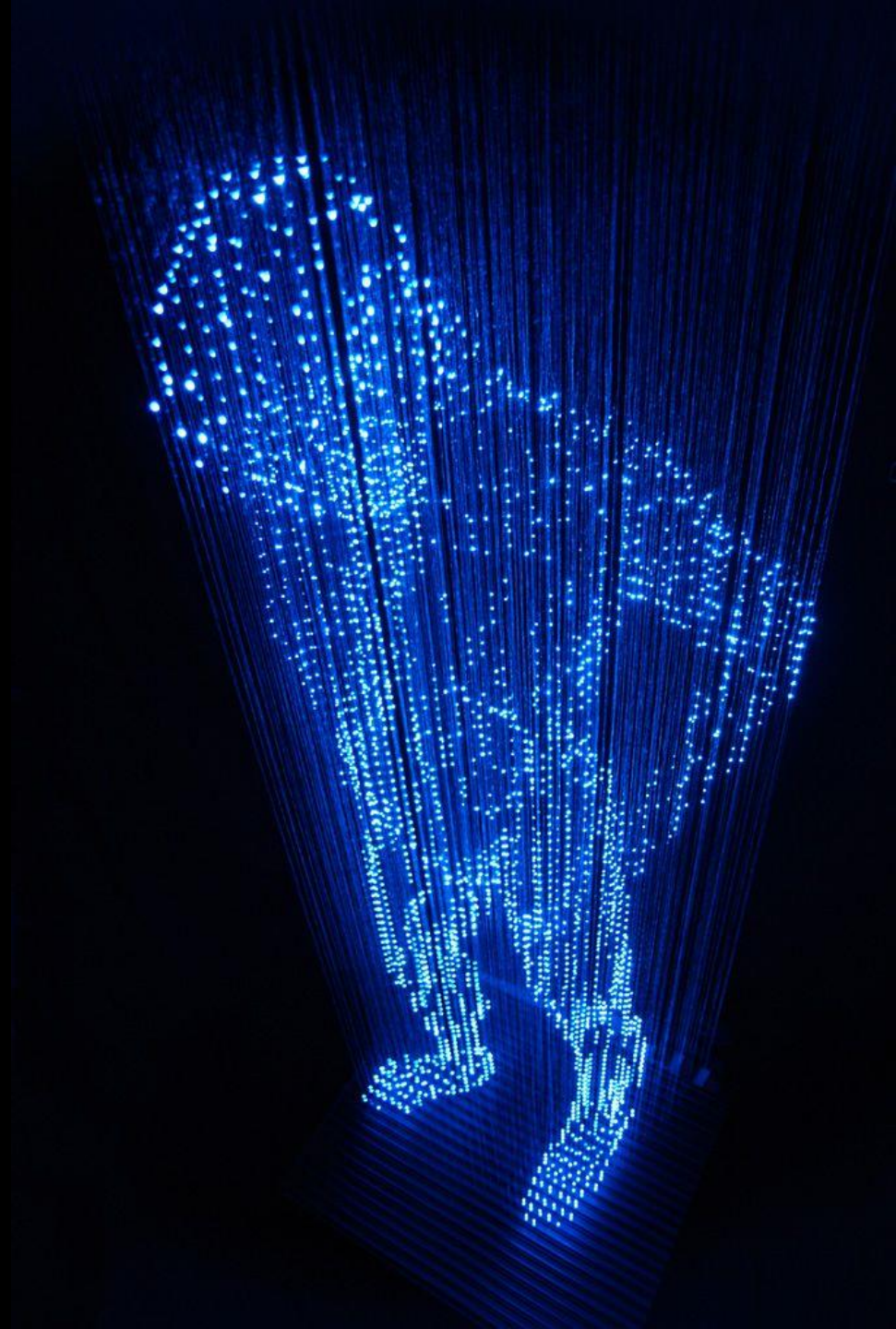




CALL FOR PARTNERS **techcul**

ARE YOU A FUTURE LEADER IN
TECHNOLOGY OR
A PIONEERING ENTREPRENEUR
LOOKING FOR NEW BUSINESS
OPPORTUNITIES
IN ASIA AND THE PACIFIC?



A person stands in silhouette on a dark, rocky hill, looking up at a vast night sky. The Milky Way galaxy is prominently visible, stretching diagonally across the frame from the bottom left towards the top right. The sky is filled with numerous stars, and the overall color palette transitions from deep blues and purples at the top to warm oranges and yellows near the horizon where the person stands.

ARE YOU A CULTURAL STAKEHOLDER
LOOKING FOR INNOVATIVE SOLUTIONS
TO ADDRESS YOUR CHALLENGES?

JOIN UNESCO COLLECTIVE ACTION PLATFORM TO IMPLEMENT

teachcultural

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.

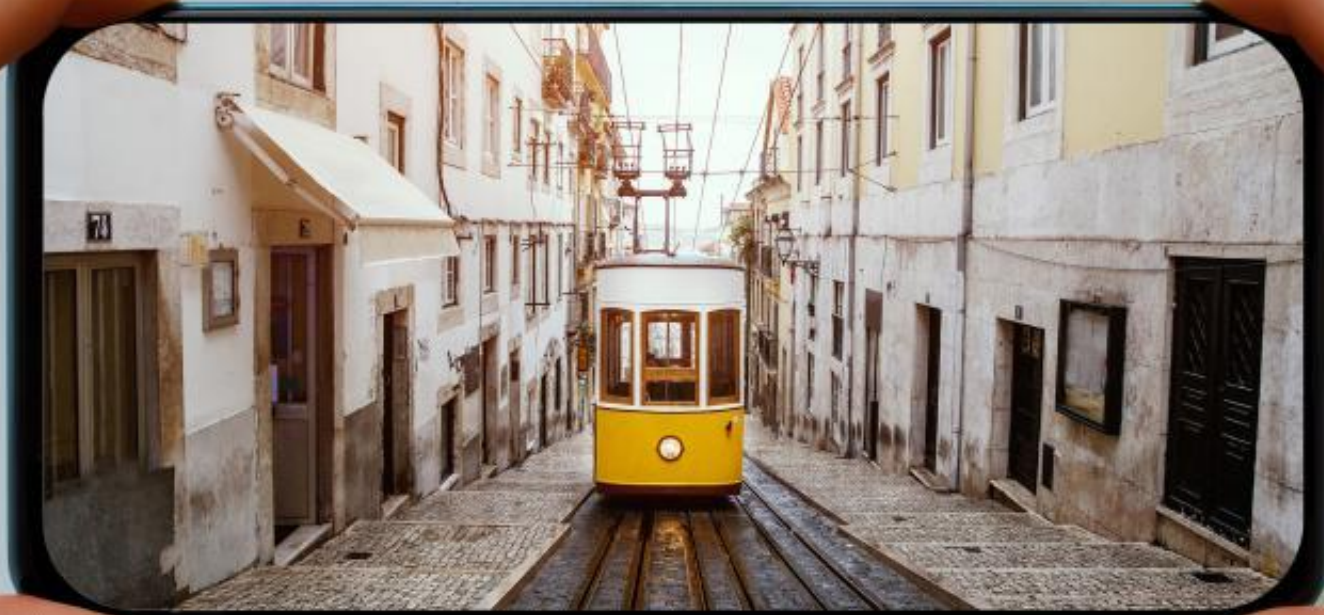


ASIA AND THE PACIFIC IS RICH
IN CULTURE AND CREATIVITY AND
PIONEERING IN DIGITAL AND
TECHNOLOGY ADVANCEMENT



The background is a dark, abstract composition. A prominent feature is a wireframe cube rendered in a reddish-pink hue, appearing to float in the center-right. To the left, there are out-of-focus, glowing bokeh lights in shades of cyan and blue. The overall color palette is dominated by deep blues, purples, and the vibrant reds and greens of the light effects.

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.

TOGETHER WE WILL **tæhcul**/'tæk.əl/ MANY CHALLENGES



Growing threats to heritage

Limited revenue streams



Limited access to resources



Unsystematic data and knowledge management

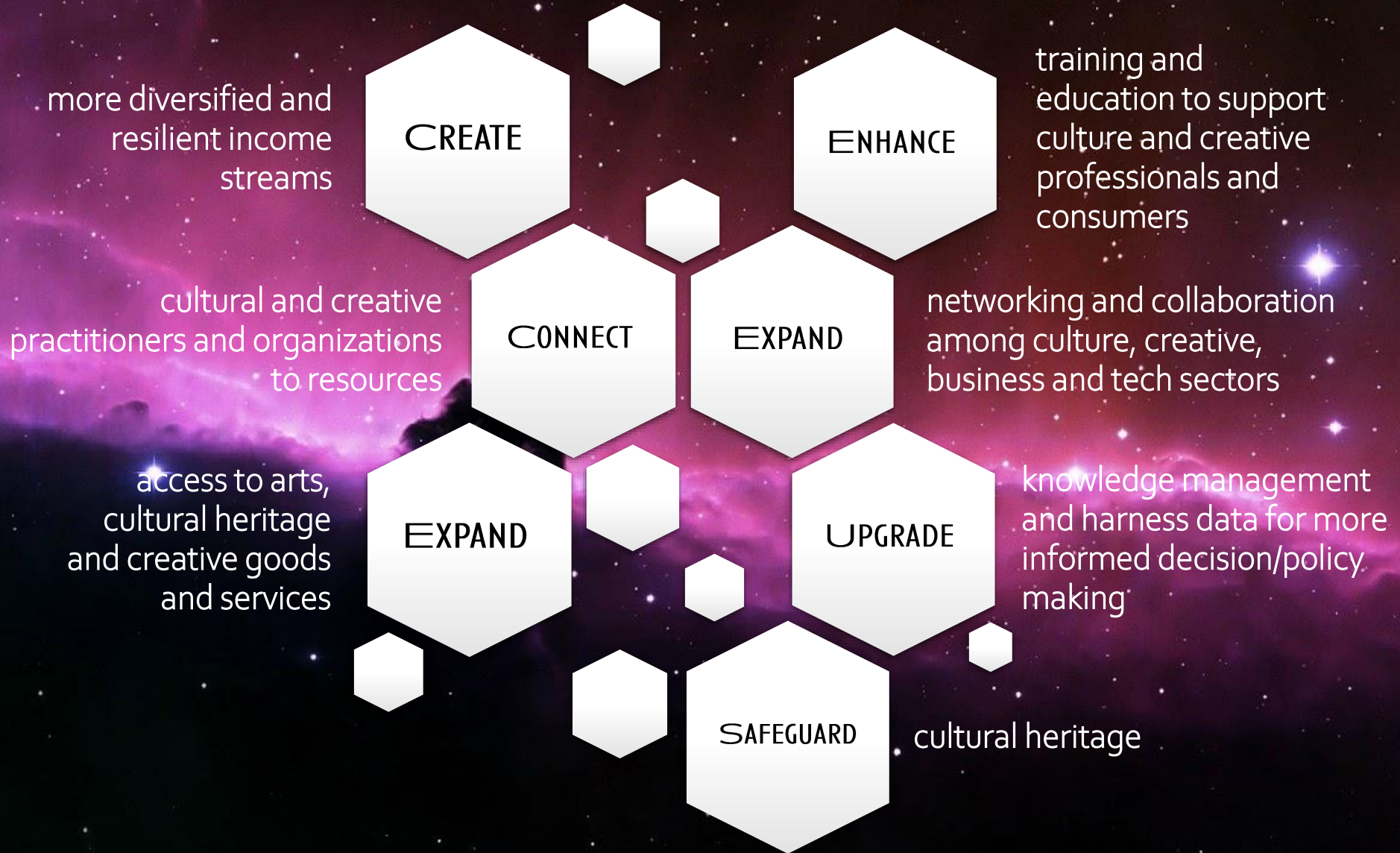


Lack of collaboration between stakeholders



Lack of capacity

AND FIND SOLUTIONS TO



ACROSS DOMAINS

performing
arts



visual arts



music



living heritage



film



gastronomy



heritage
destinations



design



museums





WHY WORK WITH UNESCO?



- ACCESS TO AND AFFILIATION WITH A GLOBALLY RENOWN 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

TECH FIRMS

DEVELOPERS

**CULTURAL
ORGANIZATIONS**

ENTREPRENEURS

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

SUPPORT THE IDEATHON

TECH AGENCIES

INVESTORS

INCUBATORS

- 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

TIMELINE FOR THE TECHCUL IDEATHON



01.11.2020
LAUNCH OF
UNESCO
TEHCUL
IDEATHON
(
REGISTRATION
STARTS

06.12.2020
IDEATHON
ONLINE EVENT
(DESIGN
THINKING
WORKSHOP)
IDEAS
SUBMITTED

12.12.2020
FINALIST
PITCH
TEAMS
ANNOUNCED

01.2021
UNESCO
TEHCUL PITCH
EVENT

JOIN US AS
A FOUNDING PARTNER
TO ESTABLISH THE
UNESCO CREATIVITY INCUBATOR
FOR ASIA AND THE PACIFIC



teshcul



techcul

HOW TO PARTICIPATE

WRITE US AT TEHCUL@UNESCO.ORG

OR CALL US AT [+6623910577](tel:+6623910577) EXT. 509

FOR MORE INFO, PLEASE VISIT: TEHCUL.ORG