



Tallinn Music Strategy

2022-2025

For the Candidacy of the UNESCO City of Music

June 2021

Introduction

Tallinn and music are inseparable. I am delighted to present the first Tallinn Music Strategy 2022-2025 as part of Tallinn's candidacy to the UNESCO Creative Cities Network as a City of Music.

Culture and creativity play an important role in Tallinn's development. As a former European Capital of Culture in 2011 and as a UNESCO World Heritage Site, Tallinn has placed culture and creativity at the very heart of its new city strategy Tallinn 2035. Through culture, Tallinn aims to be more responsible, inclusive and innovative city.

Music in particular is important for Tallinn, both in terms of history and identity, as well as culturally, socially and economically. It was in Tallinn, where The Singing Revolution paved the way to the collapse of the Soviet Union and the restoration of independence. Tallinn is home for world-class music institutions, venues and festivals. Tallinn has left its mark on the world of music through talented composers, conductors and musicians from classical to jazz, from pop to metal, from folk to rock.

As a designated UNESCO City of Music, Tallinn will strengthen cooperation in the field of music with other member cities and support international mobility of musicians and other music professionals, integrate culture and creativity, and particularly music into city's development strategies and make music more accessible and available for all people, and actively contribute to and participate in initiatives of other member cities and become a recognised platform for music industry sustainability discourse globally.

If designated as a City of Music, Tallinn will be committed to implementing its Music City Strategy by guaranteeing sufficient funds, human resources, network and partnership capacity, and strategic support for the music sector in general. Tallinn will be an active member of UCCN, looking for new ways to collaborate with other Cities of Music and other cities in the network.

Mihhail Kõlvart
Mayor of Tallinn



Tallinn – City of Music

City full of music. Tallinn's musical identity is not related to any particular musical style or facility. Music has several faces in Tallinn. Historical organs alongside modern experimental electronic music or jazz alongside opera are part of everyday life in Tallinn. The pleasantly perceivable scale of the city encourages musicians from different fields to cooperate with one another, as a result of which unique musical events are born. Tallinn is a city which stimulates creativity.

Tallinn crosses its geographical borders. An important part of cultural life in Estonia and the Baltic Sea region is concentrated here. Tallinn is also a sea city, and a city which is fully open to the world. Tallinn's accessible and cosmopolitan musical identity developed in the Middle Ages and early modern times, when Tallinn had the status of a Hanseatic city. Cultural influences from other parts of the world arrived here quickly. However, Tallinn was not only a recipient of such influences but also an important cultural influencer of the region. For example, as early as 1680 the first opera to be composed and performed here, Johann Valentin Meder's 'Die beständige Argenia', was released in Tallinn.

Tallinn did not lose its openness even in the most difficult of times. With the founding of St Petersburg, the economic and cultural significance of Tallinn decreased significantly, while the Soviet era severed the majority of Tallinn's cultural ties with the west. However, while it was behind the Iron Curtain, Tallinn was the only place in the entire former Soviet Union in which it was possible to watch Finnish television. Tallinn was referred to as the Soviet West (Sovestki zapad), and people from all over the Soviet Union came to experience a western atmosphere and way of life as much as was possible in the then-Soviet Union. The diversity of Tallinn manifests itself in various places which have musical connections. Here is, for example, the Theater and

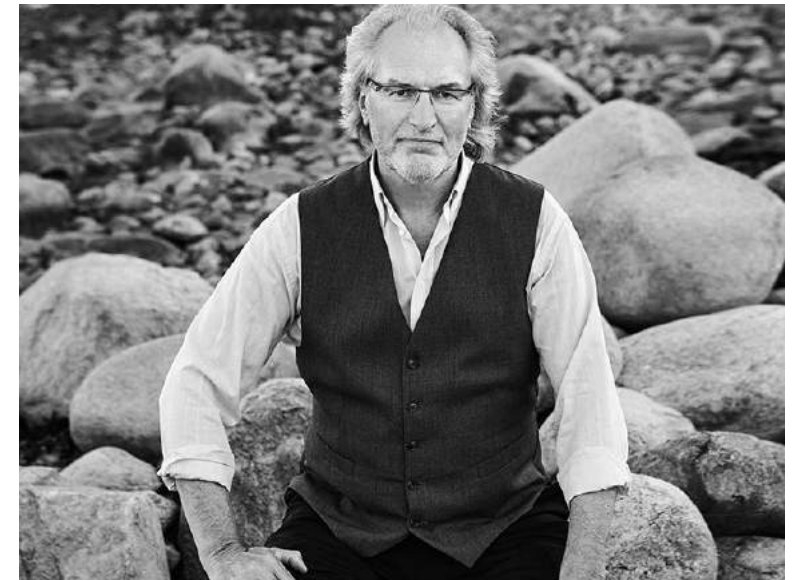
Music Museum with its unique collection. Tallinn is also rich in terms of its various concert halls. There are several halls in Tallinn which can hold symphonic music concerts. One of these is the large Concert and Performing Arts Centre concert hall which is operated by the Estonian Academy of Music and Theatre. This is one of the most modern and original in the world in terms of its built-in technology.

There are numerous chamber halls, many of which are located in the historic Old Town and which have a unique atmosphere. The city's many historic churches are also used as concert halls, some of which are outstanding representatives of the late Gothic style in the Baltic Sea region. Historic castles and manor houses are also used as concert halls, some of which are located within the city while others are in its immediate vicinity. When speaking of the future, Tallinn plans to expand the Estonia Opera House, fully modernising the building in terms of built-in technology. When it was erected, this building was one of the most important monuments to Estonian national self-consciousness.

In addition in recent decades, several historical industrial buildings and complexes have been adapted as cultural and music centres, such as Tallinn's earliest Electricity Central Station (today's Creative Hub), which was built in 1913 and was the magical place in which the cult film 'Stalker' was filmed in 1977 by its director, Andrei Tarkovski. However, within the context of industrial buildings, mention should also be made of the Baltic Railway infrastructure which was built in 1870, and the later Soviet-era electrical engineering factory where, among other things, the details of the first interplanetary walker were created, and which today has become a unique creative city and ideas incubator for several creative collectives (being known as Telliskivi Creative City). More and more examples can be found

of the transformation of historic industrial architecture into cultural centres. One of these is the Noblessner Foundry where, in 2015, the powerful 'Adam's Passion' by Arvo Pärt and Robert Wilson was performed, which later also reached the Berlin Konzerthaus.

And, of course, the colours of Tallinn's music life are enriched by numerous clubs, many of which have taken on the mission of educating the audience in its musical tastes. The Estonian Public Broadcasting also uses its studios as public concert venues. In summer, music life moves outside the city centre to such exotic locations as, for example, the ruins of the historical Pirita monastery, but also to the small Naissaar Island near Tallinn.



City of countless musical events. Tallinn is a city which connects people through music. The 'Singing Revolution' grew out of pop music and protest movements: in 1988-1991, a series of mass demonstrations took place in Tallinn (such as the Estonian Song Festival and various night song festivals), with patriotic songs being sung by massed singers. The Singing Revolution made it possible for people to demonstrate their views in a peaceful way, and it helped to legitimise political decisions through which it was finally possible to restore Estonia's national independence without any casualties or violence. Thanks to this it can be said that Estonia sang itself free.

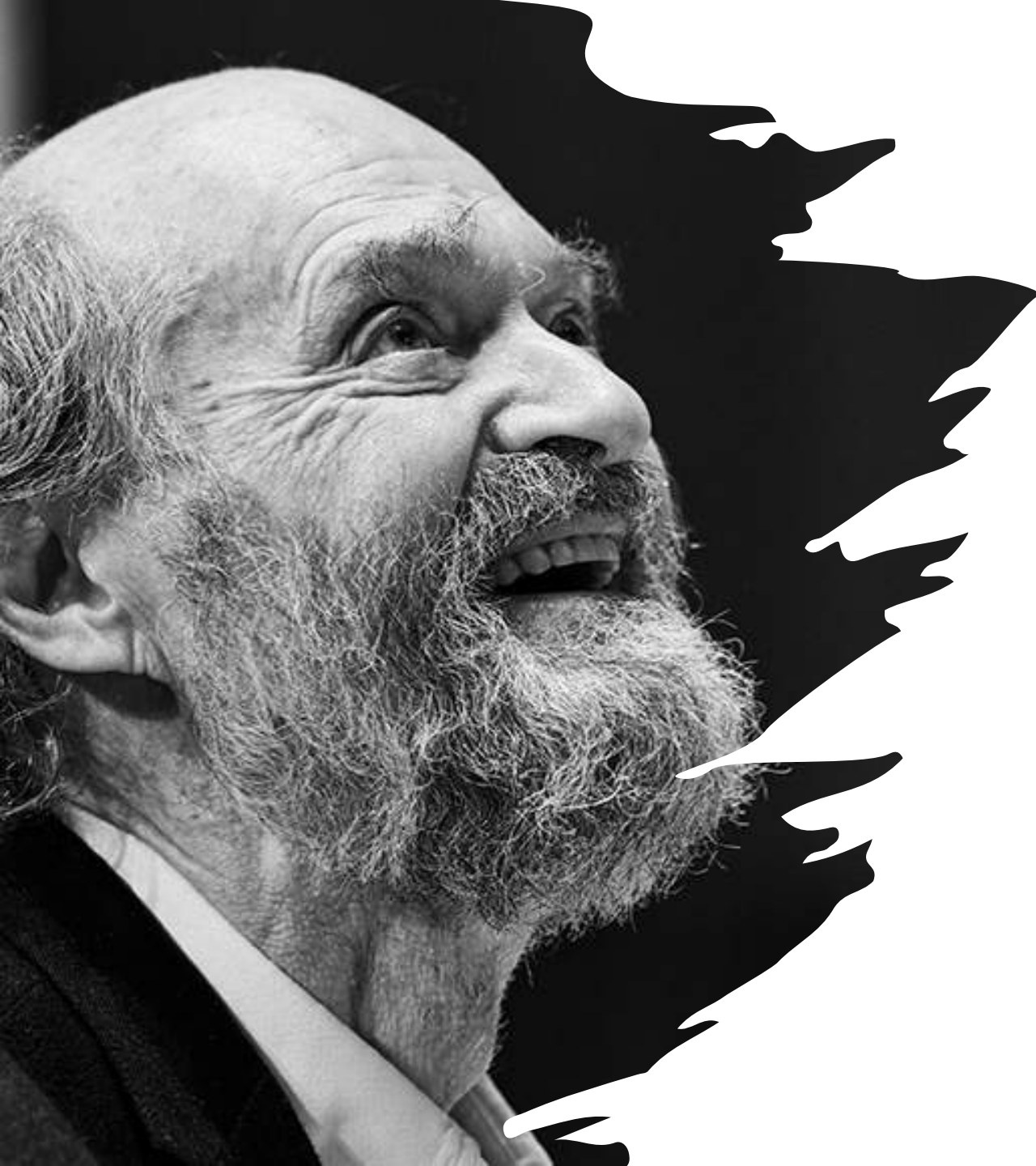
The process of song festivals uniting all Estonian people also take place in Tallinn. The tradition of song festivals began more than 150 years ago against the backdrop of a process of national awakening which swept across Europe at the time. The Song Festival is the largest music festival in Estonia, with tens of thousands of singers and even more spectators, along with choirs and orchestras from all over Estonia, but often also from other parts of the world. Song festivals take place over two years (alternating between general and youth song festivals), and then a powerful 'river of music' passes through Tallinn, a procession of choirs which walks the route from the city centre to the singing stage.

Tallinn has also witnessed other spectacular music events. In the late 1980s, as the late Soviet-era world started to open up, one of the most important festivals was 'Rock Summer', thanks to which several top artists came to perform in Tallinn such as Blur, Iggy Pop, Bob Geldof, Jethro Tull, Faith No More, Mercury Rev, Public Image Ltd, The Jesus and Mary Chain, and many more. Since the 1990s, Tallinn has witnessed stage shows of unprecedented proportions. Michael Jackson, Metallica, Lady Gaga, Madonna, Tina Turner, Guns'n'Roses, and others have also enjoyed a huge audience in Tallinn.

The International Music Day on 1 October, which is celebrated every year through hundreds of concerts held all over the city, has an important place in Tallinn's cultural life and that of the whole of Estonia. It is also widely covered in the cultural media, and the most important events are broadcast by the Estonian Public Broadcasting.

Tallinn has long been attractive to jazz musicians, and even during the Soviet era when engaging in jazz music acquired something of a dissident connotation. The reason why the Tallinn Jazz Festival no longer took place after 1967 was Charles Lloyd Quartet, who miraculously managed to make it over from the USA, and whose performance had a huge impact on local musicians and audiences. Upon seeing this, the authorities banned the festival as an event which represented the harmful ideology of the western world. Today, Tallinn is known for one of the most important jazz festivals in Northern Europe: Jazzkaar. In addition, Tallinn is home to the two most important performance festivals in Estonian music life: Tallinn Music Week and the Estonian Music Days, which introduce contemporary Estonian music, top collectives, and various leading performers. The latter is the oldest continuously-held festival in Estonia which, in 2021, will celebrate its forty-second anniversary. As all three festivals take place almost at the same time, in March and April, Tallinn becomes a real international festival city every spring.





City of composers and new music. Tallinn has witnessed the emergence of several unique music styles. It was while working in Tallinn that Arvo Pärt achieved his own personal style (tintinnabuli), which has made the composer the world's most widely-performed living classical music composer. The renaissance of the runic song was also begun in Tallinn, especially thanks to the composer, Veljo Tormis, who gave this dying tradition fresh form with a relation to art music. Today, the runic song has influenced various musical styles, from classical to pop and rock. Tallinn is also one of the most important centres in the region when it comes to experimental music, such as, for example, people who come here to study modern improvisation based on original tradition.

City of excellent music education. Estonia is one of the few countries in the world where musical education is a compulsory part of general education. In Estonia it is considered natural for every child to sing, and that thousands of children sing in choirs and participate in music studios. It is this educational peculiarity that has made song festivals possible, with them being attended by tens of thousands of amateur singers, and with a repertoire which often does not lag behind that of a professional choir. It was in Tallinn that experimental music classes were established in general education schools, with innovative musical teaching methods being used and where the work which has been undertaken has raised Estonia's general choir culture to such a high level.

However, Tallinn and Estonia are not just places with a highly-developed choral and song culture. Here the initiative was born which is known as 'Every child has their own instrument', with the aim to purchase all of those musical instruments which are necessary so that children and young people can learn music with the help of the state and various entrepreneurs.

Professional music education, the flagship of which is the Estonian Academy of Music and Theatre (EAMT), one of Estonia's six public universities, stands on the powerful foundations which have been described above. Due to the high reputation of Estonian music - Estonia is the homeland of the conductors Paavo and Neeme Järvi, and the composers Arvo Pärt and Veljo Tormis - studying at EAMT has become attractive to many international students, with an attendance ratio there which is higher than in other Estonian universities. EAMT is innovative as a university: in recent decades early music, jazz music, traditional music, contemporary music interpretation, music and cultural management, interpretive pedagogy, and much more have been taught here. And, of course, the EAMT continues to train music teachers for general education schools, whose activities are the guarantee that the Estonian musical culture will continue to be strong.

Tallinn carried out a music sector mapping study, completed in December 2020. According to the study, the music sector is an important sector in terms of employment and turnover.

There are in total 1,692 organisations and companies in the music sector registered in the city with the total employment of 2,329 people. The music sector's total annual turnover (based on 2018 data) was over 151 million Euros and profits over 9.7 million Euros.

Tallinn accounts for approximately 70% of the entire music sector in Estonia. Cultural and creative industries constitute a significant part of Estonian economy. CCIs account 11.6% of all companies and organisations in Estonia, with 4.8% share of total employment and 3% of the GDP (in 2018).

In Tallinn, 83.2% of inhabitants have participated in cultural activities in the past 12 months, and impressive 53.6% of people have visited concerts in past year (pre-Covid data). 497 concert organisers produced 2,384 concerts with total of 0.7 million visits in 2019.

Tallinn is facing challenges closely related to the Sustainable Development Goals, e.g., climate action and responsible consumption and production, good health and well-being, quality education, reduced inequalities, sustainable economic growth and innovation, as well as developing sustainable cities and communities. Many of these challenges were further accentuated by the ongoing Covid-19 pandemics, particularly related to digital divide, quality education, preserving physical and mental health, and sustainability of tourism industry following global lockdowns.

In addition, Tallinn has its own specific challenges that relate to history, demographics, and socio-economic conditions. Large share of Tallinn's population is non-Estonian speakers, many of whom do not speak sufficient Estonian nor consume Estonian media. Related to this, Tallinn has eight districts and there is unequal access to cultural offer in different parts of the city (especially in the areas with higher population of non-Estonians).

Tallinn has placed culture and creativity at the very heart of its new city strategy Tallinn 2035. Through culture, Tallinn aims to be more responsible, inclusive and innovative city.

Tallinn 2035 development strategy (adopted in 2020) sets a vision for Tallinn as a green city with citizen friendly urban space and caring people. The strategy focuses on six goals - urban space, community, green revolution, world city, proximity to home, and healthy and mobile lifestyle. Strategy's sub-objectives include designing a citizen friendly urban area; opening our city to the sea; connecting the green networks; smart economy; value learning, science and innovation; culture and events; support healthy lifestyle; a new level of urban mobility; developing circular economy; support biodiverse natural environment in the city; preserve cultural heritage; enhance safe and citizen friendly environment; consideration of each other; and strong civil society.

Tallinn is focused on Sustainable Development Goals, and on green shift. Idea of a European Green Capital was originally conceived at a meeting in May 2006 in Tallinn, and the city was finalist for the European Green Capital 2022.



Strategic objectives

The vision for Tallinn Music Strategy:

Tallinn offers world-class opportunities to create and enjoy music in all its diversity.

To achieve the vision, Tallinn has set six strategic objectives:

1. To increase the quality, professionalisation, diversity and internationalisation of the entire music scene.
2. To discover, nurture and empower new talent in music through multi-layered music education and young audience engagement.
3. To make music more accessible for everybody by removing inequalities and barriers for people with special needs, age, nationality or location.
4. To encourage re-emergence and development of sustainable cultural tourism.
5. To make Tallinn a better and more inclusive community based on shared values.
6. To support viable and sustainable music industry with strong innovation and digital capacity.



Action Plan 2022-2025

Tallinn Music Strategy's Action Plan for 2022-2025 consists of six thematic programs:

Vision:
Tallinn offers world-class opportunities to create and enjoy music in all its diversity.

Thematic Program 1:
NEXT GENERATION MUSIC

Thematic Program 2:
MUSICAL TALLINN

Thematic Program 3:
CLASSICAL SOUNDS

Thematic Program 4:
FUTURE OF MUSIC

Thematic Program 5:
TANDEM CREATIVE CITIES

Thematic Program 6:
CREATIVE IMPACT



Thematic Program 1: **NEXT GENERATION MUSIC**

Program aims to bring more young people to music in all its different expressions, raise awareness and allow talented young musicians to pursue their careers in music.

Thematic Program 1: NEXT GENERATION MUSIC

	Sub-programs	Description	Partners	Timeline
1	Supporting music education in Tallinn	Financing music education and activities for children and youth.	City of Tallinn, music schools	2022-2025
2	Organising Tallinn's Talent competition	Tallinn Talent is a competition for ages 7-19 for vocal and instrumental soloist and ensembles.	City of Tallinn, music schools, music organisations	2022-2025
3	Supporting Music in Schools initiative	Make high-quality and diverse musical offer available for children and youth in kindergartens and schools. The program is being coordinated nationally by the Estonian Concert Agency.	Estonian Concert Agency, City of Tallinn, schools and kindergartens, concert organisations	2022-2025
4	Supporting international competition Young Musician	International Competition for Young Pianists, Violinists and Cellists organised in Tallinn regularly since 1997.	NGO Noor Muusik, Estonian Academy of Music and Theatre, City of Tallinn	2022-2025
5	Organising XIII Youth Song and Dance Celebration	Youth Song and Dance Celebration takes place every 5 years and brings together more than 25 000 singers and musicians and over 70 000 audience members. Organised by the Song and Dance Festival Foundation.	Estonian Song and Dance Festival Foundation, Ministry of Culture, City of Tallinn	2023
6	Supporting music festivals for youth	Creating new music offer for children and youth, including KRATT International Classical Music Festival, Festival Big Bang by the Estonian Concert Agency, and Youth Jazz Festival at Jazzkaar.	KRATT Music Festival, Jazzkaar, Estonian Concert Agency, City of Tallinn	2022-2025
7	Supporting youth program for choir singers	Together with Estonian Choral Association, organise youth program of Tallinn International Choir Festival and new Youth Choirs' Summer Festival.	Estonian Choral Association, choral organisations and individual choirs, music schools, City of Tallinn	2023-2025
8	Initiating El Sistema Tallinn	Based on international experience, the aim of the project is to use music as a catalyst for social engagement for young people from vulnerable groups.	PLMF Music Trust, music and concert organisations, schools, City of Tallinn	2023-2025
9	Launching and piloting a Music Pass	Tallinn will pilot and launch a Music Pass for young people to use for music events in different genres.	City of Tallinn, Ministry of Culture, concert organisations and venues	2024-2025
10	Launching new grant program for young musicians	Annual grants for young musicians to further their education and provide additional learning opportunities in Estonia and abroad.	City of Tallinn, Estonian National Culture Foundation	2022-2025



Thematic Program 2: **MUSICAL TALLINN**

Program aims to make music more accessible for all regardless of age, location, nationality or other conditions; and to introduce music to city landscape.

Thematic Program 2: MUSICAL TALLINN

	Sub-programs	Description	Partners	Timeline
1	Drafting and implementing Tallinn's Action Plan for cultural accessibility	In the framework of URBACT Culture Access for All project, City of Tallinn will draft a comprehensive accessibility action plan to facilitate participation of all social group in cultural and music activities in the city.	City of Tallinn, music organisations and institutions, community organisations, associations for people with special needs	2022-2023
2	Supporting the use of music as a tool for integration	Encourage the participation of music organisations in programs designed to facilitate the integration of minorities into Estonian society. The activities are being coordinated by the Integration Foundation. Share music-related information in different languages and in different communities.	City of Tallinn, Integration Foundation, Ministry of Culture, Tallinn Philharmonic Society, music organisations	2022-2025
3	Developing open air music venues	Upkeeping and updating existing open air music venues and creating new venues to allow more music in public space and diminish risks related to pandemics and restrictions to indoor events.	City of Tallinn, Ministry of Culture, music organisations and institutions	2023-2025
4	Supporting Music in Neighbourhoods initiative	To increase the accessibility of music in different parts (neighbourhoods) of the city, music events and projects will be organised in different communities together with local community organisations and city districts.	City of Tallinn, community organisations, music organisations and institutions	2022-2025
5	Initiating and implementing musical interventions in public places	Making music more visible and present in the city landscape through temporary and permanent installations and interventions, sharing information about music life to locals as well as to visitors.	City of Tallinn, community organisations, music organisations and institutions	2022-2025
6	Undiscovering new concert venues	Revitalising different city districts by encouraging the use of new concert venues and developing creative hubs for music enterprises.	City of Tallinn, community organisations, music organisations and institutions	2022-2025



Thematic Program 3: **CLASSICAL SOUNDS**

Program aims to create better conditions for classical musicians and collectives, and support capacity development and international mobility for artists.

Thematic Program 3: CLASSICAL SOUNDS

	Sub-programs	Description	Partners	Timeline
1	Launching Chamber Philharmonics collaboration	Launching a new collaboration platform between Tallinn Chamber Orchestra and Estonian Philharmonic Chamber and supporting its concert projects, touring, streaming concerts worldwide and launch new creative collaborations.	Tallinn Chamber Orchestra (Tallinn Philharmonic Society), Estonian Philharmonic Chamber Choir, City of Tallinn, Ministry of Culture	2023-2025
2	Developing Historical Journeys through Music	Linking Tallinn Old Town with classical music, including creating Historical Journeys through Music, supporting chamber music, early music and organ music programs (link to UNESCO heritage).	City of Tallinn, Tallinn Philharmonic Society, chamber music organisations, early music organisations (Corelli Music), organ music organisations	2022-2025
3	Initiating New Artist Program	Comprehensive support and developing program for talented young musicians organised by the Estonian Concert Agency.	Estonian Concert Agency, City of Tallinn, music institutions and organisations	2023-2025
4	Supporting Estonian Centre for Contemporary Classical Music	Tallinn will support the creation of the Centre for Contemporary Classical Music, which aims to raise awareness, initiate public discourse, offer trainings and residency opportunities, and organise festivals and events.	Estonian Centre for Contemporary Classical Music, Ministry of Culture, City of Tallinn	2022-2025
5	Establishing a position of City Composer	Creating a rotating position of the City Composer at the Tallinn Philharmonic Society to encourage creation of new music and offer better opportunities for composers to work and present their works.	Tallinn Philharmonic Society, City of Tallinn	2023-2025
6	Supporting music infrastructure development in Tallinn	Together with the State and private sector, support the development of world-class music infrastructure, including developing Opera House venue and new Concert Hall for National Symphony Orchestra.	Ministry of Culture, City of Tallinn, private investors	2022-2025

Thematic Program 4: **FUTURE OF MUSIC**

Program aims to strengthen music industry in the entire value chain and its capacity to innovate in the technologically changing environment.



Thematic Program 4: FUTURE OF MUSIC

	Sub-programs	Description	Partners	Timeline
1	Initiating music sector research program	Tallinn supports conducting annual mapping, analysis and research in music sector to analyse sector's social and economic impacts on regular basis.	City of Tallinn, Ministry of Culture, Music Estonia, Estonian Music Council, Estonian Academy of Music and Theatre	2022-2025
2	Launching international exchange program for music professionals	In collaboration with Music Estonia, the project supports exchange and internships, cross-border visits and mobility with international music organisations, businesses and other UNESCO Cities of Music.	Music Estonia, City of Tallinn, music organisations and institutions, music sector entrepreneurs	2022-2025
3	Launching Future of Music capacity building program	Developing music industry capacity building programme including trainings, workshops and mobility together with Music Estonia and other partners, e.g., agencies, festivals etc.	Music Estonia, City of Tallinn, music organisations and festivals, music sector entrepreneurs	2022-2025
4	Opening new funding program for mobility grants	City of Tallinn will create a new grant scheme to support international mobility and touring of artists and entrepreneurs.	City of Tallinn	2022-2025
5	Organising music industry hackathons and co-creation events	Tallinn will support organising international music industry hackathons for developing new products and services and create new music through song writing camps and residencies.	Music Estonia, City of Tallinn, music sector organisations and festivals, music entrepreneurs	2022-2025
6	Supporting Music Meets Film of the Black Nights Film Festival	Black Night Film Festival's Industry@Tallinn annual program MUSIC MEETS FILM has become a leading film music platform in the region bringing together composers, music professionals and filmmakers.	Black Nights Film Festival, City of Tallinn, music and film sector organisations and associations	2022-2025
7	Launching MUSICAL/DIGITAL initiative	The aim of the project is to support digital innovation in music, pilot new digital platforms for disseminating music globally, and providing opportunities for recording concerts for quality streaming and online distribution.	City of Tallinn, Music Estonia, music sector organisations and festivals, music entrepreneurs	2024-2025

Thematic Program 5: **TANDEM CREATIVE CITIES**

Program aims to create bilateral and multilateral collaborations with other cities within the UNESCO Creative Cities Network and to encourage international exchange.



Thematic Program 5: TANDEM CREATIVE CITIES

	Sub-programs	Description	Partners	Timeline
1	Initiating Connect&Exchange project with other UNESCO Creative Cities	Tallinn will launch a Connect&Exchange project together with Music Estonia for music professionals to send music business delegations to other UNESCO Creative Cities and invite delegations to Tallinn.	City of Tallinn, Music Estonia, Estonian Music Council, music organisations and associations, music entrepreneurs, UNESCO Creative Cities	2022-2025
2	Participating at UNESCO Creative Cities Network and Cities of Music networking events and meetings	City is increasing funding for mobility programs and touring, particularly for projects linked to other Cities of Music. Representatives of Tallinn will take actively part in international collaboration with other Cities of Music.	City of Tallinn, UNESCO Creative Cities, music sector representatives	2022-2025
3	Initiating bilateral and multilateral projects with other Cities of Music and Creative Cities	Tallinn will map mutual interest and collaboration opportunities with other Cities of Music (and with the UNESCO Creative Cities in general) to initiate tandem projects.	City of Tallinn, UNESCO Creative Cities, music organisations and associations, music festivals and entrepreneurs	2022-2025
4	Launching collaboration on capacity building and music industry development	Tallinn will incorporate experts and experience from other Cities of Music in its music industry development and capacity building programs. E.g., initial discussions include representatives of Liverpool and Glasgow.	City of Tallinn, UNESCO Creative Cities, Music Estonia music organisations and festivals, music entrepreneurs	2022-2025
5	Launching collaboration on exchange of musicians and music projects	E.g., Ghent is a seat for the Flanders Symphony Orchestra with Estonian chief conductor Kristiina Poska. In 2022, the symphony orchestra is touring in Estonia and Estonian concert tours are planned in Ghent. Jazzkaar Festival will launch a UNESCO Music Cities Jazz Stage to invite performers from other cities.	City of Tallinn, UNESCO Creative Cities, music organisations and festivals, music entrepreneurs	2022-2025
6	Participating in projects connected with music and Sustainable Development Goals	Tallinn will join efforts led by other Cities of Music related to Sustainable Development Goals. E.g., Tallinn will join Norrköping's project to promote equality in music.	City of Tallinn, UNESCO Creative Cities, music organisations and festivals, music entrepreneurs	2022-2025



Thematic Program 6: **CREATIVE IMPACT**

Program aims to connect music sector development with Sustainable Development Goals and to initiate international discourse on the role of music in inclusive and sustainable cities.

Thematic Program 6: CREATIVE IMPACT

	Sub-programs	Description	Partners	Timeline
1	Supporting Creative Impact Conference as a meeting place for Cities of Music on SDGs	In collaboration with Tallinn Music Week, the aim is to turn the annual Creative Impact Conference into international meeting place for UNESCO Cities of Music focusing on the impact of music in reaching Sustainable Development Goals.	Tallinn Music Week, Music Estonia, City of Tallinn, music sector organisations and enterprises, other UNESCO Creative Cities	2022-2025
2	Encouraging environmentally friendly cultural management principles and circular economy in music sector	Cultural and creative sectors in general, including music sector play an important role in tackling the climate change and supporting more sustainable operational models. Tallinn will work on reducing ecological footprint of music sector and festivals.	City of Tallinn, music sector organisations and festivals, enterprises, environment protection organisations, other UNESCO Creative Cities	2022-2025
3	Assessing the impact of music to physical and mental health	Culture and creativity have positive impact on people's physical and mental health, particularly in the context of Covid related lockdowns and restrictions. Tallinn is looking for partner cities to assess the positive impacts of music to health and well-being.	City of Tallinn, music sector organisations and festivals, enterprises, research institutions, other UNESCO Creative Cities	2023-2025
4	Developing sustainable tourism models for cultural and music tourism offer	As a City of Music, Tallinn will attract more cultural tourists. The recovery of the tourism sector will be slow. Tourism in general needs to become environmentally more feasible and sustainable. Together with other Cities of Music, Tallinn plans to develop new sustainable cultural tourism value proposition.	City of Tallinn, music sector organisations and festivals, enterprises, tourism organisations and agencies, other UNESCO Creative Cities	2022-2025
5	Developing and piloting new business models for resilient music sector in digital era	While Covid-19 pandemics has clearly demonstrated the importance of digital technologies in engaging the audience, adopting new business models that take an advantage of digital channels have been extremely difficult. Tallinn together with other Cities of Music will be looking for projects to test and pilot new business models in music industry.	City of Tallinn, Music Estonia, Tallinn Creative Incubator, music sector organisations and festivals, enterprises, other UNESCO Creative Cities	2022-2025

Music Strategy Financial Plan

The financial plan includes only City of Tallinn funding. Additionally, the music sector and the City of Music program will be financed by national funding (e.g., Ministry of Culture, Cultural Endowment), private funding (e.g., self-earned incomes, sponsorship) as well as international project funding (e.g., Creative Europe).

Budget items	2019 <i>(last full year before crisis)</i>	2022	2023	2024	2025
Tallinn Philharmonics	1 133 014	1 140 000	1 200 000	1 300 000	1 400 000
Birgitta Festival	774 990	780 000	800 000	820 000	840 000
City music events	541 597	550 000	575 000	600 000	625 000
Support for music events and music organisations	391 556	400 000	425 000	450 000	475 000
City of Music new support program	n/a	250 000	300 000	300 000	350 000
UNESCO City of Music management costs	n/a	100 000	110 000	120 000	130 000
Sub-total (without capital investments):	2 841 157	3 220 000	3 410 000	3 590 000	3 820 000
Music Schools and other extra curricular schools	10 405 311	10 700 000	10 800 000	10 900 000	11 000 000
Total (without capital investments):	13 246 468	13 920 000	14 210 000	14 490 000	14 820 000

Implementation Structure

City of Tallinn will be working closely with music community to plan, implement and monitor the Tallinn Music Strategy and Action Plan, empowering music organisations to take initiative and executing planned activities in partnership with public and private organisations. The City also collaborates closely with the Ministry of Culture as majority of national music institutions are based in Tallinn. Ministry will be represented in the Music City Council.

City of Tallinn will create the Music City Unit within Tallinn's Culture and Sports Department, which will be working directly under the Tallinn's focal point. The Music City Unit will consist of 3 people (projects, international cooperation and funding) and it will coordinate the work of other city agencies (including communication and marketing, personnel, strategy, etc.).

For each thematic programme (total of six), the city will partner with coordinating organisation who will take the responsibility for implementing particular activities. The exact working modalities, responsibilities and financing will be detailed in a coordination agreement. The Music City Unit will engage also Music City Council, advisory body of music sector representatives that will be established in Autumn 2021, consisting of representatives of all genres and types of music organisations including municipal, national, and private organisations.





Communication Plan

Communication plan aims to raise public awareness of the UNESCO Creative Cities Network (UCCN) and to create a positive image of Tallinn as a reliable member city and the desirable destination for music professionals as well as cultural tourism. Communication is divided into domestic and international, and activities are planned and performed according to the Action Plan, events program, and budget. Communication Service of Tallinn Strategic Management Office will be a partner to the Music City Unit in marketing and communication.

The City of Tallinn will create a Music City Communication Team – an advisory body, which brings together representatives of key stakeholders and agencies. The team consists of people with strong music sector marketing and communication experience with extensive international networks. The communication team will advise city in planning and implementing its communication activities, and coordinate different campaigns and initiatives between different organisations.

Target audiences in Estonia: media, music enterprises, musicians, music organisations and institutions, music schools, universities and students, cultural journalists, heritage institutions, general public.

Target international audiences: UCCN member cities, international media, professional music community, embassies, tourist offices, general public.

Communication channels: website, Facebook, media (social media, public/private media, municipal media), international music channels (e.g. Bachtrack), information events, e-mail lists, etc.

Expected outcomes:

- Increased awareness of the objectives of the UCCN among both local and external target groups.
- A positive image of Tallinn as a City of Music and of Estonia as a country of music.
- Increased popularity of Tallinn as a cultural tourism destination and increased visitor numbers for concerts and festivals.
- Increased interest in studying music and participating in musical life for all ages.

Engagement

The Music City Strategy 2022-2025 is part of Tallinn's efforts to apply for the UNESCO Creative Cities Network as the City of Music. The application process and drafting of the strategy were launched in December 2019 and designed to bring together all relevant stakeholders. During lockdowns, most of discussions and workshops were conducted online.

The process was coordinated by the Music City Commission, which included representatives of the City (chaired by the Deputy Mayor), Estonian Ministry of Culture, and key partners from music sector (Estonian Music Council and Estonian Academy of Music and Theatre, music industry development organisation Music Estonia, and Estonian Choir Association).

Number of physical and online discussions were organised and a network for Music City candidacy was created with representatives of 80 organisations from all genres. Tallinn launched a dedicated website and Facebook page to inform the public and collect ideas. Key partners shared information via their channels.

City organised two large-scale online consultations to identify key priorities for Tallinn and collect project proposals for Music City Action Plan, 75 projects were submitted by 52 organisations. Stakeholders have addressed benefits of designation though increased visibility, strengthening of cross-border networks, and renewed city support for the music sector.





Contacts

Lennart Sundja

Head of Cultural Unit
City of Music Focal Point
Culture and Sports Department
Lennart.Sundja@tallinnlv.ee

Birgit Krullo

Music City Project Manager
Culture and Sports Department
Birgit.Krullo@tallinnlv.ee

Website: tallinn.ee/muusikalinn

Photo credits:

Kaupo Kikkas (pages 1, 3-6, 8-22, 24-25)

Jevgeni Kulikov (page 2)

Mark Raidpere (page 7)

Jelena Rudi (page 23)