

European Music Managers Alliance – Values and Code of Conduct

Adopted 2026

The EMMA Code of Conduct is our compass. It unites EMMA's **shared values** with **professional commitments** so that, as artist managers across Europe, we can work with purpose, uphold the highest standards, and strengthen our collective impact. It reflects **who we are**, **how we work**, and **what we stand for** - guiding our behaviour, fostering trust, and supporting the sustainability of the music ecosystem.

Part I – EMMA Shared Values

These values express the culture we build together. They are more than words - they are daily practices.

1. Collaboration & Unitedness

We are a team. We rise together by lifting each other.

- **What it means:** We work across borders, share strengths, and create together. Our power lies in our connection.
- **In action:** Offering help without being asked; thinking in “we” not “me”; creating platforms to support others.

2. Purposeful Professionalism

We are grounded, focused, and driven by vision.

- **What it means:** We take pride in our work, acting with clarity, quality, and professionalism while staying aligned with EMMA's mission.
- **In action:** Prioritising quality; delivering on commitments; making decisions that reflect shared purpose.

3. Continuous Growth & Knowledge Sharing

We build a legacy of shared wisdom and knowledge.

- **What it means:** We invest in development — personal, professional, and collective — and make knowledge accessible to all.
- **In action:** Mentoring; hosting peer-learning spaces; encouraging feedback and reflection.

4. Creative, Innovative & Bold Thinking

We think beyond limitations with a focus on the future.

- **What it means:** We challenge norms, embrace creativity, and innovate together.
- **In action:** Designing new solutions; and being strategic, sustainable and bold in our thinking.

5. Care, Kindness & Respect

We care for ourselves, each other, and the world we shape.

- **What it means:** We act with compassion, nurture wellbeing, and create a culture of respect and psychological safety.
- **In action:** Checking in on a colleague; setting healthy boundaries; listening before responding.

6. Fairness & Integrity

We stand by our principles and treat everyone with equity.

- **What it means:** We apply the same standards to all, and speak up when we see injustice.
- **In action:** Making space for all voices; ensuring transparency in decisions; addressing unfair practices.

Part II – Code of Conduct

Our values shape our identity. Our commitments put those values into practice in our work as music managers.

1. Act in the Best Interests of the Music Maker

Protect and promote your client's artistic and professional interests to the highest standard, dedicating the necessary time, attention, and resources.

2. Transparency and Integrity

Communicate openly about all business dealings, especially contractual and financial matters, providing clear and accurate information at all times.

3. Written Agreements and Independent Advice

Before entering into a management relationship, confirm the artist has met any legal obligations to any previous manager. Build your cooperation on a written agreement and encourage the artist to seek independent legal advice before signing any contract.

4. Confidentiality and Data Protection

Safeguard all confidential information about the artist's professional and private life, both during and after your professional relationship, support compliance with data protection laws.

5. Respect and Inclusion

Treat all individuals with dignity and respect, regardless of background or identity. Actively oppose discrimination and harassment.

6. Declare any Conflicts of Interest

Declare any personal, financial, or business interests that could create a conflict. Where conflicts may arise, ensure there is informed consent and seek independent advice.

7. Financial Responsibility

Where possible separate the artist's funds from your own, provide timely and transparent accounting, and ensure that remuneration terms are clear, fair, and agreed in advance.

8. Professional Competence

Maintain and develop your professional skills and seek expert advice when necessary to secure the best outcomes for your artist.

9. Wellbeing and Safe Working Environment

Promote a respectful, safe, and healthy working environment, free from harassment, bullying, or exploitation. Support mental health and wellbeing for artists, their team and yourself.

10. Collaboration and Industry Integrity

Strengthen trust and professionalism in the music industry by fostering constructive relationships, supporting fair competition, sharing knowledge, and resolving disputes constructively.

Final Statement:

Our values are the spirit; our commitments are the practice. Together, they shape how we work, how we support artists, and how we build a sustainable, ethical, and thriving music industry across Europe.
