



**Keychange**

PRS Foundation

**Keychange Manifesto:**

*Recommendations for a gender  
balanced music industry*

# Who we are

Keychange is a pioneering international movement which empowers women to transform the future of music whilst encouraging festivals to achieve a 50:50 gender balance by 2022.



Keychange is led by PRS Foundation, supported by the Creative Europe programme of the European Union, in partnership with Musikcentrum Sweden, Reeperbahn Festival, Iceland Airwaves, BIME, Tallinn Music Week, Way Out West, Liverpool Sound City and Mutek. We are grateful to the many sponsors who are making Keychange possible.



# What we know so far



**16%**

Registered women songwriters on average **1**



**76%** male

**14%** female

**12%** mixed gender

2018 US festival stage representation **2**



female — **30%+** — male

Gender pay gap at major music companies **3**



**70%**  
men

**30%**  
women

Gender divide in music industry workforce **6**



**2%**

Female producers across 600 most popular songs **4**



**15%**

Labels majority-owned by women **5**



**2.3%**

Classical works performed at concerts written by women **7**

**STATEMENT**  
festival

Women-only festival launched in response to sexual assaults at other Swedish festivals (Sweden)

**m**  
mujeres en la música

Mujeres en la Musica documentary campaign highlights that money is in the hands of men (Spain)

# What Keychange has achieved so far

Keychange demonstrates the widespread desire for change, the importance of targeted investment and Creative Europe's role as a catalyst for progress and innovation.



**60**  
**female artist and innovators**  
advancing their careers through cross border collaborations and showcases



**7**  
**festival partners**  
leading the movement for progress, development and innovation



**130+**  
**festivals from 23 countries**  
are committed to our 50-50 gender balance pledge for 2022



**50+**  
**events and panel discussions**  
raise awareness and trigger debate



**40+**  
**showcases**  
results in new business and European fans



**10**  
**Ambassadors and Inspiration Award**  
winners from 6 countries



**Advertising Value Equivalence**  
of Keychange media coverage

- 1 Average registered female composers/songwriters at Keychange partner country collecting societies
- 2 Pitchfork research of 996 acts logged at US festivals in 2017
- 3 Music Business Worldwide compiled 2018 stats from music organisations in the UK with more than 250 employees
- 4 Annenberg Inclusion Initiative 2018 report "Inclusion in the Recording Studio?" analysing 600 songs between 2012-2017
- 5 A2IM's 2012 report that only 15% of label members are majority owned-by women (US)
- 6 womeninmusic.org
- 7 Donne Women In Music research of 3,524 works from 1,445 concerts worldwide 2018-2019

# Recommendations for a Gender Balanced Music Industry

The Keychange programme highlights that women are still significantly under-represented in the music industry, on stage and behind the scenes. Keychange also demonstrates the positive impact of targeted investment in female talent and the demand for change amongst the current generation of artists and music industry professionals forging a career in music.

By crowdsourcing ideas and suggestions from Keychange partners and participants we have formulated the following recommendations for the music industry, national governments, European Parliament and European Commission.

These recommendations call for collective action and relate to challenges in the following core areas:

- 1. Working conditions & lack of senior role models:** Addressing recruitment, remuneration, career development and sexual harassment policies in a male dominated workforce
- 2. Investment:** Making more funds available, from the industry and public sector at national and European level, for targeted programmes which empower underrepresented artists and industry professionals
- 3. Research:** Commissioning an independent analysis of the current gender gap, including an economic impact study of companies with increased female participation and efficacy studies of programmes and activities to improve gender balance
- 4. Education:** Promoting role models and career campaigns in schools which tackle gender stereotypes and diversify career options for young men and women.

# Action points at sector, national and European level

## ***We call on the Music industry to:***

- Create and widely promote target-driven diversity and inclusion policies
- Address the gender pay gap by establishing pay grades for the wide range of roles across the industry taking into account business size and increasing transparency around artist fees
- Anonymise recruitment processes e.g. blind auditions in the classical sector, removal of gender/name information on job applications
- Review governance of industry Boards, including trade and membership bodies, to increase participation of women and other under-represented groups
- Adopt Health & Safety and Ethics policies which tackle sexual harassment, including a supportive framework for artists and employees who want to report discrimination or assault
- Invest further in mentoring & leadership training for female mid-career professionals and support programmes to aid such professionals in upwards movement
- Work with NGOs and other such organisations by supporting targeted schemes which invest in female talent and other under-represented groups.

## ***We ask National Governments of the Member States to:***

- Improve working conditions for female artists (freelancers) & industry professionals e.g. through paid shared parental leave for freelancers, encouragement of paternity leave within workplaces, training and fair pay for men/women returning to work after maternity/paternity leave
- Introduce obligatory gender pay gap-reporting for companies of all sizes where statistically significant and assist with guidance on resolving any gaps found
- Introduce gender equality targets across all public funding, whether for arts, trade, business or national broadcasters and recognise specific costs relevant to under-represented groups e.g. for childcare and access
- Increase funding for cross-border collaboration, particularly for under-represented groups, through the EU culture budget (2021-2027)
- Commission research to analyse the current participation of women in music/other creative industries and the potential economic impact of a more diverse workforce
- Invest in careers and education campaigns, in and out of school, which encourage young women to consider professions more commonly taken up by men
- Advance policies to prevent sexist marketing and the objectification of women.

## ***We also call on UK Government to:***

- Continue its contribution to Cultural and Education programmes of the EU post-Brexit to promote transnational mobility of UK and other European artists including exceptions in new immigration law to allow for the working of such collaboration.

***We call on the European Parliament to:***

- Adopt a joint own initiative report of the CULT and FEMM Committees to make recommendations to ensure that initiatives at EU level for the culture and creative industries have a better gender balance and more diversity

For this joint own initiative report, the Committees should request the European Parliamentary Research Service (EPRS) to review existing EU policy, legislation and funding programmes as well as current EC proposals affecting the cultural and creative industries

The own initiative report should amongst others:

- Ensure that the proposed Creative Europe programme (2021- 2027) includes gender balance criteria and provisions to pro-actively support under-represented groups
- Examine EU initiatives that would improve working conditions for women including compulsory gender pay gap reporting & shared parental leave for freelancers and encouragement of paternity leave and paternity provisions
- Call for the establishment of a European code of best practice for board diversity in both the public and private sector
- Organise a specific meeting of the Intergroup for Cultural and Creative Industries on the topic of gender balance.

***We call on the European Commission to:***

EU funding programme for culture 2021-2027:

- Define further the EU's commitment to diversity and gender equality by establishing targets and setting up a high-level Diversity & Inclusion Advisory Committee
- Ensure that an equal number of male and female experts are appointed to assess applications to EU funding programmes in the fields of culture and education
- Invest in European professional networks for under-represented groups & continue support of transnational mobility and R&D for collaboration across Europe

Preparatory action in the field of music:

- Pilot targeted grants & mentoring programmes available only to female entrepreneurs/artists via an independent delivery body
- Include and test gender equality criteria in future European music export policies and programmes as well as European Music Observatory
- Commission a research study on the gender balance and diversity of Europe's music industry and the economic benefits of increasing diversity.



# Keychange

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