

ARTISJUS SOCIETY

Future Songwriting: a Project for the Future's Creative Generations

“What is generally known about Artisjus? We collect royalties and pay them to composers and lyricists. Besides, we have been trying to be active participants of the music scene for a few years now” –presented the role of [Society Artisjus Hungarian Bureau for the Protection of Authors' Rights Péter Szűcs](#), marketing-communication and PR professional of the organisation.

Artisjus is a relatively large organisation of 200 people that operates in the form of a society and provides copyright representation for Hungarian musicians. It is a member of [CISAC](#) (International Confederation of Societies of Authors and Composers), which is a world organisation consisting of national copyright agencies; this is how they met the Finnish office for copyright, [Teosto](#). The project of [Future Songwriting](#) was their idea, of which, after a Finnish pilot, a successful proposal for the Creative Europe

programme was launched in international co-operation, including Artisjus.

“The consortium rests on multiple pillars, with the participation of collecting societies and art universities from a total of six countries. This is a complex education project focusing on practise, co-creation and songwriting” – said Péter Szűcs about [Future Songwriting](#). Some of the songs written by the children are already available on the website of the project, and even more releases are planned. “Although it targets students, we also have to think of the future, that is why we would like to involve the current and future music teachers as well. To this end, Artisjus organised a teacher training in November 2019, where music teachers of primary and art schools, as well as kindergarten teachers could meet the Finnish masterminds and learn about the method of creative music-making process.”

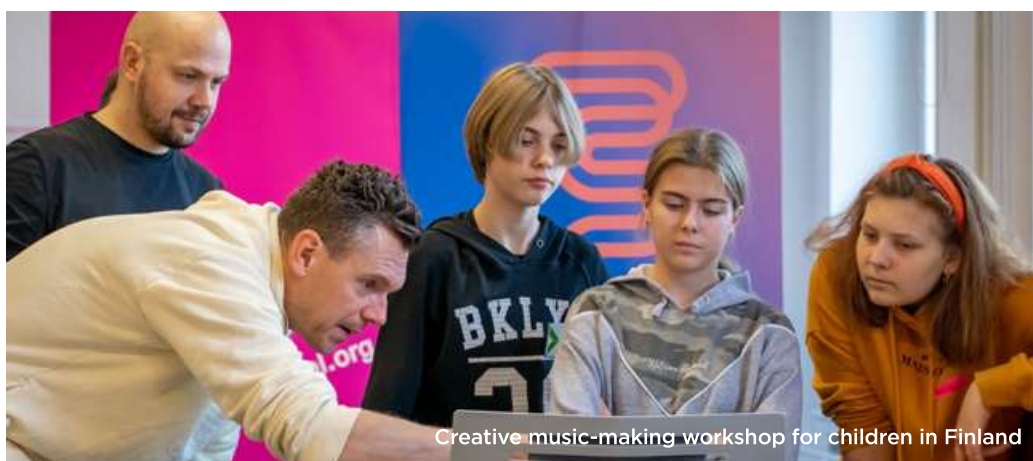




Photo: Artisjus

In connection with the event, the Finnish coordinators and colleagues of the Ministry of Human Capacities had a meeting as well.

The division of labour between the partners works well, each organisation carries out activities in the project according to its own profile. In addition to organising the teacher training, Artisjus is responsible for the communication of the project, including the management of the website and the social media platforms, publishing news, and the creation of a publication about the project. They are also supported in their tasks by the team of [Hangvető](#) as a subcontractor.

Péter Szűcs revealed one of the secrets of a successful international co-operation as well: you need to find a good project management programme, where all internal communication can be handled effectively for each partner – but this is only the first step. “The Finnish coordinator delegated an excellent project manager, who is on the top

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Future Songwriting
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of things and warns partners in time about the current administrative tasks. This makes the international co-operation much easier. The project will end soon, which involves a lot of paperwork, but we can see the light at the end of the tunnel. In my experience, the partnership works as if we belonged to one single organisation” – the colleague of Artisjus told us about his positive experiences.

He said they are also thinking about the continuation of the project, although specifics have not yet emerged. “This was the first European Union project of Artisjus, and we learnt plenty from it. Next time, we would certainly take the obstacles easier and it would be good to see the effect of Future Songwriting, as well as the next step, where the project is headed.” Now, however, they are still focusing primarily on the present: the project period has been extended by a few months to make up for missed programmes due to the coronavirus: workshops for children, songwriting events. If this succeeds, the website might also be expanded with more creative content.