YOU ARE NEXT

EMPOWERING CREATIVE WOMEN

Topics
Session 1: Digital Creativity and Women Entrepreneurship
Session 2: Gender Equality Policy for the Asia-Pacific Region

Date: Wednesday, 25 November 2020
Time: 13.30 - 17.00 (Bangkok Time)
Online panel discussions will be held in English

Register at: you-are-next.org
The cultural and creative industries have become the new trend in recent years. According to the French Development Agency (Agence français de développement, AFD) study\(^1\), in 2017, CCIs generated $818 billion in revenues in the Asia-Pacific region (3% of GDP). The year 2021 has been declared by the United Nations as the “International Year of the Creative Economy for Sustainable Development”. This decision was made possible through the advocacy by countries like Indonesia, proof of the growing economic value of the CCIs within the region.

Yet, multifaceted gender gap persists in the CCIs. In 2018, the UNESCO Global Report Re|Shaping Cultural Policy concluded that women are not only severely under-represented in the workforce, particularly in key creative roles and decision-making positions, but also have less access to resources and face substantial pay gaps.

Some progress has been made. At the London Film Festival by the British Film Institute in 2019, 40% of films projected were done by women directors, the highest number so far. In France, the French National Center for Cinema reported 80% increase in the number of films produced by women over the 2016-2015 period. Yet, inequalities remain. According to Indiewire\(^2\), only twelve out of the 2019’s 100 most profitable films were by women directors, and only 19 of 125 films released by major studios had women directors.

As the world grapples with consequences of the COVID-19 pandemic, the cultural and creative industries experienced a rapid digital migration, with an increased digital consumption of culture and an increased digital art production and streaming viewing. For instance, music streaming platforms, like Spotify, saw their paid subscriptions increase by 31% compared to Q1 2019.

In this digital transition, women are facing many challenges. According to the UNESCO report, women are less connected, possess lower digital literacy skills and have less access to training programs. Women are less likely to be hired by technology companies and are underrepresented in conferences or creative industry marketplaces. UNESCO report also revealed that women entrepreneurs remain invisible in the digital creative industries, even though they represent half of those employed in these sectors worldwide.

To address these challenges, UNESCO Sabrina Ho initiative “You Are Next: empowering creative women” supported projects that strengthen the technical and entrepreneurial skills of young women under the age of 40 in Mexico, Palestine, Senegal and Tajikistan. Following the pioneering work of this initiative, UNESCO intends to upscale its action in favour of creative women working with the digital technology by upscaling the UNESCO Sabrina Ho initiative and creating a coalition of influential women in the field.


Programme

The online event “You Are Next: Empowering Creative Women” will celebrate women’s creativity, especially in the digital sphere. The half-day event, which is part of UNESCO’s ResiliArt movement, will focus on gender equality in digital creative industries. Throughout the programme, the participants will be invited to explore how the UNESCO-Sabrina Ho initiative “You Are Next: Empowering Creative Women” has contributed to improving creative women’s access to the digital sphere.

This ResiliArt debate will be moderated by a professional journalist and feature renowned artists and cultural professionals from around Asia to share their experiences, serving as a source of inspiration for new generations of women.

1.30 - 1.40pm:
Welcome remarks by Sabrina Ho, CEO of Chiu Yeng Culture
Welcome remarks by Audrey Azoulay, UNESCO Director-General

1.40 - 1.45pm:
Testimonies videos from “You Are Next” projects in Mexico, Palestine, Senegal and Tajikistan

1.45 - 3.10 pm:
First session on “Digital creativity and women entrepreneurship”

3.10 – 3.15 pm:
Promotional video “Women and Creativity”

3.15 – 4.45 pm:
Second session on “Gender equality in creative industries: what measures for the Asian region?”

4.45 pm: Closing remarks
Niyoza Ayni (Tajikistan). She is the project manager of Digital Arts Academy, one of four winning proposals of UNESCO | Sabrina Ho Initiative.

Nhung Nguyen (Viet Nam). She is a musician and sound artist based in Hanoi. She produces sound works for visual/multimedia project, performs and collaborates with artists around the world.

Eeda Rijal (Nepal). She is a Chief Executive Officer, SochWare. She is a young tech entrepreneur and tech activist and the winner of the Imagine Cup 2018 (Artificial Intelligence) organized by Microsoft.

Khyati Trehan (India). She is a graphic designer. Her artwork is based on digital, Augmented Reality and Virtual Reality.

Dian Herdiany (Indonesia). She is the founder of Kampung Halaman Foundation.

Nguyen Thi Thu Ha (Viet Nam). She is the director of VICAS Art Studio.

Jane Sloane (United States). She is the senior director of Women’s Empowerment Program at The Asia Foundation.

Kay Poh Gek Vasey (Singapore). She is the founder of a Singapore-based company, Mesh Minds, that works at the intersection of art and technology with a focus on the environment and the SDGs.