



## **Live DMA Ethical charter**

### **Preamble**

Associations of live music venues, clubs and festivals throughout Europe have been gathering since 2008. The topic of this charter is to build the basis of a shared vision for these associations, which agree to work together on common political, artistic, social and economic objectives. This cooperation process takes place in the frame of the Live DMA network. Thus, the signing organisations deliver their formal commitment to the values, the goals and the work programme of Live DMA.

The main values of Live DMA are solidarity, diversity, and freedom, as stated in the following declarations:

### **The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005):**

“**Cultural diversity** can be protected and promoted only if human rights and fundamental freedoms, such as **freedom of expression**, information and communication, as well as the ability of individuals to choose cultural expressions, are guaranteed.”

### **Universal Declaration on Cultural Diversity (2001):**

“In the face of current imbalances in flows and exchanges of cultural goods at the global level, it is necessary to reinforce international cooperation and **solidarity** aimed at enabling all countries [...] to establish cultural industries that are viable and competitive at national and international level.”

“Market forces alone cannot guarantee the preservation and promotion of **cultural diversity**, which is the key to sustainable human development. From this perspective, the pre-eminence of public policy, in partnership with the private sector and civil society, must be reaffirmed.”

### **The Cultural Rights Declaration of Fribourg (2007):**

“Article 5 (access to and participation in cultural life) a. Everyone, alone or in community with others, has the right to access and participate freely in cultural life through the activities of one’s choice, regardless of frontiers. b. This right includes in particular: •**The freedom to express oneself**, in public or in private in the language(s) of one’s choice; •**The freedom to exercise**, in conformity with the rights recognised in the present Declaration, one’s own cultural practices and to follow a way of life associated with the promotion of one’s cultural resources, notably in the area of the use of and in the production of goods and services; •**The freedom to develop and share knowledge and cultural expressions**, to conduct research and to participate in different forms of creation as well as to benefit from these; •The right to the protection of the moral and material interests linked to the works that result from one’s cultural activity.”

## **The 5 music rights as proclaimed by the International Music Council:**

“The right for all children and adults to express themselves musically in all freedom to learn musical languages and skills to have access to musical involvement through participation, listening, creation, and information The right for all musical artists to develop their artistry and communicate through all media, with proper facilities at their disposal to obtain just recognition and remuneration for their work.”

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The associations identify 4 main working themes in reference to the values:

### **POLITICAL**

The associations collectively subscribe for cultural development and general interest. Together, they act to gain legitimacy on the European political level, so as to bring the voice of actors in the relevant decision making bodies dealing with legal matters concerning the European live music sector. Live DMA members thoroughly express their will to advocate for the recognition of live music venues, clubs and festivals in the public policies, at different levels (from local to international), and through various policy areas (culture, youth, environment, health,...).

### **SOCIAL**

The associations acknowledge the social responsibility of venues, clubs and festivals. Indeed, music constitutes an important pillar of our European culture, it is an essential component in people's lives, and it has the power to bring positive changes to many levels of society. Live music in particular is something that inherently brings people together.

### **ARTISTIC**

The associations support their members in sustaining and participating in artistic discovery, emergence and innovation, thus playing a key role in facilitating the mobility of artists. Music venues, clubs, and festivals are major contributors to the dynamic of artistic renewal on local, regional, national or international scales.

Live DMA, the associations and their members base their activities on a global approach to artistic and cultural practices in a pledge of upholding freedom of expression, both amateur and professional.

### **ECONOMIC**

The associations defend the diversity of initiatives and a mixed economy, balanced between public, private funds. Their first goal is to realise an artistic and cultural project and Live DMA sets apart or differentiates itself from purely profit driven initiatives. Live DMA acts in a general interest perspective and the association is based on the partnership of its members.