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Diversity of  
Cultural Expressions

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## Launch of the Special Edition

### **“Gender & Creativity: Progress on the Precipice”**

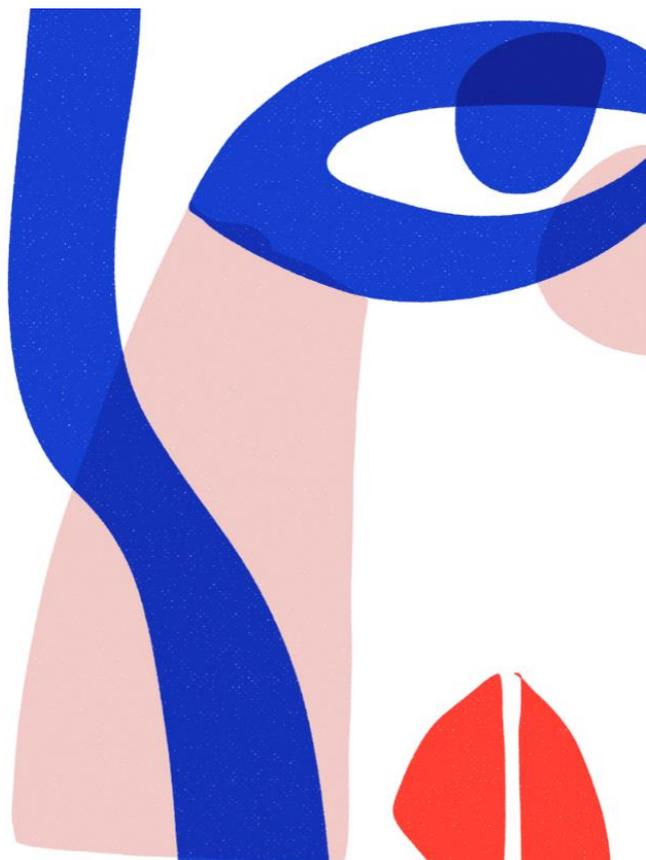
**4 June 2021, 12.30-13.30 (Paris time)**

**Virtual meeting through Zoom**

#### **CONTEXT**

In this period of uncertainty, equality, diversity, and social justice for all are more important than ever. The commitment of gender equality is at the very core of the protection and promotion of the diversity of cultural expressions. Cultural expressions that promote gender equality can assist in transforming our individual and collective perceptions, eliminating persisting and harmful stereotypes, and amplifying voices and stories of those who are invisible or have been silenced for too long. This vision has been captured in Article 7 of the 2005 Convention, that stipulates that “Parties shall endeavour to create in their territory an environment that considers the conditions and specific needs of women” and Article 4 of the 1980 Recommendation concerning the Status of the Artist, that encourages Parties to take into account the development of women’s creativity and the encouragement of groups and organizations which seek to promote the role of women in the various branches of artistic activity.

Gender equality remains an emerging theme in the cultural domain. Indeed, the sector, often considered as a meritocracy, has for a long time disregarded the structural and persisting inequalities that women artists and cultural professionals face, as well as artists that identify as a different gender. Despite recent progress in the promotion of gender equality in cultural and creative industries, as well as a renewed attention, triggered by the COVID pandemic and the #MeToo movement, much work remains to be done in order to achieve gender equality in the sector. Multiple barriers persist, including unequal access to decent employment, fair pay and leadership positions, and barriers to claim seniority rights.





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Women artists and cultural professionals are too often the targets of harassment, intimidation and abuse, particularly in the light of new developments in the digital environment, that creates new threats in terms of artistic freedom. The COVID-19 crisis has brought about a new series of concerning challenges for those who advocate for gender equality in all domains of private and professional life – emerging data and information seem to indicate that recent progress might be severely undermined.

## **OBJECTIVE**

UNESCO published, with support from Sweden, the report “*Gender & Creativity: Progress on the Precipice*” on 8 March 2021. This report offers an overview of gender inequalities in the cultural and creative industries, as well as recommendations and innovative practices to reduce these inequalities. On the occasion of the 8th Conference of Parties of the 2005 Convention, a side-event will be organized on 4 June 2021, in order to share the main messages from the Gender & Creativity report with Member States and Partners to the 2005 Convention.

In line with the ResiliArt debates, this launch aims to facilitate a discussion between stakeholders from civil society and research institutes to highlight the progress and challenges for gender equality in the cultural and creative industries. As an emerging area in public policy, and despite some notable progress, policies promoting gender equality in the cultural and creative sector remain rare. Civil society has played an important role in data collection, advocacy and awareness raising around these issues, as well as in raising awareness about gender-based abuse in these industries.

## **FORMAT**

The meeting will be held online through the Zoom link and the webcast of the Conference of Parties of the 2005 Convention. During a dialogue among panelists, the following themes will be addressed:

- Transformative measures and policies to promote gender equality in the cultural sector, particularly in response to new challenges posed by the COVID-19 crisis;
- Well-being and safety in the workspace for all in cultural and creative industries, notably in the digital environment.

Interpretation will be provided in Arabic, Chinese, English, French, Russian and Spanish.

## AGENDA

12.30 – **Words of welcome**

12.35

Ms Jamila Seftaoui, Director, Gender Equality, UNESCO

12.35 – **Presentation of the Gender & Creativity report**

12.40

Mr Toussaint Tiendrebeogo, Head of the Diversity of Cultural Expressions Entity, UNESCO

Video: Key message from *Gender & Creativity*

12.43-  
13.05 **What transformative measures and policies for gender equality in the cultural sector could be implemented, particularly in response to new challenges posed by the COVID-19 crisis?**

Ms Bridget Conor (New Zealand), author of the Special Edition “*Gender & Creativity: “Gender & Creativity: Progress on the Precipice”*”, researcher and professor at King’s College (London, United Kingdom).

Mr Luis Alberto Quevedo (Argentina), Director of FLACSO (Latin-American Faculty of Social Sciences).

Ms Deeya Khan (Norway), musician, documentaries director, UNESCO goodwill ambassador for artistic freedom.

Video message from Naomi Kawase, Director, UNESCO goodwill ambassador for gender equality in creative industries

13.10-  
13. 25 **How to promote well-being and security in workspace for all in the cultural and creative industries and more specifically in the digital environment?**

Ms. Nia Dinata, (Indonesia), award-winning director and producer

Ms Esi Atiase (Ghana/Senegal), digital artist, member of the “Résiliente” movement.

13.25-  
13.30 **Closing remarks**

Ms Jamila Seftaoui, Director, Gender Equality, UNESCO

[Watch the debate](#)



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## PANELISTS

### Bridget Conor



Bridget Conor is the author of *Gender & Creativity: progress on the precipice*. She is a Reader in Gender and Work in the Cultural Industries at King's College London and has taught in both New Zealand and the United Kingdom. Her areas of expertise include cultural work, gender inequalities in cultural employment, and gender representation(s) across media and culture. She has published a number of books, including *Gender and Creative Labour* (2005) with Rosalind Gill and Stephanie Taylor. She currently is a member of the DISCE/Developing Inclusive and Sustainable Creative Economies research consortium, funded by European Union's Horizon 2020 Programme.

### Luis Alberto Quevedo



Luis Alberto Quevedo is a sociologist and director of the FLACSO Institute in Argentina since 2014. He has a master degree from the École des Hautes Études en Sciences Sociales at the University of Paris. Since 2000, he has directed the international postgraduate course "Culture and Communication Management" (the first of its kind in Argentina and the region) and coordinated the audiovisual cycle "Rurality and Gender" with the Argentine Ministry of Agriculture. Professor at the University of Buenos Aires, he has published more than 100 articles, book chapters and papers on culture, communication, human rights, gender policies in the rural world and media.

### Deeyah Khan



Deeyah Khan is an Emmy & Peabody award winning documentary filmmaker. Born to parents of Pashtun (Afghan) and Pakistani origin, the Norwegian filmmaker serves as the UNESCO Goodwill Ambassador for Artistic freedom and Creativity, promoting freedom of creation for artists around the world



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### **Nia Dinata**



Born in Jakarta (Indonesia), Nia Dinata is an awarded film director. She won the Most Promising New Director Award in the Asia Pacific Film Festival in Seoul in 2002 and her second feature, *THE GATHERING* (2003) was nominated for Annual Emerging Director Award at the Asian American International Film Festival in New York (2004). The movie *LOVE FOR SHARE* (2006) proves Nia Dinata to be the leading Woman Director. Her movies tackle sensitive issue such as homosexuality and polygamy. With wide-ranging fervor from working with woman icons to workshop-conducting, her accomplishments are translated into Kalyana Shira Foundation where she conducts Master Class: *PROJECT CHANGE*, a Film Workshop fostering filmmakers.

### **Esi Atiase**



Marketing strategist by profession & content producer at heart, Esi Atiase is a Pan-African Ghanaian woman who works at changing Africa's narrative. She reveals the stories of a growing Africa by creating *Sanaa Faces*, a web documentary series that highlights the cultural actors, artists and creative scenes of Africa. She is also a visual artist and the president of the video mapping collective based in Dakar – Senegal and has collaborated with UNESCO in the #La Voix de Résilientes campaign and #LeralThiossane.

[Watch the debate](#)