



5	607429-CREA-1-2019-1-DE-CULT-COOP2		DE
Keychange			
Original Budget		Maximum Grant Awarded	% Awarded
2.810.200,00 €		1.405.100,00 €	50,00 %
Role	Organisation Name		Country
APP	INFERNO EVENTS GMBH & CO KG		DE
PAR	First Music Contact		IE
PAR	IA TONLISTARHATID EHF		IS
PAR	LASTUR BOOKIN SL		ES
PAR	MUSICCASE OU		EE
PAR	MUSIC INNOVATION HUB SPA IMPRESA SOCIALE		IT
PAR	MUSIKCENTRUM OST		SE
PAR	STE DES AUTEURS COMPOSITEURS ET EDITEURS DE MUSIQUE SACEM		FR
PAR	Stiftelsen Oslo World Music Festival		NO
PAR	THE PERFORMING RIGHT SOCIETY FOUNDATION		UK
COMPENDIUM			
<p>Keychange is a European talent development programme which is now being recognized also as an international campaign for gender equality in music. It stimulates artist development, exchange & innovation by creating new international opportunities for performance, creative collaboration & capacity building amongst European female musicians & industry professionals who push the boundaries of their practice. Keychange also brings together festivals from across the world in a pledge towards programming more women by end 2022. Keychange aims to promote the creative & economic contribution female talent could be making to Europe's music industry through innovative, inclusive action.</p> <p>Showcases, networking, training & "Creative Lab" Capacity Building will give three cohorts of 72 women a chance to access new markets, build international profile & extend their audience in Europe & beyond. The Lab provides opportunities for music creators to connect with pioneering artists & entrepreneurs from tech, AV & other sectors shaping change & innovation. This will be backed for the first time by a bespoke database promoting Keychange participants skills to our new network of 140+ international festivals. A dynamic web platform will offer learning opportunities & webinars, to hundreds of men & women across Europe who aren't directly involved in Keychange training.</p> <p>Keychange was devised by 6 European music festivals & an associate festival in Canada, supported by Creative Europe. To build on this success & to significantly extend the impact of this evolving project, 4 extra European partners & 2 extra associate festivals are now taking part. This will enable female artists & innovators from 5 more European countries to be empowered by new Keychange features which will benefit the whole network. A bold communications strategy backed by high profile artist ambassadors & pioneers will drive this European project's impact internationally & across EU borders in its 2nd phase.</p>			