



## Keychange Pledge Agreement with Music Local

This agreement is to confirm that Music Local is signing up to the Keychange initiative led by Reeperbahn Festival, PRS Foundation and Musikcentrum Öst, supported by the Creative Europe programme of the European Union.

Keychange is an international gender equality campaign which invests in emerging talent whilst encouraging festivals, conferences and a growing range of music organisations and institutions to sign a pledge to include at least 50% women and under-represented genders\* in their programming, staffing and beyond.

\*We do not only include cisgender women in our campaign for equality, we also welcome signatories to empower minority genders including (but not limited to) transgender and non-binary people.

**Keychange is inviting its signatories to implement their pledge in a way that is most relevant to their respective organisation by the year 2022, or in a timeframe that should be specified below.**

Signatories can aim to achieve gender balance on an annual basis, or as an average over the specified timeframe. See page 2 of this document for specific examples of pledges that can be undertaken, and please insert details of your pledge and timeframe below. Signatories are invited to include as many targets as they wish in their pledge.

Music Local pledges to:

- Ensure that 50% of Launchpad artists are women or people of marginalised genders within each cohort. Each act must contain at least one woman or a person of marginalised gender to be counted towards the 50%.
- Ensure that 50% of Launchpad projects are run by women or people of marginalised genders within each cohort. Each project must contain at least one woman or a person of marginalised gender to be counted towards the 50%.
- Commit to having at least 50% of people we engage to be part of our events be women or people of marginalised genders across each year of activity.
- Commit to having at least 50% of our longer-term staff be women or people of marginalised genders and ensure that all employees are given equal pay for equal work.
- Ensure that 50% of our board members are women or people of marginalised genders.
- Commit to having at least 50% of our advisors and reviewers be women or people of marginalised genders.

By signing this Music Local pledges to:

- Take actions to achieve the Keychange Pledge as detailed above.
- Be part of the Keychange movement, agreeing to be mentioned in press releases and listed in all further communications on the project.



- Provide yearly feedback and data via the Keychange Tracking form in order to update Keychange of the progress towards your pledge.
- Provide a quote on your reasons for joining Keychange and allow use of your logo in conjunction with Keychange.
- Host the Keychange logo on your website.
- Help promote Keychange nationally and internationally and introduce other organisations/festivals/ambassadors to the project where possible.

Organisations planning to host Keychange related events (eg. panel / showcase) also agree to:

- Consider members of the Keychange network of artists, innovators and signatories for performance and panel opportunities.
- Ensure that Keychange branding is used on any Keychange related panels/performances (in programme, on website and at event).
- Collaborate with the Keychange team on content, marketing, branding and PR.
- Where possible, invite members of the Keychange team to be a part of and oversee Keychange events.

Through the Keychange programme, the Keychange team will:

- Never make your data public without your knowledge
- Include you in press communication on Keychange
- Display your logo on the Keychange website
- Not be responsible for costs incurred relating to your Keychange activity.

**Full Name:**

**Position:**

**Signed:**

**Date:**

### **Examples of Keychange Pledges:**

We encourage all Keychange signatories to pledge to achieve meaningful change by undertaking a pledge towards targets which are relevant to their individual set-ups.

For example:

- Festivals can commit to booking at least 50% women and gender minorities in their line-ups
- Conferences and conventions could pledge to ensure that at least 50% of their keynote speakers, presenters and panellists are women and gender minorities.
- Orchestras could use the 50% target for composers commissioned and/or number of players, no. of principal players, balance of senior staff
- Concert halls could look at line-ups on stage (as our Keychange festivals have) or other aspects of their organisation eg. senior staff, backstage staff



- Conservatoires could look at students, lecturers, senior staff teams, live music programmes, visiting musicians
- Agents, publishers and labels may want to consider the balance of artists they sign
- Other charities or trade bodies could also consider the make-up of their Board and staff whilst pledging to encourage its members to sign up to Keychange as well
- Broadcasters could use the pledge to look at the guests they invite onto their shows or presenters and music broadcast
- Publications and those employing editorial staff could apply the Keychange pledge when commissioning writers, editors, photographers etc.
- Organisations with youth groups or education programmes may also want to apply a Keychange pledge to this area of their work.

Please note that this is not an exhaustive list – you can include any other aspects that are important to the balance within your organisation.

**[www.keychange.eu](http://www.keychange.eu)**