

**Imagine a  
drummer.**

**Your  
expectations of a  
drummer are  
based on the  
norms in the  
society where  
you live.**



**PLAY IT**

**LOUD!**

A project to disrupt gender and accessibility norms in music.



Data  
collected  
from

21

ORGANISATIONS

10

COUNTRIES

75%

IDENTIFY AS CIS-WOMEN

# PIL Research: Background

Most respondents agreed that gender-related discrimination in the music ecosystem is an issue that should be addressed, and reported that gender equality is relevant to the mandate of their organisation.

However, **only less than half of surveyed organisations operated with a specific gender equality policy or strategy in place.**



# PIL Research: Key Findings



Although women comprised the majority of the organisations' staff, other **gender minorities were consistently absent** across a variety of roles.



Despite women could express themselves freely within their organisations, migratory status, the pressure to do things perfectly and male-nominated boards **hindered their capacity to do so**



When asked to elaborate on strategies implemented to promote gender equality in aspects such as recruitment, communications, etc. **almost no respondents provided further details.**

PLAY IT  
LOUD!

# PIL Research: Key Findings



Sources of information and knowledge on topics related to gender equality and diversity were varied. Many mentioned **not having any available consulting resources.**



Despite tackling this problem is a mandate for most respondents, **many based their efforts mostly on good intentions**, rather than collecting data, hiring experts, consulting reliable resources or implementing specific policies.



Further exploration of the structure and practices of the few respondents that did not identify gender inequality as an issue showed that rather than being inclusive, **they operated with a lack of awareness & knowledge.**

# PIL Handbook

## **Key concepts and Terminology**

A glossary of key terms and an introduction to *norm criticism* and *intersectionality*.

## **When working with Youth**

Norm critical pedagogy & toolkit.

## **When organising**

The 5 PIL building blocks.

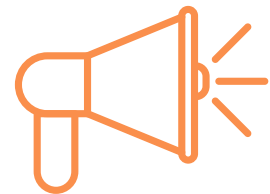
## **Appendices**

Survey, checklists and resources.

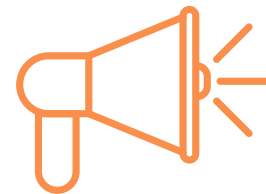
**Check the handbook:**

[www.playitloud.live](http://www.playitloud.live)

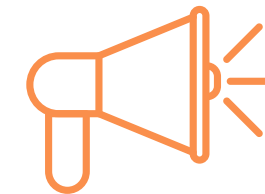
# Lessons learnt



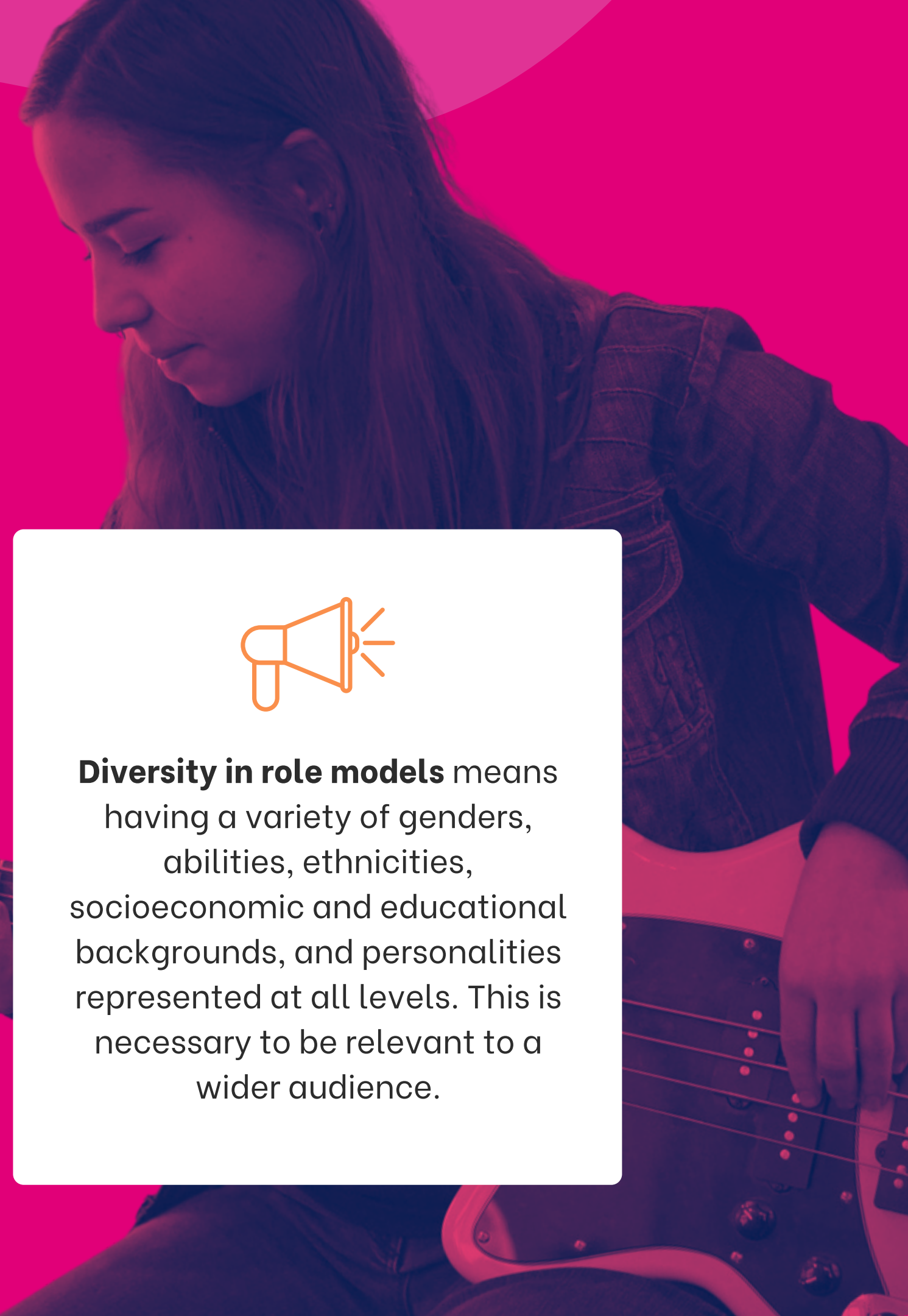
Even within committed and engaged individuals & organizations, there are **knowledge and awareness gaps** to be addressed if we want to foster systemic change and promote bottom-up representation.



**Structural training** within JMI Network and beyond (youth and cultural organizations, music schools, young musicians, etc.) is crucial to tackling gender stereotypes and expected gendered roles with an intersectional lens

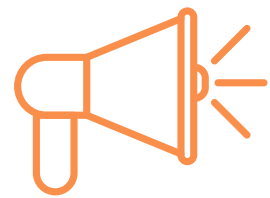


**Diversity in role models** means having a variety of genders, abilities, ethnicities, socioeconomic and educational backgrounds, and personalities represented at all levels. This is necessary to be relevant to a wider audience.

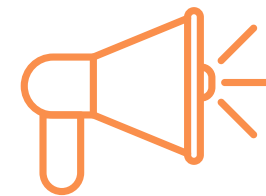




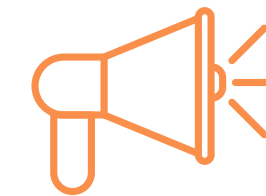
# Direct impact



Over 100 young people were engaged in the Play it Loud process so far and unexpectedly created **a self-sustained community of engaged young women and non-binary musicians** from very diverse backgrounds and all equally committed to creating a safer and more inclusive youth & music ecosystem and to become role models.



Play it Loud! is becoming **a long-term transversal process in JMI**. It has been introduced and disseminated to all JMI Programs Committees with the aim for all future activities and initiatives organized within the network (at the grassroots, national and global levels) to be more inclusive, accessible, representative and diverse.



An increasing number of key stakeholders (staff, volunteers, organizers, etc.) within JMI are now **more inspired, aware, motivated, and equipped** to continue working together towards gender mainstreaming, accessibility and inclusion in the youth & music ecosystem and to strive to...  
***Play it Loud!***

PLAY IT  
LOUD!

SORTERA  
ERA  
SOPOF

**Thank You!**


PLAY IT LOUD!

PLAY IT  
LOUD!

PLAY IT  
LOUD!

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