1. ResiliArt inaugural debate

- Over 1,100 viewers during the two hour session
- Highest peak traffic: 1136 viewers
- Over 600 questions and comments

Selected comments/questions

“How do we work with and empower artists and cultural workers who are unable to adapt their practice to online platforms?” – Daniella Carrington, Trinidad and Tobago

“How many creators are already in poverty - or rather who is able to become a creator is already restricted because the sector is already so fragile.” – Sara, United Kingdom

“How can we work together more collaboratively to empower creatives across Africa to acquire skills needed to thrive in a post covid-19 world?” – Johnny Muteba, South Africa

“Today more than ever we should find a common model for culture to prevail There is much confusion and many individuals are emerging with good ideas for the practice.” – Francesco Petrozzi, Peru
“Is it possible for this campaign to promote a set of recommended policies and measures that governments and private sector actors could adopt and implement to support artists and cultural workers during this crisis?” – Basma El Husseiny, Lebanon

“What can be done to recognize film crew members and freelancers as daily wages workers by the governments to receive monthly stipend in the lockdown till they are back on their feet?” – Sim Malik, Pakistan

2. Media coverage

Online visibility
- 14,900 results for “ResiliArt” from Google News search (22 April)
- 123,000 results for “ResiliArt” from Google search (22 April)

Global media coverage*
Media outlets in over 23 Countries: Algeria, Brazil, Canada, China, Colombia, Croatia, Dominican Republic, France, Gabon, Hungary, India, Italy, Luxembourg, Mexico, Nigeria, Romania, Russia, Senegal, Serbia, Spain, Venezuela, Viet Nam, Zimbabwe

* For links to the media clippings, see Annex

Selected media outlets (number is estimated readers)
OGLOBO (Brazil – 17.4 million), FORBES CHINA (China – 198,000), LA PRESSE (Canada – 4 million), BOURSORAMA (France – 5 million), VECERNJI (Hungary – 3 million), PERIODICO VANGUARDIA (Mexico – 929,000), AGENCE DE PRESSE SENEGALAISE (Senegal – 46,000), N°1 (Serbia – 1.4 million), EUROPA PRESS (Spain – 4.52 million), Voice of Viet Nam (Viet Nam – 2 million)

Media partnerships
Art Newspaper and RFI/France 24/Monte Carlo Doualiya

Upcoming interviews
CNN, Jeune Afrique, Art Newspaper, UN News, The Stage (to be confirmed)
UNESCO got involved with the 2020 celebration. From 2 to 4pm on Wednesday, April 15, UNESCO launched a virtual event themed, ResiliArt, which featured debate over the challenges faced by artists. Audrey Azoulay, UNESCO Director-General who launched ResiliArt stated: “Our Organisation would thus like to pay tribute to the solidarity shown by artists and institutions at a time when art is suffering the full force of the effects of a global health, economic and social crisis.”

In launching ResiliArt, UNESCO urged culture professionals to join the movement and replicate the platform in their respective regions with thematic focus. In Nigeria, Ebohon explained that art, as a veritable source of socialisation will not be the same again. “There is a value chain attached to the eventual sale of any artwork,” of which he said would be dislocated.”

“Many creatives have joined the movement such as film director Trinh Dinh Le Minh, rapper Hằng Kani, vlogger Chan La Cà and director Luk Vân. “I joined the movement as a way to express my hope and bravery in the face of obstacles.”” (Vietnamnet)

“La Cisac et l’UNESCO, dont il est ambassadeur de bonne volonté, a lancé ResiliArt, mouvement pour soutenir la culture en ces temps de pandémie. « Sans culture, pas de société possible », martèle auprès de l’AFP la chanteuse Angélique Kidjo, vice-présidente de la Cisac. ” (La Presse)

“Thierry P. Nzamba Nzamba, Administrateur du programme culture au Bureau de l’Unesco à Libreville, a présenté les initiatives lancées par l’organisation, au niveau mondial, qui sont censées bénéficier au secteur de la culture. Il s’agit de la campagne ResiliArt pour laquelle les artistes, les créateurs et les institutions culturelles à travers le monde sont invités à poster leurs propres messages, photos et/ou vidéos sur l’art sous confinement. «Ils seront invités à taguer et désigner un autre artiste qui fera de même». ” (Gabon Review)

“UNESCO is hosting an online debate and social media campaign on World Art Day (April 15) in collaboration with electronic music expert and their Goodwill Ambassador Jean Michel Jarre. Called ResiliArt Debate, it is part of UNESCO’s initiatives to support cultural industries and artists through the COVID-19 pandemic. ” (Outlook India)
3. Social Media

**Overview**

**Instagram**
- Over 400 posts tagged #ResiliArt on Instagram (as of 20 April)
- Over 4000 use of the #ShareCulture on Instagram, with around 50% of them used for World Heritage

**Facebook**
- Over 250 posts on ResiliArt on Facebook (as of 20 April)
- 400 shares of the publication of April 15th for World Art Day and the #ResiliArt Debate
- Over 1000 likes of the publications and shares on Facebook
- +/- 50 share of the #ShareCulture
- The video of Jean-Michel Jarre talking about eternal copyright (which was part of the debate) that UNESCO shared on Facebook on Sunday April 19th had over 3000 views in 3 hours

**Twitter**
- Over 200 posts tagged #ResiliArt on Twitter (as of 20 April)
- Over 1000 likes of publications with the #ResiliArt
- More than 200 shares of the #ShareCulture of which approximately 50% directly linked to the debate of April 15th

**Website**
- Announcement article of ResiliArt on UNESCO website liked over 890 times via Facebook
Messages of ResiliArt

People around the world posted their messages of ResiliArt and their artistic expressions, answering the call for artists to join ResiliArt movement on social media.

“Technology helps me keep in touch with my target audience. Also during the social distancing, I look for and find the moment to paint. I’m increasing my painting production thinking positively about future exhibitions. This is my first message about ResiliArt and I name Enza Di Vinci to invite her to participate in ResiliArt.” @davide74

ResiliArt message from Naomi Kawase, Cannes Film Festival Grand Prix winner:
Selected posts

If you think artists are useless try to spend your quarantine without music, books, poems, movies and paintings.
Social media posts about the debate

UNESCO social media accounts as well as cultural professionals encouraged people to join the debate through social media messages.
4. ResiliArt movement around the world

Completed

- Uganda: organized by Juliana Akoryo, UNESCO focal point (16 and 23 April)
- Kenya: Included Judith Ogana, UNESCO Nairobi staff, as a panel (16 April)
- Peru (19 April): organized by an independent party
- Colombia (23 April): organized by an artists collective
Potential future ResiliArt

Countries where parties that have shown interest* in organizing a ResiliArt are located:

- Independent artists and national cultural institutions
  Andorra, Australia, Austria, Bolivia, Canada, Chad, Egypt, Ethiopia, the Gambia, Greece, Italy (3), Japan, Lebanon, Luxembourg, Macedonia, Mali, Mexico (2), New Zealand (2), Portugal, Senegal, Spain, St Lucia, Ukraine, United Kingdom

- International cultural institutions
  Association of European Performers’ Organizations, International Music Council

- Field-Office led national
  Algeria, China, Colombia, Ecuador, Gabon, Honduras, Indonesia, Jamaica, Palestine, Panama, Peru, Zimbabwe

- Field-Office led regional
  Latin America, Asia-Pacific

- Other
  Living-heritage led ResiliArt, ResiliArt illustration contest (Zimbabwe)

* Does not guarantee the implementation of ResiliArt
Annex: Selection of press coverage per country

Key coverage = 🧑‍🎨

ALGERIA

- LIBERTÉ ALGÉRIE 19/04/2020
  http://liberte-algerie.com/culture.plus-de-la-moitié-des-métiers-de-l’art-disparaitra-en-2021-337627
- ELMOUDJAHID (59K estimated readers) 15/04/2020
  http://www.elmoudjahid.com/fr/actualites/151436

BRAZIL

- OGLOBO (17.4M estimated readers)

CANADA

- LE DEVOIR (5K estimated readers) 16/04/2020
  https://media1.ledevenoir.com/culture/577101/les-gafa-doivent-payer
- LA PRESSE (4M estimated readers) 16/04/2020

CHINA


COLUMBIA

- MNIA LIVE (4.5K estimated readers) 14/04/2020

CROATIA

- TOTAL CROATIA NEWS (216K estimated readers) 16/04/2020
  https://www.total-croatia-news.com/lifestyle/42917-online-art
- HRT MAGAZIN 15/04/2020
  https://magazin.hrt.hr/604043/jean-michel-jarre-najavio-virtualnu-debatu-o-utjecaju-krize-na-kulturu

23 April 2020, Matilda Machimura
resiliart@unesco.org
DOMINICAN REPUBLIC

- CDN JOURNAL 15/04/2020

FRANCE

- ACTUALITÉS sur FREE (1 M estimated readers) 16/04/2020

- BOURSORAMA (5M estimated readers) 16/04/2020

- CAPITAL (139K estimated readers) 16/04/2020

- CBNEWS 16/04/2020
  https://www.cbnews.fr/medias/image-taxer-gafa-soutenir-artistes-51244

- NEWSPRESS (2K estimated readers) 16/04/2020
  http://www.newspress.fr/Communique_FR_313215_7402.aspx

- OUEST FRANCE (23.9K estimated readers) 16/04/2020

- YAHOO NEWS (5.6 M estimated readers) 16/04/2020

- AFP- ongoing interviews: JM. JARRE, Wednesday 15 April @ 17h15 and Angélique KIDJO, Thursday 16 April @10h45

- LE FILM FRANÇAIS (estimated readers) 14/04/2020

- PRINZBLOG (792K estimated readers) 14/04/2020

- WEBMASTER (421K estimated readers) 14/04/2020

GABON

- GABON REVIEW 18/04/2020
HUNGARY

- **CULTURE NET** – 16/4 (19K estimated readers) 15/04/2020
  https://www.culturenet.hr/default.aspx?id=97134

- **OTVORENO** (52K estimated readers) 15/04/2020
  https://otvoreno.hr/kultura/jean-michel-jarre-kultura-moze-predvoditi-oporavak-od-covida-19/277543

- **GLASISTRE** (648K estimated readers) 14/04/2020

- **T-PORTAL** (2.5M estimated readers) 14/04/2020

- **VECERNJI** (3M estimated readers) 14/04/2020

INDIA

- **INDIA EDUCATION DIARY** (81K estimated readers) 16/04/2020

- **OUTLOOK INDIA** 15/04/2020

ITALY

- **L’AGENDA NEWS** 19/04/2020

LUXEMBOURG

- **LE QUOTIDIEN** (139K estimated readers) 16/04/2020

MEXICO

- **CHANNEL 22** 16/4 (52K estimated readers) 15/04/2020

- **PERIODICO VANGUARDIA** (929K estimated readers) 14/04/2020
• **DIARIO DE QUERETARO** (295K estimated readers) 13/04/2020

• **EL HERALDO DE JUAREZ** (15.3K estimated readers) 13/04/2020

• **EL SOL DE IRAPUATO** (15.3K estimated readers) 13/04/2020

• **EL SOL DEL MARINERO** (18.6K estimated readers) 13/04/2020

• **EL SOL DE MEXICO** (973K estimated readers) 13/04/2020

• **EL SOL DE SAN JUAN DEL RIO** (83.9K estimated readers) 13/04/2020

• **EL SOL DE SAN LUIS** (171K estimated readers) 13/04/2020

• **EL SOL DE TLAXCALA** (266K estimated readers) 13/04/2020

• **EL SOL DE TOLUCA** (553K estimated readers) 13/04/2020

**NIGERIA**

• **THE GARDIAN** 19/04/2020
  https://guardian.ng/art/how-world-art-day-2020-brought-resiliart/

**ROMANIA**

• **ULTIME** (19K estimated readers) 16/04/2020

• **NEWS ROMANIA** (359K estimated readers) 16/04/2020

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23 April 2020, Matilda Machimura
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RUSSIE

- **AGENCE D'INFORMATION SOCIALE** 13/04/2020

SENEGAL

- **AGENCE DE PRESSE SENEGALAISE** (46 K estimated readers) 16/04/2020

- **GFM** (53K estimated readers) 16/04/2020
  https://www.igfm.sn/les-artistes-et-la-creativite-au-dela-de-la-crise

- **ALL AFRICA** (120K estimated readers) 16/04/2020

- **KOLDA NEWS** (9K estimated readers) 16/04/2020

SERBIA

- **N°1** (1.4M estimated readers) 14/04/2020

SPAIN

- **CATALUNYA PRESS** 19/04/2020

- **EL SEMANARIO** 15/04/2020

- **ABC** (26.7M estimated readers) 14/04/2020

- **DIARIO SIGLOXXI** (179K estimated readers) 14/04/2020

- **EUROPA PRESS** (4.52M estimated readers) 14/04/2020
- **LA VOZ DIGITAL** (1.1 M estimated readers) 14/04/2020

**VENEZUELA**


**VIETNAM**


- **VOV** (2M estimated readers) 16/04/2020

- **HANOI MOI** (estimated readers) 15/04/2020

- **NGAYNAY** (177K estimated readers) 14/04/2020

**ZIMBABWE**

- **MUSIC IN AFRICA** (301K estimated readers) 14/04/2020