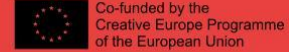




MOST

BRIDGE
FOR BALKAN MUSIC



APPLY NOW!

OPEN CALL MOST - FESTIVAL & CLUB EXCHANGE

WHAT IS MOST

The mission of MOST Music is to boost the music market of the Balkans by connecting and supporting actors of the world music scene: artists, managers, festivals and institutions. MOST builds a bridge connecting the Balkans and the global music market, a bridge made up of personal connections, experience and exchange.

This Creative Europe-supported project channels the amazing potential and exciting cultural mix of the South-East European region into the larger European circulation. MOST is focused on creating buzz around the contemporary Balkan music brand, actively looking beyond the stereotypes.

The project's scope in the Balkan region includes the following countries: Serbia, Croatia, Bosnia and Herzegovina, Montenegro, Kosovo¹, Albania, Macedonia, Romania and Bulgaria.

FESTIVAL & CLUB EXCHANGE PILLAR

The Festival & Club Exchange (FEX) pillar brings together representatives of 2x10 festivals and clubs / concert venues each year: ten from the Balkans and ten from other parts of Europe. They have the chance to visit and work with each other and exchange artists within the framework of the programme. The pairs are created from the successful applicants of this open call. The exchange between the pairs broadens the professional network and artistic scope of both parties involved, facilitated by a renowned mentor.

Check out who has been supported by MOST so far [here!](#)

This present open call is the third and final call for application in the frame of the [MOST - the Bridge for Balkan Music project](#), co-funded by the Creative Europe Programme of the European Union.

Deadline for Submissions: 11 September 2022 (23:59 CET)

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.



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OPEN CALL TIMETABLE

Publication of the Call	open from 27 May 2022
Submission deadline	11 September 2022 (23:59 CET)
Online programme kick-off	October 2022
Implementation period	October 2022 - December 2023

WHO CAN APPLY

- We are looking for festivals and clubs / concert venues from [any Creative Europe eligible country](#) (not EU-only!).
- The working language of the project is English, therefore a good level of English is required from the representative of the festival/club.

WHAT WE OFFER

- Artist exchange with another festival / club in the programme
- Mutual visits and exchange of resources with another festival / club in the programme
- In-person networking meeting for all selected FEX participants at one of the MOST partner festivals
- Expert mentoring for the festival / club pairs
- Networking with prominent professionals from all across Europe and beyond
- Greater visibility of your festival / club on a European level

WHAT WE COVER*

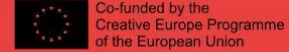
- financial contribution to the mutual visits between the festival / club pairs: travel and accommodation costs, festival passes
- financial contribution to the artist exchange in the framework of programme: artist fees (including travel costs) of the selected artists
- participation at one of the MOST partner festivals: support for travel and accommodation costs (for 1 representative of each participating festival / club)

**The amount of financial support is defined by taking into consideration the recommendations and rules of the Creative Europe programme. Some caps on*



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financial support might be introduced to ensure equal opportunities for all selected participants.

HOW TO APPLY

- Please fill out the [application form](#).
- **Deadline for submission: 11 September 2022 (23:59 CET)**

SELECTION CRITERIA

- How established is your festival / club / concert venue (audience numbers, number of concerts, etc.)
- Current representation/share of world music at your festival / club
- Growth potential (audience / personnel)
- Geographical diversity (with the goal to represent the entire focus region of the programme as listed above)
- Motivation to participate at the programme

INDICATIVE TIMELINE OF ACTIVITIES FOR SELECTED PARTICIPANTS

1, ONLINE KICK-OFF – October 2022: The selected festivals / clubs will get to know each other, their exchange pairs and mentors in an online kick-off meeting.

2, FEX MEETING – January 2023: The representatives of the selected festivals / clubs will meet in person at one of the MOST partner festivals, where they meet the delegates invited to the festival and participate in capacity-building sessions.

ONGOING ACTIVITIES (October 2022 - October 2023)

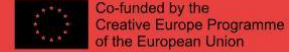
1, MENTORSHIP: Mentors from renowned European festivals and institutions facilitate the cooperation of the pairs and assist them in choosing the artists to exchange. Mentors also support the networking and capacity-building of the participating festival / club representatives.

2, ARTIST EXCHANGE: During the exchange, festivals / clubs co-curate each other's artistic programmes by sending / recommending an artist to their pair festival / club. Their cooperation will be facilitated by a renowned mentor.



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3, FESTIVAL / CLUB VISITS: The 10 pairs will receive financial support for visiting each other's festival / club.

Disclaimers

Coronavirus (COVID-19) disclaimer

In view of the ongoing international situation regarding the coronavirus (COVID-19) pandemic, we reserve the right to make changes in the content of the programme. Events that are affected by travel restrictions might be postponed or held online.

Re-application of MOST participants

The alumni of the Festival & Club Exchange (FEX) pillar **may** reapply for Round 3 (they will receive new pairs). Persons who have been previously involved in other pillars of MOST (BME, MT, POLICY) **are also eligible to apply** to the Festival & Club pillar. However, priority will be given to those who have not yet participated in the project.