

Mission

The Music Ambassador Programme supports the international networking of Berlin's music industry professionals and musicians, and strengthens the internationalisation of the Berlin music scene and the music business location overall. The programme funds travel projects by Berlin music industry professionals and Berlin musicians abroad.

A particular focus is placed on networking exchange and collaboration between music networks. Cooperation projects, joint conference projects and delegation trips are given preferential treatment. Travel for market exploration or professional collaboration can also be funded. Activities aimed at initiating and preparing such projects can likewise be recognised. Pure tour projects (support or headliner tours) and purely artistic travel projects (e.g. artistic research) are excluded.

A Music Ambassador has the mandate to represent the Berlin music location internationally and to submit a short report and outcomes of the trip following their return.

Programme Description 2026

The Music Ambassador Programme of the Berlin Music Commission has been running for twelve years. In 2026, the continuation of the cooperation with Musicboard Berlin allows the target group of the programme to be expanded in this call for applications: alongside professionals from the Berlin music industry (Music Professionals), Berlin musicians from the popular music sector can also apply for participation in the programme. There is also the option to apply as a team consisting of musician and Music Professional.

The Music Ambassador Programme is aimed at **Berlin music industry professionals and musicians** who present Berlin abroad and build sustainable networks. The focus is on: the **international networking** of participants and the **presentation of Berlin's musical diversity worldwide**. The programme is specifically aimed at projects that generate coordinated knowledge and experience transfer between music locations and promote sustainable networking. New professional collaborations aim at developing or strengthening networks from around the world towards and with Berlin.

The Berlin Music Commission and Musicboard Berlin want to make the programme as accessible as possible for all professionals along the music value chain (music industry professionals and musicians) and to reflect the diversity of the Berlin music industry and music scene. For questions on accessibility and barrier-free access to the programme, please contact: musicambassador@berlin-music-commission.de (Moses Mawila).



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Application Requirements & Notes

1) Eligible to apply are natural persons (individuals) or legal persons (e.g. companies or associations). The target group covers Berlin professionals across the entire music value chain (music industry professionals and musicians). The programme is intended to help individual professionals as well as small and medium-sized enterprises build contacts in the international music business and thereby promote their growth sustainably.

2) **Musicians** can apply alone **or** together with a music industry professional from their professional Berlin team (e.g. their management, label, agency, publisher). In the case of a team application, the musicians are considered the primary applicants.

Eligible here are popular-music musicians who have their own musical material and work professionally. Popular music is understood to encompass all genres and forms of music that cannot be clearly assigned to classical music, New Music or jazz. This also includes any form of cross-genre and experimental popular music.

Pure tour projects (support or headliner tours) and purely artistic travel projects (e.g. artistic research) are excluded.

3) All applicants must have their company headquarters or place of residence in Berlin.

4) Only **one project** per applicant / company will be subsidised. Cooperation between different companies is possible; one application per person / company is required.

5) The trip must take place between **1 July 2026 and 30 November 2026**. Trips outside this period cannot be considered.

6) Settlement of the trip must take place within two weeks after the trip, by 13 December 2026 at the latest.

If a destination is targeted again, new criteria and approaches must be presented that highlight the sustainability of the project. A focus is placed on less established events and markets that are not regularly visited.

Please note that a visa may be required for entry and that country-specific entry regulations apply. We recommend reviewing current information from the Federal Foreign Office (Auswärtiges Amt) and the relevant immigration authorities or diplomatic representations of the country in question before submitting an application.

Application Procedure

1) The application must be submitted via the digital application form by **28 May 2026, 23:59** at the latest. Applicants



will not receive an automated confirmation of receipt by email. Applications by post or email cannot be considered. The link to the application form and the template for the cost statement are available on the Berlin Music Commission website.

If technical problems occur during submission, please take a screenshot and notify us immediately by email at

musicambassador@berlin-music-commission.de.

The jury's decision will be communicated to all applicants in mid-June.

2) The **application form** requests the following information:

- Company data & short description, or musician name and bio
- Website or social media of the company / musician + link to music
- Has a Music Ambassador application been approved before? If yes, when?
- Destination, travel dates (from-to), travel distance and reason for travel
- Initial situation, motivation and objectives (max. 1,000 characters)
- Contribution of the trip to Berlin's sustainable networking (max. 1,000 characters)
- Implementation & expected outcomes (max. 1,000 characters)
- Total costs and amount of travel-cost subsidy requested
- Upload of a detailed **cost statement** (xls / xlsx)
- Voluntary information on social positioning and identity, and any related support needs for funding / project implementation
- Why should you become a Music Ambassador? (max. 2 sentences)

There is no entitlement to a cost subsidy. The call is subject to available budget. The decision is made by a jury of the Berlin Music Commission Board of Trustees and Musicboard Berlin. Members of the jury and employees of the Berlin Music Commission or Musicboard Berlin, as well as their relatives, are excluded from funding.



Financial Details & Conditions

1) There is no minimum or maximum application sum, however an own contribution and / or third-party financing must be in place, since this programme operates as a **cost subsidy**.

Travel-cost subsidies awarded in the past have generally ranged between 250 and 1,500 euros. The jury decides on the amount.

Once the amount has been determined in the jury session, it will not be changed (**fixed amount**).

2) The following items can be applied for: **travel and accommodation costs, admission tickets and fees for trade fairs, conferences, events, market-entry programmes, or participation fees for creative programmes**. This list can be extended in individual cases. The maximum rates of the Federal Travel Expenses Act (Bundesreisekostengesetz) and the Foreign Travel Expenses Ordinance (Auslandsreisekostenverordnung) must be observed, in particular for hotel bookings in the destination country.

3) The following items are **not** eligible for funding: communication costs, fees for third parties, catering and hospitality expenses. Corresponding flat rates (additional meal expenses / per diem) are also not eligible under this programme.

4) The Music Ambassador Programme cannot subsidise projects that include further state (Land) funding. It can, however, be combined with federal funds (e.g. Initiative Musik).

5) If certain costs are covered by third parties, or if further funding is being applied for elsewhere, this must be stated in the application.

Procedure / Settlement / Documentation

1) Following the jury session, applicants will receive information about the decision. Selected Ambassadors will receive an agreement containing the destination, travel dates and the amount of the subsidy (net).

2) Ambassadors will be given networking assignments for the trip. These are provided via the agreement referred to above.

3) With the agreement, Ambassadors commit to adhering to the code of conduct established in the Berlin Music Commission Code of Conduct, and are aware that violations entail consequences which may extend to termination of the agreement.

The current Code of Conduct is continuously updated and can be reviewed in its current version on the BMC website.

It is sent to Ambassadors by email together with the agreement.

4) Ambassadors are required to attend a preparation and feedback meeting.



5) **Payment** is only made **after** the trip has been completed and only after all **required documents** have been fully submitted:

- Within two weeks of returning from the trip, a short report (1-2 pages), photos and proof of the contacts established must be submitted.
- The agreed subsidy is paid out after proper **invoicing**. All actual costs incurred must be documented through receipts.

6) When documenting the trip on social media, the hashtag **#berlinmusicambassadors** should be used. Tagging the Berlin Music Commission and Musicboard Berlin social-media accounts is encouraged.

7) Ambassadors agree to act as contact persons for Berlin companies and musicians interested in the destination country and, on request, to share the expertise gained for any future internationalisation projects, and to provide guidance on the specifics of the respective market.



The Music Ambassador Programme is carried out on behalf of the Berlin Senate Department for Economic Affairs, Energy and Public Enterprises (Senatsverwaltung für Wirtschaft, Energie und Betriebe).



The programme is opened to musicians and their professional teams as part of a cooperation with Musicboard Berlin.