

European cooperation project “EUphonic Girls”



PROJECT DESCRIPTION

BACKGROUND

Generazione Musica is a company that deals with organizing events, especially music events. In the last three years we organized events during the Collisioni Festival (www.collisioni.it) in Barolo, including concerts of Jamiroquai, Gianni Nannini, Caparezza, Deep Purple, Elisa, Vinicio Capossela, Fabri Fibra, Sting, Mark Knopfler, Paolo Nutini, etc. We also organize musical events dedicated to emerging bands.

In his three years of experience in the industry we found a clear preponderance of male bands, especially among young people, and an almost total absence of female bands, especially in this last period in which the spread of musical culture is dwindling. This is because it is assumed that it is more difficult, in this period of economic crisis and uncertainty for the girls, choose to pursue this career preferring other types of employment more stable and often neglecting their talents and their artistic inclinations. The music industry, after all, does not encourage this type of emerging talent, especially for women, not providing the tools and support needed for this type of purpose. This project therefore aims to stimulate the professional growth from the and to give new perspectives for this specific kind of music.

AIM AND OBJECTIVE OF THE PROJECT

The main objective of the project is to promote female bands and songwriters making rock, pop and jazz music. As a minimum requirement the band must be composed from at least 3 female elements.

The project would involve some record labels

The project will allocate a prize to reward originality, talent and the quality of music produced by these bands, allowing the winning bands playing at the Collisioni Festival with whom we are in contact. The award also may include the involvement of an important female character of the music. Or the opportunity to play in another festival, maybe in the States, or in another festival in Europe, maybe organized by a project partners, as well as provide for the possibility of a record release.

EXPECTED RESULTS

- ❖ **Creation of a workshop to be distributed in schools, to highlight the female figures of various rock bands**
- ❖ **Creation of a competition to promote bands with at least three female members or at least the majority of the band**
- ❖ **Creating a roster that circuits in the various festivals. (we don't ask to the participants to organize their own festival. Those selected will attend many festivals)**
- ❖ **Meetings with female rock artists (eg. Patti Smith)**
- ❖ **1 facebook page created for the promotion of the events**
- ❖ **promotion on major social (twitter, instagram etc.)**

TARGET GROUP

The project is directed to songwriters or bands with at least three female members or even the majority of band, aged between 15 and 35.

The winners will be selected through a panel of experts selected from the project partners and by voting on social media

ROLE OF THE MEMBERS

We look for partners who are:

- ◆ **Active in the promotion of gender policies**
- ◆ **Active in the music sector, and rock'n roll in particular**
- ◆ **Able to formulate an educational format, then with experience in training young people**
- ◆ **Involved in the organization of a festival**

CALL FOR PROPOSAL : 2015 call for proposals (EACEA) for 'Support for European Cooperation projects',

Objectives and priorities

The main objectives of the support for cultural cooperation projects are:

- ✚ to support the capacity of the European cultural and creative sectors to operate transnationally and internationally and to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists;
- ✚ to contribute to audience development by helping European artists/cultural professionals and their works reach new and enlarged audiences and improve access to cultural and creative works in the European Union (hereafter 'the EU') and beyond with a particular focus on children, young people, people with disabilities and underrepresented groups, by engaging in new and innovative ways with audiences both to retain and enlarge them, and to improve the experience and deepen the relationship with current and future audiences;
- ✚ to contribute to innovation and creativity in the field of culture, for instance through artistic innovation, the testing of new business models, the use of digital technologies and the promotion of innovative spill-overs on other sectors.

Priorities in the field of reinforcing the cultural and creative sector's capacity to operate transnationally, are:

- ✚ supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing of new business and management models;
- ✚ supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond, when possible on the basis of long-term strategies;
- ✚ providing support to strengthen European cultural and creative organisations and international networking in order to facilitate access to professional opportunities.

Priorities in the field of promoting transnational circulation and mobility are:

- ✚ supporting international cultural activities, such as for instance touring events, exhibitions, exchanges and festivals;
- ✚ supporting the circulation of European literature with a view to ensuring the widest possible accessibility;

- ✚ supporting audience development as a means of stimulating interest in and improving access to European cultural and creative works and tangible and intangible cultural heritage. To find out more about audience development, please refer to annex 2 to these guidelines.

This scheme has a flexible, interdisciplinary approach. Projects can either focus on one or more priorities, at either one or more points of the value chain in either one or more cultural and creative sectors.

The scheme shall support, in particular, not-for-profit projects.

Maximum grant

Smaller scale cooperation projects

Are the subject of an application requesting a **maximum EU funding of EUR 200 000**.

The EU grant is limited to a co-financing rate of 60% of eligible costs for smaller scale cooperation projects.

Partners

Smaller scale cooperation projects

Projects involving a project leader and at least two other partners having their legal seat in at least three different countries taking part in the Culture Sub-programme,

The applicants (the project leader and the partners) must be active in the cultural and creative sectors. Proof of this activity will be required (such as for instance statutes/articles of association, activity reports).

The project leader will submit the application to the Agency on behalf of all partners. Consequently, applications must include mandate letters from partner organisations confirming their participation (original signatures or equivalent required).

Both project leader and partners must be in a position to **demonstrate their existence as a legal person for at least 2 years on the date of the deadline for submission.**

Duration

For both smaller and larger scale cooperation projects the maximum duration of a project is **48 months**.

Activities must start between June of year n and December of year n for larger scale cooperation projects and between May and December of year n for smaller scale cooperation projects.

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