



Transcultura goes to WOMEX

27 - 31 October 2021
Porto, Portugal

We want you on board!

*Call for Caribbean musicians
and music professionals*

Dear Caribbean musicians and music professionals:



Showcase proposals opportunities at WOMEX – Worldwide Music Expo – from **27-31 October 2021** in the city of **Porto, Portugal!**

WOMEX is the most international music meeting in the world and the biggest conference of the global music scene, featuring a trade fair, talks, films and showcase concerts.

The joint UNESCO-European Union initiative *Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity* has built a strategic alliance with WOMEX, aimed at providing new international market access opportunities for music artists and creatives within the Programme's geographic scope of the 17 Member States of the Caribbean Community (CARICOM), the Caribbean Forum (CARIFORUM) and the Organization of the Eastern Caribbean States (OECS): **Antigua and Barbuda, the Bahamas, Barbados, Belize, Cuba, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname and Trinidad and Tobago.**

Transcultura is a 4 years Programme funded by the European Union.

This *Call for Caribbean musicians and music professionals* addresses musicians and music professionals from the above-mentioned geographic scope.

Through this open call and joint action for cultural exchange and cooperation, *Transcultura* will:

- Cover the expenses for the international travel to the city of Porto, Portugal from **26 October to 1 November** of up to three selected music projects (either individuals, duets or bands).

Please note that the mobility to the event is subject to the sanitary conditions and measures taken by the government of the host country.

- Facilitate free access for the first 100 showcase applications within the 17 eligible countries listed above, to the online showcases' application process on the WOMEX portal.

Every year from the 1000+ showcase proposals received from all continents, an independent jury selects around 30 acts to showcase at WOMEX.

(...)

Transcultura seeks to deepen integration between Cuba, the Caribbean and the European Union. It aims to harness diversity and build bridges between peoples and cultures from different linguistic areas. Following this purpose, *Transcultura* explicitly welcomes proposals from all backgrounds and encourages submissions, especially those that increase the international music scene's diversity - be it of culture, region, gender, styles, performance tradition, and more.

In this document you will find all the necessary information and guidelines to successfully submit your application.

Don't miss this unique opportunity to represent the Caribbean in the world's largest music expo!

If you are among the first 100 applicants, your application will be free!

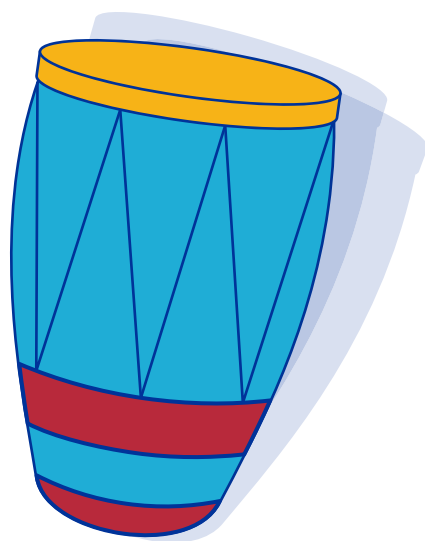
So, hurry-up, read carefully the details below and apply now at www.womex-apply.com

We want you on board!

The *Transcultura* Programme Team



Context and purpose of this Call for Caribbean musicians and music professionals:



The Caribbean region, with its multiplicity of customs, traditions, languages and historical links, is an example of multiculturalism, by its cultural transfers, crosses and reciprocal influences from the pre-Columbian era to the present day. All are present in its cultural expressions, tangible and intangible heritage, including music.

However, this potential is still poorly represented in extra regional cultural spaces, events and marketplaces.

WOMEX is one of such spaces. It is, moreover, the most international music meeting in the world and the biggest conference of the global music scene, featuring a trade fair, talks, films and showcase concerts. Over 2,500 professionals (including 260 performing artists) come together every October from 90 countries, making WOMEX not only the number one networking platform for the world music industry, but also the most diverse music meeting worldwide.

On the other side, the *Transcultura* Programme, launched the 1 January 2020, seeks to create an enabling environment for young women and men to fully participate in the development of their countries and of the region by fostering intercultural dialogue and culture as a driver for sustainable development as well as to empower them to exercise and fulfil their economic and cultural rights. Within its component on twinnings and joint actions for cultural exchange and cooperation, *Transcultura* generates partnerships among institutions, authorities, universities, artists, practitioners, cultural operators and civil society from the region and Europe, fostering long-term knowledge transfer and mutual learning in the culture sector and creative industries and opening new markets for them.

It is precisely to serve as a cultural bridge between the Caribbean Cultural and Creative Sectors and WOMEX, that the *Transcultura* Programme has built a strategic alliance with this multinational and diverse platform to ensure a more integrated, regular and far-reaching presence of the Caribbean in its simultaneous and multiple activities.

The COVID-19 pandemic has not stopped the creative output of Caribbean musicians and music professionals, who have shown, with innovative and bold strategies, the resilience of their art and have transformed the music ecosystem in the region into a powerful source of spiritual health and recovery.

Therefore, this *Call* seeks to empower talented Caribbean musicians and music professionals as agents for sustainable development by facilitating their active participation in international exchanges. It aims at creating interregional networks to enhance complementarity and knowledge sharing thereby strengthening entrepreneurship and innovation; fostering integration in the arts and culture sectors and promoting understanding of shared intercultural values.

With music as a driver and enabler for sustainable development, this *Call* contributes to the following Sustainable Development Goals (SDGs): **SDG 5 on gender equality** through the encouragement of female applications as a target group prioritized by the *Call*; **SDG 8 on decent work and economic growth** through the promotion of artists' professionalization, entrepreneurship, innovation, access to new labour markets and the provision of technical assistance to the potential beneficiaries to successfully submit their applications; **SDG 10 on reduced inequalities** through a gender equality and rights-based approach, by leaving no one behind and overcoming economic barriers and **SDG 17 on partnerships for the goals** through the provision of new opportunities for cultural exchange and cooperation in the Caribbean and between the Caribbean and the European Union as a result of the *Transcultura*-WOMEX partnership.



This Call is in line with the following global/regional policies, development frameworks and agreements:

United Nations

- The *International Covenant on Economic, Social and Cultural Rights*, signed by a majority of Caribbean countries.

UNESCO

- The UNESCO Recommendation concerning the *Status of the Artist*, adopted in October 1980, which recognizes the important role of artists in society.
- The *2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions*.
- The *Thematic Indicators for Culture in the 2030 Agenda: this Call encourages CCI professionals take this useful instrument as reference to contribute to a strong Culture Sector in the Caribbean*.

European Union

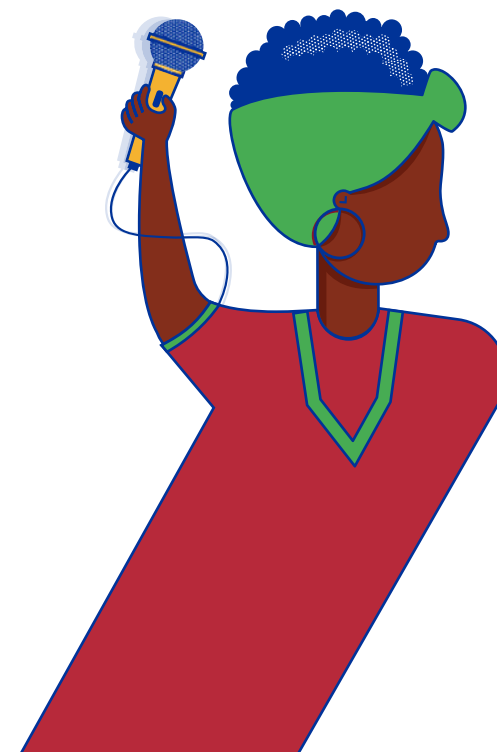
- *The New European Consensus for Development* (Article 35 –establishing culture as both an enabler and an important component of development–)
- *The EU Strategy for International Cultural Relations*
- *The 2019 Council conclusions on an EU strategic approach to international cultural relations and a framework for action* –establishing the principles of reciprocity, mutual learning and co-creation–.
- *The European Framework for Action on Cultural Heritage*.
- *The Manifesto: Culture for the Future*.

Caribbean

- The mission of the *Strategic Plan for the Caribbean Community 2015-2019: Repositioning CARICOM* to deepen integration and build resilience.
- The following *Pillars of the Organization of Eastern Caribbean States (OECS) Development Strategy, 2019-2028*: i) Generating economic growth; and ii) Promoting human and social wellbeing.

Caribbean-European Union

- *Protocol III on Cultural Cooperation of the CARIFORUM-EU Economic Partnership Agreement (EPA)*, which establishes objectives on cultural exchange and dialogue, artists and other cultural professionals and practitioners.
- *The Political Dialogue and Cooperation Agreement (PDCA) between the European Union and Cuba*, which highlights the participation of civil society, including technical, cultural and artistic associations to enhancing regional cooperation in the Caribbean and Latin American regions by encouraging dialogue and cooperation between Cuba and the European Union, at all levels.



Eligibility criteria / Who can apply?

- Musicians and music professionals from any of the 17 Caribbean countries of the *Transcultura* Programme's geographic scope.



- Music bands of all music styles, formats and backgrounds.



Please note:

- *This special offer is limited to the first 100 applications, considering the diversity of geographical origin within the 17 Members States covered by the Transcultura Programme.*
- *The usual application fees for showcase proposals are 20 Euros (24 US\$). If you are in the contingent of the 100 free applications, you will receive an email from the WOMEX organization informing you that you can carry on with the submission process.*
- *The WOMEX selection jury can only consider the applications which are fully completed.*

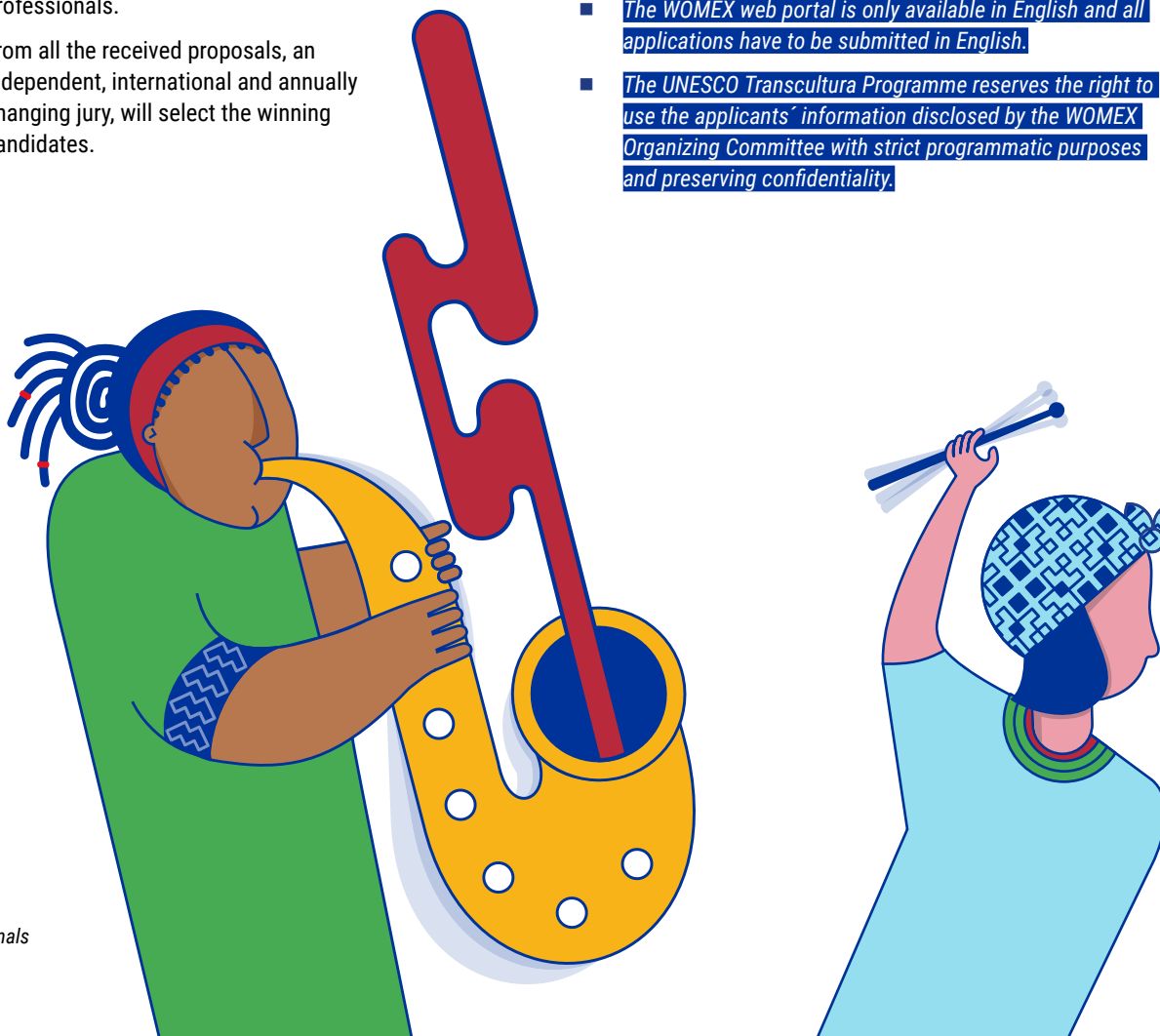
Application and selection process

- Proposals can be made in the *Showcase* category.
- Showcasing allows you to perform at the premier global music showcase event, in front of international concert and festival bookers, tour promoters and venues, labels, distributors, journalists and industry professionals.
- From all the received proposals, an independent, international and annually changing jury, will select the winning candidates.



Please note:

- *Applications featuring female artists will be particularly encouraged and considered an added value for benefiting from the subvention of the application fee.*
- *The WOMEX web portal is only available in English and all applications have to be submitted in English.*
- *The UNESCO Transcultura Programme reserves the right to use the applicants' information disclosed by the WOMEX Organizing Committee with strict programmatic purposes and preserving confidentiality.*



How to proceed?

Step 1

- Enter to the WOMEX application web portal at www.womex-apply.com and select the “showcase” category
- Complete the online form, (you can see all questions of the form, for your reference in a document annexed to this *Call*) including the following information:
 - Biography (max 200 words)
 - Instrumentation (name of musician and instrument for each band member)
 - Web Links, including links to online live video footage (does not have to be broadcasting material)
 - Discography
 - Upcoming tours/gigs in Europe including the average number of shows per year

Step 2

- To complete this step, you were supposed to pay a proposal submission fee, but the *Transcultura* Programme has made the first 100 applications free. So, hurry-up!



Please note:

- **Once you submit the information requested for the first step, you will get an automatically generated email asking you to pay the application fees in order to continue the submission.**
- **If you are in the contingent of the first 100 free applications, you will receive later another email from the WOMEX organization informing you that you can carry on with the submission process and you will be able to proceed the next steps of your application.**
- **If you are not part of the 100 free applications, you will receive an email reminding you about the missing payment.**

Step 3

- Upload the following information:
 - Five to ten songs in MP3 format (up to 25 MB per file possible)
 - Three to five photos
 - Full stage plan
 - Full technical rider including backline
 - Selected press reviews or other text info



Step 5

- Check regularly your inbox to know if you have been selected.
All applicants who have submitted a complete showcase proposal will be informed via email about the outcomes of the jury selection not later than mid-June.

Step 4

- Submit your application.

13

Deadline for proposals for this *Transcultura* Call for Caribbean musicians and music professionals:

Tuesday, 13 April 2021, 23:59 Berlin time (UTC/GMT +2 hours)

In case of any assistance needed for completing the application you can contact (write to both addresses):

showcase@womex.com habana@unesco.org



United Nations
Educational, Scientific and
Cultural Organization



Transcultura
Integrating Cuba the Caribbean
and the European Union Through
Culture and Creativity

21 WOMEX
WORLDWIDE | MUSIC | EXPO



Transcultura Programme
Funded by the European Union

