

## AEC SMS PROJECT: STRENGTHENING MUSIC IN SOCIETY

### PROJECT SUMMARY 2017-2020

Project Summary .....	2
Organisation of the Project.....	3
The Six Strands and Working Groups .....	3
Monitoring and Evaluation .....	5
Project Dissemination .....	5
Synergies.....	6

## Project Summary

Higher Music Education Institutions (HMEIs) play a crucial role to safeguard, develop and promote European cultural heritage and diversity, to facilitate access to cultural offerings and cultural education for all, and to contribute to economic growth through the creation of new jobs and new business models in the creative sector.

The Music HEIs' graduates will become key cultural and creative players of tomorrow and, if equipped with the appropriate skills, competences and know-how, will contribute decisively to strengthening the cultural and creative sectors and to promoting innovation within them.

AEC has had significant impact in encouraging Music HEIs to adapt to change, embrace innovation and open up new fields of activities. AEC-SMS represents a bold new step in the Association's continuing work to provide this impetus.

The overall objectives of AEC-SMS are:

**A. Strengthening the social relevance of music education and improving access to it.**

Access to musical education is not equal to all members of society. In order to make culture and cultural education benefit all, new ways will be explored and tested to bring culture to people from all backgrounds. This includes developing and engaging new and wider audiences from an early age. (Addressed through strands 1, 2 and 6)

**B. Improving employability by creating new jobs and enhancing transnational mobility.**

Enhancing entrepreneurial skills among Music HEI's and promoting transnational mobility will foster the creation of new jobs and new business models, improve the employability of artists and strengthen the impact of culture on society. (Addressed through all but especially strands 3,4 and 5)

**C. Building capacity and enhancing digitization in the music education sector.**

Capacity building means develop the didactic means, innovative tools and formats for students and staff to further enhance their skills, competences and know-how, in line with the needs and requirements of a changing environment. (Addressed through all strands). Digitisation means developing the technical means to allow students and teachers to adapt to the digital shift and to encourage them to use new technologies. (Addressed through strands 1, 4 and 6)

## Organisation of the Project

The project's overall objectives are broken down in specific goals, which are organised in six strands. Each project strand will be carried out by a Working Group (WG) supported by a member of the Project Team (Working Group Coordinator). Each WG will be composed of at least 6 members, coming from the AEC members or from AEC partner organisations and will in most cases include a student. The students will also form a separate Student WG.

Each of the WGs will **meet twice a year**, preparing events, publications, workshops that will lead to reaching their particular objective and the results.

## The Six Strands and Working Groups

### 1. Music's and Music Higher Education Institutions' (HEIs') Role in Society - WG1

Specific Goal: To raise consciousness for the social responsibility of artists and music HEIs and for governments' political responsibility to foster cultural organisations.

- The composition of the Working Group will take place at the end of Year 1

### 2. Diversity, Identity, Inclusiveness - WG2

Specific Goal: To encourage Music HEIs to open their educational offer towards more diversity and to promote inclusiveness throughout their activities.

- David-Emil Wickström Popakademie Mannheim (Chair)
- Stefan Heckel KUG Graz
- Katja Thomson Sibelius Academy Helsinki
- Clara Barbera Berklee Valencia
- Joshua Dickson Royal Conservatoire Glasgow
- Baptiste Grandgirard CESMD de Poitou-Charentes (student representative)
- Jef Cox AEC (Working Group Coordinator)

### 3. Entrepreneurial mind-set for musicians - WG3

Specific Goal: To embed entrepreneurial skills in the education of the artist to better prepare students for their future role as musician-entrepreneur.

- Pieter Schoonderwoerd Conservatorium Maastricht (Chair)
- Payam Gul Susanni Yasar University, Izmir
- Oana Michaela Balan Academy of Music "Gheorghe Dima", Cluj-Napoca
- Vourneen Ryan Royal Irish Academy of Music, Dublin
- Anita Debaere (tbc) Pearle\* representative
- Camilla Overgaard Royal Academy of Music Aarhus (student representative)
- Angéla Dominguez AEC (Working Group Coordinator)
- Paulina Gut AEC (Working Group Coordinator)

### 4. Internationalisation and transnational mobility - WG4

Specific Goal: To help music students and teachers to internationalise their careers and activities.

- Bruno Pereira ESMAE Porto (Chair)
- Raffaele Longo Conservatorio "San Pietro a Majella" Napoli
- Jan-Gerd Krüger Prins Claus Conservatorium Groningen
- Christofer Fredriksson UniArt Stockholm
- Victor Ciulian University of Music and Performing Arts Vienna
- Hanneleen Pihlak Estonian Academy of Music and Theatre, Tallinn
- Roberto Boschelli Conservatorio di Cosenza (student representative)
- Sara Primiterra AEC (Working Group Coordinator)

## 5. Shaping the musician of tomorrow through innovative learning and teaching (L&T) - WG 5

Specific Goal: To provide new L&T models enabling Music HEIs to educate creative and communicating musicians. This strand will be coordinated jointly with the Centre of Excellence in Music Performance Education (CEMPE) of the Norwegian Academy of Music.

- Jon Helge Saetre           NMH Oslo (chair)
- Stefan Gies                AEC (co-chair)
- Lars Brinck                Rhythmic Music Conservatory, Copenhagen
- Marina Chiche             Hochschule für Musik Trossingen
- Anna Maria Bordin        Conservatorio Paganini Genova
- Susanne van Els            Conservatorium Maastricht
- Siri Storheim              NMH Oslo (student representative)
- Kjersti Johansson         NMH Oslo (Working Group Coordinator)

## 6. Teacher education in the digital age - WG6

Specific Goal: To encourage the use of digital technologies in music education and to increase the quality of early childhood music education. This strand will be fully coordinated by the European Music Schools Union (EMU) and involve representatives of the European Association of Music in Schools (EAS).

- André Stärk                Hochschule für Musik Detmold
- Luc Nijs                    University Gent / Lemmen Inst. Leuven (EAS)
- Enric Gaus Termens        ESMUC Barcelona
- Sandrine Desmurs         CEFEDM Lyon
- Marina Gall                University Bath (EAS)
- Mati Ruippo                Tampere University of Applied Sciences EMU
- Till Skoruppa              EMU (Working Group Coordinator)

This strand will work on its second goal, increasing the quality of early childhood music education, by a taskforce Early Childhood Music Education (ECME) formed by four additional persons.

## 7. Involving Youth - Student's input in shaping their education - WG7

Specific Goal: To explore ways in which students can further develop involvement and influence in the AEC and within all AEC member institutions. The long-term objective is to raise the student voice in the AEC to a next level and strive to establish a European association for higher music education students.

- Ankna Arockiam            Royal Conservatoire of Scotland, Glasgow (Chair)
- Ruth Fraser                Royal Conservatoire The Hague
- Isabel Gonzalez Delgado   Conservatorio Superior de Murcia
- Camilla Overgaard         Royal Academy of Music Aarhus/Aalborg
- Baptiste Grandgirard      CESMD de Poitou-Charentes
- Roberto Boschelli         Conservatorio di Cosenza
- Esther Nass                AEC (Working Group Coordinator)

## Monitoring and Evaluation

The project will be monitored by a **Steering Committee (SC)**, composed of the Chairs of the 6 WGs and the 4 AEC Executive Committee members. They will meet twice a year.

The Steering Committee is composed of:

- Eirik Birkeland           AEC President
- Georg Schulz            AEC Vice-President
- Deborah Kelleher       AEC Vice-President
- Harrie van den Elsen    AEC Secretary General
- David-Emil Wickström   Chair WG 2 - Diversity, Identity, Inclusiveness
- Pieter Schoonderwoerd   Chair WG 3 - Entrepreneurial mind-set for musicians
- Bruno Pereira           Chair WG 4 - Internationalisation and transnational mobility
- Jon Helge Saetre        Chair WG 5 - Learning and teaching (L&T)
- Luc Nijs                 Chair WG 6 - Teacher education in the digital age
- Ankna Arockiam         Chair WG 7 - Involving Youth

There also will be an **External Evaluator** who will attend some of the activities and will assess the reports and publications prepared by each WG and by the project management team.

## Project Dissemination

The project will be widely disseminated through the AEC online channels and tools and through the AEC yearly events. Besides that, the AEC will produce specific material to disseminate the project such as a printed leaflet per year and potentially a media report.

In addition to that, all WG members are strongly encouraged to further disseminate the project through their personal network and within their institution.

## Synergies

The AEC-SMS project encourages **synergies** between the different WGs. Each WG will work towards its own specific goal, but also to the three general objectives of the project, which means that collaboration with other WGs and AEC external partners is required. This happens for example through combined WG meetings, events and by involving AEC partners in each strand.

Strand 5 will be coordinated jointly with the Centre of Excellence in Music Performance Education (CEMPE) of the Norwegian Academy of Music. Strand 6 will be fully coordinated by the European Music Schools Union (EMU) and involve representatives of the European Association of Music in Schools (EAS). Moreover, strands 1, 2 and 3 will work closely together with European Music Council (EMC), European Alliance for Culture and the Arts, World Music Expo (WOMEX), Performing Arts Employers Associations League Europe (Pearle\*), Opera Europa, European Jazz Network (EJN), and Réseau Européen de Musique Ancienne (REMA).

The table below presents the synergies as they have been thought of in the project application. WGs are encouraged to develop even more synergies wherever they identify potential for cooperation with other WGs and with external organisations.

	Year 1	Year 2	Year 3	Year 4
WG1	Cooperation with EMC and European Alliance for Culture and the Arts			
		WG Network Meeting	Congress with WG2 and WG6 on Societal Impact and Audience Engagement/Development EPARM with WG2	Congress with all WGs
WG2	Cooperation with WOMEX			
		WG Network Meeting	Congress with WG1 and WG6 on Societal Impact and Audience Engagement/Development EPARM with WG1	Congress with all WGs
WG3	Cooperation with Pearle*, EJN, REMA and Opera Europa			
		PJP meeting with WG5		Joint meeting and workshop with WG5
WG4		Joint meeting and Congress with WG6 on Entrepreneurship and Digitisation		
WG5		WG Network Meeting	Joint meeting with WG5	Congress with all WGs
WG6	Strand with CEMPE			
		PJP meeting with WG2	Database with WG6	Joint meeting and workshop with WG3 Congress with all WGs
	Strand with EMU and EAS			
		WG Network Meeting	Congress with WG1 and WG2 on Societal Impact and Audience Engagement/Development Database with WG5	Congress with all WGs
		Joint meeting and Congress with WG3 on Entrepreneurship and Digitisation		