



Guide to starting your
ResiliArt movement

ResiliArt



Dear partners,

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

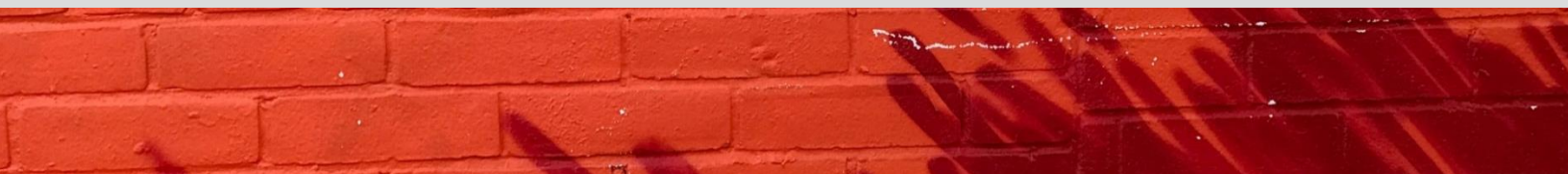
The pandemic did not spare our sector. In March 2020 alone, the global film industry recorded a revenue loss of US \$7 billion. The current **health crisis has impaired the entire creative value chain** – creation, production, distribution and access – and considerably weakened the professional, social and economic status of artists and cultural professionals. Entrepreneurs and small- and medium-sized enterprises, which often lack the resources necessary to respond to an emergency of this magnitude, have been especially vulnerable. Freelancers, part-timers and gig workers, who make up a large segment of the sector's labor force, are left with little to no access to conventional social protection mechanisms.

Lockdown measures around the world have also directly impacted the sector's capacity to create and distribute new artistic expressions and cultural content in the digital environment, reducing the diversity of cultural expressions worldwide. At the same time, it severely limits 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 period of 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 streams 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 extraordinary time also demonstrated the central role culture plays in building resilience and social cohesion.

While the unprecedented 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.**

This is why UNESCO call on you to join the ResiliArt movement.



What is ResiliArt?

In a nutshell, ResiliArt is a global movement initiated by UNESCO that aims to strengthen the resilience of artists and cultural professionals in the face of the enormous challenges posed by the current health crisis.

And it can be replicated by you, our partner, in order to start a dialogue in *your* field, *your* region, *your* language, *your* community. The ResiliArt movement will:

- Raise awareness about the impact of COVID-19 on the culture sector and the livelihoods of culture professionals
- Give visibility to artists worldwide – renowned or unknown – 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

ResiliArt is an online debate series with key industry professionals and artists – both established and emerging – that raises awareness of the far-reaching impact of the pandemic on the culture sector as well as the importance of cultural and creative industries for economic development and social cohesion. It also aims to support Member States in the development of policies and financial mechanisms that can help creative individuals and communities overcome the current crisis.

Your ResiliArt movement can lead the high-level discussion on the state of creativity in your specialized field while capturing individual experiences of cultural professionals and voices of resilience in your community.



How to organize your ResiliArt

1. ResiliArt debate

At the core of each ResiliArt debate is one mission: reveal the far-reaching impact of COVID-19 on the creative sector and identify solutions to support artists and enhance their resilience.

It is up to *you* to add any industry focus, specific themes or target population that suits you and your stakeholders' interests and concern.

Panelists

In order to ensure maximum visibility for your ResiliArt movement, it is recommended that some panelists in the debate are key industry professionals with strong media and online followings.

When selecting your participants for the ResiliArt debate, a balanced gender representation among the speakers should be taken into consideration.

Suggested format

In order to ensure a fast-paced, engaging discussion, and to minimize audience drop-outs, we recommend a “5 panelists, 4 questions, 90 minutes” format.

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 overall session should last roughly 110 minutes: 90 minutes for the debate and additional 20 minutes allocated for introduction, Q&A and conclusion.

Themes

Each 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 should be anchored to the overarching concept of resilience in the creative sector and contribute to the understanding of the current state of cultural emergency.

Questions

Given that the general public does not possess specialized knowledge in cultural policies or governance, we recommend the questions to be in accessible terms.

Some sample questions include:

- “What did COVID-19 reveal about the state of your artistic field?”
- “Why should we care about the culture sector during the serious 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?”



Tools

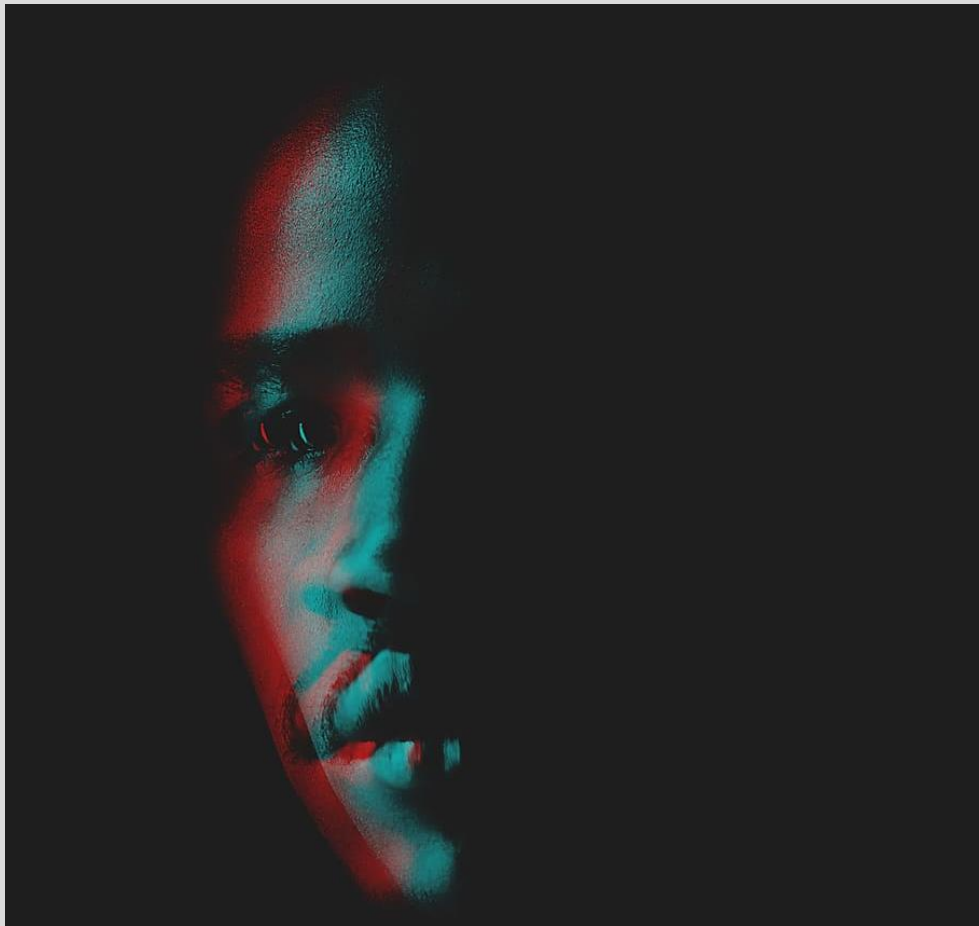
Ideally, ResiliArt should take place on an online platform and should allow unlimited number of audiences to follow the discussions as well as post questions using a chat function.

For practical tips, tools and information about how to organize your ResiliArt debate, please contact UNESCO at: resiliart@unesco.org.

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 debate, UNESCO invites debate organisers to send a full summary of the exchanges to the UNESCO at: resiliart@unesco.org. The results of the debates will therefore directly serve to enrich Member State and partner city discussions and enlighten their decision-making processes.

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 advocacy last long after the pandemic ends.



2. ResiliArt social media movement

ResiliArt social media movement complements the debate. While the high-level discussion addresses the big-picture and the impact of the pandemic on the creative sector, ResiliArt's social media movement allows you to capture individual voices of distress and resilience in your community. It also allows your movement to create a "buzz" that a debate alone is impossible to achieve.

Participants are invited to post a video or photo of themselves continuing to be creative despite the current health crisis. It is accompanied by a message to empower the artistic community and reveals the impact of the crisis on their professional activity and livelihoods.

Be sure to ask participants to tag #ShareCulture, @unesco and fellow cultural professionals who, in turn, will post their own message.

You can launch the ResiliArt movement on social media on the same day as the event day (concentrated exposure) or a few days before prior (steady exposure leading up to the debate). This will depend on your preference.

Participants

The most important step is to recruit artists, cultural professionals and other partners to share a message of ResiliArt on a specific day. It will make sense to especially focus your effort on the segment of cultural sector covered by your debate (e.g. if your debate is on music industry, contact musicians and other related parties).

In addition to reaching out to your existing network, think about tapping into your partners and stakeholders' connections. To ensure maximum visibility, the first round of participants could include artists and creators with a sizeable social media following.

Please ask the participants to nominate fellow artists and creators by tagging their names in their posts. This further ensures the continuity and organic growth of your ResiliArt movement, and allows you to involve actors within the culture sector who are ordinarily not reachable.



Questions

A message of ResiliArt may answer – but not limited to – one of the following questions:

- What is your way around social distancing measures to stay creative or keep art accessible?
- What is the biggest obstacle this health crisis has created for you as a creator?
- What measures could be developed to support artists during this period?

Tools

The Participation Guide is your “pitch” to artists. Adapt UNESCO’s template to make your own Guide and circulate widely.

The ResiliArt movement takes place on social media platforms of the participants’ choosing. Potential platforms of diffusion include Instagram, Twitter, Facebook, TikTok, WeChat, Line, Tumblr, and Snapchat among others.

Schedule

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, sharing of new data, and advocacy for stronger cultural and creative industries last long after the pandemic ends.

This is why we encourage you to organize a *series* of your own ResiliArt. You can track the evolving situations, new testimonials and changing recommendations shared during debates and in social media posts. Your debates will enrich the global discussions and decision-making of governments and the international cultural community.

We propose a monthly or bi-monthly ResiliArt debate to start. A “one-year anniversary” debate with the same moderator is highly recommended to take stock of the progress and evolution of the conversations surrounding COVID-19 and culture sector.

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