

THE EMC'S STRATEGIC POSITION

The EMC's objectives and strategies are formulated on the basis of the EMC's position, responsibilities and opportunities as the European network of networks for music with a membership of national music councils as well as national and international music organisations based in Europe. Being a regional Council of the International Music Council, the EMC co-operates on an international level.

- 1 The EMC has the power and know-how to promote musical diversity and to support musical development in Europe.
- 2 The EMC, on behalf of a broad constituency, is in a position to advocate changes in European musical policies in relation to institutions such as the European Union and the Council of Europe, and, through its members, in relation to national governments and various musical communities. Through the IMC, the EMC also participates in international advocacy work in relation to such organisations as the UNESCO. Furthermore, the EMC can play the role of a consultant for policy-makers concerning the music sector's information and policies.
- 3 The EMC has the capacity to provide strategic information and facilitate exchange and cooperation between music cultures and interests in Europe.

The EMC is a Regional Group of the



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The EMC is supported by:



European Music Council

A Regional Group of the International Music Council

VISION

The European Music Council (EMC), regional group of the International Music Council (IMC), is the umbrella organisation for the musical life in Europe. It serves its members by being the primary advocate for music and hence plays a key role in supporting the European communities that want to celebrate their music.

PRINCIPLES

- 1 In line with the IMC's principles, the EMC's strategies and actions honour human and cultural rights such as:
 - ▶ the right for all children and adults to express themselves musically in full freedom;
 - ▶ the right for all children and adults to learn musical languages and skills;
 - ▶ the right for all children and adults to have access to musical involvement through participation, listening, creation, and information;
 - ▶ the right for musical artists to develop their artistry and communicate through all media, with appropriate facilities at their disposal;
 - ▶ the right for musical artists to obtain fair recognition and remuneration for their work.
- 2 In devising its strategies and actions, the EMC gives equal value and respect to all musical cultures.
- 3 In situations where the two are in conflict and a choice must be made, the EMC supports musical integrity over commercial gain.
- 4 The EMC strongly supports youth participation in decision-making processes.



© Manuel Canetti
Ramon Diaz Group performing in the frame of the EMC annual conference in Barcelona in 2007



© EMC
Kouame Sereba introducing the Norwegian school concert concept at the EMC annual conference in Malmö in 2006



© Ian Foxx
The Mariachi Divas performing in the frame of the IMC World Forum on Music in L.A. in 2005

OBJECTIVES & STRATEGIES

Protection and Promotion of Cultural Diversity

The European Music Council will sustain and enhance musical diversity in Europe by promoting all types of music.

Strategies:

- ▶ Protect and advocate for underprivileged musical cultures, forms and genres;
- ▶ Proactively include organisations from all sectors of music in its membership;
- ▶ Promote and contribute to IMC's 'Many Musics Action Programme' (MMAP).

Advocacy and Consultancy

The European Music Council will influence decision-makers in Europe by voicing the needs and interests of the music sector.

Strategies:

- ▶ Sustain and enhance relationships to key individuals and decision-making bodies on the European level;
- ▶ Maintain an active awareness of the political agendas of its members in order to contribute to the coordination of interests and to support members in their endeavours to influence decisions relevant to music on a national as well as on European level;

- ▶ Speak on behalf of the music sector when decision-making bodies on the European level develop cultural policies, and hence influence decisions related to the development of music in Europe;
- ▶ Build capacity on advocacy work among its membership.

Information exchange, communication and cooperation

The European Music Council will encourage co-operation between players within the European music sector by facilitating communication and exchange of information.

Strategies:

- ▶ Serve as contact point for members and other music organisations, disseminate information on member activities and provide information on issues of interest for the sector;
- ▶ Contribute to the co-ordination of projects among members and disseminate information relative to such projects;
- ▶ Actively participate in the 'European public space' and increase the visibility of the EMC's and its members' activities;
- ▶ Encourage the exchange of experts in music between Europe and the rest of the world and serve as junction between European and international music organisations.