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Artists and
Creativity
beyond
crisis

ResiliArt

Report on the ResiliArt Movement in
Mongolia

COVID-19 and the cultural and creative industries

The COVID-19 pandemic has affected the whole world, plunging the global economy into a recession on a scale not witnessed since the 1930s. The current health crisis caused a global GDP loss of 6.7 percent in 2020, while one estimate shows that 8.8 percent of global working hours were lost relative to the fourth quarter of 2019, equivalent to 255 million full-time jobs. This translates into a loss of US\$3.7 trillion or 4.4 percent of global GDP in 2019 (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.



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 launched 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 was launched by UNESCO in partnership with the International Confederation of Societies of Authors and Composers (CISAC) on 15 April 2020, World Art Day. Since then, **over 270 debates have been held in more than 110 countries.** In East Asia, UNESCO Beijing Office joined hands with local partners and organized debates in Japan (23 May 2020), in China (6 and 28 July 2020) and at the sub-regional level in the framework of the International Year of Creative Economy for Sustainable Development.

Together, through the virtual debates and social media initiatives, UNESCO created 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 emerged from this movement will be shared with UNESCO Member States and decision-makers in order to inform their decision-making processes and help them better support the creative sector in times of crisis and post-crisis.



ResiliArt Movement in Mongolia

UNESCO Beijing Office partnered with the Mongolian National Commission for UNESCO and rolled out the ResiliArt movement in Mongolia, through a series of **five virtual debates** between October 2020 and April 2021. The series of debates gathered 25 panelists and 5 moderators who shared their experiences and insights on topics related to the impact of the COVID-19 pandemic in the arts and culture sector, as well as solutions and opportunities to overcome the crisis. Special thematic debates focused on the issues faced by **female artists**, opportunities and challenges of the **Fourth Industrial Revolution**, and the impact of the crisis on the **museum sector**.

The debate series resulted in a set of recommendations to help decision-makers develop suitable policies and mechanisms to assist artists recover from this difficult period and enhance the resilience of creative expressions. On 21 May 2021, on the occasion of World Day for Cultural Diversity for Dialogue and Development, UNESCO handed over to the Ministry of Culture the **2021 Recommendations emanating from the ResiliArt movement in Mongolia**. The International Cultural and Creative Industry Conference, organized by the Mongolian State University of Arts and Culture, within the framework of the Mongolia Innovation Week, represented a good occasion to present and discuss these recommendations publicly.

These recommendations were grouped into eleven topics, including i) funding mechanisms to overcome the crisis; ii) supporting artists and cultural professionals in a digital environment; iii) intellectual property; iv) arts and culture education; v) social and economic rights of artists and cultural professionals; vi) information gathering; vii) capacity-building; viii) cooperation and partnership; ix) museums; x) talent management; and xi) policies and strategies to strengthen the development of cultural and creative industries.

The recommendations focus on a range of critical policy areas that the Mongolian government shall take into consideration while moving towards the development of an overall strategy for the cultural and creative industries. The COVID-19 pandemic has come as a disruptor, exacerbating pre-existing challenges of a structurally fragile sector, and severely affecting the mobility of artists, market access, intellectual property rights, artistic freedoms and livelihoods, and funding for cultural organizations. The crisis has yet also been an accelerator of the ongoing digital transformation which creates both challenges and opportunities for the sector.

Schedule

- 21 October 2020 (14:00-16:00 local time): ResiliArt#1 – generic
- 11 November 2020 (12:00-14:00 local time): ResiliArt#2 – female artists
- 27 January 2021 (16:30-18:30 local time): ResiliArt#3 – Fourth Industrial Revolution
- 23 February 2021 (16:00-18:00 local time): ResiliArt#4 – museums
- 15 April 2021 (16:00-18:00 local time): ResiliArt#5 – generic

Figures

Viewers: 33,264

Likes: 349

Shares: 470

Comments: 153

Participants

The opening and closing debates featured speeches by the Director of UNESCO Beijing Office and the Secretary-General of the Mongolian National Commission for UNESCO. The debates were moderated respectively by Mr J. Erkhemtugs, Dean of the Cultural Industries Department at the Mongolian State University of Arts and Culture (first and last debate), Ms O. Baigal, President of the International Women's Federation of Commerce and Industry (IWFCI) Mongolia, Mr Ch. Enkhbold, Senior Lecturer of the Department of Business Administration at Mongolian University of Finance & Economics, and Ms D. Bumaa, President of the Mongolian National Committee of the International Council of Museums (ICOM). Each debate engaged five panelists, for a total of 25 ensuring diversity in terms of industry, including music, film, performing arts, publishing, visual arts, media and cultural institutions.

Format

The debates took place in Mongolian language facilitated by a local moderator, to ensure wider accessibility. Recordings are available with English subtitles. In order to ensure a fast-paced, engaging discussion, and to minimize audience drop-outs, the format was three questions for each panelist, for a total of 2 hours including Q&A. The debates were organized on Zoom online platform, and broadcast live on Facebook to allow an unlimited number of audiences to follow the discussion and engage through likes and comments.

Themes

The ResiliArt debates were structured around four key themes and adapted to the local context and thematic focus:

- 1) Constraints artists face as a result of the 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



2021 Recommendations Emanating from the ResiliArt Movement in Mongolia

May 2021

At the 40th session of the UNESCO General Conference in 2019, the 15 April was declared as the World Art Day and every nation has started to celebrate this occasion since then. Following the adoption of this decision, UNESCO launched the global movement ResiliArt on the occasion of the World Art Day in 2020, covering key challenges facing the arts and culture sector, opportunities, and solutions to overcome through virtual discussions with professionals from the cultural and creative industry sector (CCI). Today, more than 110 countries have joined the movement and over 240 ResiliArt debates have been organized.

Mongolian artists and culture professionals joined this global movement and a total of 5 virtual debates were successfully organized between October 2020 to April 2021 by the Mongolian National Commission for UNESCO in collaboration with the UNESCO Beijing Cluster Office. The series of debates gathered 25 panelists and 5 moderators who shared their experiences and insights on topics such as the impact of COVID-19 pandemic in arts and culture sector, and solutions and opportunities to overcome the crisis.

Recommendations collected from the discussions emanating from the five debates engaging leading artists and cultural professionals in Mongolia are as follows:

1) Funding mechanism to overcome the crisis

- Establish a fund as part of Ministry of Culture, which can provide funding to people working in cultural and creative industry (CCI); For instance, this funding can be for translating Mongolian literature book from Mongolian to English;
- Provide financial support to artists and culture professionals as equipment and technology in accordance with international standards are inadequate and very costly in Mongolia;
- Coordinate in connecting artists with private companies and partnership organizations who can provide funding and support to CCI;
- Support economic stability of artists and culture professionals by providing them opportunity to collaborate on joint projects and initiatives;
- Invest in establishment of skilled management companies in fields of arts and culture;
- Support new start-up businesses until its maturity and expand the funding allocated for entrepreneurs in CCI, thereby helping the development of the creative economy of Mongolia.

2) Support to artists and culture professionals in a digital environment

- Support mobile phone applications with utilization of Information Communication Technology (ICT), and sales of products from CCI in a digital environment;
- Organize comprehensive discussions involving all stakeholders to develop digitalization in

Mongolia as digital environment is a vital factor for growth of CCI;

- Organize a virtual campaign against gender stereotype, through artworks of artists and culture professionals;
- Support artists who create virtual contents for children, which contains Mongolian national characteristics such as its cultural heritage, with appropriate policies;
- Help Mongolian artists and culture professionals to compete in international competitions.

3) Intellectual property

- Strengthen the legal environment for intellectual property to support artists;
- Increase intellectual property education of every citizen and include this in the primary school curriculum;
- Learn from international experiences such as South Korean approach, where they have strengthened their legal environment for intellectual property by giving unique ID to their citizens every time they access internet, and utilizing this for detecting any infringements;
- Define the concept of copyright-based industry and remove misconceptions concerning its definition in laws and rules;
- Increase the number of professional lawyers and attorneys specialized in copyrights;
- Define sub-sectors of copyright-based industry by conducting in-depth analysis concerning its contribution to Mongolian GDP and current position in international trade; this can be achieved through forming a united registration system and further analyzing statistical information;
- Create a system for statistical information collection in compliance with international standards;
- Develop the concept and strategy for copyright-based industry, form a legal monitoring mechanism, provide financial assistance, create suitable investment environment, integrate with other economic sectors, enhance infrastructure, and assist in reaching international market;
- Strengthen the capacity for joint administrative management for copyrights.

4) Arts and culture education

- Take into account of providing arts and culture education to the youth, ensuring that they have a common national value;
- Increase television contents that promotes Mongolian cultural heritages and customs, and promote Mongolian culture to children and youth in a digital environment;
- Initiate and implement national-level movements, competitions and events which promotes Mongolian culture and its ethnic groups by utilizing all available social media platforms;
- Take into account of more modern terminologies such as arts and culture education instead of enlightenment and incorporate it in policies;

- Introduce more youth-friendly democratic policies that primarily help develop the mindset and attitude of its citizens.

5) Social and economic rights of artists and culture professionals

- Organize international cultural forum in Ulaanbaatar city and increase the voice of every Mongolian artists and culture professionals by uniting them at this conference;
- Provide gender education to children from their early childhood to combat gender stereotypes;
- Provide seminars on gender equality for every employee of arts and culture sector, and opportunity to have equitable wage level;
- Create more effective legal environment and business ecosystem to shift business ideas in CCI into businesses.

6) Information gathering

- Establish a research team as part of the Ministry of Culture and unite researchers to identify challenges of arts and culture sector in Mongolia and societal trends, and report research findings to the Ministry, which can subsequently be used in planning of policy and strategy;
- Establish an advisory committee of artists and culture professionals from different generations such as the elderly, middle and the youth as part of the Ministry of Culture, to increase voices of artists and culture professionals and link this with the policy-making;
- Shift museums into a virtual museum and create a national security database on museums with joint effort of Ministry of Culture and Communications and Information Technology Authority.

7) Capacity building

- Initiate an international artist exchange program which talented international artists and cultural professionals can come to Mongolia to increase the capacity of Mongolian artists through workshops;
- Introduce sound technology in compliance with international standards as sound quality of Mongolian arts and culture performances are inadequate, and increase the human resources capacity;
- Assign a technical and technological specialist in all museums who can cooperate in finding funding sources during times of limited government budget, know how to be part of projects and programs, run a virtual museum, and can make changes;
- Create opportunities for Mongolian artists to virtually meet and learn from international artists and producers;
- Increase the public awareness of cultural and creative industry at the national level;
- Increase the number of experts specialized in CCI.

8) Cooperation and partnership

- Encourage government and non-governmental organizations to have policy which supports artists as part of their Corporate Social Responsibility (CSR);
- Call upon the Craftsmen's Union Committee, art galleries and the Ministry of Culture to ensure participation of Mongolian artists in domestic and international events, programs, projects and significantly emphasize on presenting their artistic creations;
- Allocate tasks to small agencies when the Ministry of Culture implements large projects which can potentially create big national brand;
- Increase the cooperation with both domestic and international experts in CCI.

9) Museums

- Prepare highly skilled individuals in Mongolian museum sector who can utilize advantages from digital environment during and post-COVID-19 pandemic period;
- Provide financial assistance to museums, by the government to purchase museum equipment in compliance with international standards, which can extend lifetime of museum exhibits;
- Establish a small shared studio, by the Ministry of Culture among museums; provide necessary funding to this studio as it creates opportunity for individuals with excellent programming skills to develop mobile phone application, and professional cameraperson and editors to make videos with high quality and short films in congruence to consumer expectations, which all can be translated for promotion purposes to an international market;
- Formulate a policy which protects museum exhibits in a digital environment as well as copyrights;
- Organize virtual events about museum exhibits for all age groups and use all existing digital platform in museum operations;
- Organize online seminars in collaboration with public schools of Mongolia to disseminate museum education for students;
- Enhance the preservation and protection of museum exhibits in the museum registration system; for instance, invisible damages to museum exhibits occur a lot thus a policy to stabilize research and analysis to discover this issue needs to be formulated for all museums;
- Implement a policy which aims to increase revenues and visitors to local museums as local museums are underdeveloped in terms of their technology and human resources in contrast with museums in the capital city;
- Create the opportunity for Mongolian museums and cultural exhibitions to receive a preferential treatment in reaching international audience, through a foreign policy;
- Establish a virtual database for museum and cultural heritage for local and international audience;
- Support museum employees by involving them in local and international research

conferences and seminars during the COVID-19 pandemic;

- Provide financial support such as Minister of Culture's scholarship to museums in times of decreased government expenditure, as COVID-19 has led to significant decrease in museum audiences and revenue.

10) Talent management

- Define the concept of talent and talent management, and fix the misconception gap among artists and producers regarding talent and talent management;
- Provide opportunities for artists to collaborate on researching, implementing and maintaining talent management projects as a team;
- Create an environment where Mongolian artists can reach international audience through well coordination and increasing understanding of talent management, and number of talent agencies;
- Discover possibilities to cooperate and form contract with internationally recognized talent agencies, and introduce and adapt the talent management concept to Mongolia;
- Train artists through talent agencies with an integrated policy, and plan, implement, and retain self-development initiatives; this means providing the opportunity to implement talent management in long-term.

11) Policies and strategies to strengthen the development of CCI

- Create a statistical system in the framework of culture statistics, launch international methodology (6 statistical system commonly used in international level), assess its development status with scientific setting;
- Establish an institute for CCI (think tank) and create an appropriate environment to work with sustainability;
- Develop CCI ecosystem mapping, renew and change legislations, define the role and conditions of government support, create a suitable investment environment, and formulate and implement policies based on the national mapping;
- Define the creative value chain of sub-sectors of CCI through cultural statistic scope, and strengthen stakeholders' collaboration and partnerships in innovation field;
- Implement a policy which supports national brand in local areas with cluster principle;
- Focus on developing CCI park, incubator and hub based on partnership of the government and private sector, and provide financial assistance;
- Develop the national specialization scope which incorporates human resources training, retraining, and expertise them as self-development is vital for the competitiveness of CCI. This can enhance the labor exchange market which will allow to join the international labor economy network;
- Start the initiative to call upon local areas to join the UNESCO Creative Cities Network, and provide financial and technical support.