

Creative Catalyst Concept Note

24 - 25 October 2024, Taman Ismail Marzuki

About ACE-YS

The Asian Creative and Digital Economy Youth Summit (ACE-YS) brings together young creatives from all across Asia to discuss and cooperate on projects related to the summit's major cause, which is a lack of skills, knowledge, networks, worldwide recognition, and investor connections. Its tagline "New Waves from the SEA" perfectly aligns with its description as a center for youth collective action to map and link Asian participants in navigating global possibilities in creative and digital economy. The summit's purpose is to promote a healthy, long-term creative and digital economy in Asia by capitalizing on the region's youthful economy and demographic dividend.

The summit's missions are to:

- Encourage Asian young creatives to work together to become global players.
- Create a space for young creatives to learn, discuss ideas, and connect with possible investors.
- Inspire Asian young creatives to collaborate across borders.
- Globally promote the Asian creative scene.

With an annual event and a decade-long vision, ACE-YS aspires to be a premier international forum for creators, entrepreneurs, policymakers, and communities in the ASEAN+3 region. The 2024 summit focuses on Southeast Asia, providing a platform for youth to develop skills, share ideas, and foster creativity, driving innovation and entrepreneurship. It promotes cross-border collaboration and connects young creatives with international investors to advance a vibrant, sustainable creative and digital economy in Asia.

About Creative Catalyst

These catalysts collaborate through two distinct routes:

- Creative Catalyst - **Creator**:

Elevate your creative ventures with the ACE-YS Creative Catalyst - Creator program, opening access towards potential investors and market. To create a successful match between investors/funders and creative enterprise/communities the ecosystem needs to be honed, product/project quality needs to be improved, and skills need to be practiced.

- Creative Catalyst - **Delegate**:

By having a comprehensive perspective and gaining insights from the ground, we become a valuable resource for shaping top-down policies and government-regulated programs. This year, by fostering mutual understanding and forging sustainable global partnerships, they will create an **action plan** that accommodates the interests of all parties to achieve common goals.

Programme Objective

1. Fostering **collective action** among Asian young creatives to become global players.
2. Providing a platform for young creatives to **develop skills, share ideas, and connect with potential investors**.
3. **Igniting cross-border collaboration** among Asian young creatives.
4. **Promoting the Asian creative scene** on a global scale.

Theory of Change

Impact Definition	Vibrant and Sustainable Creative Economy						
	Achieving a supportive, collaborative, inclusive and healthy creative economy for youth for a sustained creative economy						
Long-Term Outcomes	Youth's connection and collaborative ecosystem within the creative industries in Asia			Increased access and opportunities to youth's creative initiative and enterprise funding & investment		Creative Industry's formality	
Short-Term Outcomes	New collaboration between youth from different creative sectors	Collaborations between youth from different countries	Strengthen the network between stakeholders in the ecosystem	Financiers (Investors & Funding Bodies) are keen to invest to creative product/projects	Youth's ability to gain access towards investment/funding for their creative initiative and enterprise	Young worker's protection within the industry (Human resource focused)	Protection towards the creative products (product focused)

Output	Conducting facilitated meetups between creatives from various sector and countries	Thorough ecosystem mapping, diving into each of the stakeholder roles and expectations within the ecosystem	Investors joining FGD sessions on creative investment	youth-led creative enterprise/initiatives gaining access towards investments and fundings	Understanding the importance of having a protected creative workforce	Increased number of creative workers registering as freelancers
	Creating database of creatives from within/outside the sector/					Increased number of creative businesses registering as formal entities
	Maintaining communication channels between creatives	Create discussion session with multi stakeholder being present on various issues in the sector to find common solution from each roles	Investors seeking for creative projects to provide creative-investment or impact investment	Sustained youth-led creative enterprise/initiatives	Policy paper containing recommendations and aspiration from youth working within the sector	Creative businesses able to register their IP
	Establish trust and understanding between stakeholders		value calculator for creative product and projects, related to social and economic impact		Insight research on current perception of youth's working within the industry towards CE formalization	
					Access to information on the benefits of formalizing creative industry	

Target Audience & Beneficiaries

The ACE-YS Creative Catalyst program is a transformative initiative that unites influential individuals from **ASEAN+3 countries, aged 18-35**, including creative practitioners, entrepreneurs, policymakers, academicians, and community leaders from across ASEAN+3 countries. Through collaborative efforts and global partnerships, we aim to drive collective action and advance the growth and sustainability of this dynamic industry.

Selection Process

Timeline:

Activity	Date
Registration Deadline	26 August 2024
Selection process by Selection Board	27 August - 5 September 2024
Announcement	6 September 2024

Registration Form

Creators	https://forms.gle/v8w4dggkSHCMFaGF9
Investors	https://docs.google.com/forms/d/e/1FAIpQLSefri6ySWwCyL4JANe0WrBVALMBImBFFtkzrAjKZ-dldgNShg/viewform
Delegates	https://forms.gle/mG4FEpEr1qE3j4HX7

Project Activities & Methodology (during summit for Delegates & Creators)

Participant Online On-boarding

Selected Creative Catalyst participants are obliged to join an online introduction session where there will be an introduction from each country's representatives about their own country and each of their creative & digital economy landscapes.

Expected outcomes: familiarize participants with each other, building initial relationships, getting to know each other countries

Networking Dinner

All Creative Catalyst delegates will be invited to a networking dinner before the summit begins. During this time, conversation between participants will be moderated where they are provided conversation starters/talking points to get to know each other easily. Delegates will also get the chance to network with ACE-YS partners, advisors, and ACE of Mind.

Expected outcomes: facilitate discussion between participants so they can start building trust, exploring common goals

Reflection Session

Evaluating from the previous summit, knowing each participant's current positioning within the creative industries, things they would like to achieve, is essential to build a robust discussion. Which is why the reflection session is designed to break down boundaries and build empathy between all Creative Catalyst participants. They will be asked to reflect upon themselves on their backgrounds, realizing their privileges, and asking the big WHY. Why are they here? Why is contributing in the sector and working in the sector important for them?

Expected outcomes: building empathy, trust and exploring common goals and vision for the creative economy.

Jakarta Creative City Guide

Providing participants with creative places and activities to do in Jakarta throughout the week of ACE-YS. In the spirit of collaboration and collective action, ACE-YS will cross promote activities during the month of October to be visited by Creative Catalysts.

Creators Route

Program Flow - CC Creators

CREATORS



Speed Dating Financiers x Creators *(in collaboration with Foundry)*

Participants have the opportunity to engage in a series of brief, one-on-one meetings, allowing them to pitch projects, exchange ideas, and explore potential collaborations. The session serves as a dynamic platform for creators to connect with investors and financiers, opening doors to partnerships, mentorship, and investment opportunities.

As a cornerstone of the program, the Speed Networking Session fosters connections, sparks innovation, and contributes to the future development of Asia's creative and digital economy. It's an opportunity for participants to make meaningful connections, share their vision, and ignite partnerships that drive industry growth and innovation.

Pitching 101 (in collaboration with Foundry)

Pitching preparation session for creators and creative entrepreneurs prior to Creators x Investors Matchmaking session. This program aims to make sure that creators & creative entrepreneurs have an excellent presentation before pitching their works to potential investors or funding institutions. 3-5 creators or creative entrepreneurs will have the opportunity to present their presentation to be given feedback by the facilitator and other participants.

Show & Tell

Creators can exhibit their creative products and services at the ACE-YS 2024 Creative Market organized by our Public Program team. A number of creators can also participate in talk sessions in the area of the Creative Market. Since booths are limited, creators who passed the selection process and would like to take part in the show & tell exhibition will be curated.

Connect to Collaborate

Creators will be provided the opportunity to participate in a matchmaking session with other creators or potential brands, agencies, and other creative institutions to encourage collaboration.

Delegates Route

Program Flow - CC Delegates



Roundtable Sessions

Delegates will be given the chance to discuss topics that are crucial towards the development of the creative and digital economy. Discussion results are hoped to provide insights and action points that will aid towards achieving ACE-YS' Outcomes. Each delegate will only be involved in 1 topic only. Each room will be limited to 30 people maximum. Below are the topic for Creative Catalyst 2024 delegates route:

- **Theme 1: Collaborative Work across Sectors and Countries**

The implementation of cooperation and collaboration requires the harmonization of aspects of each participating actor such as education, technology, regulation, access, etc. Based on the different circumstances of each individual/country, this makes digital access eradication one of the major challenges. Thus, to support the growth and sustainability of those in the scope of the creative and digital economy industry, this Roundtable session seeks to facilitate the exploration of strategies for breaking down barriers, acknowledging each other rights in working together, understanding creative work, including opportunities for collaboration and digital access, as well as encouraging cross-regional collaboration and knowledge sharing.

- **Theme 2: Navigating Intellectual Property**

In Southeast Asia, the effort to protect IP has become more ambitious. However, most countries still face similar challenges, which affect the livelihood of creative and digital industry workers. This roundtable will discuss the current situation of IP in Southeast Asian creative and digital industries while proposing several recommendations to relevant stakeholders in the industries. The roundtable will start with asking participants to share their current understanding of IP and how they value IP.

- **Theme 3: Creative Economy answering Global Challenges: Climate Change**

Creative industries contribute daily both to the problems of sustainability (carbon footprint, including the digital world ones) and also bring the environmental issues to the surface (campaigns and industry action). This session aims to address common challenges and policy implications for achieving sustainability goals and seeking into possible and realistic actions that can be delivered as a cohort.

Action Plan Creation

After the Joint Declaration in the last year's summit, delegates will be focused on developing an **action plan development or a playbook as a guidance** for them to create

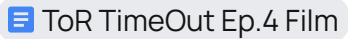
programmes/activities through each of their organization in respective cities and countries to achieve ACE-YS' outcomes in relation to the Joint Declaration as a delegates cohort

Project Activities (in between summit)

Timeout

A monthly discussion event organized by ACE-YS. Each month, we will focus on a specific creative industry. Our goal at Time Out is not just to talk, but to encourage meaningful conversations (even debates) that can be followed by both industry insiders and beginners. Time Out serves as a forum for in-depth discussion, highlighting the challenges, achievements, and dynamics within the industry. It's not just a talk, but also a way to foster an environment where we can share knowledge, develop ideas, and build relationships.

Upon the upcoming summit, there are three Timeout sessions will be held in between August - September:

- **Timeout ep. 4:** "Redefining Indonesian Film Genre: Between Money Making Movies vs Idealism"

- **Timeout ep.5 :** "Exploring Creative Industry's economic and social value of impact" *(in collaboration with Kemenparekraf and British Council)*
- **Timeout ep. 6:** "IP in Music"

Creative Catalyst Monthly Meet-Up

Online Monthly Meet-Up is designed to sustain the connection and relationship between Creative Catalyst. The programme is made by Creative Catalyst for Creative Catalyst, each session can be different, with the following session format options: **Follow up on Joint Declaration, Project Sharing & Collaboration Matching, Discussion on selected issues within the industry.** Creative Catalyst monthly meet-up is implemented alongside two representatives from the Creative Catalyst 2023 cohort: **Teguh Triguna** and **Nanda R. Damanik**

FACE to FACE

The program aims to gather Southeast Asian youths into a united front in advancing the region's creative and digital economy. Thus, building and strengthening a community is

essential. To achieve this, creating a platform where network members—alumni, mentors, partners, and supporters—could express themselves and share meaningful things to the community, or even the public in general.

Monitoring & Evaluation

Participants will be invited to complete surveys and questionnaires and in-depth interviews. This feedback will be used to refine and improve future sessions, ensuring they continue to meet the needs and expectations of our participants.