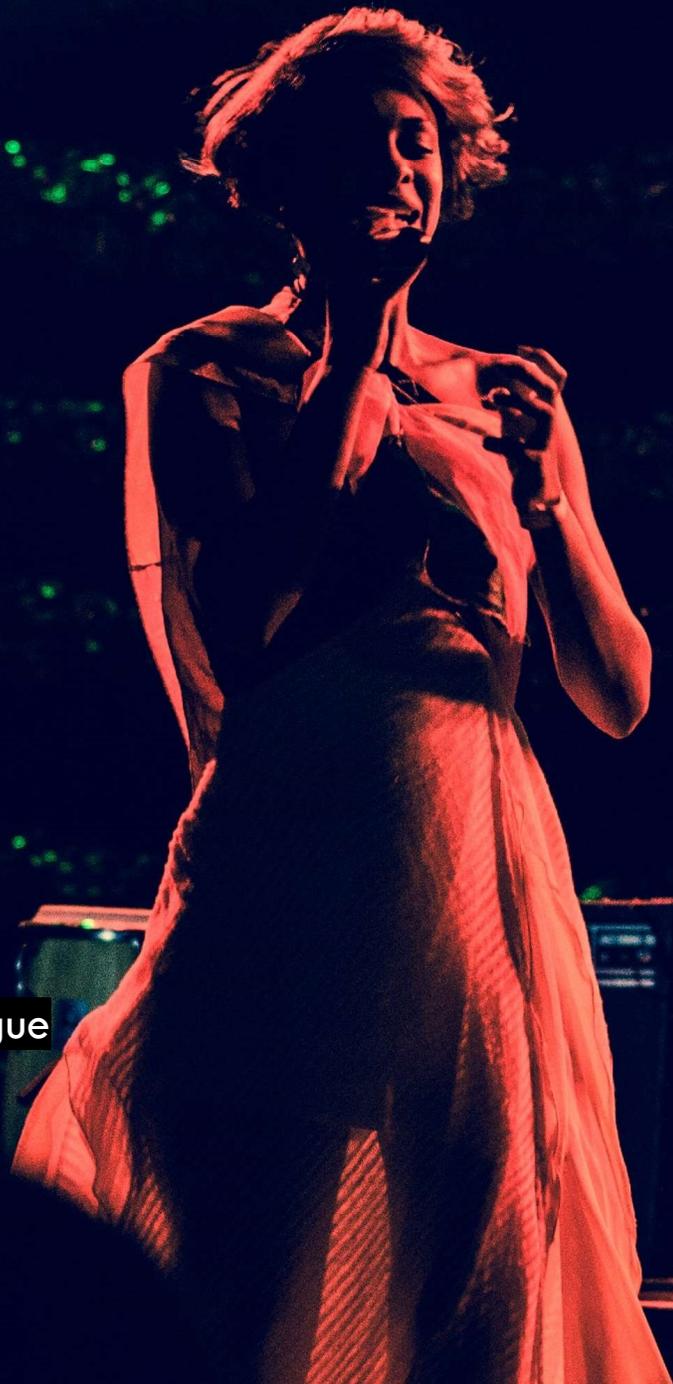




The UN Chamber Music Society Presents

Music and Film: Rebuilding Better
Through Coronavirus and Beyond

ResiliArt



UN75/UNESCO ResiliArt Dialogue
Tuesday, 21 July 2020
2pm-3.30pm EST

UN75, UNESCO, UNCMS and WHO: together for the world where art is not left behind

In celebration of the United Nations' 75th Anniversary, the UN Chamber Music Society of the United Nations Staff Recreation Council (UNCMS) organized a UN75/ResiliArt Dialogue, in partnership with UNESCO and WHO, with leading voices from the music and film industries, to explore how they can chart ways forward both throughout the COVID-19 crisis and beyond it to 2045, to build the world we want. Music and film are arguably the most popular and socially influential sectors within culture, and this dialogue aimed to further engage them in global policy discussions and UN implementation efforts relating to the Sustainable Development Goals. Given these industries' visibility, this dialogue also aims to engage everyday people with the UN's work, in particular to galvanize action for the launch of the Decade of Action for the SDGs.

The Covid-19 pandemic is an unprecedented challenge requiring an unprecedented response. A global, whole of society approach is needed. Everyone can and should play their part, not least the cultural communities and sectors. Now more than ever, **we need to recognise, incorporate, and support cultural concerns in our response to the crisis and planning for the recovery.**



Participants

I. Opening Remarks

- Mr. Fabrizio Hochschild, Special Adviser to the Secretary-General on the Commemoration of the United Nations 75th Anniversary.
- Mr. Ernesto Ottone Ramirez, Assistant Director-General for Culture (Dialogue Moderator)
- Mr. Christopher Bailey, World Health Organization Art and Health Lead

II. Moderator and Panelists

- **Mr. Ernesto Ottone Ramirez**, UNESCO Assistant Director-General for Culture.
- **Sean Patrick Flahaven**, Chief Theatricals Executive, Concord Theatricals.
- **Joseph Bartning**, Executive Director, Salzburg Festival Society.
- **Emellie O'Brien**, Founder & CEO of Earth Angel – consultancy service for film and television dedicated to making Hollywood productions greener.
- **Rose H. Schwartz**, partner at the New York City entertainment law firm of Franklin, Weinrib, Rudell & Vassallo, P.C

III. Closing

- Call for endorsements of the Culture 2030 Goal Statement 'Ensuring Culture Fulfills its Potential in Responding to the COVID-19 Pandemic' <http://culture2030goal.net>
- UNCMS Video Statement by founder Brenda Vongova & performance of music by 2x Grammy Award-winning composer Christopher Tin

Dialogue Summary

1. What should the international community prioritize to recover better from the pandemic?

The Covid-19 pandemic has exposed and compounded societies' fragilities and inequalities. The UN's leading environmental and health agencies see direct connections between environmental degradation and pandemics, including the Coronavirus pandemic. The international community should prioritize using this current crisis as an opportunity to reimagine our societies and build back better in line with sustainable development. Tackling the challenges facing humanity, including environmental degradation which exacerbates the risks of the pandemics emerging, will require bold strategic action, and engaging all stakeholders will be necessary to succeed.

2. Will people in 2045 be better off than, worse off than, or about the same as today? What explanations did participants give?

The state of the world in 2045 hinges on global responses to the Covid-19 pandemic. The world will be better off by 2045 only if the Covid-19 crisis is used as an opportunity to accelerate building back better on more resilient and sustainable foundations, and that will only be possible with wide ranging stakeholder partnerships. This is especially true of partnership with the global cultural and creative sectors – and in particular music and film, which are some of the most socially influential art forms globally. The true partnership potential of arts and culture for sustainable development has not been realized yet, but therein lies an opportunity to reach out to them as ‘low hanging fruit’. Such partnerships in turn will only be possible if the cultural sectors receive sufficient support throughout the Covid-19 pandemic and beyond, as they are usually overlooked in Covid-19 relief policies, even though they face the threat of long-term deterioration and even total collapse.

To explore how to achieve these goals, which are needed in order to leave the world better off by 2045, the UN Chamber Music Society organized this UN75 Dialogue in partnership with ‘ResiliArt’, a UNESCO movement launched in April 2020 to mobilize a concerted global effort to support artists and ensure access to culture for all. The health crisis brought on by Coronavirus has cost the global economy US \$1 trillion during 2020 and risks creating a global depression. While billions of people around the world turn to culture as a source of comfort and connection during this crisis, the impact of COVID-19 has not spared the culture sector. Cultural institutions and facilities including museums, theatres, cinemas, performing spaces, libraries and archives are devastated; many are at risk of never reopening. Artists across the world, most of whom were already working part-time, on an informal or freelance basis or under precarious contracts prior to the pandemic, are struggling to make ends meet. ResiliArt raises awareness about the far-reaching ramification of COVID-19 across the sector, and aims at supporting artists during and following the crisis. This includes incorporating protections for the art and culture sectors and their workers in COVID-19 relief plans, and post-pandemic economic recovery plans; improving the status of the artist by advocating for more fair regulations and ending the exploitation of artists; and thinking ahead to rebuild the creative sectors better post Covid-19, in alignment with UN priorities, including socio-economic and environmental sustainability.

Culture brings inspiration, comfort and hope into people’s lives, promoting well-being and resilience, especially during challenging times such as this pandemic. Culture also has a fundamental role in guaranteeing access to information, and encouraging intercultural tolerance and peaceful coexistence. It contributes to overall quality of life by helping people find meaning and purpose through historical and artistic reflection. These intellectual and creative capacities will be needed more than ever once this crisis has passed, in order to build the future we want.

3. What did your group most want to see in the year 2045, when the UN will turn 100?

The group most wanted to see:

- I. The global cultural sectors, and in particular music and film, more fully engaged in global development policy discussions, and in greater partnership with the UN for SDG (and post-SDG) implementation efforts. This includes augmenting the sectors’ contributions towards public engagement with the 2030 agenda, poverty alleviation and creating decent work opportunities, and securing fair remuneration for artists’ work, via formulating and implementing copyright laws globally, which is the necessary ‘lesson learned’ from the sector’s digital-transition adaptation to this pandemic. This also includes greater government support for incentives for devising and implementing environmental

sustainability standards for these sectors, to enable their contributions towards Disaster Risk Reduction efforts by tackling the environmental root causes of current and future global challenges.

- II. To end the digital divide, which leaves 50% of the global population without access to Internet, as well as ensuring greater inclusion and representation of diverse voices and perspectives in all aspects of cultural production. The acceleration of music and film's transition towards digitization due to the Covid-19 pandemic, illustrated how the digital divide severely limited access to culture for all. The lesson learned from this pandemic must be to rapidly end the digital divide.

4. What are the main obstacles and challenges that your group thought will most affect this vision?

- I. The general lack of government support for the creative industries, before and during the Coronavirus pandemic, which risks negating the creative sectors' potential to support and accelerate sustainable development implementation to build the future we want. Resistance towards government funding of the arts stems in part due to the desire not to be seen as supporting individual artistic endeavours, a framework which is perceived to entail passing judgement about each endeavour and its worthiness of support, rather than looking at how art and culture support societies and contribute towards sustainable development overall.
- II. The lack of diversity of voices and perspectives, whether in global governance discussions and implementation efforts, within the hiring practices of the creative industries, and the need to make more space for diversity in narratives and which stories are told and heard.

5. How can global cooperation – and in particular the UN – better help manage these challenges?

- I. The UN can further amplify the interlinkages between art, culture and the 2030 agenda, and support expanding partnerships with the creative sectors to leverage and accelerate implementation efforts. These interlinkages have become more evident to policy makers and UN experts recently. In late 2019, UNESCO released the Culture 2030 Thematic Indicators, a framework to measure and monitor culture's contributions to Sustainable Development Goal implementation nationally and locally, including on environmental action and societal resilience, prosperity and livelihoods, knowledge and skills, and inclusion and participation. In addition, the World Health Organisation in 2019 released its first 'Art and Health' report, synthesizing the global evidence on the role of art and culture in promoting overall good health, preventing mental and physical ill health, and treating or managing acute and chronic conditions. Incorporating culture and cultural policies into Covid-19 recovery plans can thus help accelerate 2030 agenda implementation, and the UN can greatly support global research to identify best practices and support partnership for implementation.
- II. UN leadership can play a pivotal role in this effort. The President of the UN General Assembly, H.E. Mr. Tijjani Muhammad-Bande, recently endorsed the Culture 2030 Goal statement entitled 'Ensuring Culture Fulfills its Potential in Responding to the Covid-19 Pandemic'. Covid-19 poses an unprecedented global challenge that requires unprecedented whole-of-society responses. As is the case with Covid-19 response efforts, achieving the 2030 agenda in its entirety will only be possible with the global

participation of all stakeholders and sectors of society. Culture can help further communicate the agenda to general publics, and in so doing attract new partnerships in support of sustainable development. Culture can also help strengthen support for inter-civilizational dialogue and multilateralism, as the world faces the risk of ever greater divisions arising in the international community throughout this pandemic, with repercussions that may be felt for many years to come, including up to the UN's centenary in 2045.

6. What would your group advise the UN Secretary General to do to address these challenges?

- I. Issue a global call to action specifically directed towards the art and culture sectors to partner with the UN in support of Sustainable Development, and consider organizing high level events, initiatives and campaigns to achieve this.
- II. Create a UN Music, Film and Television Production Unit, or partner extensively and strategically with documentary production companies, to tell more detailed stories about the UN's work and its impact on people's lives. Since the UN's creation 75 years ago it has been part of and witness to countless historical turning points and experiences from all parts of the world. More UN communications campaigns utilizing culture generally, and music and film and storytelling/documentaries specifically, can be powerful way to reach people, and foster more momentum for sustainable development.
- III. Make UN discussions and implementation efforts more representative and inclusive on all levels, and supporting inclusion globally at all levels of society. We need the UN to engage the art and culture sectors more in order to support creative thinking about solutions, and to empower leaders in this sector to take responsibility for their a role in addressing Covid-19 and rebuilding better.