

## THE MANYMUSICS ACTION PROGRAMME - MMAP

### What is the IMC ManyMusics Action Programme (MMAP)?

We live in a rich and diverse world. Planet Earth teems with life in amazing variety, and the same variety is found in the cultures and musics of human beings. We are such creative people, as individuals or in groups, that we find myriad ways to express who we are in music. It is this that creates the planet's wealth of musical diversity – our many musics.

The IMC ManyMusics Action Programme (MMAP) takes this as its starting point. It all began with the *Music and Globalisation* programme established by the 1999 IMC General Assembly in Petra, Jordan. Here the Assembly identified the danger of our losing our musical diversity under the impact of globalisation. Between 1999 and 2001 several initiatives, projects and investigations were carried out by the Council and its members, until in 2001 the Tokyo General Assembly approved an action programme to address these issues. The programme was given the name 'Sustaining and Enhancing Musical Diversity' – and it is now becoming known by the shorter and more memorable title of ManyMusics. The programme approved in Tokyo foresaw the IMC taking action at the local level in support of local musical production and in the promotion of diversity in music education, as well as at the international level in terms of international policy influencing the possibilities societies have to protect local cultural identity in music.

### Why is it important?

In IMC we believe that it is a universal human right to make and have ones own music. All over the world we use music to say and celebrate who we are as individuals and as communities. It is a vitally important part of the expression of identity. Musical diversity therefore has value to individuals and individual communities.

But we also believe that understanding and appreciating the existence of different musics – others' as well as our own -contributes to respect for other people and other cultures. An appreciation of musical diversity opens the door to human interaction across cultural borders.

Musical diversity can therefore be understood as the freedom for people to celebrate, participate in and contribute to the development of the musical experiences of their choice, and the freedom for people to gain access to and insight from the many musics practised by others.

Musical diversity stands opposed to uniformity. Uniformity within cultures and across cultures threatens local and individual identity and stifles creativity. Uniformity prevents the organic development of new cultural activities and products. Uniformity looks back to the past: diversity is an essential requirement for a flourishing future.

### How can IMC contribute to the flourishing of musical diversity?

The IMC has identified six goals:

- To empower musical artists in all cultures to sustain and enhance their musics
- To empower and assist music educators in all cultures to celebrate the musics of their own culture as well as musical diversity
- To inspire and empower communities to protect, share and develop their musical cultures
- To inspire and assist musical institutions to increase their awareness of musical diversity and the implications musical diversity has for cultural infrastructures

- To influence, inspire and assist governments to promote musical diversity in designing and implementing their cultural and educational policies
- To help decision-makers on the international level appreciate that music is both a commodity and a powerful (and at the same time fragile) vehicle for community expression and for communication between people and peoples

### **How can these goals be achieved?**

The IMC has identified seven ways in which musical diversity can be sustained and enhanced.

- Through the production and dissemination of powerful statements and advocacy materials
- Through the production and dissemination of examples of ideal conditions and best practices regarding issues related to musical diversity
- Through active and targeted participation at conferences, meetings and other gatherings where cultural and educational policies are on the agenda
- Through the production of information and educational materials by local experts and masters on their own musical cultures, and through making such materials accessible internationally
- Through developing ways for musicians all over the world to become known and appreciated in the world cultural market
- Through initiating and supporting international actions on behalf of musical diversity
- Through targeted cooperation with other organizations working towards similar aims.

### **How will MMAP work towards this?**

To be effective, the actions taken by the IMC and each of its member organizations to achieve these goals must be both well-informed and well-planned.

The IMC Executive Committee, meeting in Berlin in July 2002 and in Paris in April 2003, endorsed recommendations from the MMAP Steering Committee to prepare materials and resources for the benefit of the IMC and its members. The Steering Committee has developed a strategic plan in several phases. Phase 1 is in two parts: the first is to collect and consolidate data on musical diversity in relation to Music Education, Music Production and International Policies relevant to musical diversity.

Three research programmes have been established to accomplish this task, and the initial results will be reported to the IMC General Assembly in October 2003. This report will initiate the second part of Phase 1, which is to increase awareness of musical diversity by disseminating information to IMC members and others.

### **How will MMAP work with IMC members?**

MMAP is an IMC membership action programme. Some member organizations and national members have already indicated their full support for the project, and are working with the group on Phase 1. It is certain that more will do so. As it gathers information, MMAP seeks to learn about

- Projects, initiatives and achievements in progress or completed, anywhere in the world, which contribute to the sustaining and enhancing of musical diversity
- The extent to which musical diversity is already identified as a significant issue, or even celebrated, in the documentation of organizations, public institutions and educational curricula of nations and states – including the documents of IMC members
- Situations in which musical diversity is being hindered by international policies or national or local structures

- Possible partners who might like to work with IMC in the sustaining and enhancement of musical diversity in the world

The MMAP will report to members in Montevideo in October 2003, and will discuss with the members ideas for developing the next phases of the programme.