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Music Crossroads Academies Business School

REGIONAL HUB:	Southern Africa
CULTURAL SECTOR(S):	Music, cultural management
BENEFICIARY (IES):	Music Crossroads Zimbabwe Trust
COUNTRIES COVERED BY THE ACTION:	Zimbabwe
PROJECT DURATION:	12/2021-07/2023 (20 months)
BUDGET:	EUR 179 520 – EU FUNDING: EUR 179 520 (100 %)
WEBSITE:	N/A

The ‘**Music Crossroads Academies Business School**’ project in Malawi, Mozambique, and Zimbabwe aims to establish a hybrid music management programme within the already operational academies run by the prestigious regional programme, ‘Music Crossroads Southern Africa’.

To achieve this goal, a music business school has been established in the three concerned countries, a first of its kind with a single aim: to enhance the skills of creative professionals, managers, and organisations.

A curriculum has, therefore, been developed to improve the transfer of knowledge and skills in various aspects of the music industry (music consumption, publishing, licensing, booking, touring, copyright, administration, marketing, etc.).

Furthermore, a pilot project was initiated to test activities linked to the music business school. Graduates were able to apply their skills in this area through three «Sound of Africa» productions, addressing gaps in the music industry. This project will help the school develop at a regional level and beyond.

Finally, the creation of an e-learning platform has made the courses more accessible and enabled the promotion and worldwide marketing of creative products, while also attracting new talent.

