



HOW TO MAKE A FESTIVAL MORE DIVERSE?

Guidelines developed in The GrassrEUts project 2024 -2026



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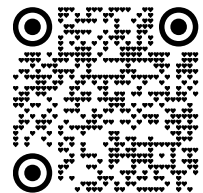
Guidelines developed in The GrassrEUts project 2024 -2026

These guidelines build on experiences from KUN Centre for Equality and diversity and are developed in cooperation with representatives from the partners in the GrassrEUts project. We want to give some advice on how to make the festival stages more diverse in general and to include artists with different backgrounds, artistic expressions, different styles, gender, age and origin.

GrassrEUts is an EU-funded project under the Creative Europe programme, with the mission to promote European and neighboring music on international stages and to enhance the visibility and competitiveness of emerging artists. The network featuring Sziget Festival (Hungary), NOS Alive (Portugal), EXIT Festival (Serbia), and the Jazz Festival of Carthage (Tunisia) Ukrainian artists will also participate in the project, supported by the partner All-Ukrainian Association of Music Events, with the aim of strengthening their international presence and continuing their artistic journey in the face of ongoing challenges.

The background for addressing diversity and safety is that music festivals face numerous challenges with regard to equality and inclusion. These challenges may revolve around issues of gender, race, ethnicity, sexual orientation, accessibility, and more. Our goal is to address these challenges in order to promote diversity and create a welcoming environment for all, including artists, attendees, and the overall staff working on the festival organization. With these guidelines we want to provide organizers with necessary tools and inspiration to actively contribute to creating more equitable and diverse music festival environments.

The guidelines are divided in two different sections: part one on diversity, part two on safety. Follow the QR-code to read another part of the guideline.



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DIVERSITY AT FESTIVALS

Diversity is a core value and an ideal for all our festivals and is never in conflict with artistic quality of each individual artist. Diversity is connected to accessibility, equal possibilities to all people, no judgement or discrimination, respect and acceptance and are important in multiple ways:

- Different artists attract different people. With a diverse program, the potential for increasing the number of visitors is higher.
- Creating a diverse space is a powerful force for the management team. Diverse groups give access to different experiences and perspectives, which in turn fosters innovation and further development.
- Festivals are arenas where artists get an opportunity to meet an audience and to build their career. As gatekeepers, festivals have the power to choose artists. With this power comes with a responsibility to give equal opportunities.
- Festivals are arenas for recruitment in many different ways. Seeing people who are similar to us in different roles is connected to which opportunities we see for ourselves and how we see the world. For an-artist-to-be in the audience this could make the difference.
- Live music is an opportunity to open the mind to new impulses and experiences. In this way festivals also recruit listeners and fans. Providing the audience with a diverse lineup, is an important way of setting diversity on the agenda and preventing mainstreaming of cultural expressions.
- Festivals mirror the society and could have a huge impact on the public not just the visitors - this comes with the opportunity of showing and spreading good examples and setting new standards.



In general, 57.4% of all individual artists were from an underrepresented racial background in 2023.

WHAT DO WE KNOW?

The standards of “quality” apply differently to males and females in the entertainment industry. Here as elsewhere in our societies there are unwritten rules/norms for what is considered normal and good, and these are connected to power.

Norms are unwritten, social rules that are:

- Invisible when you belong to the norm.
- Visible when you challenge it. «This is just the natural state of things»
- visible in actions but also in non-actions. Who are not included? Whose voices are not heard or equally valued?

To fit in and be part of a norm is to be privileged. In a festival setting, this means you are included in the target group, represented in the lineup, and that your artistic expression is valued. If some groups are underrepresented, they lack this privilege.

Everybody, especially young people, need to be seen and reflected in the culture that surrounds us. Role models who are similar to you, can show you that you are not alone with your challenges, dreams and ambitions. A survey by Norwegian audience development shows that youth with immigrant background experienced not belonging, related this to lack of role models.

The Annenberg Inclusion Initiative has evaluated inclusion on the Billboard Hot 100 Year-End charts for the past six years. Underrepresented artists were most likely to rule the Hip-Hop/Rap (88.2%) and R&B/Soul (90.5%) genres from 2012-2023. White artists accounted for 61.6% of all pop credits over the last 12 years. Country and Alternative genres were almost exclusively the domain of white performers and as less than 10% of artists in either genre were underrepresented. In general, 57.4% of all individual artists were from an underrepresented racial background in 2023.



Across the 12-year sample, women artists were the most likely to work in Pop (34.7%) and least likely in Alternative (14.4%) and Hip-Hop (14.9%). 40.6% of individual artists (solo or “featuring”) in 2023 were women. As we see, women are underrepresented in many areas. This means that we as a society are missing out on many talents because of gender and gender roles.

2023 WAS A YEAR WHEN WOMEN IN MUSIC SAW GROWTH

Areas where women's participation increased across the music industry



**Despite reaching a 12-year high, the percentage of women producers was still below 10%, which*

Inclusion in the Recording Studio? Gender & Race/Ethnicity of Artists, Songwriters & Producers across USC. 1,200 Popular Songs from 2012 to 2023 Dr. Stacy L. Smith, Dr. Katherine Pieper, Karla Hernandez & Sam Wheeler. USC ANNENBERG INCLUSION INITIATIVE 2023

Studies in Norway on the field of light and sound technicians show a heavy preponderance of men. In a 2022 survey, 93 percent of the sample were men (Hjemdal og Jacobsen 2022, Telemarksforskning).

One factor that causes underrepresentation and dropout among women in the culture industry is sexual harassment, which we know affects women and men disproportionately.

A Norwegian survey by Fafo from 2018 revealed that close to **1 in 3** cultural workers experience sexual harassment during their career, and that although both women and men experience sexual harassment, more women are exposed, and the majority of the respondents have been harassed by men. Many people fail to report for fear of consequences for further careers and job opportunities. Among those who had experienced sexual harassment, **7 out of 10** chose not to report it.

RECOMMENDATIONS

SET GOALS

It must be coherence between your represented values, public image and actions. That's why finding your own way to how and why you want to promote diversity is important. Discuss what diversity means to your organization. How is diversity connected to the festival's core values, overall goals and directions?

Make the actions to promote diversity a part of your work and not an add on by setting **Specific, Measurable, Achievable, Relevant, and Time-bound (SMART)** goals.

It's not realistic to set up a perfect gender balanced lineup – find a realistic goal you agree upon.

Evaluate. If you reach your goals; continue and consider raising your ambitions. If you do not reach your goals – consider if they are realistic, adjust, and find other actions. Evaluate.



MAP THE CURRENT STATUS

The work to make a festival more diverse must be seen in connection with the distribution of power in society.

To set SMART goals, start by asking yourselves these questions:

- Who are the underrepresented groups of artists?
- Which groups encounter stereotypes and prejudice? - is there research on this topic?
- Who/which groups experience discrimination? - what does the research say?
- Is everyone who is involved in developing the festival safe to express their opinion?

Who is represented in the program when it comes to:

- Gender
- Genre
- Age
- Origin – how many local bands? The band's gender balance, age and genre

WHAT IS YOUR GOAL FOR THE NEXT 5 YEARS?



The picture above shows the lineup for a Norwegian festival in 2025. The picture to the left is the lineup, the picture to the right is the same program, including only the female artists. 3 out of 30 artists were female. How would it look if you did the same exercise with your own festival program?

TAKE ACTION BASED ON KNOWLEDGE

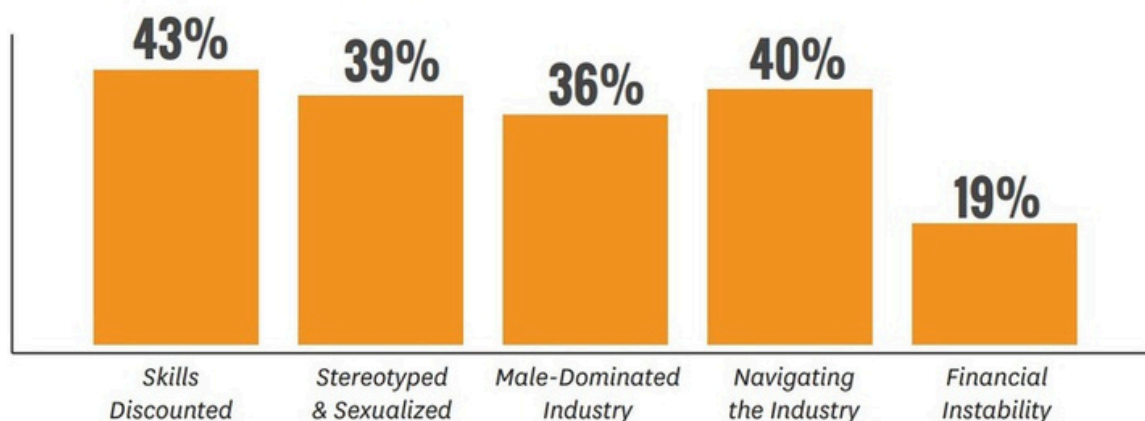
Equality requires that we recognize diversity – that we are not all exactly the same. We encounter the world in different ways and we have different challenges. In order for everyone to have equal opportunities, we sometimes have to implement specific measures to even out structural imbalances. In addition to the fact that working for equality sometimes involves giving different people different treatment, equality work is largely about creating equal conditions by breaking down barriers.

We assume that talent is equally distributed between all genders in society. Find your own way to promote diversity based on research based knowledge and your own local experience. How could your festival contribute to brake down barriers? Find incentives to support that fit your values and agenda, and has a real and visible effect on your field. (such as encouraging young girls to be rock musicians that can result in a more diverse end equal lineup) A research among 75 female songwriters and producers show what they experience is the major barriers for using their talent and reach their full potential. This could be used as a guide to what to do to give equal opportunities for all minority groups that don't fit into the norm for their genre.



BARRIERS FACING FEMALES IN MUSIC

Experiences of 75 songwriters and producers



Inclusion in the Recording Studio? Gender & Race/Ethnicity of Artists, Songwriters & Producers across 1,200 Popular Songs from 2012 to 2023 Dr. Stacy L. Smith, Dr. Katherine Pieper, Karla Hernandez & Sam Wheeler

JOIN OTHERS IN COLLECTIVE ACTION

Join collectives/ learn from others experience. One example is Keychange, a global network supported by the Creative Europe Programme of the European Union. 700 music festivals and organizations work together and individually to ensure better representation in all areas of the industry.

TAKE A STAND AGAINST HARASSMENT AND SEXUAL HARASSMENT

Make sure that all artists and crew are decently treated by setting clear standards and requirements for local crew, guards and service.

Inform clearly about how to file complaints and make sure you have procedures for following up cases. You find more about how to work against harassment and sexual harassment in our guidelines for safe festivals.

Festival X is committed to providing a safe environment for all free from discrimination on any ground and from harassment and sexual harassment. Festival X has a zero-tolerance policy for any form of sexual harassment, treat all incidents seriously and promptly investigate all allegations of sexual harassment. Any person found to have sexually harassed another will face disciplinary action. All complaints of sexual harassment will be taken seriously and treated with respect and in confidence. No one will be victimized for making such a complaint.

USE YOUR CREATIVITY AND POSSIBILITIES:

Differentiate between stages – eks stages reserved for genre, stage for emerging artists etc

Combine local artists with headliners, set up smaller events where it's possible to experience different genres.

Set up a music contest: At the heart of GrassrEUts is a multi-stage music contest designed to spotlight and elevate emerging talent across Europe and its neighboring regions. The competition begins at the national level, where five promising artists are selected in each country to perform at their local festival. From there, two standout acts per country will be chosen to perform internationally across the partner festival network, offering them a unique opportunity to reach new audiences and grow their career.

Provide mentor programs

Support the programs that have been part of the change or set up your own program. Efforts such as We are Moving the Needle, Femme House, Girls Make Beats, She Is the Music, the Spotify Equal Program, Women's Audio Mission, Keychange, Be The Change, and others have been and continue to support girls, women, and non-binary people as they gain experience and expertise across different aspects of music.

KNOW AND UNDERSTAND YOUR AUDIENCE

Could you get new inspiration and a wider scope in finding artist by participation from ex youth, immigrants or women?

Get feedback from the audience through surveys, a wish machine on the venue or SoME.

Good luck!

