

The UPBEAT Pledge

The UPBEAT Pledge, which is a Quality Label, was proposed as a means to extend the UPBEAT Platform's range of impact.

Involving organisations, festivals and institutions beyond the UPBEAT platform partners is an effective way to spread awareness and mobilise the European world music market. The UPBEAT Pledge also ensures that entities and individuals who don't meet the criteria of joining the partnership can also embrace UPBEAT values, receive certain benefits and tools developed by the project, and join the shared effort to create a more tightly integrated, fair and sustainable world music market in Europe. Moreover, fostering a community of UPBEAT Pledge holders will also be an effective tool of branding and brand awareness in the UPBEAT Platform.

More info: upbeat-platform.eu

Taking the UPBEAT Pledge

European music festivals may apply to take the UPBEAT Pledge online or in person at industry events that the UPBEAT Platform attends. UPBEAT Partners will automatically be granted the UPBEAT Pledge. Initial efforts to promote the UPBEAT Pledge towards those who can benefit from it may involve direct recruitment of relevant Entities. UPBEAT Pledge holders must uphold a certain number of criteria that show dedication to the core values of UPBEAT. The benefits of the Pledge include an affinity to UPBEAT members, access to the Artist Database, access to the Fair Trade & Sustainability Guides developed by UPBEAT.

It must be clear that UPBEAT Pledge holders do not receive financial support from the platform.

Criteria for joining the UPBEAT Pledge

Not unlike in other realms of the project, granting the UPBEAT Pledge will be based on a list of eleven criteria. Three of the criteria are mandatory, meaning, only those who meet them are eligible for the UPBEAT Pledge. A total of at least six criteria must be met in order to be granted the UPBEAT Pledge. Meeting these criteria must be proven in a transparent manner and easy to check later on.

The four mandatory criteria are the following:

1. The UPBEAT Pledge holder festival must have had at least one previous edition, and
2. At least 20% of the programming of the UPBEAT Pledge holder must consist of European emerging artists, as per the definition provided by UPBEAT¹; and
3. At least 20% of the programming of the UPBEAT Pledge holder must be related to world music, local cultural heritage or diaspora.

The rest of the criteria (of which at least three must be met):

4. The UPBEAT Pledge holder offers professional and communication support to its showcasing artists; and/or
5. The UPBEAT Pledge holder upholds a vast European professional network; and/or
6. The UPBEAT Pledge holder is committed to the circulation to European music and/or European music export; and/or
7. The UPBEAT Pledge holder is committed to fostering a professional relationship between the showcasing artists and music industry professionals; and/or
8. The UPBEAT Pledge holder is committed to the UPBEAT Fair Trade Guide; and/or
9. The UPBEAT Pledge holder is committed to the UPBEAT Sustainability Guide; and/or
10. The UPBEAT Pledge holder shares the values of the 5 Music Rights laid down by the European Music Council in the [European Agenda for Music](#).

¹European emerging artist must fulfill **at least** 5 of the following criteria:

1. max 3 albums released
2. max 5 years passed since the release of their first album
3. no more than 20.000 followers on either of their social media channels
4. the average age of band members does not exceed 35 years
5. had at least one concert in a professional setting
6. the band did not go on an international tour of 10 gigs
7. the band does not have a contract with a non-national record label
8. the band has an up-to-date web presence (website, social media)

UPBEAT Pledge Communication Strategy

The UPBEAT Pledge will be communicated through the applicant's own communication channels as well as through the project's channels, and UPBEAT Pledge holders will be listed on the UPBEAT website as well.

The Label's credibility derives from the high quality of the showcase festivals who are already members, the strong community of European world music experts around UPBEAT, as well as the criteria for joining the label. The criteria for the UPBEAT Pledge are not easily met and show a high level of commitment from the applicant's side to the values of the platform project, and a willingness to join forces in setting a high standard for European world music showcase festivals. Newly joint UPBEAT Pledge holders will receive a printable and online applicable media kit that contains all information and design elements necessary for them to promote the Pledge on their own channels.

For more information about the UPBEAT Platform and taking the UPBEAT Pledge, please email info@upbeat-platform.eu or visit [our website!](#)

