



DESIGNING A DIVERSE & INCLUSIVE MUSIC INDUSTRY

What's In It For You?



About Project first.wave



Co-funded by the European Union to **make Female & Non-binary Music Producers And Songwriters To Be Involved And Employed In An Actively Growing Number In The Entertainment, Music Industries & Beyond**

Holistic Strategy with a Business Approach

BUILDING A PROFESSIONAL COMMUNITY & EXPOSING TALENT

- Creating a balanced safe environment through Songwriting Camps
- Generating revenue for the artists by releasing and Selling their songs

SUPPORTING MUSIC BUSINESSES IN BECOMING DIVERSE & INCLUSIVE

- Advocating advantages of DEI
- EDUCATION: Sharing DEI best practices, Case Studies & Strategies
- Involving them into our project to help kicking off their DEI activities

EDUCATION PROGRAMS & ADVOCACY IN EDUCATION

- Free Education Webinars
- Advocating in Music Education to attract more talent from minority groups

CROSS INDUSTRY ADVOCACY

- Teaming up with major music sourcing industries to source gender balanced music



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WHAT'S IN IT FOR YOU?

Revenue Potential

Fitting Into the Diverse Music and
Entertainment Ecosystem

Delivering on Sustainability Goals

Building Great Reputation

WHY?

The more diverse roster / portfolio the more
potential

Preventing Reputation Loss

Delivering on EU (later US) Regulations

Building an Outstanding Reputation

Music Industry DEI Design Matrix



WHAT'S IN IT FOR YOU?

Revenue Potential

Fitting Into the Diverse Music and Entertainment Ecosystem

Delivering on Sustainability Goals

Reputation

CHALLENGES

Hard To Find Specific Audience

We Don't Know where To Start

We Don't Have Change Management Expertise

Diversity Fatigue

HOW?

Understanding the Problem, Making a Decision to Change

Initiating Gradual & Continuous Change

Educating Staff and the Industry / Change Management

Engage Audience

WHAT TO DO?

Setting Goals / KPIs / Budget / Resources

Change Hiring Practice

Find External Resources to Support You

Reach Out / Team Up / Join Forces w Other Organisations

Launch Dedicated Small Scale Projects

We are here to help



EDUCATION

**STRATEGY
DEVELOPMENT**

**PROGRAM & ACTION
PLAN DEVELOPMENT**

**CHANGE
MANAGEMENT**

**PROGRAM
MANAGEMENT**

NETWORK BUILDING

... and many more

Partners



schubert music library

TEOSTO

artisjus



 Hungarian Association
of Independent
Labels



**blue
pink**
MUSIC GROUP

EMPA
EUROPEAN MUSIC PRODUCTION ASSOCIATION

IMPF

Thank You!

project first.wave

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