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## SESSION ON WOMEN'S EMPOWERMENT THROUGH CREATIVE INDUSTRIES

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**24 MARCH 2016 - From 15h00 to 16h30 (London time)**

### **BACKGROUND**

*"Creative industries are those industries that have their origin in individual creativity, skill, and talent, and have potential for job creation through the generation and exploitation of ideas or imagination. Using this broad definition, creative industries range from advertising and social media to the likes of agribusiness, design, and handicrafts. Creative industries provide a platform to support the sustained empowerment of women. In communities across the world, rich cultural value and traditional designs have been protected and nurtured by women through creative industries."<sup>1</sup>*

In 2008 the cultural and creative sectors contributed an estimated 4.5 % to EU GDP, and employed some 3.8% of Europe's workforce<sup>2</sup>. Creative industries account for 3.4% of total world trade, with exports reaching \$424.4 billion in 2005 and an average annual growth rate of 8.7% during 2000-2005. (UNCTAD, 2008). Regions with high concentrations of creative and cultural industries have Europe's highest prosperity levels. (European Commission, 2011). Beyond this direct contribution to jobs and growth, these sectors trigger spill-overs in other areas such as tourism, content for ICT<sup>3</sup> and provide benefits for education, social inclusion and social innovation. They are therefore particularly important as Europe seeks to emerge from the current economic crisis. In order to ensure these sectors (including designer fashion, film, theatre and the performing arts, advertising, architecture, publishing, broadcast media, recorded music, and arts & crafts) are to realise their potential for further growth, the European Union is implementing a coherent strategic approach through the Creative Europe Programme<sup>4</sup> to support Europe's Creative and Cultural Sectors. The technical assistance programme of UNIDO<sup>5</sup> for creative industries recognizes the integral role of culture in industrial development and the importance of combining culture with innovation and opportunity driven entrepreneurship.

"Evidence is now emerging that women are becoming increasingly attracted to the creative industries. In particular, designer fashion would appear to be one of the creative sectors especially appealing to women in terms of employment opportunity and new venture creation. Not surprisingly, women make up most of the customer base in this particular sector and, in employment terms, continue to be attracted into the industry in large numbers. However, women simply do not get the same recognition for their achievements as men."<sup>6</sup>

<sup>1</sup> [UNIDO GENDER Newsletter No. 4](#)

<sup>2</sup> "Building a Digital Economy: The importance of saving jobs in the EU's creative industries", TERA Consultants, March 2010.

<sup>3</sup> Commission Recommendation on the digitalization and online accessibility of cultural material and digital preservation, C(2011) 7579 final, 27.10.2011

<sup>4</sup> [Creative Europe Programme](#)

<sup>5</sup> [United Nations Industrial Development Organization](#)

<sup>6</sup> See more at: <http://www.isbe.org.uk/colettesp09#sthash.yatrSUWp.dpuf>

## **AIM**

The aim of this session is to analyse and elaborate on the key challenges for women's employment. The rise of the creative industries presents significant opportunities for transforming women's energy into new ideas, organization and a future vision for societies. The session will address some of the critical policy approaches that are required to promote creative entrepreneurship among women.

With this purpose, the Dialogue Café Association offers its network to address the challenges faced by women in terms of employment and opportunities for entrepreneurship within the creative sector and to reinforce networking opportunities. During the session, speakers and participants will address the following issues: women's participation in Creative Industries, testimonials of creative women, and good practices on partnerships and networking.

## **PROGRAMME**

Moderator: **Dalia Sendra**, Dialogue Café Association

### **Dialogue Café Lisbon (Fundação Calouste Gulbenkian):**

- **Margarida Medina Martins**, Vice-President of the [Portuguese Platform for Women's Rights](#)
- **Maria Isabel Mendes**, Member of the Executive Commission of the [Women's Empowerment Principles \(WEP\)](#) of the [UN Global Compact Network Portugal](#)
- **Nilzete Pacheco**, Representative of [Ameixoeira Criativa](#)

### **Dialogue Café Novi Pazar (Centar Duga):**

- **Misala Zukorlić**, Coordinator in creative workshops for kids, [ZVRK](#)
- **Daniela Roglić**, Manager in fashion and event decoration studio [ATELJE](#)
- **Benida Ćorović**, Creative Director in [INKO-home art](#)
- **Irma Totic Nokić**, [Fashion designer](#)

### **Dialogue Café Évora (ADRAL):**

- **Marta Matos**, Association of Entrepreneurs of Coast Alentejo, [AEEL](#)
- **Vanda Narciso** and **Maria Margarida Ricardo**, [European Entrepreneurship Network, IAPMEI / EEN](#)
- **Aurora Rodrigues** and **Ana Luisa Delgado**, [Portuguese Association of Women Jurists, APMJ](#)

Other participants will join us in **Dialogue Café Rio de Janeiro (UCAM University)**.

For more information: [DC Association](#)

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**Dialogue Café (DC)** is the first public high quality video collaboration network specifically designed for civil society – open to individuals and organizations with a social, educational or cultural mission - including foundations, civil society organizations, grassroots community groups, universities, schools, social enterprises, social entrepreneurs and innovators, artists and cultural organisations, public sector bodies and agencies and so on. We also seek to ensure diversity amongst our participants, paying particular attention to gender, age, and ethnic and socio-economic backgrounds. Together with Cisco Systems and the Calouste Gulbenkian Foundation, the Dialogue Café Association has set up since 2010 a global network of physical spaces - Dialogue Cafés. It enables city-to-city and multi-city conversations and activities. So far there are 12 Dialogue café connecting Amsterdam, Cleveland, Lisbon, London, Melbourne, Northampton, Paris, Wroclaw, Rio de Janeiro, Florence and Ramallah and Beirut. (for more details see: [www.dialoguecafe.org](http://www.dialoguecafe.org))