**Submission #1**

**Spotify**

**How Spotify Approaches Diversity, Inclusivity & Belonging**

Spotify believes that everyone has a voice and that every voice should be heard - ultimately creating an inclusive culture where everyone feels empowered to share their full selves and where everyone feels like they belong. It is important that our people reflect our listeners, and we actively seek to attract and retain a diverse pool of talent and ensure that the programs, opportunities, resource groups and training we provide advocates and maintains an inclusive workplace.

At Spotify, we have three pillars that drive our Diversity, Inclusion & Belonging strategy:

Accelerating diversity: We are data-informed – not just looking at how we can attract and hire more diverse talent, but how we can retain that talent through things like culture, pay equity and promotions. We’re also taking steps to ensure greater representation across our leadership by analyzing data related to leadership, engagement and employee experience.

Fostering inclusion: We lead with empathy and are always looking for ways to be more inclusive – whether that’s changing the way we work or looking at how we design our platform.

Amplifying belonging: We don’t just want to foster a sense of belonging in our company culture. We want to amplify it across the world. We’re working on ways to do this on our platform and in our communities in partnership with our Equity & Impact team.

**Spotify’s Diverse Hiring Strategy**

When it comes to hiring practices, Spotify is dedicated to fostering a workplace free from discrimination and culture that is built on the principle of inclusion. In 2022, we’ll be hiring more than 3,000 new employees globally. As a result of our Work From Anywhere program that was launched last year, it will allow us to receive applications from all over the globe – even in places where we don’t have Spotify offices, meaning that we’ll have the opportunity to reach not only a larger pool of talent but a more diverse one.

While we have seen progress in our Black employee representation in the U.S. over the last four years (3.7% in 2017 to 9% by end of 2021), we are working on driving the same level of advancement toward diverse representation in our leadership ranks. In late 2021, we launched an inclusive hiring training course for all interviewers and hiring teams. Topics covered within this training are associated with anti-racism, microaggressions, bias, and other relevant diversity, equity, and inclusion conversations. In deep partnership with our Talent Acquisition team, the Inclusive Hiring team has also curated related sourcing and diversity recruiting partnerships that focus on greater visibility and identifying better ways of attracting talent to Spotify from underrepresented communities.

In 2021 and 2022, our Early Career Pipeline Team launched and operated several programs aimed at growing representation for early and newly skilled talent with a focus on growing representation for Black and LatinX talent. We currently operate three rotational programs in marketing (Aspiring Marketing Professionals Program), finance (Financial Analyst Rotation Program) and product management (Rotational Product Management Program). Additionally, we’ve grown our Tech Fellowship Program, a program that focuses on developing non-traditional technical talent from coding and community schools into engineers, to operate in New York, Stockholm and London. Each program includes significant mentorship opportunities for our existing employees which has often yielded career growth for those who have served as mentors and managers for these programs. Lastly, we’ve fostered a number of partnerships with affinity based organizations to help us pipeline talent such as ALPFA, Prep4Prep, NAABA, SHPE, ELC, BIT, AdColor, SEO and DeCoded.

In 2022, we’ve been working hard to expand our inclusive hiring goals for racial diversity in the U.S. but have also begun the process of identifying areas of improvement in ethnic diversity in key markets globally. For instance, we are working to identify greater ways to increase Black, Asian and minority ethnic representation in our U.K. workforce.

We will launch a workforce development conference for our Black Spotifiers across EMEA. In addition, in a few weeks we will launch our first-ever Global Belonging Week for all Spotifiers. This will feature global diversity, equity, and inclusion content, training and education for all band members to learn and also provide for localized “pass the mic” sessions where employees in specific offices will discuss topics such as anti-racism, intersectionality, and meaningful change.

**How Spotify is Fostering Growth**

When a new Spotify employee joins the band, they are empowered to be their very best each and every day. Spotify focuses a great deal on enabling continuous development - giving employees the opportunities they need to learn on the job and grow with the company. Spotify believes in uplifting and investing in talent, so we encourage each employee to expand their skills, no matter their seniority.

We focus on incentivizing development. We reward high performance and we do it thoughtfully – although to us, it’s about more than just achieving your goals. It also matters how you do it and that you learn and develop along the way. Everyone who works at Spotify values the opportunity to be an audio pioneer and share in Spotify’s mission to unlock the potential of human creativity.

**How Spotify is Making an Impact Externally**

As a company, we’re collaborating across continents to drive systemic change for racial equity. In response to the trauma, injustices, and pain experienced by the Black community in the summer of 2020, we accelerated our roadmap and implemented a 5-Star Strategy with BLK, our Employee Resource Group for Black band members, to advance our racial equity and anti-racism efforts, both internally and on our platform.

We developed the Racial Equity Coalition as a cross-functional group of leaders that oversees the execution of our 5-Star Strategy. As this group evolves, it will continue to ensure accountability to our commitments around racial equity. In the last year and a half, our 5-Star Strategy has helped make a holistic and lasting impact at Spotify through our focus on People, Donations & Fundraising, Policy, Content, and Spotify Culture.

Spotify also emphasizes the importance of equity and impact externally, showcasing this through key partnerships and creators on platform. A few recent examples of this include:

- Matching up to $10 million in financial donations made by Spotify employees. $3 million will be matched to over 300 organizations focused on accelerating meaningful change in the fight against racism, injustice and equality. $7 million will be donated to more than 15 organizations dedicated to inspiring, connecting, and elevating the next generation of Black voices and creators. This will be an annual commitment through our Racial Equity Donations & Giving Program.

- The announcement of the creation of 28 scholarships to Black HBCU students, in partnership with UNCF (the United Negro College Fund).

Virtual Spotify concerts and benefits, charity musical releases and more, through Fans First and social-impact messages in support of Black artists.

- Empowering relevant organizations and artists with pro bono advertising and $1 million in ad credit.

- The launch of Frequency in May 2021 - our global initiative to celebrate Black art, entertainment, creativity, culture, and community both on- and off-platform with the goal of creating a space to represent Black artistry.

- The announcement of our $100 Million Creator Investment Fund which will add to creating new avenues of support to champion artists, songwriters, and podcast creators from diverse backgrounds.

We don’t simply want to reflect the world around us, we want to do better than what the world is currently showing us. We know we still have a lot of work to do and we’ll continue to find even more ways to truly make an impact in the years to come.

Relevant links referencing above:

- <https://www.lifeatspotify.com/diversity-equity-impact/diversity-inclusion-belonging>

- <https://www.canvas.com/blog/the-three-pillars-of-spotifys-diversity-and-belonging-strategy>

- <https://www.lifeatspotify.com/being-here/work-from-anywhere>

- <https://www.lifeatspotify.com/being-here/grow-with-us>

- <https://www.lifeatspotify.com/diversity-equity-impact/racial-equity>

- <https://newsroom.spotify.com/2022-02-28/spotifys-progress-toward-racial-equity-reflections-commitments-and-updates-for-the-year-ahead-from-elizabeth-nieto-and-spotifys-equity-and-impact-team/>

*Submitted By: Kaitlyn Dykstra, Spotify*

**Submission #2**

**The Orchard**

At The Orchard, we believe in creating an inclusive workplace where everyone has the freedom to be their authentic selves. We celebrate the diversity in our innovation and entrepreneurship and empower our global community to uphold just and equitable principles in everything we do.

The Orchard formed The Council for Equity & Progressive Action (CEPA) to develop and implement innovative solutions that will advance globally shared goals of ensuring fair and inclusive spaces for all. CEPA seeks to increase Equity within The Orchard by building opportunities for underrepresented groups and ensure everyone is able to succeed. Progressive Action includes constructive conversations that CEPA will drive around internal and external issues and concerns around diversity and equity.

Three Focus Areas

1. Minority Representation action of speaking or acting on behalf of someone or the state of being so represented.

2. Employee Retention & Elevation ability of an organization to retain its employees & elevate those employees through the ranks

3. Social Reform a movement that aims to make gradual change, or change in certain aspects of society

CEPA’s 12 Months of Achievements

Results Include:

Creation of a DEI department with a VP hire

$1M Donated to 15 Organizations

7 Global DEI Training Sessions

Creation of the DEI-focused Hiring Manager Toolkit

4 Global Town Halls

12 Global Newsletters with Educational Resources

Ongoing Employee Equity Audits: Hiring, Promotions, and Salary

Developed the inaugural ELEVATE program - designed to provide diverse, high-performing, mid-management level employees with tools, training, and guidance to cultivate their business acumen and prepare them for future leadership roles.

View the CEPA highlight reel here: https://drive.google.com/file/d/18p\_YVL5JAHJpHCfpUQTwGNESWuqU45KH/view?usp=sharing

*Submitted By: Chadae Bowler, The Orchard*

**Submission #3**

**300 Entertainment**

300 Entertainment Co-founder/CEO Kevin Liles is a firm believer in workplace diversity, especially that the boardroom needs to be a reflection of the music being released. Its C-Suite of 18 is made up of 33.3% women and 44.4% BIPOC, and its staff of 71 boasts 40.8% women and 53.5% BIPOC. With an ongoing dedication to amplifying and hiring underrepresented voices, 300 has altered its internship requirements to account for the biases seen in industry-standard internship models against BIPOC and those from disadvantaged socioeconomic backgrounds by transitioning to a paid internship program and eliminating the requirement of college enrollment or college credit, in addition to offering need-based travel stipends to all interns. 18.3% of the staff are former interns, which speaks to the company’s drive to help people from all backgrounds break through the glass ceiling. 300 has also been committed to promoting civic engagement and social responsibility by establishing Juneteenth and Election Day as official company holidays. In the wake of the Black Lives Matter protests, 300 introduced the Social Justice League, a 501c3 that seeks restorative justice for the families of police brutality, and has established a task force dedicated to social justice and internal accountability.

Submitted By: Lily Golightly, 300 Entertainment

**Submission #4**

**Warner Music Group**

Warner Music Group exemplifies a commitment to diversity, equity, and inclusive due to the expansion of the DEI Global team, headed by Dr. Maurice Stinnett, and the strides WMG has made over the past year plus. Firstly, the establishment of global commitments to DEI, which includes accountability. It is a commitment to monitoring and disclosing data on ethnicity and gender representation across all levels of the company. The DEI team works with local labels and offices to develop tailor made plans for those local needs. Second, education is one of the cornerstones of the DEI initiative in that it provides a resource for employees to learn why diversity, equity, inclusion, and belonging is critical in the building of an even greater culture at WMG. Third, our employees resource groups (ERGs) provide an opportunity for employees to work together on various issues, interests, shared backgrounds, and connections. These extend globally and an ERG group dedicated to environmental social governance (ESG) is one example of many within the organization. There are presently 40+ ERGs and growing. Many of the ERGs sponsor and participate in local events and band together on larger ones. Fourth, through the DEI Institute (recently launched) WMG will address executive development and hiring practices with a combination of academic resources and data.

Submitted By: Steve Corbin, Warner Music Group

**Submission #5**

**Made in Memphis Entertainment (MIME)**

Made in Memphis Entertainment (MIME) and its co-founders David Porter (CEO) and Tony D. Alexander (President and Managing Director) are dedicated to developing not just the company’s artists, songwriters, and producers but also its executives. The company’s policies have achieved true diversity, equity, and inclusion in its workforce by bringing in BIPOC individuals without a traditional resume or experience and giving them opportunities that they otherwise would not get to work and grow in the music industry. The company’s staff of 41 employees is 56% Black, 27% White, 10% Latinx, and 7% Asian American or Pacific Islander. In addition, 54% are male, 41% are female, and 5% are gender non-conforming. Many of these employees from traditionally underrepresented groups have risen to leadership positions at MIME, bringing new and important perspectives to the company’s decision-making. Both of MIME’s 4U Recording studios are led by Black women (Crystal Carpenter in Memphis and Devin Lester in Atlanta), while the Counsel for MIME’s distribution company Beatroot is a Black woman (Lee Rankin), and the creative team for MIME’s sync licensing company Heavy Hitters Music is all-female and soon to be led by a Black woman (Bria Dunlap, formerly of Foundation Entertainment). MIME Publishing’s A&R Coordinator, Amiris Perdue, is also a Black woman. MIME has also served as a training ground and launching pad for the next generation of diverse music executives. In fact, 32% of MIME’s current employees joined the group after successful internships, with Carpenter and Lester at 4U Recording and Perdue at MIME Publishing, as well as Beatroot Administrative Assistant Angela Blair, Heavy Hitters Music Manager of Creative Sarah Schriner, and MIME LLC Communications and Marketing Manager Felix Whipple all being promoted through MIME’s ranks. In addition, many individuals who learned their skills at MIME are now bringing their perspectives to other organizations. For example, Sierra Rozar, Communications Assistant at the MIME parent company, is joining BET, a Paramount subsidiary, as a Marketing Coordinator. Mike Jackson, who previously worked at MIME Publishing, joined Sony Music Publishing as VP of Creative in Atlanta, while Monique Williams and Marnique Turner, who both worked at Beatroot, will be joining AfroPunk as Director of Marketing and AudioSalad as Content Operations Associate, respectively. Many women from the Heavy Hitters Music team have also gone on to tremendous success, with Elizabeth Eason now Head of Artist & Label Services at Vydia, Jessica Vaughn now Head of Sync at Q&A/Venice Music, Flor Amezquita going to Universal Music Publishing’s film & TV division, and Hannah Scherner is currently a coordinator at Supe Troop. Employees deeply value their time at MIME, with many even returning down the line, including Ashley Wearren, who will soon be coming back to work for Heavy Hitters Music after taking positions at Hipgnosis Song Management and AVEX USA. MIME also works with its local communities in Memphis, Atlanta, and beyond to support DEI in the music industry and help develop young musicians and executive talent. The company is a financial and program supporter of Reaching Youth Through Music Opportunities (RYTMO); set up a scholarship at the Guild of Music Supervisors to support diverse candidates’ living expenses while they pursue music supervision opportunities (no college education needed); is a Primary Sponsor of A2IM’s Inaugural Black Independent Music Accelerator (BIMA) while mentoring two participating label executives; hosted a 2021 BIMA Fellows Day of Service; hosted a 2021 Women in Music (WIM)/STAX Academy Day of Service; and is an active sponsor of the Black Entertainment and Sports Lawyers Association (BESLA). MIME’s Tony D. Alexander is also Chair of the Steering Committee charged with organizing and launching the new Atlanta Chapter of the Association of Independent Music Publishers (AIMP). In addition, MIME hosts four quarterly days of service for its staff, with three focused on supporting underserved communities (Q1 – Social Justice, Q3 – Women in Music, Q4 – Opportunities for BIPOC Creatives). The company also hosts four interns each year from the Memphis Music Initiative (MMI).

Submitted By: Bill Greenwood, Jaybird Communications

**Submission #6**

**Cinq Music Group**

Cinq Music Group in its 9 years of foundation turns out to be an agent of change, not only for its artists but also for its collaborators. Currently, our company has a business model that promotes the dreams of talented young people in areas such as Digital Marketing, Digital Content, Video Channel Management, among others. The talent has 80% members of the Millennial generation and 13% of the recent generation Z.

In addition, we are proud to say that more than 50% of our group are women and that their positions are considered highly competent in the music industry; A notable case is the leadership of Diana Schweinbeck as a marketing leader in the US market.

Looking inside, the company has grown 30% in the last year. This behavior generated an increase in the company's workforce in countries such as Colombia and Mexico, making our team of collaborators grow by 27.58%. However, this growth is due to internal promotion within various teams, and the hiring of talents who want to build a career with our brand. Attached you will see part of the team members from Colombia Marketing Team.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/175-4b0640c89edc5f7ca80676730c7c070d/2022/02/Colombian-Tema.jpg>

Submitted By: Katerin Ortiz, Cinq Music Group

**Submission #7**

**LyricFind**

LyricFind has built one of the most diverse workforces I know, pushing back the boundaries of inclusion in our society. Acting on this field every day without much publicity, and being naturally aligned with Canadian's policy in this area: <https://www.international.gc.ca/world-monde/issues_development-enjeux_developpement/human_rights-droits_homme/inclusion_respect.aspx?lang=eng>

Many of the strengths of this company such as financial performance, creative thinking, and cross-cultural understanding are results of this policy.

I know a lot of players in this field and few have made these values part of their genetic code to this extent. In this respect, LyricFind is a true agent of change in our industry and deserves for me to be nominated.

Submitted By: Jean-Luc Biaulet, Music Story

**Submission #8**

**Altafonte**

At Altafonte wee are dedicated to continue to act as agents of change, making a real difference in the global music industry, where transparency and trust are necessary. We focus on internationalization and creating a global audience for the artists and labels we work with. We adapt to change with humility and honesty. We create connections and share knowledge. We value cultural diversity and are committed to inclusion, gender equality, collaboration, friendship and ethics. We are aware of the impact of our actions and offer real solutions for responsible, sustainable and fair progress. We are very proud of all our achievements and look forward to continuing to evolve. Altafonte is one of the fastest growing independent music and technology companies in the world and a leader in Latin America. We broadcast the music produced by our artists to more than 155 platforms and music services around the world. Altafonte associates with labels and artists, becoming strategic partners for musicians, so that they can fully develop their careers around the world. We represent some of the most recognized and established artists in our markets and help young emerging talents reach a global audience. We select our partners to be sure that we offer them the best possible service. We work with each artist individually, dedicating all the effort, time, knowledge, dissemination and support to them. With 16 offices in Iberia, Italy, the US and LATAM and a team of more than 100 people, Altafonte is a music-tech company that is creating local companies and investing in people who have deep knowledge, presence and relationships with the music scene of each place. We are part of the musical ecosystem of each market. Our team enjoys a company culture focused on learning, improving and adapting to change with integrity, transparency, innovation, humility and honesty, in an inclusive work environment that promotes collaboration, community, equality, diversity, talent and ethics.

Submitted By: Ricardo Chamberlain, Altafonte

**Submission #9**

Member: No

**Recording Academy**

The Recording Academy has commit to becoming the most inclusive organization in the music industry. Under the leadership of Harvey Mason jr., we are focused on making change not only within the company, but also to various sectors in the music industry including advocacy, education, and our award show. In 2021, the Academy announced the usage of the Inclusion Rider for the award show; the first major music award show to commit to a contract addendum that "designed to be a robust tool to ensure equity and inclusion at every level during the production." The Recording Academy also taps into the education system and support people who are interested in entering the music industry the Academy's Black Music Collective also partnered with Amazon Music to create a scholarship for HBCU students interested in the music industry. The first annual scholarship awarded 3 HBCU students with $10,000 scholarship each, and the opportunity to participate in an immersive rotation program at the Amazon Music offices in LA and NY. The scholarship also awarded equipment donation scholarships to 2 HBCUs that were impacted by the Hurricane Ida in 2021. We understand that it is not only crucial to improve diversity, equity & inclusion for the music industry at-large, but also internally as well. We believe that everyone's voice is important, and from that core belief, we hosted many listening sessions across different music communities to ensure we listen and allow the Academy to prioritize each communities' ideas and goals. We hope that you consider the Recording Academy for this Agent of Change award, we will continue to work on becoming the most inclusive organization in the music industry, and in the

Submitted By: Amanda, Recording Academy