

Network for the Internationalization of Music Producers in Europe (NIMPE)

NIMPE BACKGROUND AND PROJECT NEEDS

Culture and creative sector has problems to export their productions and to internationalize¹, especially in the sector of live music and events. Music production and events companies found lots of difficulties when they tried to realize European and International music and events co-productions.

Among the different structural, operative and cultural difficulties the most relevant seem to be:

- Lack of information about other markets (differences in legislation, labour security, process managing, authors' right, as well as availability to coproduce and host other Countries' performances). Music and events production companies have no knowledge about the other countries and market business specificities.
- Different competences required in the different EU Countries.
- Access to credit. New and young music and events production enterprises have a lot of budget limitations minimizing their operational capacity and limiting their actions.
- Marketing knowledge and skills. Small and newly born music and events production companies do not have the competences and contacts necessary to develop marketing campaigns which would identify the business targets and opportunities (national and international).
- Lack of structured institutional support. There is not an existing institution or network that works as a benchmark helping music and events music production companies in internationalizations tasks or providing adequate European business informations.

CULTURE SUB-PROGRAMME PRIORITIES

NIMPE aims and actions are relevant in the first objective of the Culture Sub-Programme Cooperation Projects reinforcing the cultural and creative sector's capacity to operate trans-nationally, especially in the following program priorities:

- Supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing of new business and management models.
- Supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond, when possible on the basis of long-term strategies.
- Providing support to strengthen European cultural and creative organisations and international networking in order to facilitate access to professional opportunities.

¹ (See EU document "GOOD PRACTICE REPORT on THE CULTURAL AND CREATIVE SECTORS' EXPORT AND INTERNATIONALISATION SUPPORT STRATEGIES", January 2014)

At same time, NIMPE is also relevant in the second objective of the Culture Sub-Programme Cooperation Projects promoting transnational circulation and mobility, especially in the following programme priorities:

- Supporting international cultural activities, such as for instance touring events, exhibitions, exchanges and festivals.
- Supporting audience development as a means of stimulating interest in and improving access to European cultural and creative works and tangible and intangible cultural heritage.

NIMPE OBJECTIVES

NIMPE main objective is to support internationalization of live music production and events enterprises (especially young and newly born one) within Europe, trying to overcome the difficulties encountered by the sectors operators and suggesting competitive models to be tested and assessed in order to shared amongst the EU countries, in the perspective of strengthening the overall competitiveness of the system, even towards the extra EU countries.

At same time, to implement the project, NIMPE has other important strategic objectives to develop:

- Provide small and newly born music producers enterprises with information and practical tools for overcoming the difficulties linked with the internationalization of their activities.
- Create an international network of producers, technicians and stakeholder aimed at facilitating co-productions and artist's exchange and that works as an international support benchmark for all the music and events production enterprises.
- Strengthen the business dimension of music producer's enterprises across providing key information to facilitate international music co-productions.
- Create and test a pilot itinerant festival dedicated to music operators and their artists with the objective of disseminate new and innovative European live music and events co-productions.

NIMPE PARTNERS AND THEIR ROLE IN THE PROJECT

To achieve a successfully development, NIMPE project will be implemented by 6 institutions of 6 different European countries with long experience in music and events international co-production, with knowledge about European and non-European music and events production business, with experience creating and disseminating international events and exhibitions and with management skills in the implementation of European Projects.

At same time, all the team members have previous experience in some project key action. All the team members have an extended experience in one or more of the following fields: creating music international co-productions, having experience in European projects development, developing innovative practices in the cultural or creative field, implementing international exhibitions, events or music concerts or coordinating different associations.

- **Assomusica (Italy). Project Coordinator**

Assomusica is the association which organize and produce live music shows. The association has over hundred members all over the country covering the 80% of live concerts in Italy. From the birth of Assomusica, its associates have promoted thousands of concerts and events with the presence of millions of viewers. At the same time, the association organizes events, shows and productions initiatives useful for supporting the association aims and improves the quality of the shows. Furthermore, Assomusica establishes and encourages contacts, exchanges and partnerships operating in the field of music.

Assomusica will be the Project coordinator. Its main objective will be the management and the evaluation of the project. As the coordinator, their functions will be to create the direction and management bodies of the project, to host and manage transnational meetings, to produce NIMPE management and evaluation plan, to elaborate the final evaluation reports and to organize an online survey about the NIMPE products utility.

At the same time, Assomusica will be the leader of one of the Work Packages with the aim of creating and testing an international itinerant festival (Music Producers Week Festival). Association functions will be to involve local stakeholders in the event production, to produce promotion materials, to meet companies and music groups interesting in participating in the event, to select valuable shows, to develop a local communication campaign which will be disseminated at EU level among music networks and music related media and to host the European Music Producers Week in Italy.

- **Root Music LTD (United Kingdom)**

Root Music LTD has worked nationally and internationally including in festivals, tours, special events and community projects. Root Music has developed and maintained a unique position in the industry creating new projects with high profile artists from all around the world and, continues to support the development of new and emerging arts organizations across the UK and Europe.

Root Music LTD will lead one of NIMPE project Work Package with the aim of creating an international network of producers, technicians and stakeholders. Root Music functions will be created and updated a database of music operators and stakeholders in Europe, to create and update a database on networks and business activity in Europe, to indentify the music co-production and to create a job board with music co-productions opportunities.

- **Drustvo ŠKUC (Slovenia)**

SKUC is one of the leading non-governmental organizations promoting non-profit cultural and artistic activities in Slovenia. It holds the status of an association working in the public interest in the cultural field. SKUC main goals are to support young and promising artists by including them in the cultural sphere and to organize creative spare-time activities for young people.

SKUC will coordinate and support some NIMPE Projects actions. First of all, they will coordinate the creating a countries information bank with music legislation (author's rights, process managing, labour security, etc...) collecting information to all the European countries. At same time, SKUC will support the dissemination of the project in Eastern Europe. SKUC will support another NIMPE project Work Package creating a database with international a music co-production best practices collection in Slovenia.

- **M.E.S.O. Music Events (Greece)**

M.E.S.O. is a non-profit organization involved in the field of organization, planning and production of music events. One of the major Goals is to support and develop European Music Day idea in

Greece. M.E.S.O. was established in 1998 with the support of the French and Hellenic ministries of Culture as a Greek national coordination office for the European Music Day Association.

MESO role in NIMPE Project will be the coordination of the Work Package dedicated to the dissemination and the promotion of Project results. MESO tasks will be to design, create and maintain a dynamic website with all the materials produced by the other Project Work Packages, to create a work space inside the website, to create a database of blogs and websites to communicate the events, to create a NIMPE Project profile on professional and social networks and the community management on social networks. MESO will support another NIMPE Project Work Package creating a database with an international music co-production best practices collection in Greece.

- **DSI Swinging Europe (Denmark)**

The aim for the organization is designed to locally and internationally promote and further develop cultural and music activities. This including, inter alia, by implementing arrangements, by cooperation with musical performers, talents and by participation in national and international networks with the focus on jazz music and by collaboration with executive jazz musicians, tour management, educate and training international and national jazz musicians.

Swinging Europe will create a Decalogue for the production companies' internationalization strategy. This action will explain all the steps that a music and events production company has to realize for their correct internationalization. Swinging Europe will also help the European Music Producers Week implementation by disseminating at EU level, and especially in the Nordic countries, music networks and music related media. Swinging Europe will support another NIMPE Project Work Package creating a database with an international music co-production best practices collection in Denmark and the Nordic countries.

- **Technopole Quimper-Cornouaille (France)**

Technopole Quimper mission is the economic development of the territory by business innovation across creating human gateways. Technopole facilitates cooperation between companies, research institutions, higher education, technical centres, funding of innovation and technology transfer structures fomenting shared projects at national and international level.

Technopole will be NIMPE Project technology and business innovation provider. Technopole will be on charge of one of the Projects Work Packages with the main goal of providing music producers enterprises information and practical tools thanks to the creation of a database with an international music co-production best practices collection (in coordination with all the project partners), identifying and selecting all the music producers' enterprises steps for their correct internationalization, coordinating a countries information bank with music legislation (author's rights, process managing, labour security, etc...), coordinating a Decalogue for the production companies' internationalization strategy and creating and managing the music producers help desk.

To achieve the project strategic objectives, NIMPE Project develops specific and accurate actions. NIMPE actions are divided into 5 different areas (Work Packages) for the correct implementation of the Project. Every actions group responds to a need and a defined objective:

- Work Package 1: Provide music producers enterprises with information and practical tools for new business models for the internationalization.
 - a) Selection of European Music co-productions best practices (a selection of successfully international co-productions music events and shows).
 - b) Create a database with international a music co-production best practices collection.
 - c) Identify and select all the music producers' enterprises steps for their correct internationalization.
 - d) Create a countries information bank with music legislation (author's rights, process managing, labour security, etc...)
 - e) Create a Decalogue for the production companies' internationalization strategy.
 - f) Create and manage the music producers help desk deliver 2 national workshops.
- Work Package 2: Create an international network of producers, technicians and stakeholders.
 - a) Create and update a database of music operators and stakeholders in Europe.
 - b) Create and update a database on networks and business activity in Europe.
 - c) Identify the music co-production and funding or credit opportunities.
 - d) Create a job board with music co-productions opportunities and deliver 2 national workshops to transfer all the deliverables.
- Work Package 3: Create and test an international itinerant festival (Music Producers Week Festival).
 - a) Involve local stakeholders in the event production (producing companies, local authorities, associations, etc...)
 - b) Produce promotion materials
 - c) Met companies and music groups interesting in participate in the event.
 - d) Se lection of valuable shows
 - e) Develop a local communication campaign (radio, TV, music magazines, etc...)
 - f) Dissemination at EU level among music networks and music related media.
 - g) Host the European Music Producers Week in Italy.
 - h) Record a video of the show.
- Work Package 4: Dissemination and promotion of projects results.
 - a) Design, create and maintenance a dynamic website with all the materials produced by NIMPE project in WP1 and WP2
 - b) Create a work space inside the website.
 - c) Create a database of blogs and websites to communicate the events.
 - d) Create a NIMPE project profile in professional and social networks
 - e) Community management in social networks.
- Work Package 5: Management and evaluation of the project.
 - a) Create the direction and management bodies of the project.
 - b) Host and manage 5 transnational meetings in the UK, Slovenia, Denmark, Italy and France.

- c) Produce NIMPE management and evaluation plan.
- d) Elaborate the final evaluation reports.
- e) Organize an online survey about the NIMPE products usefulness.

NIMPE PRODUCTS/DELIVERABLES

As a result of the structured actions explained in the previous chapter, NIMPE Project will produce useful products to achieve the Project main objectives.

- Work Package 1: Provide music producers enterprises with information and practical tools and deliver 2 workshops.
 - a) Workbook with best practices: A database showing quality and innovative examples of international co-produced projects.
 - b) Countries information bank: An informative data bank with all the music and events country legislation.
 - c) Decalogue for the internationalization: A guide with internationalization information to develop international Projects successfully.
 - d) Producers Help Desk: An interactive forum where companies with international co-production objectives can resolve their doubts and needs and be guided.
- Work Package 2: Create an international network of producers, technicians and stakeholders.
 - a) Database of music operators and stakeholders interested in international co-productions: A network with all the music and event production actors.
 - b) Database on existing networks and business activity: A data base with all the information about music and events production activities
 - c) Enterprises satisfaction survey.
 - d) Music co-production job board: A job board where music and events production enterprises can found working international co-production opportunities.
- Work Package 3: Create and test an international itinerant festival (Music Producers Week Festival).
 - a) European Music Producers Week: An itinerant festival showing innovative and new exhibitions of international music productions.
 - b) Communication and promotion materials: Multi channel products will be created to disseminate NIMPE actions.
 - c) Video of the show: A video will be recorded and distributed in all the music field platforms and communication media.
 - d) Videos of the show making
- Work Package 4: Dissemination and promotion of projects results.
 - a) Website: An interactive online tool with all the materials developed in Work Packages 1, 2, and 3. The materials developed by NIMPE Projects will be free and available in a website that wants to be the virtual music and events production companies benchmark.

- b) Work space: An online tool where the music and events producers can share experiences, being in contact with their potential partners.
 - c) Events and products newsletter.
- Work Package 5: Management and evaluation of the project.
 - a) Management and Evaluation Plan.
 - b) Final evaluation report.
 - c) Events and material minutes.
 - d) Report on the surveys

NIMPE MANAGEMENT PLAN

For the correct NIMPE management development, the Project is divided in 5 Work Packages with and objectives, actions and deliverables identified. Every Work Package has a leader which is responsible of ensuring that all the actions will be developed successfully and of coordinating all the Project partners in their area of experience. The Work Packages will also organize 3 international visits. The first kick off meeting to develop the steps to implement the actions, the second one to monitor the actions and productions that are being developed and the third one to test and evaluate the products done in order to improve them if necessary.

- Work Package 1: Provide music producers enterprises with information and practical tools.

TECHNOPOLE (Package Leader): The French association will coordinate the best practices database (all partners will collect the best practices of their countries) and will coordinate the Decalogue for the Internationalization.

SKUC will coordinate music legislation information bank by collecting music and events legal information about all the European countries.

SWINGING EUROPE will create and develop the Decalogue for the internationalization.

- Work Package 2: Create an international network of producers, technicians and stakeholders.

ROOT MUSIC LTD (Package Leader): The institution will coordinate the development of music operators and stakeholders interested in international co-productions database (all partners will collect the data for the database), a database on existing networks and business activity (all partners will collect the data for the database) and will create music co-production job board.

- Work Package 3: Create and test an international itinerant festival (Music Producers Week Festival).

ASSOMUSICA (Package Leader): ASSOMUSICA will host and coordinate the European Music Producers Week developing communication and promotion materials and producing a video of the show.

ALL PROJECT PARTNERS: NIMPE institutions will help Assomusica selecting valuable shows for the event and disseminating it at EU level among music networks and music related media.

- Work Package 4: Dissemination and promotion of projects results.

MESO (Package Leader): MESO will create and maintain NIMPE website, developing at same time the work space and a newsletter to communicate the Projects products and events. All the project partners will facilitate the database with contacts and relevant websites.

- Work Package 5: Management and evaluation of the project.

ASOMUSICA (Package Leader): ASSOMUSICA will coordinate NIMPE Project management and evaluation developing a management and Evaluation Plan and managing and hosting the international meetings.

NIMPE COMUNICATION AND DISSEMINATION PLAN

The main **communication objectives** are to disseminate all the contents included in the virtual tool, to create a music producers network for the enterprises internationalization and to disseminate and maximize the impact of the new and innovative music products. Especially one of NIMPE outputs (European Music Producers Week), will be communicated and disseminated in a multilateral way using virtual tools and social platforms and developing a local communication campaign (radio, TV, music magazines, etc...) and a strong dissemination at EU level among music networks and music related media.

The **targets groups** will be music and events production companies (developing a specific campaign for new, innovative and young ones) with the clear objective to internationalize their projects and actions. The target group will also be the students in production that look for their first professional activity and for innovative projects and events.

The **channels** used for the communication will be banners in music sector web pages, commercials in music events and establish presence in general and specific 2.0 tools (profile in social and professional networks, upload videos in audiovisuals networks...). One of the main actions of the Project is to create, develop and maintain an opened and free online tool. The tool will be available to all the European countries and to all the live music production agents (producers, technicians or stakeholders). NIMPE Project online tool can be used by all the enterprises or institutions that aim to know which European music producers or stakeholders are interested in the development of co-production activities. Online tool will also be available for all the enterprises or institutions that need to acquire information or contacts about live music existing networks and business activity. NIMPE online tool aims at the reference tool by informing about all live music events, exhibitions and opportunities for the small and young sector companies.

At the same time, NIMPE communication and dissemination plan is divided at local or regional and at national and European level:

At **local level**, every NIMPE partner has to disseminate the Project products and activities among all music and events production enterprises of their influence zone using proximity tools such as direct communication or presence in local events.

The same strategy will be developed for the dissemination at **regional level**; every participating institution will show the project in regional meetings and events.

At **national and European level**, NIMPE project dissemination will be implemented through the presence in national and international events and exhibitions. NIMPE website will be disseminated

thanks to a newsletter (with the agenda and the materials developed by the project) to all the music and events productions companies and stakeholders.

NIMPE EVALUATION PLAN

Quantitatively, the project assessment will be based on statistic indicators. To measure the online tool impact NIMPE project will use the following datas:

- Number of online tool users (to evaluate the real impact of the tools developed).
- Number of best practices documents downloaded (to assess the value of the workbook and database information).
- Number of job opportunities included in the Job Board (to evaluate the capacity of the project to collect music and events international co-production opportunities).
- Number of networks and business activities included in the website (to evaluate NIMPE capacity to become a music and events production enterprises benchmark).
- Number of advertisements published by production companies looking for partners for international co-productions (to assess the tool capacity in relate music producers and performers).
- Number of participants and assistants to the European Music Producers Week (to assess the event impact in the general public and in the professional field).

Qualitatively, the project assessment will be based on interviews to the online tool users in order check if the contents are innovative and if the virtual tools and materials are meaningful to find new contacts and international co-productions. At same time, all project actions and products will have costumer's surveys in order to measure their usefulness. At long term, NIMPE project will assess the number of international co-producing projects and international events implemented thanks to the help of the online tool.