



Keychange Pledge Agreement with MusicNL

This agreement is to confirm that MusicNL 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 organizations 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 organization 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.

MusicNL pledges to:

- have at least 50% of their keynote speakers, presenters, panelists and artists made up of women and gender minorities in 2021/22.
- have at least 50% of women representation on the board of directors in 2021/22.
 - *happy to report that currently 80% of directors are women*
- encourage all members to sign up to Keychange through their online newsletter 4 time per year.

By signing this MusicNL 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 organizations/festivals/ambassadors to the project where possible.

Organizations 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: Rhonda Tulk-Lane

Position: Executive Director

Signed: 

Date: June 11, 2021