

# EinS RULES OF CONDUCT

## 1. INTRODUCTION

In the fast-growing and diversifying field of music licensing, eight project partners from all across the continent came together to form “Europe in Synch” (EinS). The organization aims to connect creatives from the audiovisual industries and arts, particularly by offering know-how in the quickly developing fields of synchronization, music licensing, and music supervision. EinS wants to establish new networks and a better understanding of the needs and opportunities of the different industries that work with (licensed) music. Europe in Synch is co-funded by the European Union’s Creative Europe programme.

Our work is multifaceted and can be observed through the following:

### EinS Academy

Under the leadership of music supervision expert **Markus Linde**, the EinS Academy is a capacity-building and in-depth educational offering specific to Synch, implementing three different types of activities: The EinS **Workshops**, the EinS **Match-Making Sessions**, and the EinS **Outreach**.

### Missions

The EinS Missions sees the EinS team make strategic prospecting “sorties” to non-music events, in the creative industries of film, television, advertising, and gaming. It introduces EinS and the EinS platform as a go-to destination whenever any of them need to license music, from virtually any European country or artist, and generally spreading the word on licensing best practices and how to go about synching more European Music.

### Act in Synch

The Annual Act in Synch event is carefully crafted under the inspired guidance of **Nis Bogvad**, focusing on sustainability and music.

## **Platform**

More than just a project website, this continuously maintained domain will also feature a blog that will serve to promote new European talents in synch, business synch news and developments, trends, success stories, and also a resource center on good business practices (ie. “how to synch”, legal advice, etc.); as well as a resource center for finding European partners (labels, publishers, composers) for your project.

## **Observatory**

Led by **SIGIC**, the EinS Observatory will initiate research practices looking at two fundamental aspects of Synchs in Europe: firstly, finding ways to measure European synch deals and placements within Europe and internationally; secondly, reporting on how different national practices impact the number of works used and the potential obstacles to increasing EU works synched under blanket licenses; as well as country-by-country disparities with regards to public performance royalties income.

These Rules of Conduct are intended to be used not only as a guideline for EinS members and ambassadors but also as an operational manifesto for all of our partners and supporters, showcasing our values in action.

Please note that this is a living document that keeps growing and changing, as our organization's needs and operations grow.

## **2. RESPECT**

We treat everyone with dignity and respect, regardless of their race, gender, sexual orientation, culture, job position, or any other characteristic. How do we practice respect?

### **Active Listening**

We give full attention when others speak, do not interrupt, and provide the speaker with sufficient time and space to express their thoughts.

*How do we do it?*

While we generally use English as a common language, some people might need more time to express themselves. It is important to give

everyone enough time and space to do so without pressure (for example: allowing for pauses and not interjecting). Historically, underrepresented groups of people often feel uncomfortable or extra scrutinized when taking space and sharing their voices. It is our goal to encourage their active involvement and elevate their voices by providing them with interruption and judgment-free spaces, where they can speak freely. We demonstrate our understanding by giving them credit for their ideas, following with insightful questions, and giving thanks for their contribution to the discussion. This shows that their opinions and experiences are valued.

## **Empathy**

We approach conversations with a willingness to understand others' perspectives, feelings, and experiences.

*How do we do it?*

Recognize that everyone comes from different backgrounds that shape their viewpoints. Sometimes, very different perspectives might sound strange or even outrageous. It is important to understand that the world can be a very different place for people who are different from us. Practicing empathy starts with being open to accepting that different people have different experiences, even if they go through the same situations as we do. With active listening, we can learn more about their struggles and try to put ourselves in their shoes. This will help us develop empathy and respect for different perspectives.

## **Open-mindedness**

We are open to diverse ideas and viewpoints.

*How do we do it?*

When we disagree, we maintain an attitude of curiosity and respect towards the speaker and their beliefs. Even if we come from similar backgrounds, we can develop very different worldviews due to our personal experiences. There are rarely absolute truths. Being open to hearing about different viewpoints will help us get another perspective, evolve a deeper understanding of the matter, and help us create better solutions to the challenges. By learning about different perspectives and experiences, we are enriching our own professional and personal lives.

## **We use Inclusive Language**

Words matter. By using inclusive language, we show respect and understanding and foster a culture of collaboration and belonging.

*How do we do that?*

We avoid jargon or terms that may exclude or offend others. Using industry-specific abbreviations and terms can be taken as gatekeeping for people outside our industry or high professional level. We use language that acknowledges and respects diverse identities. We will always address you using your preferred pronouns, including times when you are not in the room with us. We will avoid using gendered terms and make a conscious effort to always use neutral terms wherever possible. We strive to avoid words that can be taken as dismissive, offensive, culturally insensitive, or exclusive. We make a conscious effort to keep on learning about inclusive language and phrases.

## **We Maintain a Professional Tone**

In our books, being professional also means being respectful.

*How do we do that?*

We communicate with clarity, politeness, and consideration for how our words may impact others. Professionalism is rooted in respect, understanding, and expertise. We respect our audience and their preferences and boundaries. We strive to understand our colleagues and partners by asking appropriate questions rooted in positive curiosity and never in judgment. We offer insightful, informational, and skillful output, aiming to be helpful and supportive. We strive to learn together from mistakes, rather than shifting blame and pointing fingers.

## **Our feedback is always constructive**

It is easy to give positive feedback, but it can be challenging to do it when we have something negative to say. Negative feedback should be an opportunity to learn and evolve, not to chastise.

*How do we do that?*

Negative feedback is welcomed when it's constructive, polite, and focused. When providing feedback, we focus on behaviors rather than personal attributes. We use "I" statements (e.g., "I noticed that...") to express feelings and we never point fingers and presume blame. Our feedback is rooted in values of support and improvement, rather than judgment and ego.

### **3. DIVERSITY**

We strive to be a platform accessible to the widest possible group of people. How do we define this?

#### **Industry**

We want EinS to be open to all entertainment industries and more! Our core group has representatives not only from music but also with backgrounds in film, advertising, and gaming. We aim to expand our network, visit different events, learn from each other, and work together to make synch better understood, easier to access, and implement across industries. That is why our mission is to attend a range of events, continually building our network and developing a deep understanding of each sector's synch needs.

#### **Professional Level**

While our Ambassadors are well-known in their respective industry circles, we want to be open to professionals of all levels, from students to juniors to the most senior among us. Furthermore, we aim to encompass different professions within our industries. By reaching beyond decision-makers or producers to include a broader group of professionals, we can contribute to positive change at the grassroots level.

#### **Race**

We are aware of systemic racism and racial biases that have limited access to opportunities for people from certain racial and ethnic backgrounds. EinS is committed to challenging these structures by actively engaging with and supporting professionals from racially diverse groups. We seek to partner with organizations, initiatives, and events that champion racial diversity and inclusion, and we encourage open

conversations about race to better understand and address any barriers that may arise.

## **Gender**

We believe in gender equity and are committed to creating an environment where people of all gender identities feel valued, safe, and respected. EinS strives for balanced representation across all gender identities, with a focus on fostering a supportive environment for women, non-binary, and gender-diverse individuals. We are dedicated to addressing gender-based disparities by ensuring equitable access to resources and professional opportunities and providing equal representation in all EinS outputs.

## **Citizenship**

Our commitment to diversity includes welcoming professionals from around the globe, regardless of nationality or citizenship status. We recognize that varying citizenship statuses can present unique challenges, including visa and work restrictions, and we are committed to providing resources and support to help all members of our network navigate these barriers. While firmly rooted in promoting EU values and creatives, EinS celebrates the global perspectives and insights that individuals from different national backgrounds bring to our community.

## **Socioeconomic Background**

We acknowledge that socioeconomic barriers have historically limited access to opportunities for many talented individuals. EinS is dedicated to fostering inclusivity by providing affordable access to events, mentorship, and resources for professionals from varying economic backgrounds. We believe that a range of socioeconomic perspectives strengthens our community and brings richer insights into the work we do.

## **Culture**

EinS's core group consists of Ambassadors from eight different countries, each bringing unique languages, ways of working, and perspectives. No culture is considered superior or "better" than another; we value and respect all cultural backgrounds equally.

We believe that each culture contributes invaluable insights and strengths that enhance our work. We appreciate different customs, work styles, and

social norms, recognizing that cultural diversity enriches our collective approach to creativity and problem-solving. We make an effort to foster an environment where curiosity, openness, and learning from one another are celebrated. By embracing diverse perspectives, we build an adaptable, and culturally aware initiative that thrives on inclusivity and mutual respect.

While we use English as a common language for ease of communication, we recognize that language skills, speed, and vocabulary will vary. We encourage patience and mutual understanding, ensuring that everyone has time and space to express themselves comfortably. Where possible, we support communication and creative output in other languages as well.

## **4. EQUITY**

We work towards ensuring fair treatment, opportunities, and advancement for all. We actively work to remove barriers to success, focusing on equitable treatment across all levels of our activities. Without equity, diversity by itself can't do much. Equitable practices put diversity in motion. When we talk about equitable practices, the key is to consciously shift our ways of thinking to be more inclusive. We ask ourselves "How can I make this accessible to the widest possible group of people?"

- Will people with disabilities have equal access to our events, meetings, and resources? How will we provide accommodations?
- Are we using inclusive language that will be inviting to people from various backgrounds?
- Are we providing safe spaces that will make women and non-binary people feel safe and respected?
- Where are my blind spots? What is it that I'm not seeing?
- Are we aware of any biases that might influence our decision-making, organizational effort, communications or professional output?

Here are the main cornerstones of our equitable practices.

## **Commitment to Fair Treatment**

We are committed to treating everyone fairly and providing access to opportunities for all. Treating people fairly means that we pay attention to the unique needs of groups and individuals that we collaborate with. We understand that systemic inequities affect certain groups of people more than others. We are committed to being FAIR and providing the support that people need, within our organization and to the extent of our influence, in the events we organize and participate in.

## **Equal Opportunity in Representation and Advancement**

We believe in collaborating, promoting, and recognizing our clients and partners based on their skills, experience, and dedication. We do not discriminate based on race, gender, religion, sexual orientation, age, disability, or any other characteristic protected by EU legislation. Our organization aims to provide equitable opportunities and remove biases in decision-making and communications.

*How do we achieve that?* We make conscious efforts to invite members of disenfranchised groups to our events and talks. We feature guests from various backgrounds in our podcast series. We aim to have a gender-balanced representation of Europe in Synch at various Missions and industry events.

## **Addressing Systemic Biases**

We recognize the importance of addressing systemic biases and making structural changes that promote equity. This includes reviewing our communications, procedures, and practices to identify any unintentional biases and implementing more inclusive practices.

Europe in Synch members and ambassadors are provided with DEI training that helps us identify our conscious and subconscious biases.

## **Accessible and Inclusive Spaces**

We commit to making our workspaces accessible and inclusive, where everyone has the resources and support they need to thrive. This includes providing accessibility tools, flexible work options, and DEI training.

But, it is not sufficient to stop there. While our workshops and talks are often part of bigger industry events, we are committed to providing accessible and inclusive spaces wherever we have a presence. In practice, that means that if we deem the event not sufficiently inclusive or unsafe, we will immediately bring this to the attention of the organizers and demand swift action. Furthermore, if appropriate actions are not taken, we keep the right to leave the event and/or will not attend that event in the future.

## **Support for Underrepresented Groups**

We strive to support underrepresented groups by providing visibility in our social media, communications, and channels for open feedback. We proactively invite people from underrepresented groups to participate in EiNS events and workshops.

To ensure a supportive and respectful environment for all, we attend ongoing diversity, equity, and inclusion workshops. These sessions increase awareness and understanding around topics such as unconscious bias, allyship, and cultural sensitivity, equipping all Europe in Synch members with the tools to foster more inclusive environments.

## **5. INCLUSION**

At EinS, we are committed to creating an environment where everyone feels included, valued, and able to contribute fully. We know that true inclusion requires more than just having diverse perspectives present—it involves ensuring that every individual feels welcomed, respected, and empowered to participate meaningfully.

### **Inclusive Events**

We aim to make our events as accessible and welcoming as possible, embracing a diversity of perspectives and voices. Here are some of the ways we ensure inclusivity at our events:

- **Accessibility and Accommodations**

We proactively consider the needs of all attendees by working on securing a range of accommodations, such as wheelchair-accessible venues, quiet spaces for those who may need a sensory break, and

ASL interpreters if needed. By asking participants in advance about specific accessibility needs, we ensure everyone has an equal opportunity to engage fully.

- **Representation in Panels and Discussions**

We strive for balanced representation in our event panels, workshops, and discussions. This means inviting speakers and contributors from various backgrounds, including gender, race, and nationality, as well as career levels. We also ensure our moderators are trained to promote inclusive dialogue, allowing space for diverse perspectives to be shared and heard.

- **Inclusive Networking**

Recognizing that networking can be challenging, particularly for those new to the industry or from underrepresented groups, we offer structured networking opportunities such as small group meet-and-greets and networking activities designed to be welcoming and accessible to all.

### **Inclusive Meetings**

Inclusion is an essential part of our meetings. Here is how we work to ensure every voice is valued and empowered:

- **Clear Communication and Agenda Transparency**

To ensure everyone feels prepared and comfortable contributing, we share meeting agendas in advance and outline the purpose of each meeting. This gives all participants time to prepare, ask questions, and reflect on how they can contribute meaningfully to the discussion.

- **Encouraging Diverse Participation**

Our meeting facilitators encourage contributions from everyone in the room, particularly those who may be quieter. This might include practices like asking for input from each attendee or allowing conversation to continue further in the written form or separate forums, to provide equal opportunity for all to share their perspectives.

- **Safe and Respectful Dialogue**

We create a space for open, respectful communication by establishing clear guidelines for discussions, including respecting diverse viewpoints, refraining from interruptions, and using inclusive language. When necessary, facilitators step in to remind participants of these values, ensuring the space remains supportive and welcoming.

- **Continuous Feedback and Improvement**

We actively seek feedback from attendees after events and meetings, allowing us to make continuous improvements. We use anonymous surveys, open feedback sessions, and dedicated feedback channels so participants feel comfortable sharing their experiences and suggestions.

## **Promoting Belonging**

Fostering inclusion is an ongoing commitment. We aim to provide a sense of belonging by acknowledging the contributions of each member, celebrating the unique perspectives they bring, and actively building a community where everyone feels like they are an integral part of EinS's mission and vision.

## **6. SUSTAINABILITY**

Sustainability is one of the biggest challenges the world is facing today, and we all need to **ACT** to meet the needs of future generations. EinS is committed to environmental sustainability by making conscious choices in all aspects of our operations, minimizing our impact on the environment, and encouraging sustainable practices among our partners and community.

### **Eco-Friendly Travel Choices**

Whenever feasible, we prioritize sustainable travel options. This means choosing trains over airplanes for shorter trips, opting for electric or hybrid vehicles instead of petrol-driven cars, and encouraging carpooling and public transportation to reduce our carbon footprint. These small yet impactful choices collectively reduce emissions and promote a culture of conscious travel.

### **Sustainable Accommodation and Venues**

In selecting hotels and event venues, we prioritize those that uphold environmental standards, such as energy efficiency, waste reduction, and

water conservation practices. We aim to support accommodations that implement sustainable practices, including recycling programs, eco-friendly cleaning products, and commitments to renewable energy sources, thereby aligning our operations with our values.

## **Local and Sustainable Sourcing**

When attending events or organizing meetings, we make intentional choices to source food and materials locally and sustainably. We select food and beverages from providers who prioritize organic, seasonal, and sustainably sourced ingredients, reducing transportation emissions and supporting responsible producers. Whenever possible, we avoid single-use plastics and choose biodegradable or reusable options. We always support vegetarian and vegan food options with our selection of meals and restaurants.

## **Sustainable Materials and Waste Reduction**

We are committed to minimizing waste by reducing our use of disposable materials and implementing responsible recycling practices. For all printed materials, we opt for recycled paper or digital formats to reduce waste. Additionally, we encourage our team and partners to adopt a “zero-waste” mindset, reusing resources whenever possible.

## **Partnerships with Green Organizations**

To amplify our efforts, we are keen to partner with organizations and events committed to environmental sustainability. By collaborating with groups that focus on conservation, renewable energy, and sustainable business practices, we contribute to a larger network of change. We also encourage our partners to adopt sustainable practices, fostering a community that collectively prioritizes the planet.

## Continuous Improvement and Accountability

We recognize that sustainability is an ongoing journey, and we are committed to regularly assessing and improving our practices. We support each other in *withholding the* best sustainable practices and we hold ourselves accountable to our sustainability commitments. We continuously seek new ways to reduce our footprint, ensuring that our dedication to a greener future remains central to our mission.

## 7. PROFESSIONALISM

We see professionalism as a commitment to consistently high standards in behaviour, communication, and work quality. It encompasses respect, integrity, responsibility, and accountability, creating a foundation of trust and reliability in any professional setting. In EinS, we are committed to the highest level of professionalism. Here are the key attributes:

- **Respectful and Inclusive Communication:** Professionalism includes treating others with courtesy, listening actively, and engaging in clear, constructive communication. This means respecting others' perspectives, being mindful of tone, and avoiding unproductive criticism.
- **Accountability and Responsibility:** Taking ownership of one's actions, following through on commitments, and accepting responsibility for outcomes, whether positive or negative, are hallmarks of professionalism. This means striving to meet deadlines, acknowledging mistakes when they occur, and seeking to learn from them.
- **Consistency and Reliability:** We demonstrate reliability by consistently delivering high-quality work and meeting established standards. This builds trust within our organization as well as with collaborators or partners, showing that others can depend on us.
- **Integrity and Ethics:** We uphold ethical standards and act with honesty, as they are critical to professionalism. This includes being transparent in work practices, respecting confidentiality, and avoiding actions that may lead to conflicts of interest.

- **Adaptability and Continuous Improvement:** Professionals are open to feedback, willing to adapt, and focused on continuous learning. Embracing challenges and striving for personal and professional growth show a commitment to excellence.
- **Presentation and Demeanor:** Presenting oneself well, whether in mannerisms, or punctuality, demonstrates respect for the workplace and the people within it. As we are all creative professionals in the creative industry, personal expression in attire and styling is fully embraced and encouraged.

## **8. INTEROPERABILITY AND COLLABORATION**

EinS brings together partners from eight European countries, representing music, advertising, gaming, and other creative sectors. Interoperability is at the core of our values, enabling us to work together seamlessly across borders, disciplines, and industries. We believe that by fostering an interconnected network, we can drive innovation, strengthen our industries, and create a unified voice for Europe's creative community.

### **Cross-Industry and Cross-Cultural Cooperation**

With our diverse network spanning multiple countries and creative sectors, EinS is uniquely positioned to encourage collaboration and shared insights across fields. By actively engaging with professionals from various backgrounds, we build a rich tapestry of expertise, perspectives, and ideas that fuel creative synergy and allow us to address common challenges with innovative solutions.

### **Standardizing Best Practices for Efficiency**

To support effective collaboration, EinS promotes the development and adoption of standardized synch practices across industries and geographies. Our web platform is one of our more visible efforts in this field: sharing a glossary of industry terms and synch resources to a wider

audience. By establishing shared frameworks, terminologies, and resources, we reduce barriers to collaboration.

## **Facilitating Information Sharing and Transparency**

We are committed to open communication and transparent information-sharing practices that enhance trust and unity across our network. By sharing industry insights, research findings, and best practices, we empower each partner to contribute more effectively and remain informed about advancements and trends. Regular meetings, shared resources, and accessible communication platforms keep everyone connected and engaged.

## **Promoting Mutual Growth and Learning**

Through collaboration, EinS supports mutual growth, creating opportunities for all partners to learn from one another and build on shared knowledge. We offer workshops, collaborative projects, and knowledge exchange sessions, empowering members to expand their skills, gain new insights, and adopt innovative practices that enrich their respective fields.

## **Strengthening the Voice of European Creative Industries**

In supporting creative voices across Europe, EinS aims to elevate the influence and visibility of European music synch and creative industries on a global scale. By presenting a collective front, we support advocacy efforts, foster cross-industry recognition, and work together to shape policies that support Europe's creative sectors.

## **Continuous Improvement in Collaborative Practices**

As we grow, EiNS remains committed to enhancing our collaborative

processes, regularly gathering feedback, and implementing improvements. We are dedicated to maintaining a flexible, adaptive approach that ensures every member has the tools, support, and environment needed for effective collaboration.

## **9. ACCOUNTABILITY**

Even the best-laid rules require a foundation of accountability to bring them to life. Europe in Synch is an initiative, consisting of companies and industry professionals from different parts of Europe, with different backgrounds and ways of working. Regardless, we are all kept to the same standards of accountability and we extend those to our partners and collaborators.

In this final chapter, we provide clear guidelines to support, implement, and maintain the principles outlined in the EiNS Code of Conduct.

### **Responding to Disrespectful Behaviour**

To uphold our commitment to respect and professionalism, we encourage all members to actively address and manage instances of disrespect. Here are recommended steps for responding effectively:

- **Stay Calm**  
If confronted with disrespectful behaviour, maintain composure. Take a moment to breathe and collect your thoughts before responding, focusing on a calm, measured approach to de-escalate any tension.
- **Address the Issue Directly**  
If you feel safe and prepared, directly address the behaviour and explain how it affected you. Language such as, "I felt uncomfortable when you said..." can help convey the impact respectfully, encouraging the other person to reflect on their behaviour.
- **Seek to Understand the Intent**  
Disrespect may sometimes stem from misunderstanding or unintended actions. By asking clarifying questions like, "What did you mean by that?" you can open a dialogue that may reveal intent, clear up misunderstandings, and promote a constructive resolution.

- **Utilize Conflict Resolution Support**

If a direct conversation is not effective or you feel additional support is needed, consider seeking mediation through a neutral third party. EinS ambassadors or designated mediators are available to facilitate respectful, constructive discussions.

- **Disengage from Volatile Situations**

If a situation feels unsafe or escalates, disengage and remove yourself. Ensuring safety and maintaining a calm environment is the priority in all interactions.

- **Supporting Others in Difficult Situations**

If you witness disrespectful behaviour directed toward someone else, and it's safe to intervene, you can show support in various ways:

- Gently express your concern, such as, "I heard something that doesn't sound okay to me."
- Redirect the conversation by changing the topic or creating a distraction to help de-escalate.
- Offer support to the individual affected, affirming that they are valued and respected.

## **Reporting Disrespectful Behavior**

EinS encourages individuals to report any incidents of disrespect, especially if they contribute to a hostile or uncomfortable environment. Reporting can be done discreetly by approaching an EinS ambassador or a designated safety resource at events. EinS ambassadors are committed to supporting all members with a strict emphasis on confidentiality, ensuring that any reporting individual is protected from retaliation.

## **Commitment to a Respectful Environment**

Each EinS member plays a role in sustaining a respectful, inclusive, and positive environment. Collective accountability is key—members are encouraged to support one another in upholding the values and standards of our Code of Conduct.

To support this culture, EinS provides ongoing training opportunities that empower members to develop essential skills in inclusion, belonging, and conflict resolution. By continuously promoting growth and education, we work together to maintain a respectful environment where each individual feels safe, valued, and supported.

