

## **ERASMUS policy statement**

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The Popakademie Baden-Wuerttemberg is a unique public higher education institution in Germany that focuses its degree programmes on the field of popular music and the creative industries. It aims to offer an individually tailored and up to date academic education for young people seeking careers as musicians or in the music and creative industries. Besides, great emphasis is placed on imparting knowledge and skills as well as on the development of personalities in their unique individuality. As a competence centre, the Popakademie realises numerous projects in the areas of European and international cooperation, regional development and business development in the media-heavy region of Baden-Wuerttemberg. Here, it addresses external artists and bands, employers and employees in the creative industries or individuals with an interest in music. The Popakademie as a competence centre ideally complements the range of offered study programmes with its various areas of responsibility and strengthens its reputation in business, politics and society.

Internationalisation has always been an integral part of Popakademie's university agenda which is reflected both in the curricula of the individual degree programmes and in its activities as a competence centre. With currently 28 university partnerships in 17 countries, whose artistic, professional and pedagogical training is comparable to the Popakademie's course content, the Popakademie already has a far-reaching network, which could and can be maintained and expanded significantly through the participation in the Erasmus+ programme. The training of young artists and future employers and employees in the music and creative industries, who exchange and network in a European and international context, is part of its understanding as a higher education institution. In the future, the Popakademie will continue to strive for further internationalisation of studies, teaching and administration with the help of increasing outgoing and incoming mobility of students, lecturers and university staff. The cooperation with existing and new European and international partner institutions contributes significantly to its reputation as an internationally oriented higher education institution and competence centre for the music and creative industries.

Furthermore, the Popakademie sees itself as an institution that promotes an open culture of support and exchange - free from bullying, harassment, boundary-crossing, abuse of power and discrimination. With its binding code of conduct, it is committed to treating all students, staff, lecturers and guests of the institution with equal dignity and respect. It aims to be a safe place at all times, sustained by the spirit of a creative, artistic and respectful community. These core values are reflected not only in the curricula of its degree programmes but also in targeted training

opportunities for staff and lecturers, as well as in its involvement in the cultural and educational network of European conservatoires AEC in the area of "Diversity, Identity and Inclusiveness". As a competence centre, it is involved in various music education, transcultural and inclusive projects for children, young people, adults and senior citizens locally, nationally and internationally, carried out by students, lecturers and graduates of the Popakademie, in cooperation with ministries, local authorities, the private sector, educational institutions, foundations and associations.

As a member of the "Wirtschaftsinitiative Nachhaltigkeit des Landes Baden-Württembergs (WIN)", the Popakademie is committed to their common economic, social and ecological guidelines; based on the UN Sustainable Development Goals (SDGs). The integration of environmental protection should increasingly play a role in the implementation of Erasmus mobilities as well as joint European and international projects - in the form of redirection to more environmentally friendly modes of transport, voluntary CO2 emission compensation or increased online handling of all administrative processes when using green electricity.

The Popakademie recognised early the opportunities and potential of digitalisation and offers the study major Digital Innovation Management within its degree programmes B.A. Music Business and M.A. Music & Creative Industries. Besides, it organizes the annual "Future Music Camp" since 2009, which has established itself as an international meeting place for the digital music industry. On popular social media channels such as Facebook, Instagram, YouTube and the audio streaming service Spotify, the Popakademie presents itself online and offers its students an extensive platform for presenting their creative work. Also, digital media and e-learning are used in all degree programmes to supplement classroom teaching. Particularly in the area of internationalisation, Popakademie uses the possibility of deeper networking with European and international partner institutions through the establishment and expansion of joint digital offers and strives for constant further development here. The process of ensuring and further developing the academic quality of teaching is its contribution to the modernisation of the education sector, whereby it is oriented towards the latest findings from science and research, the economy and scenes, as well as the direct feedback of its students.