

The background features several large, solid-colored circles in green, orange, pink, and blue, scattered across the light blue background. The text is centered in the upper half of the page.

Jazz Finland

Strategy

2021–2026

A yellow circle with a black diagonal shape (resembling a stylized 'Z' or a shadow) overlaid on it. The text 'JAZZ – HEARD AND SEEN!' is written in white, bold, uppercase letters across the black shape.

**JAZZ – HEARD
AND SEEN!**



Operational concept

Jazz – heard and seen!

Jazz Finland will strive to develop the Finnish jazz industry's general operational prerequisites, as well as to advance the recognition, appreciation, and status of jazz music and culture in Finland and internationally.



Values

Content focus

Open-mindedness
Expertise
Sense of community
Responsibility



Vision

Jazz Finland is a well-known influencer in the jazz industry. Jazz Finland has gained the most comprehensive understanding of the industry through its involvement with the international jazz community. Jazz music's social status as an art form is appreciated and recognised, and jazz audiences are experiencing significant growth. Jazz industry's strong economic structures provide support for jazz professionals' artistic and operational requirements throughout Finland.



Strategic goals for 2021–2026

- 1.** Jazz Finland will have a strong role as a united voice for the industry.
- 2.** Jazz industry's social status will be strengthened through increased visibility and information.
- 3.** Opportunities to access jazz music will be comprehensive nation-wide.
- 4.** The accessibility of jazz music will significantly increase.



Operational concept

Jazz – heard and seen!

Jazz Finland is an advocacy organisation for jazz music and culture, striving to advance and develop the industry's operational prerequisites, status, and appreciation.

Jazz Finland will fulfil its mission through

- Increasing the visibility of jazz music in our society;
- Acting as an expert organisation at various cultural sectors;
- Producing information about the Finnish jazz industry;
- Operating as an active production unit nationally and internationally.

Jazz Finland's activities are founded on a representational model which brings together Finnish jazz professionals and organisations.



JAZZ – HEARD
AND SEEN!



Values

- Content focus** The core of Jazz Finland's activities is the constantly evolving jazz music.
- Open-mindedness** We assume our expert role in an unprejudiced manner, embracing new opportunities.
- We acknowledge the stylistic diversity of jazz music within our artistic activities.
- Expertise** We identify any necessary and relevant development areas, and take action.
- Our promotion and development endeavours are information-based.
- We choose collaborator partners which are the best fit with the industry's development areas.
- Sense of community** We operate with a sense of community and as a part of the community.
- Responsibility** We operate in a social, ecological and financially responsible manner.



JAZZ – HEARD
AND SEEN!





Vision

Jazz Finland is a well-known influencer in the jazz industry. Jazz Finland has gained the most comprehensive understanding of the industry through its involvement with the international jazz community. Jazz music's social status as an art form is esteemed and recognised, and jazz audiences are experiencing significant growth. Jazz industry's strong economic structures provide support for jazz professionals' artistic and operational requirements throughout Finland.



JAZZ – HEARD
AND SEEN!



Strategic goals for 2021–2026

1. Jazz Finland will have a strong role as a united voice for the industry.
2. Jazz industry's social status will be strengthened through increased visibility and information.
3. Opportunities to access jazz music will be comprehensive nation-wide.
4. The accessibility of jazz music will significantly increase.



JAZZ – HEARD
AND SEEN!



1.

Jazz Finland will have a strong role as a united voice for the industry

In order to achieve this goal, Jazz Finland will

- Strengthen collaborations and dialogue within the industry through engaging in projects in collaboration with other industry professionals or organisations.
- Strengthen the model of wide representation within its Board and committees.
- Increase the industry's internal discourse through establishing different collaboration groups.
- Create environments for discussions and networking.
- Expand its remote participation opportunities and increase the number of visits to regional industry professionals and organisations in order to improve equal participation.



JAZZ – HEARD
AND SEEN!



2.

Jazz industry's social status will be strengthened through increased visibility and information

In order to achieve this goal, Jazz Finland will

- Strengthen and increase its communications.
- Actively promote industry professionals, organisations and their ventures through its communications and campaigns.
- Establish a jazz gala event in order to increase jazz music's recognition and national media profile.
- Further increase the production of information about the jazz industry.
- Provide information about the industry's effectiveness and financial significance to decision makers as well as for general use within the industry.
- Strengthen its cultural political influencer agenda and make it visible.



**JAZZ – HEARD
AND SEEN!**



3.

Opportunities to access jazz music will be comprehensive nation-wide

In order to achieve this goal, Jazz Finland will

- Support and advice its members in their efforts to expand regionally and to strengthen their local government collaborations.
- Support and advice newcomers to the industry and help them get established.
- Strive to solidify the Jazz & Etno Finland LIVE subsidy scheme which aims to increase year-round jazz concert activities.
- Maintain its touring production models and tour subsidy schemes.
- Strengthen regional availability of jazz music through sustainably growing its membership base.
- Strive to pay increasing attention to local musicians and expertise.

**JAZZ – HEARD
AND SEEN!**



4.

The accessibility of jazz music will significantly increase

In order to achieve this goal, Jazz Finland will

- Participate in projects which seek to advance accessibility and equality in the arts and culture.
- Increase social inclusion of diverse individuals and groups when planning its services.
- Distribute information and offer training for its members on how to embrace equality, accessibility and diversity.
- Produce information on how to achieve accessibility in the jazz industry.
- Build collaborations and plan activities together with social and health professionals and their customers.



**JAZZ – HEARD
AND SEEN!**