

EEA AND NORWAY GRANTS  
FUND FOR BILATERAL RELATIONS

INITIATIVE PROPOSAL

**Title of the initiative: EST-LI: Sound Connections - Uniting Cultures Through Music**

**Implementing entity** (*beneficiary state entity*):

**MTÜ JazzTime**, registry code 80357791, postal address Ida-Viru, Sillamäe, Ranna 27-42, 40231

Contact person: Vladimir Vössotski +372 58143435, [vladimir@sillamaekultuur.ee](mailto:vladimir@sillamaekultuur.ee)

<https://www.facebook.com/JazzTimeFest>

**Partner(s)** (*minimum one donor state entity*):

**LIFE in Schaan e.V.**, Postfach 801 9494 Schaan Liechtenstein <https://fl1.life/>

Contact person: Dieter Marxer, [president@fl1.life](mailto:president@fl1.life)

**Kultur-Traverse**, Eichenstasse 58, 9492, Eschen Liechtenstein <https://kultur-traverse.com>

Contact person: Elmar Gangl, [info@kultur-traverse.com](mailto:info@kultur-traverse.com)

**Bilateral priority area identified by the JCBF beyond the programmes:**

- ☒ promotion of core European values, such as respect for human dignity, freedom, democracy, equality, the rule of law and the respect for human rights for all people, regardless of their racial or ethnic origin, religion or belief, gender, disability, age, sexual orientation or gender identity;
- ☐ E-governance (digitalization)
- ☐ eastern partnership
- ☐ equality and equal treatment
- ☐ competitive business environment, sustainable and adaptive governance (based on "Competitiveness Plan for 2020" approved by the Government of Estonia)

**Allocation** (*total sum*):

(A more detailed project budget description in the activity plan) €220,000

### Short description of the initiative:

*(background, aim, participants, activity plan, budget outline, communication and dissemination)*

**"EST-LI: Sound Connections - Uniting Cultures Through Music"** is a pioneering cultural initiative poised to bridge Estonia and Liechtenstein through the universal language of music. By uniting established festivals and cultural organisations, this project will forge lasting institutional partnerships and enrich the lives of its participants.

As the first EEA cultural project uniting our nations, this initiative sets the stage for a vibrant and enduring legacy of artistic exchange and collaboration. It aims to foster artistic exchange and strengthen cultural ties between the two countries and champion the core European values of openness, diversity, and creativity.

The project will feature joint performances, workshops, and community events celebrating the musical traditions of both nations. Key participants include **Jazz Time Fest** (Estonia), **LIFE in Schaan festival** (Liechtenstein), **Kultur-Traversal** (Liechtenstein), musicians and music students from both countries.

LIFE in Schaan and Kultur-Traversal aim to connect with Estonian audiences, while Jazz Time Fest seeks to learn community engagement strategies and create performance opportunities for Estonian artists in Liechtenstein.

### Key Participants:

**LIFE Festival in Schaan:** A popular music festival offering a diverse program of concerts and performances on multiple stages, catering to a wide audience. The festival regularly features international headliners and attracts around 8,000 visitors over two days. The LIFE Festival combines music, culture and art performance at the highest level.

**Jazz Time Fest:** Established in 2004, Jazz Time Fest has grown into a vibrant year-round music event showcasing over 200 local and international musicians. The festival, hosted at the stunning Sillamäe Cultural Center, an architectural gem by the Baltic Sea, features acclaimed acts and aims to become a premier music stage in Ida-Viru County.

**Kultur-Traversal:** A dynamic association dedicated to promoting and strengthening culture in Liechtenstein and beyond, serving as a central hub for cultural networking and collaboration. They bring expertise in event planning and support, ensuring the seamless execution of our project's diverse activities.

**Musicians and bands:** Talented artists from both countries, including The Beauty of Gemina, Wavvyboi, Groovelab, Amik Guerra, TRIMOLON Jazzscapes, Sandra Pallua Group, Duo Ospelt/McAlavey, Max Näscher & Drum O’Phonic, 5Miinust, OLLIE, Uku Suviste, INGA, Elina Nechayeva, Põhja-Tallinn, Estonian Voices, Kristjan Randalu, Holger Marjamaa, Xpress Quartet, and Flow Rea.

**Students:** From Sillamäe Music School and their Liechtenstein counterparts, enriching the project with youthful energy and cross-cultural learning.

**Activity Plan:**

- **Dedicated festival segments exchange:** Showcasing musicians from both countries at established festivals and partner venues (TAK Theatre, Tangente Jazz Club, Sillamäe Cultural Centre) to foster cross-cultural inspiration and artistic exchange. 6 concerts: 4 in Estonia and 2 in Liechtenstein during the Oct 2024-Apr 2025 period.
- **Collaborative concerts:** Featuring joint performances by Estonian and Liechtenstein musicians, creating a unique fusion of musical styles and traditions. As an example, Estonian and Liechtenstein musicians could exchange and learn each other's favourite national folk songs, culminating in a joint performance showcasing these reimagined pieces. 4 concerts: 2 in each country during the Oct 2024-Apr 2025 period.
- **Integrated Educational & Cultural Program:** workshops and masterclasses led by experienced music artists, focusing on performance, improvisation, composition, and cultural exchange. Participants will work together to create new compositions based on their respective music traditions. 4 workshops/masterclasses: 3 in Estonia and 1 in Liechtenstein during the Oct 2024-Apr 2025 period.
- **Panel discussions and interactive community events:** Will be organised in both countries to explore the history, evolution, and social impact of improvisational music, fostering a deeper appreciation for this shared cultural heritage. Exploring the role of music in shaping communities and driving social change, with a focus on the historical and contemporary contexts in both Estonia and Liechtenstein. 2 panel discussions/community events: 1 in each country during Oct 2024-Apr 2025 period.
- **Culminating Event in Sillamäe, Estonia:** The project will reach its peak with a final event showcasing performances by participating artists, highlighting its achievements. Estonian and Liechtenstein musicians will present their collaborative compositions at a grand finale

concert, which will also foster future partnerships. The closing ceremony will feature main artists, supporting acts, speeches, awards, celebrating the musical connections made. Open to the public, this event invites music enthusiasts, community members, and media representatives to celebrate the power of cultural exchange. 1 final event in Apr 2025, Sillamäe, Estonia.

**Through these activities, we anticipate:**

- Increased artistic collaboration and lasting partnerships between Estonian and Liechtenstein musicians, leading to new creative expressions, lasting partnerships, and strengthened ties between festival organisers.
- A deeper understanding and appreciation of each other's music culture among diverse audiences and communities. The project will facilitate the creation of new, cross-cultural musical works.
- Bolstered bilateral relations between cultural organisations, artists, and institutions in both countries, laying the groundwork for future cooperation and enriching the creative landscape of both nations for years to come.

**Budget and Funding**

- **Artist fees:** Covering performance fees for musicians and other artists involved in the project's concerts and events.
- **Travel and accommodation:** Expenses related to transportation and lodging for artists, panellists, and organisers travelling between Estonia and Liechtenstein for project activities.
- **Venue rentals:** Securing appropriate spaces for concerts, workshops, panel discussions, and other events in both countries.
- **Event production:** Costs associated with sound, lighting, staging, and technical support for all project events.
- **Project management:** Salaries for project staff, administrative costs, and coordination efforts to ensure smooth execution.
- **Promotional activities:** Expenses for marketing, advertising, and public relations efforts to effectively promote the project and its events in both countries.

Funding will be primarily provided by the EEA Bilateral Relations Fund, covering the project period from October 2024 to April 2025. Estimated costs for the whole project are €220,000.

### **Communication and Dissemination:**

- **Social Media:** The project will leverage social media, with dedicated pages on key platforms, to share updates and engage audiences in both countries.
- **Press & Media:** Press releases and partnerships with local and national media will maximise visibility. Interviews on popular radio shows and podcasts, press conferences featuring artists and organisers, and partner with local newspapers and online publications to generate captivating articles and reviews.
- **Documentation:** Professionally produced documentation will capture the essence of the project, showcasing the collaborative performances, educational workshops, community engagement, and the transformative power of music in bridging cultural divides.
- **All these materials** will be widely disseminated to participants, the public, and relevant organisations, ensuring the project's legacy and inspiring further cross-cultural collaborations. The project's success will serve as a catalyst to attract new partners, expand into other artistic disciplines, and engage broader communities.

**Alignment with EEA FM Regulation:** This project aligns with the EEA FM's priority sectors and emphasises bilateral cooperation. The budget adheres to the eligible expenditure categories outlined in the regulation.

**Risk Assessment & Evaluation:** Operational, financial, regulatory, cultural, and reputational risks will be mitigated through meticulous planning, financial oversight, and legal consultation. A final evaluation will assess the project's success and provide valuable insights for future endeavours.

**Activity plan:**

	Activity	Time	Location	Cost	Participants
	<b>Festival Exchange Program:</b> Showcase artists from both countries within the existing festivals and their partner venues.	Oct 2024 - Apr 2025	Sillamäe, Estonia & Schaan, Liechtenstein	€60,000	Jazz Time Fest, LIFE in Schaan, Kultur-Traversal, partner venues, artists, community members
	<b>Collaborative Concerts:</b> Estonian and Liechtenstein musicians will collaborate in a series of concerts, sharing their music and fostering cross-cultural connections.	Oct 2024 - Apr 2025	Sillamäe, Estonia & Schaan, Liechtenstein	€30,000	Jazz Time Fest, LIFE in Schaan, Kultur-Traversal, musicians from Estonia and Liechtenstein, community members
	<b>Music Workshops and Masterclasses:</b> Integrated educational and cultural program: combining music workshops with cultural exchange events to engage the community and promote mutual understanding.	Oct 2024 - Apr 2025	Sillamäe, Estonia & Schaan, Liechtenstein	€20,000	Jazz Time Fest, LIFE in Schaan, Kultur-Traversal, artists, students, community members, cultural and educational partner institutions
	<b>Panel Discussions and Interactive Community Events:</b> exploring the history, evolution, and social impact of improvisational music, fostering a deeper appreciation for this shared cultural heritage.	Oct 2024 - Apr 2025	Sillamäe, Estonia & Schaan, Liechtenstein	€10,000	Jazz Time Fest, LIFE in Schaan, Kultur-Traversal, artists, students, community members, cultural institutions
	<b>Culminating Event in Sillamäe, Estonia:</b> A final event showcasing performances by participating artists and documenting the project's outcomes. This event will also be a platform for future collaborations. <b>NB estimated final event budget breakdown attached.</b>	Apr 2025	Sillamäe, Estonia	€100,000	Jazz Time Fest, LIFE in Schaan, Kultur-Traversal, all participants, including media and the public, project stakeholders and partners.
	TOTAL			€220,000	

Planned results<sup>1</sup>

OUTPUT	INDICATOR	TARGET
<b>Festival exchange program showcasing musicians from both countries</b>	Number of concerts	6 concerts: 4 in Estonia and 2 in Liechtenstein during the Oct 2024-Apr 2025 period
<b>Collaborative concerts featuring musicians from both countries</b>	Number of concerts	4 concerts: 2 in each country during the Oct 2024-Apr 2025 period
<b>Music workshops and masterclasses</b>	Number of workshops/masterclasses	4 workshops/masterclasses: 3 in Estonia and 1 in Liechtenstein during the Oct 2024-Apr 2025 period
<b>Panel discussions and community events</b>	Number of panel discussions/community events	2 panel discussions/community events (1 in each country) during the Oct 2024-Apr 2025 period
	Social media reach and interactions	At least 50 social media interactions (likes, shares, comments) related to each event
<b>Final event of the project</b>	Number of events	1 final event in Sillamäe, Estonia, Apr 2025
	Media coverage and social media reach	At least 5 media mentions (articles, blog posts, interviews, or broadcasts). At least 250 social media interactions related to the event
	Number of cross-cultural collaborations or artistic exchanges	At least 5 documented instances of cross-cultural collaboration or exchange between artists
<b>New partnerships</b>	Number of new partnerships	At least 2 formal partnerships with cultural organisations or educational institutions, including joint programming, artist exchanges, or co-productions, with clearly defined goals and timelines
<b>Informative materials</b>	Target audience and reach	Materials will be targeted towards music enthusiasts, cultural organisations, and the general public in both countries, with an estimated reach of at least 2,500 people through online and offline channels
<b>Project media and social media engagement</b>	Number of project media mentions and social media interactions	At least 20 project media mentions (articles, blog posts, radio or TV interviews) and 500 social media interactions.

<sup>1</sup> Please refer to the [Results Guideline](#)