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GREENBEAT NEXUS
PRESS RELEASE

We are proud to announce the launch of GreenBeat Nexus – Transitioning Europe’s Music Ecosystem Toward Sustainable and Desirable Futures!

Co-funded by the European Union under the Music Moves Europe initiative, GreenBeat Nexus is a pioneering initiative designed to advance the green transition of the European music sector in alignment with the EU Green Deal. Over the next four years, through sector-wide research, capacity building, and financial support, the project will accelerate immediate sustainability adoption, establish a long-term Network of Green Specialists, and position music as a catalyst for cross-sectoral collaboration and societal transformation towards a climate-resilient future.

GreenBeat Nexus is led by a consortium of experienced organisations: INOVA+, European Music Council, The Green Room, On the Move, and KEA European Affairs. They bring together expertise in research, cultural policy, sustainability, financial support mechanisms, as well as an extensive knowledge of the music sector in its broadest sense, and will ensure a coordinated and high-impact approach to this project.

Ultimately, GreenBeat Nexus will inspire a systemic shift in the European music sector, ensuring that sustainability becomes a core and transversal principle across all levels, from grassroots initiatives to medium and large-scale music stakeholders. Stay tuned for upcoming announcements and opportunities to get involved!



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PRESS RELEASE

INOVA+, the European Music Council, The Green Room, On the Move, and KEA European Affairs are proud to announce the launch of the new European project GreenBeat Nexus – Transitioning Europe’s Music Ecosystem Toward Sustainable and Desirable Futures.

Co-funded by the European Union under the Music Moves Europe initiative, GreenBeat Nexus is a pioneering four-year project that aims to accelerate the green transition of the European music sector. In alignment with the objectives of the EU Green Deal, the project seeks to integrate sustainability as a core and transversal principle across all levels of the music related actions, from grassroots initiatives, amateur and community music, education and training, through to large-scale music events, festivals, touring, while looking at sustainability aspects of streaming and new technologies as well. GreenBeat Nexus aims at positioning music as a powerful agent of change in Europe’s broader climate and social transition.

The project will combine research, capacity building, and financial support to equip the sector with the tools, knowledge, and resources needed to act on sustainability in a coordinated and impactful way. Through extensive mapping and analysis, we will identify current sustainability practices, challenges, and needs within the European music ecosystem. Based on these insights, GreenBeat Nexus will design and deliver targeted capacity-building programmes, train a new Network of Green Specialists, and redistribute €3.6 million in cascading grants to support at least 60 third-party music projects that test and scale innovative solutions across Europe.

To achieve these ambitions, the project brings together a consortium of five experienced organizations with complementary expertise and deep connections across Europe’s cultural and creative landscape.

INOVA+, the coordinator, draws on its extensive experience in coordinating EU-funded innovation and cultural projects such as MusicAIRE and LIVEMX. The organization will oversee project implementation and the design of the cascading funding mechanism, ensuring high-quality delivery and European added value.

GreenBeat Nexus builds on the continued efforts of the Music Moves Europe initiative and on the solid foundations laid by our previous interconnected projects, MusicAIRE and LIVEMX. As coordinator, INOVA+ is proud to bring forward the learnings, tools and networks developed over these years to shape an even more impactful programme for the green transition of the music sector. We are eager to put GreenBeat Nexus into practice together with the amazing partners in this consortium. We are also honoured to continue our role in supporting the music ecosystem, especially through the Financial Support to Third Parties scheme, which has already granted more than EUR 6 million to 123 projects in the two previous initiatives and will now enable at least 60 new projects with an additional EUR 3.6 million in the upcoming GreenBeat Nexus calls. Miguel Sousa (CEO, INOVA+)

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The [European Music Council](#), representing the broadest network of music organizations in Europe, will drive capacity-building activities and stakeholder engagement, ensuring that diverse voices and actors are included in the transition process, and that policy recommendations will follow thorough consultation processes with the sector.

The EMC team is proud to be an integral part of GreenBeat Nexus and to play a key role in driving the Green Transition within the music sector. Eco-responsibility has been at the core of our actions for years, and we've been committed to leading by example. As co-creators of the SHIFT eco-certificate with other European cultural networks, we've made sure to 'walk the talk', and we look forward to supporting numerous music initiatives in their own green transitions." Ruth Jakobi (EMC Secretary General)

[The Green Room](#) contributes its on-the-ground expertise in developing and implementing action-research, context-based sustainability strategies and capacity building programmes for the music and cultural sectors. Its practical approach will help connect policy-level ambitions with concrete actions.

GreenBeat Nexus is a unique opportunity to strengthen the music sector's ability to take environmental action with confidence and competence The Green Room will bring its hands-on expertise to bridge European ambitions with on-the-ground realities. Our work, rooted in direct collaboration with music organisations, artists and public bodies will inform the project's methodologies, training pathways and support mechanisms. By working closely with diverse actors across Europe and beyond, we aim to ensure that sustainability becomes not just an ambition, but an achievable path for all. Gwendolenn Sharp, (Director, The Green Room)

[On the Move](#) brings its long-standing experience in sustainable cultural mobility and international collaboration. By sharing knowledge and tools for environmentally responsible touring and exchange, it will support the sector in adopting fair and sustainable mobility practices.

The On the Move's network feels very honoured to be part of the GreenBeat Nexus and to contribute to this pioneering initiative. As for EMC, we are one of the co-creators of the SHIFT eco-certificate and we hope to bring knowledge, tools and inspiring models on sustainable mobility practices related as well to climate adaptation and social justice. Marie Le Sourd (OTM, Secretary general)

[KEA European Affairs](#) adds a robust policy and research dimension, ensuring that the outcomes of GreenBeat Nexus inform future policymaking and advocacy efforts at both EU and national levels.

KEA is excited to be part of the GreenBeat Nexus project. KEA has always been rooted firmly in the music sector, and has over time developed an extensive environmental sustainability portfolio in the broader CCI's. In this project, we will be combining this knowledge and experience to ensure the outcomes will align optimally with both sectoral, EU and national policies. Frank Kimenai (KEA, Senior Consultant)

The project will kick off with a Blueprint Sprint, a collaborative event gathering experts and stakeholders to co-design the project's knowledge base, capacity-building structure, and funding framework. The first Open Call for Projects will follow in the second half of 2026, offering cascading grants to entities ready to act for sustainability.

As Europe's music ecosystem faces the urgent challenge of aligning creativity with climate responsibility, GreenBeat Nexus marks a decisive step forward. By turning artistic innovation into environmental leadership, the project will help ensure that music in Europe not only inspires audiences but also contributes meaningfully to building a greener, fairer, and more resilient future.

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