CALL FOR PARTNERS
ARE YOU A FUTURE LEADER IN TECHNOLOGY OR A PIONEERING ENTREPRENEUR LOOKING FOR NEW BUSINESS OPPORTUNITIES IN ASIA AND THE PACIFIC?
Are you a cultural stakeholder looking for innovative solutions to address your challenges?
JOIN UNESCO COLLECTIVE ACTION PLATFORM TO IMPLEMENT 

TECHCUL

INITIATIVE

DEVELOPING DIGITAL SOLUTIONS FOR THE CULTURE AND CREATIVE SECTOR IN THE ASIA-PACIFIC REGION
The creative economy contributes to 6.1% of the global economy, representing 4.3 trillion USD per year.

It employs 30 million people, with more people ages 15-29 than any other sector.
Cultural tourism accounts for about 40% of world tourism revenues.
Asia and the Pacific is rich in culture and creativity and pioneering in digital and technology advancement.
OPPORTUNITIES FOR TECH ENTREPRENEURS
Many digital solutions for culture have been pioneered in other regions...but not much in the Asia-Pacific yet.
Digital technology and innovation can transform the culture and creative sector and offer new business opportunities in this region.
Growing threats to heritage

Limited revenue streams

Unsystematic data and knowledge management

Limited access to resources

Lack of collaboration between stakeholders

Lack of capacity
AND FIND SOLUTIONS TO

CREATE
- more diversified and resilient income streams
- cultural and creative practitioners and organizations to resources
- access to arts, cultural heritage and creative goods and services

CONNECT
- networking and collaboration among culture, creative, business and tech sectors

EXPAND
- knowledge management and harness data for more informed decision/policy making

ENHANCE
- training and education to support culture and creative professionals and consumers

UPGRADE
cultural heritage

SAFEGUARD
ACROSS DOMAINS

- film
- music
- gastronomy
- design
- performing arts
- living heritage
- museums
- visual arts
- heritage destinations
WHY WORK WITH UNESCO?
• Access to and affiliation with a globally renowned brand

• Access to networks and potential government and international partners through UNESCO’s wide range of partnerships
• A CHANCE TO INNOVATE FOR AND ALIGN YOUR ACHIEVEMENT WITH THE SUSTAINABLE DEVELOPMENT GOALS
• PLATFORM FOR VISIBILITY WITH INTERNATIONAL REACH
• **Combine Profit and Purpose**: Opportunity for entrepreneurs to access fresh and creative ways to combine business with social impact.

• **Support Projects Aligned with Your Company’s Interest and Core Competencies**: and involve employees in social impact activities.
WHAT ROLE CAN YOU TAKE?
JOIN THE IDEATHON

- team up to develop cutting-edge digital solutions or new business opportunities in the culture and creative sector

TECH FIRMS

DEVELOPERS

CULTURAL ORGANIZATIONS

ENTREPRENEURS
SUPPORT THE IDEATHON

- Inspire the next generation with cash prizes or in-kind support to winners
- Be invited to serve as Ideathon judge
- Provide seed funding to winners to develop winning ideas into market-ready solutions
- Provide mentoring and advisory services

TECH AGENCIES
INVESTORS
INCUBATORS
TIMELINE FOR THE TECHCUL IDEATHON

01.11.2020
LAUNCH OF
UNESCO
TECHCUL
IDEATHON

REGISTRATION
STARTS

06.12.2020
IDEATHON
ONLINE EVENT
(DESIGN
THINKING
WORKSHOP)

IDEAS
SUBMITTED

12.12.2020
FINALIST
PITCH
TEAMS
ANNOUNCED

01.2021
UNESCO
TECHCUL PITCH
EVENT
JOIN US AS
A FOUNDING PARTNER
TO ESTABLISH THE
UNESCO CREATIVITY INCUBATOR
FOR ASIA AND THE PACIFIC
HOW TO PARTICIPATE

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