



In this group we want to present the project IGNITE to you, a project that will start in December 2021 and for which we applied for funding under the Creative Europe Network Funding Strand.



First of all we want to share with you that our application was successful. Last Friday we received the good news, and our grant agreement is currently being prepared.



**Sonja:** Before I go into details, let's have a quick look back at the EU funded projects we have been and are coordinating and participating in during the past years, since these partly had an influence on IGNITE.

## EU-funded Projects

**Upgrade – Connect Reach Out: Raising Awareness for Collective Singing in Europe - 2017-21**  
Network Funding Project of the European Choral Ass.

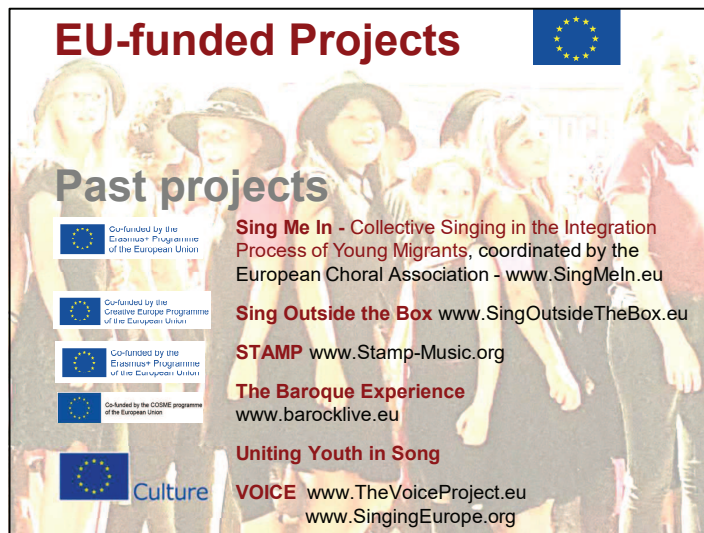
### Other current projects

**EPIC - 2019-21**, coordinated by European Choral Association / Aim: professionalisation and internationalisation of careers of young musicians through youth music ensembles

**SHIFT Culture - 2019-21**  
coordinated by the European Music Council  
Aim: training the leading staff of culture networks on important UN sustainability goals

**Training Leading Voices - 2020-23**, coordinated by ZIMIHC / Aim: contribute to the professionalisation of vocal and choral leaders in Europe and the internationalisation of their careers

In addition to the Network Funding project we are coordinating the project EPIC, also co-funded by the Creative Europe project, and we are partners in the SHIFT project, coordinated by the European Music Council, and in Training Leading Voices coordinated by ZIMIHC, which we are co-coordinating.



Here you see a list of further EU-funded projects we coordinated or joined in the past 10 years or so – we are still working with and promoting the results of many of these projects.



**Sonja:** So now let's look at the new project IGNITE

**IGNITE** 

IGNiting an Inclusive and sustainable future  
for collective singing Throughout Europe

From 12-2021 until 11-2024, **IGNITE** shall contribute to the European **Green Deal**, increase **diversity, inclusion and equity** in the sector, strengthen the network, increase its representativeness, **empower and train** people in the sector, increasing their capacity to become resilient and sustainable, be **active internationally**, cooperate at European level, and **make use of modern technology**.

[www.EuropeanChoralAssociation.org](http://www.EuropeanChoralAssociation.org)

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**Sonja:** The full project name is IGNITE – Igniting an Inclusive and sustainable future for collective singing throughout Europe, and here you can see roughly what it will be about. Today we are showing an example of how we make use of modern technology, trying out a new platform for this online reception.

# IGNITE





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 for collective singing **T**hroughout **E**urope




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**Sonja:** Contributing to the Green Deal and to Inclusion and Diversity are also two important goals of the new Creative Europe programme.

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EUROPEAN CHORAL ASSOCIATION

**IGN**iting an **I**nclusive and sustainable future for collective singing **T**hroughout **E**urope

**Building on the last project**  
Upgrade – Connect – Reach Out

**Based on new strategy**  
from November 2020

Inspired by the **SHIFT** project

Dealing with **Climate Change**,  
**Inclusion, Diversity** and the **SDGs**

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Sonja: IGNITE is building on our current Network Funding project, on the strategy developed in 2020 and on the SHIFT project.

EUROPEAN CHORAL ASSOCIATION

## Mission, Vision, Strategy

**Our values**

We base our vision and mission on the following core values:

- Inclusivity
- Diversity
- Development
- Empowerment
- Sustainability

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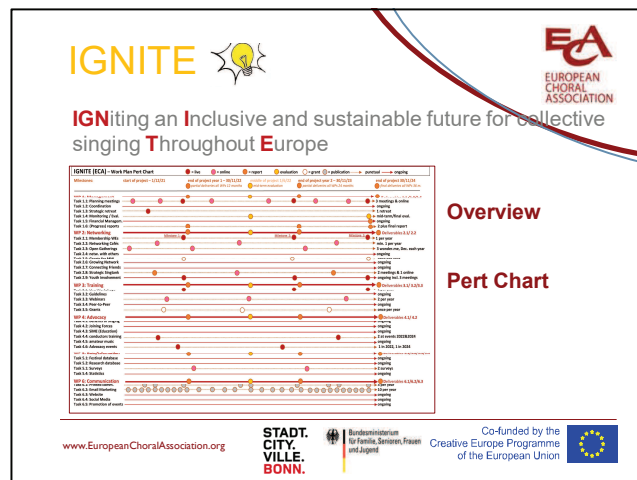
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IGNITE is also based on our core values which are Inclusivity, Diversity, Development, Empowerment and Sustainability.



This is IGNITE at a glance – 3 years or 36 months, 6 work packages and a lot of technical vocabulary the European Union requires for an application.



Sonja: so this looks frightening and incomprehensible? Let's make it more concrete.

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**Let's get more concrete:  
What's in it for you?**



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**Sonja:** Concretely: What's in it for you? We will present some of the concrete actions to you and ask you to already take some notes. Please write down the project parts that you find especially interesting, challenging, not understandable and that you would like to comment on later. You will also find some questions in the centre of the slide that you may wish to look into.

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**NETWORK**

**Growing  
Connecting**




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First of all there are a number of networking activities through which we want to connect the (direct and indirect) members of our network to each other and grow the network.

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Your turn – what do you  
think about the  
membership weekends?

## FOCUS 1

### Future Membership Weekends



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We want to continue offering our Membership Weekends like the one here in Lyon, with a General Assembly but also other offers including the Membership Day as today. Are the Membership Days relevant to you?

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Is this a good idea?  
For whom?

## FOCUS 2

### Grants for Membership Weekends



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We also want to continue offering Grants for the participation in the Membership Weekends. Is this a good idea? For whom?



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We want to grow ...

(the parallel group is dealing with the regional strategy)

FOCUS 5

Membership Development – regional strategy



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We also want to develop and grow our membership, and the regional development will be part of this – there is currently a parallel group dealing with this.

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What do we want the future of our sector to look like?

FOCUS 6

Strategic Singtank



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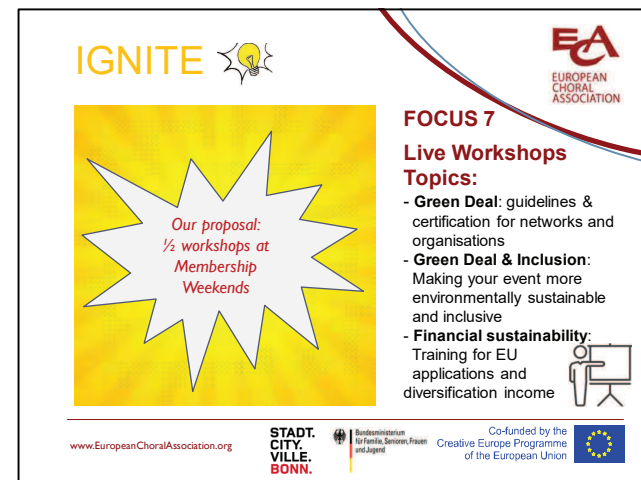
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Last but not least we want to continue with the Singtank or put together a new one. The question will be: what do we want the future of our sector to look like?



**Sonja** The next block which offers a lot of opportunities for our direct and indirect members and people from outside our organization are the training activities.



**Sonja:** We want to offer one live workshop a year, probably connected to the Membership Weekend again since this seemed to attract more participants. Here you can see the topics: Green Certification (I will talk more about this in the next round), environmentally sustainable and inclusive events, and training on EU applications and the diversification of income. Are these topics relevant and interesting for you?



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**FOCUS 10**  
**Peer-to-Peer  
exchange**

*Is this interesting/  
attractive for you?  
Your staff?  
Your members?*



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Sonja: And finally we want to continue with the Peer-to-Peer exchange which is picking up again in our current network funding programme. It can be useful for staff of organisations (recently there was an exchange between Turkey and the Netherlands), between event organisers (e.g. EC junior 2022 and 23) but also between conductors. Do you find this idea attractive?

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**ADVOCACY** **Representation**



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In the advocacy block most activities are of a more general nature.



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**COMMUNICATION**

**Reaching Out  
Research & Data Collection  
Communicating & Disseminating**

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**Sonja:** There are also Work Packages on data collection and information.

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<b>WP 5: Data/Information</b> Task 5.1: Festival database Task 5.2: Research database Task 5.1: Surveys Task 5.4: Statistics	<b>Deliverables 5.1/5.2/5.3/5.4</b> → ongoing → ongoing → 2 surveys → ongoing
<b>WP 6: Communication</b> Task 6.1: Printed comm. Task 6.2: Email Marketing Task 6.3: Website Task 6.4: Social Media Task 6.5: Promotion of events	<b>Deliverables 6.1/6.2/6.3</b> → 3 per year → 10 per year → ongoing → ongoing → ongoing

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**Sonja** Here you can see an overview on these activities. Feel free to also comment on those in the next step, even if they are not explicitly listed.

Any Questions?

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**Sonja:** Before we move on to the interactive part: Do you have any questions about the presentation so far? If not, we will now introduce a method to you that our Board has used once to evaluate the pitches of the team, and that we also worked with during the Cultural Leadership Training in the SHIFT project. In each of today's discussion rounds we will use different methods also to train our membership on possibilities on how to get feedback on planned changes in your organisation.

It's your turn!

Six Thinking Hats Technique

<b>Blue Hat - Process</b> What conclusions or summaries can we make in moving forward on the issue or problem?	<b>Yellow Hat - Benefits</b> What are the positive aspects of the current situation, issue or problem?
<b>Green Hat - Creativity</b> What is the current information on issue or problem?	<b>Black Hat - Cautions</b> What are the negative aspects of the current situation, issue or problem?
<b>Red Hat - Feelings</b> How does everyone feel about the current situation, issue or problem?	<b>White Hat - Facts</b> What is the current information on the issue or problem?

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**Martine:** The method is called the „6 coloured hats“ or „6 thinking hats“ technique. The point is to force yourself to take different perspectives on the same topic. What is your immediate emotional reaction? (Then you are wearing the red hat). How do you like to process? (blue hat). Do you like the proposals? Do you see benefits there? (yellow hat). Or do you have doubts and fears, do you mainly fear the challenges? (that would be the black hat). Or maybe you want to add some facts (white hat) or be creative (green hat)



Sonja: We now invite you to look at the concrete proposals again, take some post-its and write down your reactions to different proposals, wearing different hats. You don't have to react to all proposals and don't have to wear all hats – but maybe there is a proposal you find very positive, another one you have a lot of doubts about, you think there are facts missing, or you have a strong emotional reaction to one of them. Once you have all stuck your post-its on the posters we will look through them together.

I will keep this slide open so that you can remember what we presented.

One voice for collective singing in Europe

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Regional office of IFCM for Europe

Thank you very much for your attention!

**Sonja Greiner**  
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