

Partners:



Sponsors:



Keychange

A pioneering European project investing in the future of music by empowering female music creators and innovators.

Deadline: 20th August 2017

PRS Foundation, BIME, Iceland Airwaves, Musikcentrum Sweden, Mutek, Reeperbahn Festival, Tallinn Music Week, The Great Escape and Way Out West – are collaborating as European partners supported by the Creative Europe programme of the European Union. **Keychange** is an innovative two year programme which supports talent development, exchange and innovation across Europe through showcases, networking opportunities, and a creative lab programme.

Please see the below applicant guidelines before applying.

Artists selected for Keychange will:

- Be innovative, emerging artists, with a distinctive and original talent, which would contribute to the breadth and excellence of Europe's popular music
- Have a growing following in their country with the potential to make first steps into new European markets but have not yet toured or showcased abroad extensively
- Be able to write and perform their own music to facilitate the showcasing element of this project
- Have the beginnings of a team working with them to support their business development, with potential for future commercial success, whilst still demonstrating their need for support (i.e. will not already be signed to a major label) and what they would get out of the network.
- Fit with the programming ethos of one of the partner festivals
- Be based in the UK, Sweden, Germany, Iceland, Estonia or Spain

N.B we are selecting a mixture of solo female artists and female led bands across a range of independent music genres.

Innovative industry professionals selected for Keychange will:

- Be pushing the boundaries of music industry practice; demonstrating interest in new business models and innovative ways of working

- Have a growing professional track record, with at least 4 years professional experience
- Be able to demonstrate their commitment to supporting emerging artists from all backgrounds, have an interest in enabling female talent to flourish and in influencing change across the industry
- Be working with music whether from within the industry or another creative sector (tech, audiovisual, design) which intersects with new music business models.

Both artists and industry professionals will:

- Be able to demonstrate why participating in this project would have a transformative impact at this stage in their career and confirm their availability for participating fully in the project (including the whole network meetings in March 2018 and October 2018, one other showcase and interaction and sharing of experience through our digital platform/blogs/social media)
- Apply to be a Keychange participant by submitting a clear plan which indicates what they would be able to contribute and get out of the Keychange project, what success would consist of for them, how they would achieve their creative and business goals and how the Lab and innovation fund might help them.
- Submit information about their career to date which gives us a baseline from which to evaluate progress at the end of the project
- Be based in one of the European partner countries*

More about Keychange activities

30 emerging female artists & 30 innovators (10 participants per country) will be selected to take part in Keychange and travel to leading music festivals across Europe and in Canada through an industry wide nomination process. The activities they will benefit from are:

- **Artists will benefit from at least 1 international showcase opportunity** at one of Tallinn Music Week, BIME, Iceland Airwaves, Musikcentrum Sweden, Mutek, Reeperbahn Festival, The Great Escape or Way Out West.
- **2 full network events – *a creative campus*** at Tallinn Music Week (April 2018) and BIME in Bilbao (November 2018) attended by all 60 participants alongside local tech and music industry pioneers
- **Innovators/industry professionals benefit from at least 1 chance to take part in a panel or other activity** at Tallinn Music Week, BIME, Iceland Airwaves, Musikcentrum Sweden, Mutek, Reeperbahn Festival, The Great Escape or Way Out West and have an opportunity to partake in the Creative Lab programme.
- **A Creative Lab programme** will stimulate Keychange participants to collaborate and be supported by an **innovation fund (of 30 000 Euros)** which invites new teams to pitch in for small bursaries which will support testing of new music/ business models and collaborations
- **Public-facing networking events** involving ambassadors – includes curated networking opportunities and local industry orientation organised by all partner festivals
- **Digital community:** the Keychange network will connect throughout the programme via a bespoke microsite/app, social media campaign, blogs & vlogs shared from each event and via a google-group network for sharing of ideas outside of the labs
- **Advocacy and manifesto for next generation:** final event will take place in Brussels in European Parliament featuring Keychange participants to shift policy.

* 6 artists from within the network will be selected for the extra opportunity of showcasing and taking part in a Creative Lab at Mutek in Canada. This opportunity will be targeted at women working in electronic music and we will include a question in the application form about if and why applicants want to put themselves forward for this opportunity which focuses on new technology, AR and VR.

Application form guidance: for a step by step to our online application platform [click here](#).

Further information

If you require further information, then please get in touch with the person who sent you this or jess@prsformusicfoundation. On behalf of all Keychange partners, Thank you for taking the time to help us find the right participants for this important European project. Current holding page for Keychange: <http://www.prsformusicfoundation.com/partnerships/international-partnerships/keychange/> #keychange

Information on Lead Keychange Partner: PRS Foundation is the UK's leading charitable funder of new music and talent development across all genres. Since 2000 PRS Foundation has given more than £23.6 million to over 5,300 new music initiatives by awarding grants and leading partnership programmes that support music sector development. Widely respected as an adventurous and proactive funding body, PRS Foundation supports an exceptional range of new music activity – from composer residencies and commissions to festivals and showcases in the UK and overseas. www.prsformusicfoundation.com