



INFORMATION PACK



Overview

Keychange is an international campaign and network for gender equality, which aims to diversify the current music industry to create a more sustainable and stronger community for all genders.

Current studies* show that there is still a drastic lack of gender diversity in local and international music scenes and collection societies. We believe that this lack of visibility has created a system in which women and other marginalised genders have been consistently held back and dissuaded from participating in the music industry.

In order to achieve equal and diverse representation in music, we must urgently work as a community to increase the visibility, output and participation of under-represented gender groups. These include women as well as non-binary, gender-diverse and transgender individuals of all genders.

Keychange aims to rectify the pattern of uniform line-ups, boards and staffing by prioritising the work and visibility of under-represented genders.

Keychange was founded in 2015 by Vanessa Reed, former CEO of PRS Foundation, and launched in 2017 with initial partners: Musikcentrum Öst, Reeperbahn Festival, BIME, Tallinn Music Week and Iceland Airwaves.

Supported by the Creative Europe Programme of the European Union and led by Reeperbahn Festival, Keychange is now a global network and equality movement which includes partners and collaborators in 12 countries.

Keychange is committed to raising the profile of minority groups in order to achieve equal and fair representation for all.

* <https://www.keychange.eu/about-us/news-feed-articles/category/Stats>



Objectives

The main objective of Keychange is to encourage and promote gender diversity in the music industry.

We pledge to lift up the work of women and marginalised genders in order to eradicate gender inequality in the music industry with (1) a career development programme for under-represented talent, (2) a gender equality pledge for new partners and signatories and (3) a Manifesto that influences policy.

Our paths to empowering under-represented gender groups are:

1. A yearly participation and [career development programme](#) for 74 artists and innovators to take part in international festivals, showcase events, interdisciplinary collaborations, and a programme of creative labs.
2. A worldwide network of partner organisations and gender equality [pledge signatories](#), which currently includes over 300 music festivals, orchestras, conservatoires, broadcasters, concert halls, agents, record labels.
3. A second Manifesto for change that will be presented to the European Institutions in the final year of the project.

We invite individuals and music groups to apply each year via our Open Call and worldwide organisations to sign our pledge to achieve wider gender representation in the music industry with the aim to achieve gender balance by 2022 and a Keychange roster of 281 Artists and Innovators by 2024.