated part of city development to future-proof our lives in music cities."

Lena Ingwersen, Managing Director, Music Cities Network



"Music can be an immensely powerful tool if we use it to help solve the most pressing challenges 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 everyone. We believe cities hold the power to improving lives and we look forward working with the Music Cities Network, and our partners and cities, to using music to continue to make places happen."

Dr. Shain Shapiro, Executive Director, Center for Music Ecosystems

WHAT THE EXPERTS SAY:

"Sharing knowledge and innovative experiences between cities is key to develop smarter local policies on music. The European Music Cities Policy handbook shows how powerful local policies for music can be, and how they connect to the other urban policies. A real source of inspiration!"

Julie Hervé, Head of Culture, Eurocities



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"This Guide provides the essential elements a city needs to integrate the role that music plays in local policies. Of course, it is useful to those who identify as cultural actors. (Well, it is a must-read for us.) And... it is also useful to any urban actor willing to have a complete understanding of local development. The Guide shows development is unsustainable if culture (and music) are not explicitly informing plans and programmes."

Jordi Pascual, Coordinator, UCLG Culture Committee

"The European Music Policy Exchange Handbook is a unique and exemplary guide demonstrating the importance of the economic and social values that a thriving music ecosystem bring to cities. It is unique because it gathers music experts from across Europe embracing the diversity of the cities and the diverse music sectors. The thematic chapters are exemplary in reflecting the present while keeping an eye out on the future. I wish that this handbook is read and implemented by as many city officials as possible and that it will lead to actual music policies in place that will make those cities outstanding places for the citizens and their music."

Simone Dudt, Secretary General European Music Council, Consortium partner of MusicAIRE



"Music is ubiquitous. So much so that, taking it for granted, we sometimes forget how powerfully music knits together groups of people across many divides – be it cultural, social, or political. Music can make buildings into scenes and neighborhoods into communities. Any attempt to find policy solutions to societal challenges is made smarter by including music as a practice, industry or an ecosystem into the mix. EMPE is an invaluable initiative to amplify these efforts"

Virgo Sillamaa, Music Policy Researcher & Research Coordinator, EMEE

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THE EUROPEAN MUSIC POLICY EXCHANGE GUIDE SEPTEMBER 13, 2023

"The European Music Policy Exchange (EMPE) is a welcome initiative and we look forward to reading the policy handbook for European music cities coming out of this project. Studies have shown that cities placing music at the heart of their policies can boost their economy and strengthen their social fabric. This is essential for independent music companies which tend to be strong components of the cities where they establish. It will be interesting to see what recommendations come out of this project."

Helen Smith, Executive Chair, IMPALA, European Association of Independent Music Companies



"Music policy has evolved, especially at a city level. Thriving music ecosystems are no longer serviced by inwardly gazing only – at venues, artists, education and export opportunities. Music is woven through the fabric of what makes cities work. As city makers, we need to nurture music in the classroom, the rehearsal room, recording studio, and on stage, but also where music shapes life outside of those spaces. The future of music policy harnesses the power of music to achieve social justice, climate justice, equitable economies and thriving, meaningful, magnetic places. EMPE is a groundbreaking resource to help policy makers start to unlock this potential of music in their cities."

Lex Davidson, Strategy Advisor – Culture, City of Sydney; and Music Cities Network Board Member

"The European Music Policy Exchange has been a ground-breaking opportunity to exchange learning and practise whilst stimulating and creating innovative strategies that profile the value, power and agency of music for cities and their residents through the creation of the European Music Cities Handbook. This initiative is a compelling example of why the work of the Music Cities Network is so crucial to the international music sector. Building this guide in partnership with the Centre of Music Ecosystems has strengthened the case for music as a force for making change, building connectivity, communities, inclusion and equity in cities as well as supporting networks of musicians, independents, venues and increasing economic impact."

Debra King, Director Brighter Sound Manchester, Chairwoman of the Music Cities Network



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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 MCN's 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, Reykjavik, Valencia & Sydney. The non-profit association is based in Hamburg but acts transnationally.

www.musiccitiesnetwork.com

For more information about the MCN, contact Managing Director, Lena Ingwersen: lena@musiccitiesnetwork.com

About Center for Music Ecosystems

The Center for Music Ecosystems is a mission driven nonprofit that conducts globally relevant research that demonstrates how music can be a catalyst for social change and support communities to use music to foster sustainable development at a local, national and global level

www.centerformusicecosystems.com

For more information about the Center, contact Head of Projects, Angharad Cooper: angharad@centerformusicecosystems.com.

About EPME

For more information about EMPE and the latest updates: www.europeanmusicpolicyexchange.eu

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