



Music | All Europe Countries | Creative Europe Community | Greening | Open Call

Music Moves Europe supports the green transition in music with a €5 million call

# Music Moves Europe launches a new €5 million call to support environmental sustainability in the music sector. Through assessments, training, and funding, the initiative aims to foster greener practices and innovation across the industry.

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This [Music Moves Europe \(MME\)](#) call aims to support the green transition and environmental sustainability of the European music ecosystem. This is in line with the Commission's overall ambition for MME to promote the competitiveness, diversity and sustainability of the European music ecosystem and the strategic goal of stimulating and accompanying the sector's green transition. It also complements the EU policy agenda for culture (EU Work Plan for Culture 2023-2026, action on "stimulating the green transition").

Key focus and priorities of the call

The purpose of this call is to select one consortium that will deliver on all three distinctive, but linked activities that support the implementation of the following three key priorities:

1. A strategic needs assessment identifying practices in the music ecosystem that need to change and a mapping (by themes and musical subsector) of best/innovative green

practices or tools. The purpose of this activity is to provide information to the music sector and its organisations/professionals on greening issues and existing practices.

2. A capacity building/awareness-raising and training programme for the music sector to improve skills and knowledge in order to facilitate the sector's green transition. The purpose of this activity is to enable music sector organisations, artists and other professionals to share and acquire the knowledge, skills and competences to become (more) active in greening the music ecosystem and possibly to develop a network of "green" specialists in the sector.

3. A financial support scheme redistributing funds (through cascading grants) to organisations ("third parties") active in the music sector to adopt best/innovative practices for its green transition and environmental sustainability. This scheme aims to build the capacities of the selected beneficiaries and to support them in applying greener practices or in developing and testing innovative concepts or initiatives.

## Activities that can be funded

- A strategic needs assessment and mapping of "green" best practices

Applications must include provision for the needs assessment and a mapping of "green" best practices as described in the previous section "Themes and priorities (scope)". Applications are encouraged to consider the music sector in its entirety, including but not restricted to the live industry (where subjects such as sustainable touring are relevant), the recording industry, the manufacturing industry (vinyl and CD production), as well as the streaming industry.

- A programme of capacity-building activities benefitting the music sector

Applications must include an outline of a programme of capacity building and peer-learning activities aimed at raising awareness and improving knowledge and skills of participants to become (more) active in greening the music ecosystem. This could include, for example, initiatives to develop a network of "green" specialists in the sector. This programme should be addressed at organisations, companies and/or individuals active in the music sector across the participating countries of the programme.

The programme of activities can include workshops, tutorials,

etc. involving music sector representatives and artists to equip them with skills and knowledge relating to future challenges (e.g. green transitions, sustainability). Train the trainers activities are encouraged to maximise the long-term impact of the action.

- Financial support to third parties active in the music sector  
The financial support scheme, which must be included in the application must consist of at least two calls for proposals (ideally one in the first 12 months of the project's implementation). Music sector organisations and businesses must be reached directly and in a representative manner, ensuring a balance across music sub-sectors and a balanced geographical spread.

For more details please read the official open call document [here](#).

About Music Moves Europe

The Music Moves Europe initiative promotes a diverse, competitive, innovative and sustainable European music sector. Key challenges persist in the sector that is still in a recovery mode following the COVID-19 pandemic; its slow recovery has been impacted further by rising costs through inflation and soaring energy prices that were triggered by the unlawful Russian aggression of Ukraine. At the same time, the music sector has to face the global challenge of climate change and wants to contribute to a greener and more sustainable future. In line with the [European Green Deal](#) and complementing the EU policy agenda for culture (EU Work Plan for Culture 2023-2026, action on “stimulating the green transition”), the present action Music Moves Europe aims at supporting

the green transition and environmental sustainability of the music ecosystem along the value-chain (from creation to distribution).

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Image Credit: Casper Maas, 2024 for Music Moves Europe Awards. Photo source [here](#).