



# MOST

BRIDGE  
FOR BALKAN MUSIC



APPLY NOW!

## OPEN CALL MOST - BALKAN MUSIC EXPORT

### 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, Kosovo<sup>1</sup>, Albania, Macedonia, Romania and Bulgaria.

### BALKAN MUSIC EXPORT PILLAR - FOR ARTISTS

The Balkan Music Export (BME) pillar aims to support world music artists from the Balkans, representing all related subgenres (using a broad definition of world music that includes traditional, folk, ethno, ethno-jazz, global beats and beyond), to connect to the global music market.

The project aims to jump-start the international career of artists in several ways. In this final round 10 artists will be enrolled in the Balkan Music Export pillar, receiving financial and other support, as well as greater visibility to create a buzz about world music from the Balkans. 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.

### NEW Deadline for Submissions: 28 August 2022 (23:59 CET)

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<sup>1</sup> 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
<b>Submission deadline</b>	<b>28 August 2022 (23:59 CET)</b>
Online programme kick-off	October 2022
Implementation period	October 2022 - December 2023

### WHO CAN APPLY

- **Eligible applicants have to have citizenship from the listed countries: Serbia, Croatia, Bosnia and Herzegovina, Montenegro, Kosovo<sup>2</sup>, Albania, Macedonia, Romania and Bulgaria.**
- **The band should identify itself by world music or any other related subgenres** such as traditional, folk, ethno, ethno-jazz, global beats and beyond
- In case of bands, the band should be based in one of these countries, as well as at least one band member should hold citizenship from these countries.
- **The working language of the project is English**, therefore a good level of English is required.

### WHAT WE OFFER

#### Training and promotion

- Financial support for creating a new artist portfolio (photo, video & audio materials)
- 1-year-long mentorship programme with the most recognised music professionals from Europe
- 5-day-long training course on band management and artist portfolio in Sofia, Bulgaria (November 2022 - exact dates TBA)
- Feature on the MOST Selection CD issued by Songlines, promoted via the WOMEX23 special issue

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### Participation at showcases and networking events

- Performing opportunity for a number of selected bands at the Balkan:MOST showcase, held in Veszprém, Hungary, the European Capital of Culture in 2023 - in front of 150+ international delegates
- Financial support for showcasing opportunities in Europe (e.g. WOMEX22, PIN, Tallinn Music Week etc.)
- Representation through the project at several regional fairs
- Networking opportunities with music professionals and artists from Western Europe and from the Balkans

### WHAT WE COVER\*

- Artist portfolio: production costs
- Training course: travel and accommodation costs (max. 2 artists / band)
- International showcases: travel and accommodation costs, registration fee

*\*The amount of financial support is defined by taking into consideration the size of the band, local costs, etc. as well as the recommendations and rules of the Creative Europe programme. Some caps on 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: 28 August 2022 (23:59 CET)**

### SELECTION CRITERIA

- artistic quality
- artist's international potential
- diversity of selected artists by style, to match the profile of showcase events
- quality of artist's digital infrastructure (web, presence on social media and streaming channels)
- quality of existing audio and video material (technical and artistic)
- artist's local audience size
- diversity of selected artists by sub-scenes in world music (e.g. sevdah, brass bands, etc.)
- diversity of selected artists by gender



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- diversity of selected artists by geography

## INDICATIVE TIMELINE OF ACTIVITIES FOR SELECTED PARTICIPANTS

**1, ONLINE KICK-OFF - October 2022:** The selected bands will get to know each other, their mentors and supervisors in an online kick-off meeting.

**2, TRAINING COURSE - November 2022:** In the autumn of 2022, artists get a 5-day training, covering the following topics: production; communication with audience; digital presence.

**3, PARTICIPATION AT BALKAN:MOST SHOWCASE - September 2023:** A number of selected bands will have the opportunity to showcase their music on the stage at BALKAN.MOST showcase, a unique festival dedicated to Balkan music, held in Veszprém (Hungary), the European Capital of Culture in 2023. The showcase will be combined with a conference and delegate programme, inviting 200 delegates from all over Europe.

**4, MOST SELECTION CD - October 2023:** Songlines, the renowned world music magazine publishes a special selection CD featuring artists of the Balkan Music Export Round 2. The CD will be an insert in one of the Spring editions of the magazine, distributed to subscribers all around the world.

## ONGOING ACTIVITIES (October 2022 - October 2023)

**1, MENTORSHIP:** Mentors develop the steps for the artists' marketing and management strategies, assisting them in choosing the showcase festival that might have the biggest impact on the artist's career. Mentors act as the artists' 'ambassador' in the professional world during the mentoring period.

**2, ARTIST PORTFOLIO SUPPORT:** Mentors and artists work jointly on the artists' portfolio, including boosting their online presence and producing new recordings and videos.

**3, PARTICIPATION AT INTERNATIONAL SHOWCASES:** Artists will be given financial support to perform at at least one major European showcase (e.g. WOMEX23, Budapest Ritmo, PIN Music & Conference, Tallinn Music Week etc.). Mentors will support artists and might accompany them to international events, introducing them to music managers and giving them professional advice.



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## 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 Balkan Music Export pillar cannot reapply in Round 3. Persons who have been previously involved in other pillars of MOST (FEX, MT, POLICY) are eligible to apply to the Balkan Music Export programme. However, priority will be given to those who have not yet participated in the project.