



Open call for 'associate members'

About Liveurope

Liveurope is the first pan-European initiative supporting music venues in their efforts to promote emerging European artists. Created in 2014 thanks to the Creative Europe programme, the platform gathers 16 members throughout Europe and is coordinated by Ancienne Belgique in Brussels.

Our key mission is to encourage concert venues to promote the circulation of emerging European artists through a financial bonus mechanism. The members also benefit from the Liveurope quality label, which is awarded to European concert halls committed to the promotion of upcoming European talent and is highly recognised in the music sector.

In this unprecedented period, the Liveurope platform wants to offer positive perspectives for the live music sector, by integrating 5 extra associate venues to this unique cross-border collaboration.

About associate members

Associate members are honorary members of the platform. They are granted an observer status and have the following tasks and benefits:

- Associate members are first in the line to become full members when the budget of the project allows it.
- Associate members are awarded with the Liveurope quality label for live music venues committing to European diversity.
- Associate members have a direct access to the network formed by major and internationally acclaimed venues to exchange information & good practices.
- Associate members are invited to participate to the Liveurope platform meetings (the travel costs for the participation to one meeting per year are covered by the platform)
- Associate members can develop joint projects with the other Liveurope members (e.g. live music tours with emerging European artists)
- Associate members are eligible to host the Liveurope rotating festival

Associate members do not have to contribute to the platform with a membership fee. In this respect, they are not eligible to funding from the Liveurope bonus mechanism.

The status of an 'Associate member' is renewed every two years.

Eligibility Criteria

As associate members join the platform with the view of becoming full members, they must fulfill a precise set of criteria to ensure that only the best candidates can access the Liveurope label.

1. Geographical criteria

- The venue must be based in a '[Creative Europe Programme eligible country](#)'
- The venue must be located in an attractive geographical location, susceptible to welcome touring non-national artists (e.g. capital city of the country, or cultural equivalent).
- In order to increase the geographical representativity of the platform, priority will be given to venues based in countries that are not yet represented in platform¹.

2. Structural criteria

- The venue must have a minimum 2 years of existence.
- The venue's capacity must be over 150 spectators.
- The venue must comply with highly professional technical infrastructure (lights, sounds, stage, hosting practice, guest management, health and security, etc.)

3. Programming criteria²:

- At least 30% 'emerging' artists³ within the overall programming in the year before the outbreak of COVID-19 (March 2019- February 2020).
- A minimum of 15 concerts involving 'emerging' European non-national artists ('EENNA's') in the year before the outbreak of COVID-19.
- Within this minimum of 15 EENNA's concerts, at least 5 nationalities should be represented.

4. Communication criteria

- Associate members commit to embed the Liveurope visual identity in their respective communications.
- Associate members commit to promote the Liveurope quality label and the activities of the platform in their respective communications.

¹ These countries are the following (by alphabetical order): Austria, Albania, Armenia, Bosnia and Herzegovina, Bulgaria, Croatia, Estonia, Finland, Georgia, Greece, Iceland, Ireland, Kosovo, Latvia, Lithuania, Malta, Moldova, Montenegro, North Macedonia, Republic of Cyprus, Republic of Serbia, Romania, Slovakia, Tunisia, Ukraine.

² The programming criteria are calculated based on live music shows promoted autonomously by the music venue. They exclude concerts organised through the rental of premises to external show promoters, since they are not part of the venue's own programming policy.

³ Definition of 'an emerging artist' in this context:

- The artist(s) can justify of at least one published music work, be it a single release, an EP or an album. However, their overall body of work cannot exceed 3 published albums.
- They have a proven record that they can perform live music shows in professional venues at national or international level. In other terms, they have to be considered as 'export-ready'.
- They can justify proof of a qualified professional environment.
- Their professional artistic presence (1st published work or first show in a professional venue) cannot exceed 5 years.

Interested?

Submit your application online at: <https://liveurope.eu/are-you-our-next-associate-member-apply-our-call-now>

Application deadline: **19 February 2021**.

Applications will be reviewed by the coordination of the platform and will be submitted to an evaluation by the Liveurope Steering Committee.