



DRAFT STRATEGIC ACTION PLAN

2021 - 2024

CONTEXT

This action plan for the European Folk Network covers half of the time allocated for the operation of the next round of Creative Europe funding (2021 to 2027).

The new programme will continue to promote cultural and linguistic diversity, digitisation, heritage and competitiveness, and will allow cultural and creative organisations and professionals to co-create and cooperate across borders and to reach wider audiences, supporting emerging artists. There is an expectation that there will be an instrumental dimension to the funding and that the work of client organisations will be directed towards current societal questions (e.g. poverty, unemployment, climate change, pandemic, racism).

The European Commission's six priorities to 2024 are:

- Net zero carbon emissions
- Digital technology
- Economy
- Multilateral, rules-based international order
- Rule of law
- Protecting European democracy

While recognising that some EFN members are not based in EU member countries it is nevertheless the case that the EU will be an important point of advocacy and potentially a key source of funding.

EFN MISSION

The EFN's mission is to

- create opportunities for artists, organisers and audiences from European countries to meet, communicate and collaborate
- advocate the importance of the folk arts in Europe

Cross Cutting Commitments

- **Environment**
- **Equality, Diversity and Inclusion**
- **Digital**
- **Economy**
- **Intangible Cultural Heritage**

In our work we have to acknowledge these cross-cutting commitments to low environmental impact, gender equality and cultural diversity, fair work, and traditional arts as cultural heritage

Environment

- How we as a sector contribute to net zero ambitions

Equality, Diversity and Inclusion

- How we recognise each community's own local cultures in generating a distinct sense of place, identity and confidence, while affording recognition and support to the cultures of relocated or dislocated communities
- How we maximise participation by the marginalised

Digital

- How we use digital technology to enable connectivity
- How we use digital technology for documentation and archiving
- How we use digital technology in transmission and performance

Economy

- How we support creative people for their unique and vital contribution to society and the economy
- How we position the traditional arts in the creative economy of Europe

Intangible Cultural Heritage

- How traditions can thrive, and be safeguarded for future generations
- Extend opportunities that enable people to take part in culture throughout their lives

Programmes of Activity

- Mapping
- Audience Development
- Information provision / knowledge share
- Creative Projects
- Advocacy
- The Network itself

MAPPING

Aim: to show who is doing what and where; to demonstrate to funders, supporters and audiences the scale of the sector

Projects

Develop Stage 2 of the mapping process begun and reported on in 2020. Stage 2 will gather more granular information about the types of folk arts that individual members work with whether in festivals, educational classes or online. Furthermore, information about how much folk arts provision is taking place in primary and secondary schools across the continent; how much is state- or regionally-funded; how engaged festivals of folk arts are with their local children and youth groups; what is the position of folk and traditional music in relation to statutory school curricula across the continent?

Translate data into visual representation on website

AUDIENCE DEVELOPMENT

Aim: to raise the profile of folk arts across Europe, increase knowledge and understanding, increase numbersengaging

Projects

Develop European Folk Day

Develop a Young Audiences programme (research how young people want to engage with folk arts)

INFORMATION/ KNOWLEDGE SHARE

Aim: to connect members to other members – encouraging more partnership / joined up working and sharing of information

Projects

Develop EFN InfoHub: Learning Exchange, sharing good practice, signposts to resources, environmental impact information, professional development for artists and administrators (e quality, diversity, inclusion training, social media, funding, online content creation, intellectual property)

Produce E-Newsletters, social media posts, media releases

Develop the website as a resource

CREATIVE PROJECTS

Aim: support, develop and celebrate creative people and the commercial side of folk music

Projects

Set up touring parties with artists from different countries, different traditions and different genres

Develop grassroots, cross-cultural music exchanges

Develop new ways of presenting folk music

The Train Tour new ways of environmentally sustainable touring

ADVOCACY

Aim: to create a point of presence and visibility for the sector

Represent the sector

- working across all sectors to promote the contribution of the folk arts
- working collaboratively in arguing for EU and national government support for folk arts at policy level
- working with national and international groups / platforms (International Council for Traditional Music, European Music Council, European Jazz Network, Culture Action Europe, Folk Alliance, heritage organisations)

THE NETWORK

Aim: to create a Europe-wide network that represents the whole ecosystem of folk arts: linking professional, amateur, local, community, education

Projects

Establish secure funding base

Establish paid administration

Produce an annual conference circulating throughout Europe, smaller regional or thematic meetings, and online meetings

Maintain an email group for easy communication between members, a 'master-mind' for exchange of information, good practice and experience

Maximise membership

PROGRAMMES AND PROJECTS SUMMARY

Mapping

Stage 2 of Mapping

Represent data on website

Audience Development

European Folk Day

Young Audiences programme

Information/ Knowledge Share

EFN InfoHub

Social media

Website

Creative Projects

Touring parties

Cross-cultural Exchange

The Train Tour

Advocacy

Sector representation

The Network

Funding Strategy

Administration

Annual Conference and meetings

Membership

PROJECT	NEXT ACTION	START	COMPLETION	WHO
Mapping				
Stage 2				
Audience Development				
European Folk Day				
Young Audiences				
Information				
EFN InfoHub				
Newsletters				
Website				
Creative Projects				
Touring Parties				
X Cultural Exchange				
Train Tour				
Advocacy				
Sector Representation				
The Network				
Funding				
Administration				
Conference				
Membership				