

Strategy of Music Estonia 2021–2024

Mission

The mission of Music Estonia is to support the professional development of the competitive music industry.

In order to carry out its mission, Music Estonia acts as a central representative and development organisation in the field of music, effectively standing for the interests of music entrepreneurs and amplifying their activities both locally and internationally.

Vision

Estonia has a viable music industry and music entrepreneurship is valued in society as a value-added and internationally competitive business sector.

In order to carry out its vision, Music Estonia is shaping a comprehensive and coordinated ecosystem in the field of music, with an aim of creating excellent conditions for Estonian music companies to develop their creative and market potential.

Values

Music Estonia bases its work on three main values: openness, cooperation and knowledge-based activity.

Openness – We are founded by and work for music companies and organisations. Our operation is transparent and inclusive of our members and the industry.

Cooperation – As a small organisation, we know that in order to achieve results, we need to work very closely together both within and outside the field. To this end we are developing and expanding our cooperation network both in Estonia and internationally. We are a constructive partner in the development of the music industry for both the public and private sectors.

Knowledge-based activity – We collect comprehensive and up-to-date statistics and rely on research and analysis. We proceed from the needs of our members and those working in the field. Our activity is purposeful and solution-oriented.

Strategic goals

1. Estonian music companies have the necessary skills, knowledge and contacts to operate effectively in the field and to develop entrepreneurship.
2. The Estonian music industry is well networked internationally and music companies are successful in foreign markets.

3. The voice of the Estonian music sector is heard in society and the field is developed on the basis of knowledge.

Performance indicators and main lines of action

- 1. Estonian music companies have the necessary skills, knowledge and contacts to operate effectively in the field and to develop entrepreneurship.**

Indicators:

- number of users of mentoring and consulting services provided and mediated by Music Estonia per year;
- number of participants in the seminars and trainings organised by Music Estonia per year;
- user satisfaction with the quality of services provided by Music Estonia;
- number of local and external experts mediated by Music Estonia per year.

Main activities:

1.1. Carrying out training and development activities aimed at starting music companies and professionals in the field, in order to understand the logic of the field and to develop general competencies related to entrepreneurship, including personal consulting and mentoring for the preparation of career development and business plans.

1.2. Carrying out training and development activities for advanced music companies, which includes designing development programs and organising seminars, providing personal consultations and mentoring for the development of music entrepreneurship and preparation and implementation of export plans; organisation of contact events and other cooperation projects; development and implementation of a business development diagnostic tool.

1.3. Development of internship opportunities in the field, including conducting a programme for interns with Estonian music companies and bringing Estonian interns together with international music companies and organisations.

1.4. Development of music entrepreneurship curricula in cooperation with vocational and higher education institutions; regular updating and participation in the implementation of these curricula as a partner.

- 2. The Estonian music industry is well networked internationally and music companies are successful in foreign markets.**

Indicators:

- growth of export turnover of Estonian music companies;
- number of Estonian participations in international fairs and events coordinated by Music Estonia;
- number of foreign experts and delegates hosted in Estonia per year;
- number of participants in foreign internships organised by Music Estonia per year;
- number and financial volume of international projects managed or participated in by Music Estonia;
- number of coverages of the field of Estonian music in foreign press.

Main activities:

2.1. Coordination and preparation of the Estonian representation at the leading trade fairs and events of the music industry, including the organisation of visits of the Estonian delegations to the most important conferences and presentation festivals in Europe. Adding representatives of the music sector to business delegations in the framework of cultural diplomacy and state visits.

2.2. Hosting foreign delegations and international experts in Estonia; introducing local opportunities within the framework of Tallinn Music Week and other music events, bringing together Estonian music entrepreneurs and international experts.

2.3. Encouraging the development leap of advanced music companies through the launch of the Estonian Music Export Fund in cooperation with other organisations in the field, as well as the mutual coordination of various activities, programmes and measures supporting music export and internationalisation.

2.4. Active participation of Music Estonia in the work of international organisations and networks in the field of music, contributing to the formation of pan-European positions and policy recommendations.

2.5. Preparation of international projects; establishment of strong cooperation networks for the implementation of projects or participation in projects managed by other organisations.

2.6. Supporting the international communication of the Estonian music industry, increasing the international visibility of Estonian music and expanding international contacts. Development of marketing materials and development of our own communication channels to introduce the Estonian music industry.

3. The voice of the Estonian music sector is heard in society and the field is developed on the basis of knowledge.

Indicators:

- number of members of Music Estonia and diverse representation;
- number and wider impact of research projects in the field of music;
- participation in working groups in the field of music.

Main activities:

3.1. Collection and analysis of information and statistics in the field of music in accordance with a well-thought-out music entrepreneurship data collection plan, including participation in the development of official statistics in the field of music, mapping and updating methodologies and assessing the wider social and economic impacts of music.

3.2. Participation in the national and local government policy-making process; standing for the interests of the music industry in the preparation and implementation of cultural policy, enterprise and export policy, environmental policy, foreign policy and other related policies and development plans. As a subdivision of Music Estonia, Live Music Estonia represents the promoters of concert culture.

3.3. Development and presentation of proposals for the implementation of new national support measures, including the planning of activities in support of the digital and green revolution and the development of funds for the new EU structural assistance period and state support for the creative industries through sectoral development centres.

3.4. Development of cooperation relations in the field, organisation of close exchange of information both among the members and among the actors of the field in general. Expanding the membership of Music Estonia, including the active involvement of members in shaping the views of the music industry and strengthening the social position of the industry as spokespersons. Creating a vision and strategy for a joint music business with sectoral organisations.