



ResiliArt

Artists and
Creativity
beyond
crisis

Launch of the UNESCO-CISAC global movement:

15 April 2020 (2 - 4pm, Paris time)

unesco.org/resiliart-debate

COVID-19 and the cultural and creative industries

The COVID-19 pandemic has affected the whole world, plunging the global economy into a recession. The current health crisis is likely to cost the economy US \$1 trillion during 2020 (UNCTAD), while one estimate shows that five to 25 million jobs will be eradicated, wiping out US \$860 billion to US \$3.4 trillion in labour income (ILO).

The current health crisis has **enormous global ramifications for the creative sector**. The pandemic has impacted the entire creative value chain – creation, production, distribution and access – and considerably weakened the professional, social and economic status of artists and cultural professionals. Entrepreneurs and small- and medium-sized enterprises, which often lack the necessary resources to respond to an emergency of this magnitude, are especially vulnerable. Freelancers, part-timers and gig workers, who make up a large segment of the sector's labour force, are left with limited to no access to conventional social protection mechanisms.

Lockdown measures around the world also directly impact the sector's capacity to create and distribute new artistic expressions and cultural content outside of the digital spectrum, reducing the diversity of cultural expressions worldwide. At the same time, they severely limit opportunities for the public to access and enjoy cultural goods and services. For vulnerable groups that already suffer from unequal access to technology, including women and indigenous peoples, the existing "digital gap" further exacerbates their lack of access to culture. The current crisis carries the risk of deepening unequal access to culture and limiting the diversity of cultural expressions.

Still, art is resilient. Many artists and cultural professionals have imagined innovative and creative solutions, often by using digital tools to continue their activity and to connect with the public. Music, songs and dance allow individuals to express themselves and maintain social ties amidst the travel restrictions and home confinement. This unprecedented emergency also demonstrated the central role culture plays in building resilience and social cohesion.

While the profound disruption to cultural life and livelihoods caused by COVID-19 is evident, the pandemic also revealed and magnified the **creative industries' pre-existing volatility**. The current crisis must trigger efforts to increase its resilience and sustainability, as well as harness the universality and power of creativity.

In numbers:

- Income losses are expected to exceed US \$220 billion in developing countries, with an estimated 55% of the global population having no access to social protection
- Based on CISAC's Global Collections Report 2019, the current global shutdown of live and public performance across all repertoires alone affects around 30% of royalties collected for authors worldwide
- Informal labourers account for 83.6 percent of Kenya's total workforce
- The global film industry has recorded a revenue loss of US \$7 billion
- The Chinese film industry has lost US \$2 billion, having closed 70,000 cinemas in January 2020
- Cirque du Soleil has let go 95% of its workforce as a result of the COVID-19 crisis
- Costa Rica foresees a loss of US \$70 million for the Culture Sector
- UK musicians have lost £13.9 million in earnings



What is ResiliArt?

ResiliArt is a global movement consisting of a series of virtual debates with key industry professionals and artists – both renowned and unknown – that raises awareness of the far-reaching impact of the current confinement measures on the culture sector. It aims to support Member States in the development of policies and financial mechanisms that can help creative individuals and communities overcome the current crisis.

UNESCO is launching the ResiliArt movement to:

- Raise awareness about the impact of COVID-19 on the culture sector and the livelihoods of culture professionals
- Give visibility to artists worldwide – established and emerging – and ensure their voices are heard at the policy level to address existing gaps and needs
- Contribute to decision-making processes of Member States during the development of policies and financial mechanisms aimed at empowering artists

The first ResiliArt Debate will be launched by UNESCO in partnership with the International Confederation of Societies of Authors and Composers (CISAC) on **15 April 2020**, World Art Day. However, the purpose of this initiative is to replicate the debate format across all regions by following publicly available guidelines to ensure that all voices are heard. The ResiliArt Debates will gain visibility with the help of a social media movement joined by creators and creative workers around the world, who will nominate fellow artists to participate in the movement.

Together, through the virtual debates and social media initiatives, we seek to create an industry-wide movement that will **lead the global, high-level discussion on the state of creativity while capturing individual artist experiences and voices of resilience.** The key issues and concerns that will emerge from this movement will be shared with UNESCO Member States and city decision-makers through the UNESCO Creative Cities Network in order to inform their decision-making processes and help them better support the creative sector in times of crisis and post-crisis.



ResiliArt Debates

The inaugural debate on **15 April 2020** will explore the far-reaching impact of COVID-19 on artists and aim to provide solutions to strengthen the creative sector's resilience. Highly recognized artists will address a wide range of topics, from **how they stay connected with their public using available technologies** to the current state of their respective artistic discipline. They will also share recommendations to help decision-makers and private enterprises, develop suitable policies and financial mechanisms to assist artists recover from this difficult period and enhance the resilience of creative expressions.

Participants

The inaugural debate will be moderated by the UNESCO Assistant Director-General for Culture, Ernesto Ottone, and Jean-Michel Jarre and participated by the following prominent panelists. They will answer tailored questions while engaging in a dialogue and building and reacting to other panelists' responses.

- **Angélique Kidjo**
Singer-songwriter, CISAC Vice-President and UNICEF International Ambassador
- **Deeyah Khan**
Musician, documentary film director, UNESCO Goodwill Ambassador
- **Jean-Michel Jarre**
Composer and performer, CISAC President and UNESCO Goodwill Ambassador
- **Luis Puenzo**
Film director, screenwriter, producer and President of INCA
- **Nina Obuljen-Koržinek**
Minister of Culture (Croatia), Violinist
- **Yasmina Khadra**
Author

Themes

The ResiliArt debate will be structured around four key themes:

- 1) Constraints artists face as a result of the current confinement measures
- 2) The current and future financial consequences of the health crisis on creative professions
- 3) Measures that governments, international organizations and the private sector, among other actors, can put in place to support artists during and following this crisis
- 4) How to develop cultural policies and funding models that adequately respond to crises: the issue of the status of the artist is of particular concern given the increasing amount of free cultural content online and the large proportion of cultural professionals that work informally

All discussions will be anchored to the overarching concept of resilience in the creative sector and contribute to the understanding of the current state of cultural emergency.

- “What did COVID-19 reveal about the state of your artistic field?”
- “Why should we care about the culture sector during the health crisis?”
- “What is one interesting artistic initiative that works around social distancing measures?”
- “What measures should be taken to support independent artists in an extremely precarious state?”
- “What particular challenges are female creators facing during this pandemic?”
- “What can the creative sector learn from this crisis to be more resilient for the next crisis?”

Format

The debate will be from 2pm to 4pm (Paris time) on 15 April. After the round of questions, the public will have the opportunity to pose questions to the panelists during the Q&A session.

The panelists will be led by one moderator. They will answer tailored questions while engaging in a dialogue and building and reacting to other speakers’ responses.

The debate will take place on an existing online platform that allows unlimited number of audiences to follow the discussions as well as post questions using a chat function.

How to join the debate

You can join our debate from <http://unesco.org/resiliart-debate>. The link will go live on 15 April 2020.



Follow-up

UNESCO asks all partners to share information on and links to their upcoming ResiliArt movement in advance so it may be shared on the UNESCO website. After each ResiliArt debate, UNESCO invites debate organisers to send a full summary of the exchanges to the UNESCO Secretariat via e-mail at: resiliart@unesco.org.

While the physical threat posed by COVID-19 will subside, **the devastation brought to the entire culture value chain will linger for many months to come**. Therefore, it is imperative for the recovery of the industry that the conversations, data sharing, and efforts last long after the pandemic ends.

UNESCO will empower partners and stakeholders to **organize their own ResiliArt** debates and join the movement by sharing media assets and guidelines. Please refer to ResiliArt movement guides available at: <http://unesco.org/resiliart-debate> for further information about how to organize your own ResiliArt debate.

For any question or inquiries, please contact UNESCO: resiliart@unesco.org

For further information on CISAC contact communications@cisac.org or visit www.cisac.org

