Information Session on the Impact of the COVID-19 Pandemic on the Copyright Ecosystem

Geneva, May 9, 2022
Speaker Profiles
Program

11.30 – 11.35  Opening of the Information Session


Speaker: Ms. Marilena Vecco, Professor in Entrepreneurship, Burgundy School of Business, France and Associated Professor, Carmelle and Rémi Marcoux Chair in Arts Management, HEC Montréal, Canada

11.55 – 12.30  **Round Table Discussion**

Moderator: Secretariat

Speakers:

- Ms. Violeta Mansilla, Artist and Director, UV Estudios, Argentina
- Mr. Dino D’Santiago, Musical Artist, Cabo Verde and Portugal
- Mr. Dariusz Grzywaczewski, Junior Business Development Manager, CD Projekt Red, Poland
- Ms. Sarah Migwi, Co-founder and Managing Director, Protel Studios, Nairobi, Kenya
- Mr. Pranav Gupta, Managing Director, Prints Publications Pvt Ltd, India

12.30 – 13.00  Interactive Discussion

13.00 – 14.30  Lunch Break

14.30 – 14.50  **Overview on Copyright-Related Impacts of the Covid-19 Pandemic on Educational, Research and Cultural Heritage Institutions and the People They Serve**

Speakers:

- Mr. Paul Vroonhof, Econometrician and Project Manager, Panteia, Netherlands
- Mr. Martin Clarke, Researcher, Panteia, Netherlands
Round Table Discussion

Moderator: Secretariat

Speakers:

Ms. Inkyung Chang, Founding Director, Iron Museum, Republic of Korea

Ms. Nompumelelo Mohohlwane, Education Researcher and Deputy Director in the Research Coordination, Monitoring and Evaluation Directorate, National Department of Basic Education, South Africa

Mr. Ruel Ellis, Coordinator of the MSc. Project Management Program, West Indies University, Trinidad and Tobago

Mr. Hamad Al Mutairi, Director of Archives Department, National Archives, United Arab Emirates

Ms. Liisa Savolainen, Deputy Director, National Library, Finland

Interactive Discussion

Closing

Speaker: Ms. Sylvie Forbin, Deputy Director General, Copyright and Creative Industries Sector

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Speaker Profiles

Session 1 – Overview on the Impact of the Covid-19 Pandemic on the Creative Industries

Speaker:

Ms. Marilena Vecco
Professor in Entrepreneurship, Burgundy School of Business, France and Professor Associated to the Carmelle and Rémi Marcoux Chair in Arts Management, HEC Montréal, Canada

Dr. Marilena Vecco is Full Professor in Entrepreneurship at Burgundy Business School, Dijon, France and Professor Associated to the Carmelle and Rémi Marcoux Chair in Arts Management HEC Montréal, Canada. Her research focuses on cultural entrepreneurship and management with a special focus on cultural heritage (tangible and intangible) and art markets. Dr. Vecco has over 17 years of academic and professional experience as a researcher, lecturer, and consultant for different international organizations (OECD, Centre for Entrepreneurship, SMEs and Local Development, World Bank, and the European Commission). She is the author of several books, book chapters and articles published in different journals.
Speakers for the round table discussion:

Ms. Violeta Mansilla  
Artist and Director, UV Estudios, Argentina

Ms. Violeta Mansilla (Santa Fe, Argentina, 1987) works as curator, producer, teacher, lawyer and performer. Since 2015, Violeta has directed UV Estudios, an art residency, research and exhibition project where more than 60 solo and group exhibitions, presentations and parties have been held. She has collaborated extensively with galleries, institutions, and projects throughout Argentina, as well as Latin America, Europe, and the United States. Violeta's curatorial work includes "MD" at the ICBC Foundation (Buenos Aires) in 2017, “LCD LSD LED” at the Museo de Arte Contemporary (Montevideo) in 2018, “Sub-versiones” at KM 0.2 Gallery (Puerto Rico) in 2019, “Camp Fires” at Last Tango, Shedhalle & Tanzhaus (Zurich) in 2021. Her work has been featured in the ARTFORUM, ARTnews, Terremoto, and more. She is currently the artist director of the Ama Amoedo Foundation's residency program. Violeta lives and works between Buenos Aires and Punta del Este.
Mr. Dino D’Santiago,
Musical Artist, Cabo Verde

Dino d’Santiago is a Portuguese singer of Cape Verdean descent, a champion of Lisbon's new wave of Afro-electronic sounds, and a mainstay in Portugal's hip-hop and R&B scenes.

Inspired by his roots in Santiago, Dino blends traditional Cape Verdean music with new genres to create what is recognizable today as his signature sound, which can be heard on his albums ‘Eva’ (Lusafrica 2013) and the acclaimed ‘Mundu Nôbu.’ (Sony Music Portugal 2018). He expertly fuses the traditional Morna, Batuku, and Funaná with electronic music to create a refreshing, timeless sound that took Portugal by storm.

International media such as Rolling Stone, Complex, and Folha de S. Paulo praised him as one of the most creative artists in the Lisbon music scene. Dino was awarded Best Local Artist, Best Album and Critics' Choice at Portugal’s Play Awards in 2019 and Best Male Artist, Best Album and Critic's Choice in 2021 with the album 'KRIOLA' (Sony Music Portugal 2020).

In 2021, Dino started a new journey as a father of little Lucas, and with this inspiration, even the pandemic couldn’t hold back an artist who lives to record. His fourth album, ‘Badiu,’ is an ode to his new life as a parent and a brilliant complement to its predecessor ‘Kriola.’ It is a community music project with many borders but no limits. This album wrapped in Batuku, cathartic, raw, and black, helps Cape Verde’s new generation to reconcile and learn to claim their African heritage. Dino d’Santiago has made a vibrant collection of stories from the Creole nation that has the Atlantic at its heart and music as the only haven for joy.
Mr. Dariusz Grzywaczewski,  
Junior Business Development Manager, CD Projekt Red, Poland

Mr. Dariusz Grzywaczewski is graduate of the University of Warsaw Law Faculty, British Law Centre organized by Juris Angliae Scientia and University of Cambridge. He is focused on research and legal practice concerning new technologies law and intellectual property matters.

Mr. Grzywaczewski is currently working at CD Projekt Red, a company home to over 900 game-making professionals from all over the globe.
Ms. Sarah Migwi,  
Co-founder and Managing Director, Protel Studios, Nairobi, Kenya

Ms. Sarah Migwi Founder & Managing Director Protel Studios Limited Sarah Migwi has been in the television and content production industry in East and West Africa for more than 22 years.

In January 2009, she founded Protel Studios Ltd, a leading independent Content Production Company in East Africa and is the Managing Director & Executive Producer. Protel Studios produces content including Gameshows, Reality TV, Dramas, Talk Shows, Films, TV Commercials & Documentaries. The company also offers line production services to international clients.

Ms. Migwi started her TV Production career in 1999 at Nation Television in Kenya as a Production Assistant. She later went on to become a Producer at Level 1 Production where she produced numerous television commercials and leading documentaries and programs in Kenya including Omo Pick A Box, Blue Band Quiz Show, Who Wants To Be A Millionaire to name a few. From Level 1 Productions, Sarah then relocated to Tanzania, scaling heights to become the General Manager of East Africa Television (EATV) & Radio, which at that the time was the only broadcaster to simultaneously broadcast in Kenya, Uganda and Tanzania.

Her love for content production saw her joining Endemol South Africa in 2006 as the Regional Business Manager looking after East Africa. At Endemol East Africa, she launched and produced two seasons of the international format Project Fame which was the first music reality talent search competition in East Africa aired in Kenya, Uganda and Tanzania and sponsored by Tusker. She further went to Nigeria in mid 2008 to produce the first season of Project Fame West Africa which aired in Nigeria, Ghana, Sierra Leone and Liberia sponsored by MTN.

Ms. Migwi serves on the board of Kenya Film Commission as well as the board of the Women Corporate Directors (WCD) – Kenya Chapter, the world’s largest membership organization and community of women corporate board directors.

She is a graduate from United States International University with a Bachelor of Science degree in International Business Administration. She applies her passion of telling heartfelt stories into her service as a Rotarian and is the Immediate Past-President of Rotary Club of Nairobi-Langata. Ms. Migwi is a proud mother to 18-year-old Paula Wangui and 7-year-old Charlene Wambere.
Mr. Pranav Gupta,
Managing Director, Prints Publications Pvt Ltd, India

Mr. Pranav Gupta is a third-generation Indian publisher who grew Prints Publications not just in revenue, but also in reputation and in the global market.

A young leader, he currently serves as the elected Secretary-General, Indian Reprographic Rights Organization (IRRO) and Joint-Secretary, The Federation of Indian Publishers (FIP) and is an elected Director for the Afro-Asia Book Council and the elected Executive Committee Member of the International Publishers Association (IPA).

Through his ongoing efforts, the organizations he serves in have established a digital face and curated unique events that support the industry in networking and promoting individual businesses.

Mr. Gupta takes pride in being one of the limited publishers who have not used the power of digital and tech but have created multiple brands around it. Some of the brands he represents include Prints Publications, Frontlist Media, Advit Toys, OMLogic, PragatiE, Solh Wellness and Buy Books India.
Session 2 – Overview on Copyright-Related Impacts of the Covid-19 Pandemic on Educational, Research and Cultural Heritage Institutions and the People They Serve

Speakers:

Mr. Paul Vroonhof,
Econometrician and Project Manager, Panteia, Netherlands

Mr. Paul Vroonhof is an econometrician and has worked for research and consultancy firm, Panteia, Netherlands, since 1994.

Mr. Vroonhof participates in studies commissioned by the European Commission, EuropAid, World Bank, OECD, national and regional governments, social partners, and usually executes the projects he is involved in as Project Manager.

He has over 15 years of experience managing EU wide projects involving large teams of experts and national correspondents. During the last 25 years, Mr. Vroonhof has worked on a very broad array of policy fields including managing the European Expert Network on Culture and Audiovisual, EENCA, managing a contribution to the impact assessment on the next Multiannual Financial Framework of Creative Europe, developing the Preliminary Action on the music sector, and building on a temporary funding by the European Parliament, the evaluation of the Netherlands Fund in Trust.

Since 2017, Mr. Vroonhof has also served as national correspondent for the Netherlands for Eurofound where he looks at a large number of studies investigating various impacts of COVID-19.
Mr. Martin Clarke,  
Researcher, Panteia, Netherlands

Mr. Martin Clarke, LL.M. holds a Master’s degree in European Law from the University of Maastricht, where he focused on areas relating to copyright.

At Panteia, Mr. Clarke’s area of work is relatively diverse due to the broad nature of the organization’s international activities, and therefore has experience in a number of policy backgrounds. He has an extensive track record in conducting studies and evaluations in the field of the cultural and creative sectors (CCS). Mr. Clarke has acted as a leading expert and coordinator of the European Expert Network on Culture and Audio-visual (EENCA). For instance, he recently conducted studies relating to sustainable cultural tourism, cultural heritage, gender equality in the CCS, the working conditions and status of artists (which included the impact of Covid-19), impact of social innovation and culture, digitalization in the cultural sector, as well as sectoral specific projects relating to the music, theatre and circus sectors.

Additionally, Mr. Clarke was a lead researcher on two Music Moves Europe project for the European Commission, the feasibility study for the establishment of a European Music Observatory, and a gap analysis of funding needs for the music sector. Recently he has led a study to evaluate the Netherlands Funds-in-Trust program (an annual fund contributing towards the goals of the UNESCO World Heritage Convention), is conducting a project for the Canadian government in relation to Artificial Intelligence in the cultural and creative sectors, and has also conducted studies to analyze and evaluate cultural projects in Cardiff and San Sebastian.
Speakers for the round table discussion:

Ms. Inkyung Chang,
Founding Director, Iron Museum, Republic of Korea

Ms. Inkyung Chang is the chair of ICOM Korea and the director of the Iron Museum in Korea. As a passionate member of ICOM since 1996, she served as an Executive Board member and the chair of ASPAC. Currently, she is participating in the redefinition of the museum as a member of ICOM Define Standing Committee.

In Korea, Ms. Inkyung is active in advocating the role of museums in national and regional policy development. She is a member of the Museum Curatorship Committee at the National Museum of Korea and an editorial board of the International Journal of Intangible Heritage at the National Folk Museum of Korea.

Ms. Inkyung taught museum studies as an adjunct professor at Hanyang University and Kukmin University in Seoul. Her academic interests are museology and industrial archaeology.
Ms. Nompumelelo Mohohlwane
Education Researcher and Deputy Director in the Research Coordination, Monitoring and Evaluation Directorate, National Department of Basic Education, South Africa

Ms. Nompumelelo Mohohlwane is an education researcher working as a Deputy Director in the Research Coordination, Monitoring and Evaluation Directorate at the National Department of Basic Education, South Africa. The unit is responsible for system monitoring, supporting performance information management, and conducting research and evaluation of education interventions. She is part of the research team for the government led Early Grade Reading Study randomized control trials (2015-2018, 2018-2021).

Ms. Mohohlwane has a Master’s Degree in Education from the University of Witwatersrand. Her studies focused on substantiating the contribution of Randomized Control Trials (RCTs) to evaluating early grade reading acquisition using literature analysis and empirical data analysis of large sample data. She is currently a PhD candidate focusing on language in education policy at the University of Stellenbosch. She recently co-authored research on the impact of coronavirus in South Africa; the latest report is titled “The impact of COVID-19 in education – more than a year of disruption” (June 2021).

Ms. Mohohlwane is also a Centre for Global Development non-resident fellow.
Mr. Ruel Ellis,
Coordinator of the MSc. Project Management Program, West Indies University, Trinidad and Tobago

Dr. Ruel L.A. Ellis is a lecturer in the Department of Mechanical and Manufacturing Engineering at The University of the West Indies (UWI), St. Augustine in the following courses: Simulation, Project Management, Production/Operations Management, Database Design and Enterprise Information Systems.

Dr. Ellis is the Coordinator of the MSc. Project Management Program in which he delivers the Project Management Information Systems and Project Management for Small and Medium Enterprises courses. He supervises student projects in the areas of renewable energy monitoring systems, domestic bio-gas generator designs, table-top composter designs, intellectual property, innovation and entrepreneurship, and other innovations in the application of designing engineering to agriculture. Additionally, he supervises projects in the MSc. Occupational Environmental Safety & Health in the Faculty of Science and Technology, and teaches Project Management in Food and Agriculture. Dr. Ellis is also the current Chairman of the IEEETT (Institute of Electronic and Electronic Engineers, Trinidad and Tobago) Education Society and is current Chairman of the Society of Caribbean Industrial Engineers, Member of the Board of the Society of Engineering and Management systems of the Institute of Industrial and Systems Engineers, and Immediate Past-President of the West Indian Group of University Teachers (St. Augustine Branch). Publicly Ruel has served as Chair of the Operations Committee on the NIHERST Board of Governors, he was a member of the National Productivity Council and the Advisory Committee for Creative industries at the National Training Agency.
Mr. Hamad Al Mutairi,  
Director of Archives Department, National Archives, United Arab Emirates

Mr. Hamad Al Mutairi is the Director of the Archives Department at the National Archives of the UAE, which he joined in 2009. He is an IT professional and enthusiast with practical experience in strategic planning and risk management.

As Director of the Archives Department, Mr. Al Mutairi supervises the operations of five sections: 1) Government Archives, 2) Historical Archives, 3) Presidential Archives, 4) Electronic Archives, and 5) preservation and restoration.

Archiving technologies and solutions are the main focus of his work in addition to managing strategic projects. He is a member of numerous local and international organizations. Most notably, he is a member of the Programs Committee in the International Council on Archives.

Mr. Al Mutairi holds an IT master’s degree in cyber security and a bachelor’s degree in computing and information systems.
Ms. Liisa Savolainen, Deputy Director, National Library, Finland

Ms. Liisa Savolainen is Deputy Director of the National Library of Finland.

Ms. Savolainen’s main responsibility is organization development. She has a career of over 30 years in different libraries, and has spent the last 17 years at the National Library of Finland.

She is Chair of IFLA National Libraries Standing Committee and Ex Officio Member of the IFLA Advisory Committee of Cultural Heritage. She is a board member of Bibliotheca Baltica.