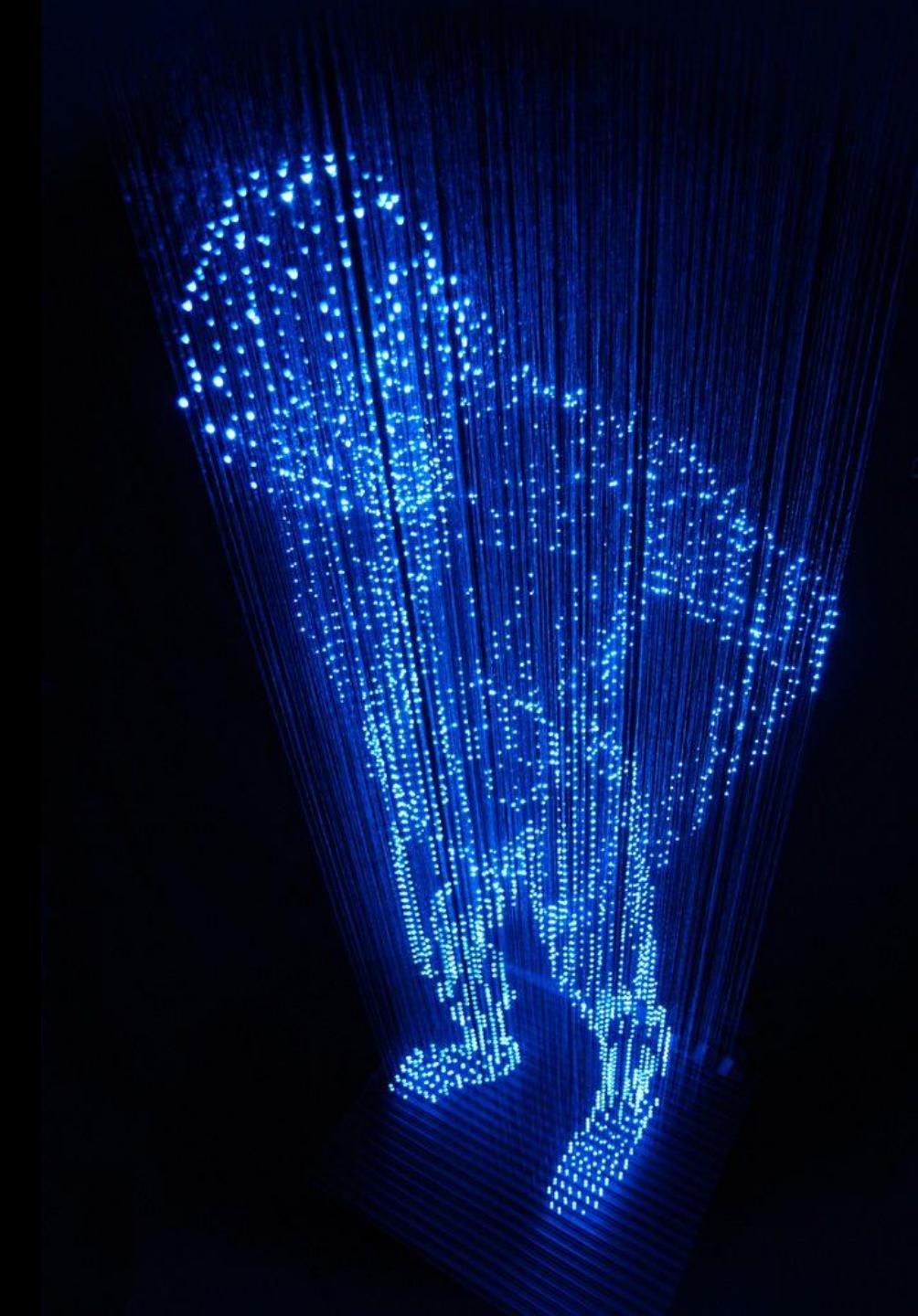


A photograph showing a group of young girls, likely of Hmong descent, gathered around a smartphone. They are wearing traditional black and red embroidered clothing. One girl in the foreground has her hair pulled back in a bun and is wearing a white face mask. Another girl to her right is wearing clear safety goggles over her eyes. They are all looking intently at the screen of a pink smartphone held by one of the girls. The background shows more people in similar traditional attire.

CALL FOR PARTNERS

tech4hulu

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



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

A close-up photograph of a person's hands operating a traditional wooden loom. The person is weaving a vibrant red fabric with a gold-colored border featuring intricate patterns. The loom has several parallel threads and wooden beams. A small portion of a blue and white patterned cloth is visible in the bottom left corner.

DIGITAL TECHNOLOGY AND INNOVATION
CAN TRANSFORM THE CULTURE
AND CREATIVE SECTOR AND OFFER
NEW BUSINESS
OPPORTUNITIES IN THIS REGION.

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



Growing threats to heritage



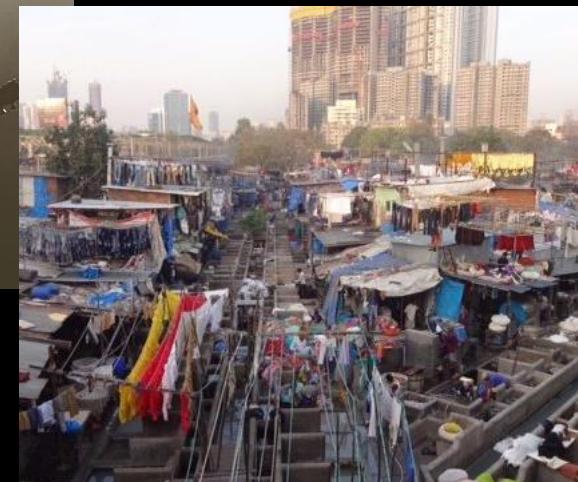
Limited revenue streams



Unsystematic data and knowledge management

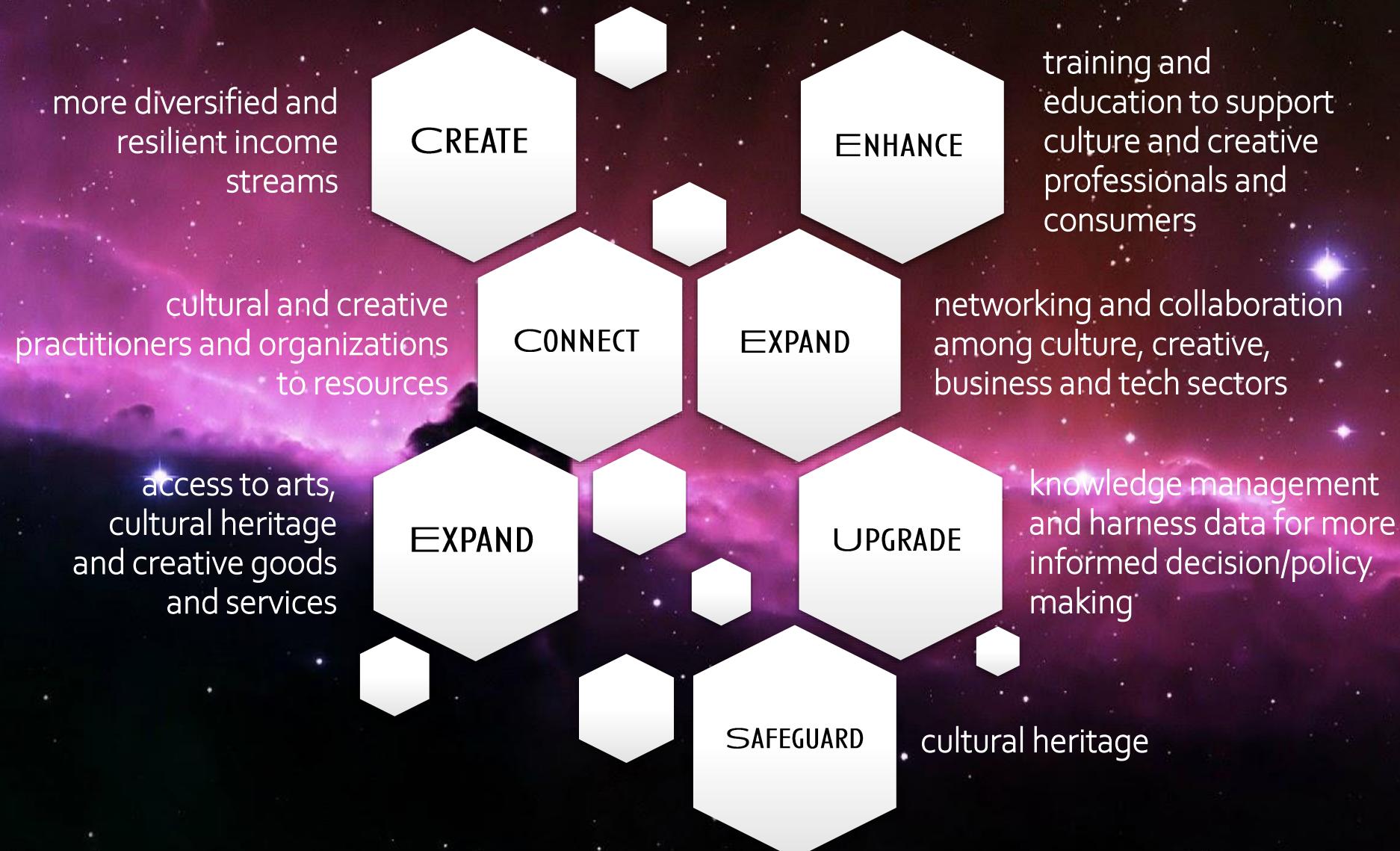


Lack of collaboration between stakeholders



Lack of capacity

AND FIND SOLUTIONS TO



ACROSS DOMAINS



music



performing
arts



visual arts



living heritage



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



- 
- A photograph showing three individuals in a field of tall, green plants, likely corn. Two men in white hats and light-colored shirts are crouching down, examining the plants closely. A woman in a floral dress and sunglasses stands to the right, looking towards the camera. The background shows a large agricultural field under a clear sky.
- 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

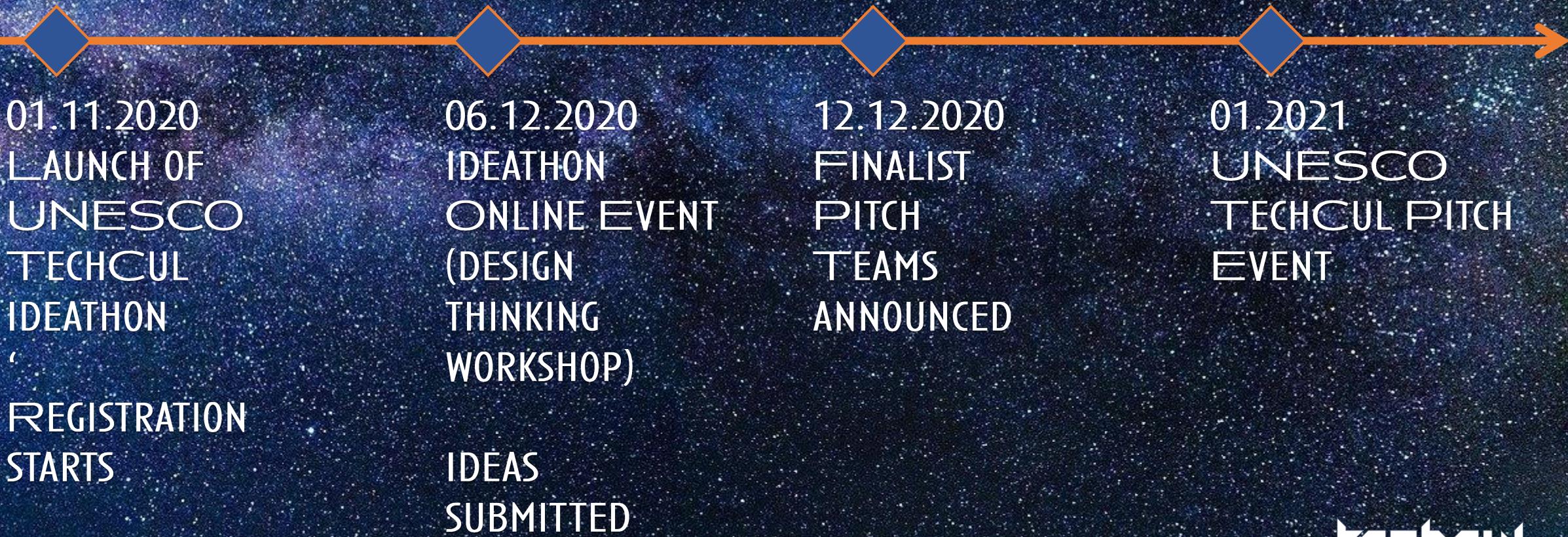
TECH AGENCIES

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



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





HOW TO PARTICIPATE

WRITE US AT TECHCUL@UNESCO.ORG

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

FOR MORE INFO, PLEASE VISIT: TECHCUL.ORG