


All Europe Countries Organisations and initiatives Music COVID 19

# Impala - Independent Music Companies Association

CREATIVESUNITE

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IMPALA is a non-profit making organisation with a scientific and artistic purpose, dedicated to cultural SMEs.Formed in 2000 by prominent independent labels and national trade associations, IMPALA has 5,000 members.

impalamusic.org

Actions:

- IMPALA, the European independent music companies association, set up a Covid-19 Task Force to help address the effects of the current crisis on the independent sector in Europe.
- To try and secure a co-ordinated approach across Europe to minimise the impact of Covid-19 on the independent music sector, IMPALA's Task force published a crisis plan seeking urgent action at EU, national and sector level.
- IMPALA also released a proposed ten-step roadmap with a timeline seeking decisions in May through to September and beyond. The roadmap sets out financial and non-financial tools to increase liquidity in the music and broader cultural industries.
- This year, IMPALA's Outstanding Contribution Award goes to the #Love Record Stores campaign. Jason Rackham, MD of [PIAS] UK, created and led the campaign which has grown into a successful international movement, that started on social media as the Covid-19 crisis unfolded to encourage music fans support their local record stores.

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