

Communities of a New Future: A series of creative hub conversations

Lessons on Digital Transformation

25 June 2020

London: 9.00–10.30 a.m.; Manila and Kuala Lumpur: 4.00–5.30 p.m.;
Jakarta and Bangkok: 3.00–4.30 p.m.



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Thames International
Philippines



Reese Fernandez-Ruiz
Rags2Riches and
Thingsthatmatter.ph
Philippines



Gillian Easson
Creative Dundee
Scotland



Hogi Wirjono
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Host

Malaya del Rosario

Head, Arts and Creative Industries, British Council in the Philippines

Co-host

Chaz Requina

Creative Director, adobo Magazine

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House rules

House rules

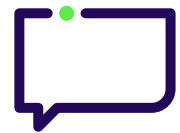


Cameras and mics will be automatically turned off.

House rules



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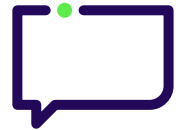


Type your questions in the chat box. Identify if your question is for all the panellists or a specific speaker.

House rules



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Type your questions in the chat box. Identify if your question is for all the panellists or a specific speaker.



Use the 'raise hand' function for questions during Q&A.

House rules



By attending, you acknowledge that your image and comments may be recorded and re-broadcast.

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We have made cue cards to help us communicate.

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We have made cue cards to help us communicate.



Let's be respectful of each other during the discussion.

Inspiring Resilience

- **Co-working Indonesia (ID)**
- **Co-working UK**
- **Co-working District (MY)**



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How Future
Creative Hubs conversations
Resilience
Responses from creative hubs?

Ang Bersama & Co-working Indonesia (ID)
(UK)
District (MY)

9.00–11.00 a.m., Manila and Kuala Lumpur: 4.00–6.00 p.m.

Recap of forum 1: Inspiring Resilience



Supporting artists to find creative solutions; helping the front-liners and provide essential services

Recap of forum 1: Inspiring Resilience



Supporting artists to find creative solutions; helping the front-liners and provide essential services



Mental health and well-being of community; professional/ livelihood support

Recap of forum 1: Inspiring Resilience



Supporting artists to find creative solutions; helping the front-liners and provide essential services



Mental health and well-being of community; professional/ livelihood support



Digital engagement challenges. Some might not translate well by 'going online'.

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Join the Global Creative Workforce via Instagram Stories



1. Take a photo of yourself at your workspace.
2. Add a new story on Instagram with this photo.
3. Tag **@phbritish** so we can make a compilation of our Stories during and after the forum.

Hashtags

#CreativeHubsforGood

#CultureConnectsUs



British Council Philippines – @phbritish

British Council Indonesia – @idbritisharts @idbritish

British Council Malaysia – @my_british @ ArtsBCMY @mybritisharts

British Council Thailand – @BritishCouncilThailand @thbritish

British Council Creative Economy – @UK_CE

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Pilar Aramayo-Prudencio

Country Director, British Council in the Philippines



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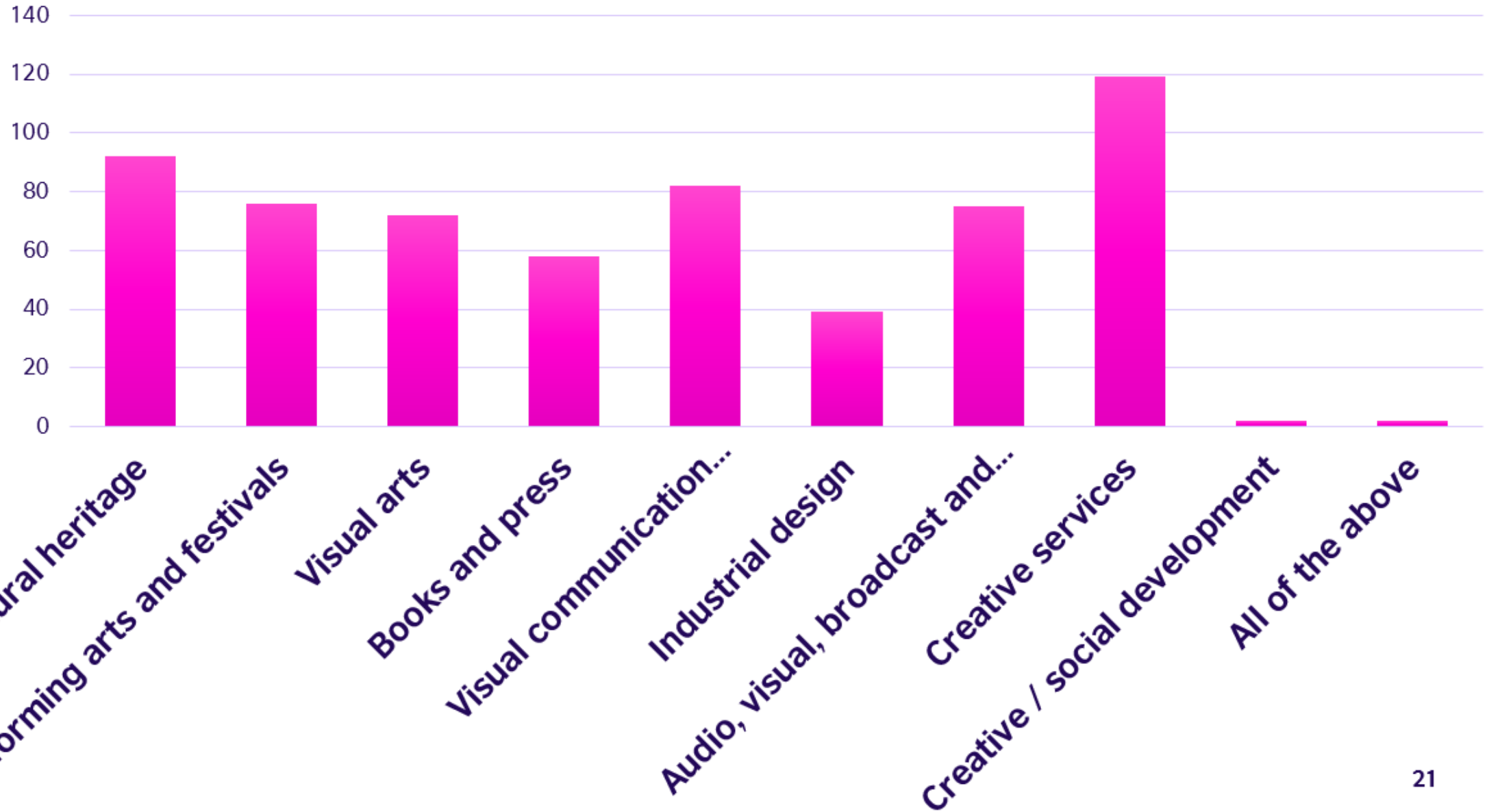
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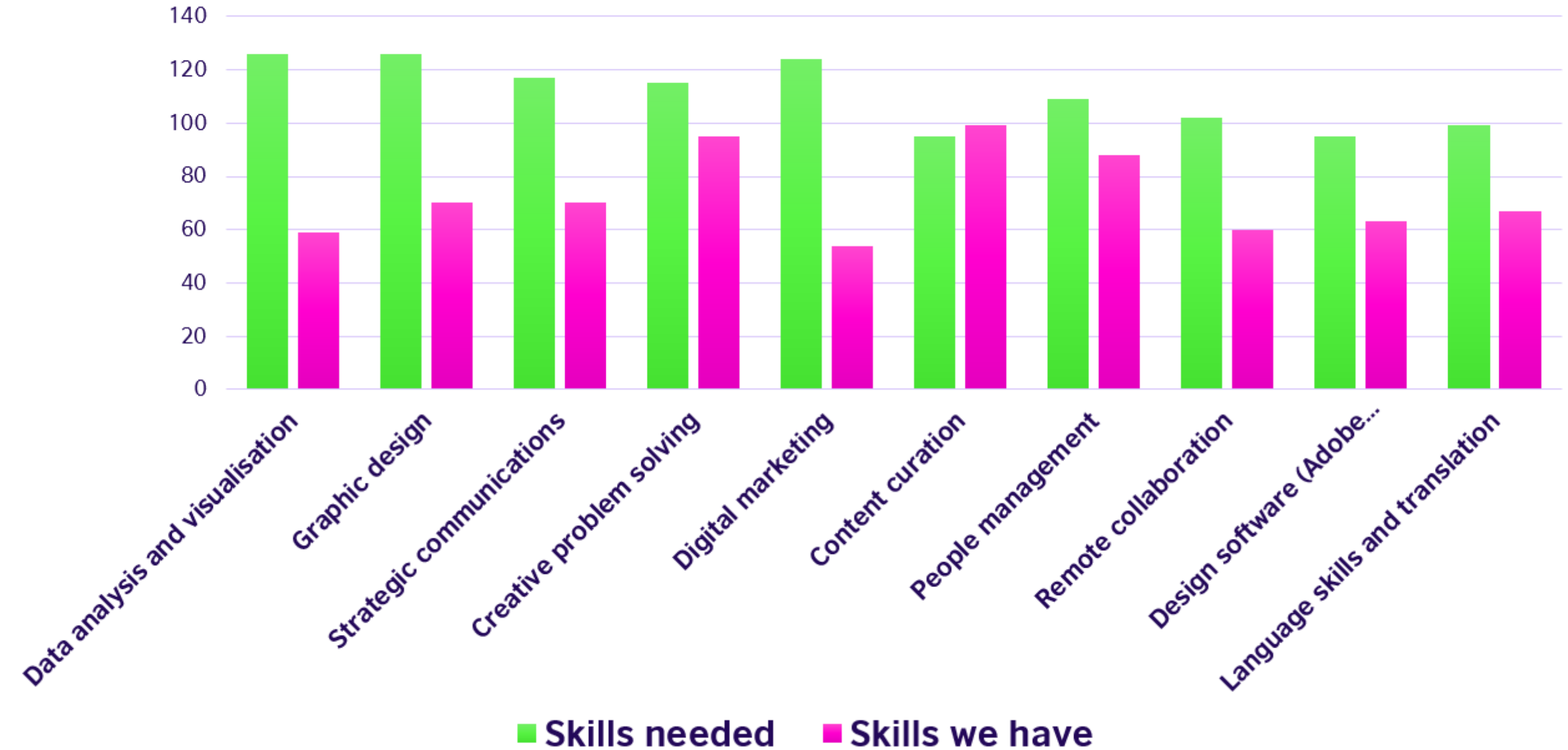
Lessons on digital transformation

Skills mapping results

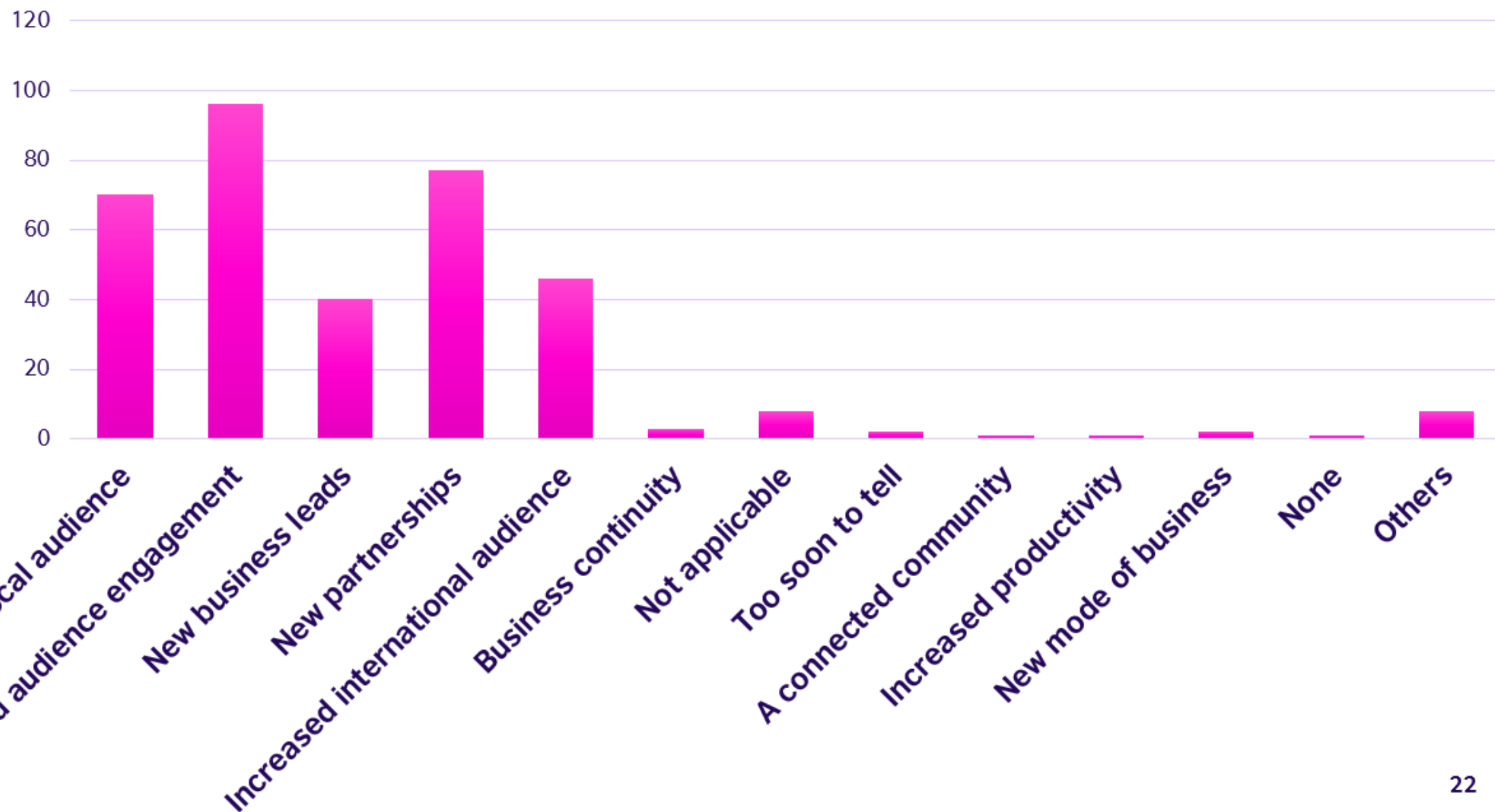
Which creative sector are you predominantly working in?



Top 10 skills for digital transformation



What are positive results of your digital initiatives?



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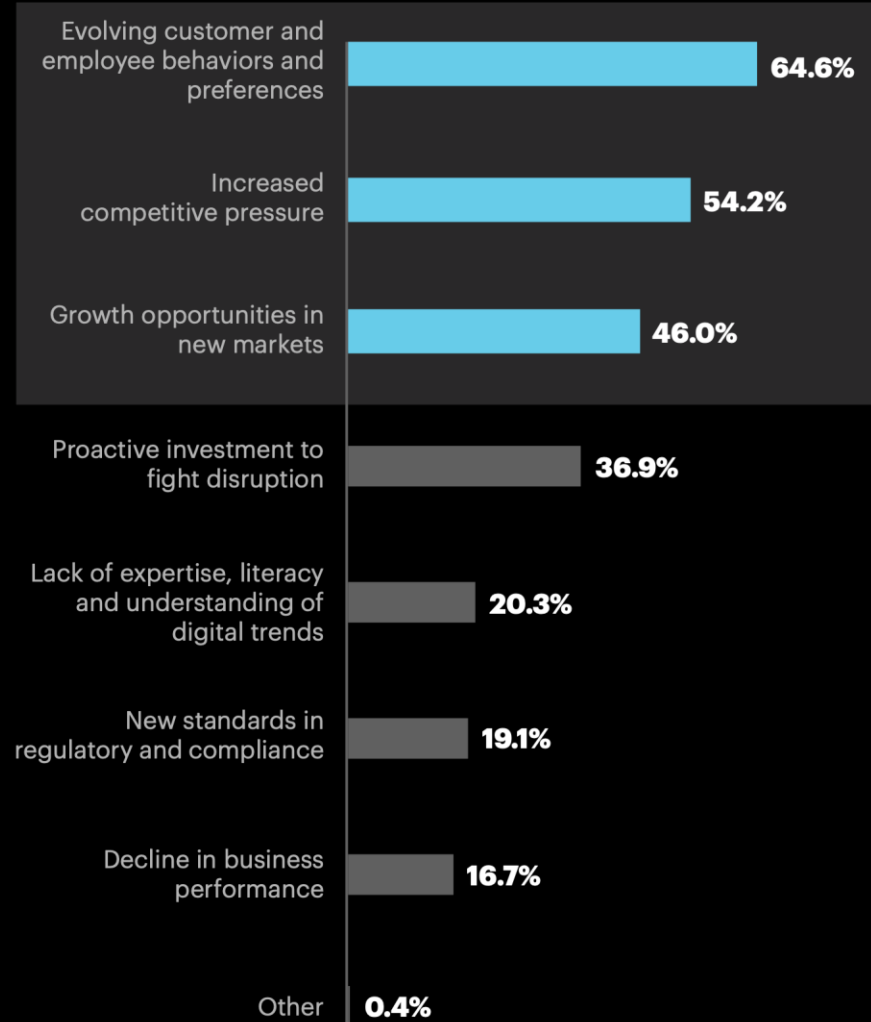
Managing Director, Thames International School
Philippines



The insightful application of customer-centric and digitally-driven strategies onto the key domains of a business that allows it to continuously evolve in its creation of value for its customers.

DRIVERS & CHALLENGES OF TRANSFORMATION

KEY DRIVERS OF DIGITAL TRANSFORMATION



TOP CHALLENGES FOR DIGITAL TRANSFORMATION INITIATIVES



7 PILLARS OF BUSINESS TRANSFORMATION

	BUSINESS AS USUAL	PRESENT & ACTIVE	FORMALIZED	STRATEGIC	CONVERGED	INNOVATIVE & ADAPTIVE
PURPOSE		An organization's "why" or reason for being.				
PEOPLE		An organization's empowered and engaged human resources.				
PROCESS		An organization's ideal methods of doing work that drives efficient operations.				
PRODUCT		An organization's innovative offering that delivers value across their customer's experience.				
PROFIT		An organization's management of finances that provides stability and potential for growth.				
POSITION		An organization's unique market position that keeps it competitive.				
PERSPECTIVE		An organization's ability to derive actionable insights from data.				

SUCCESSFUL TRANSFORMATION IS ULTIMATELY ABOUT CULTURE

Gartner

The Key to Business Transformation is Culture

Digital Business

The culture of an organization, more than business strategy, determines how the business grows and transforms.

Cultural issues are at the root of many failed business transformations, yet most organizations do not assign explicit responsibility for culture.

Deloitte

CIO Insights and Analysis from Deloitte

The Role of Culture in Digital Transformation

As organizations prepare for and work through a digital transformation, it's vital to create a culture in which everyone is tech savvy and risk is everyone's business.

CMS WiRE

Why Culture Change Is Essential for Digital Transformation

Shortcomings in organizational culture are one of the main impediments to company success in the digital age, according to a recent [McKinsey survey](#) of global executives. The survey highlighted three digital-culture deficiencies: functional and departmental silos, a fear of taking risks, and difficulty forming and acting on a single view of the customer.

CIO

ASEAN

Successful Digital Transformation Begins with a Cultural Transformation

Digital transformation marks a radical rethinking of how an organization uses technology, people, and processes to fundamentally change business performance.

It's also a rethinking that's gone mainstream pretty quickly. According to IDC, 40% of all technology spending will go toward digital transformations, with enterprises spending in excess of \$2 trillion through 2019.

But as *CIO.com* [observed recently](#), digital transformation doesn't come in a box—or a cloud. People and processes have equally important parts to play in the undertaking.

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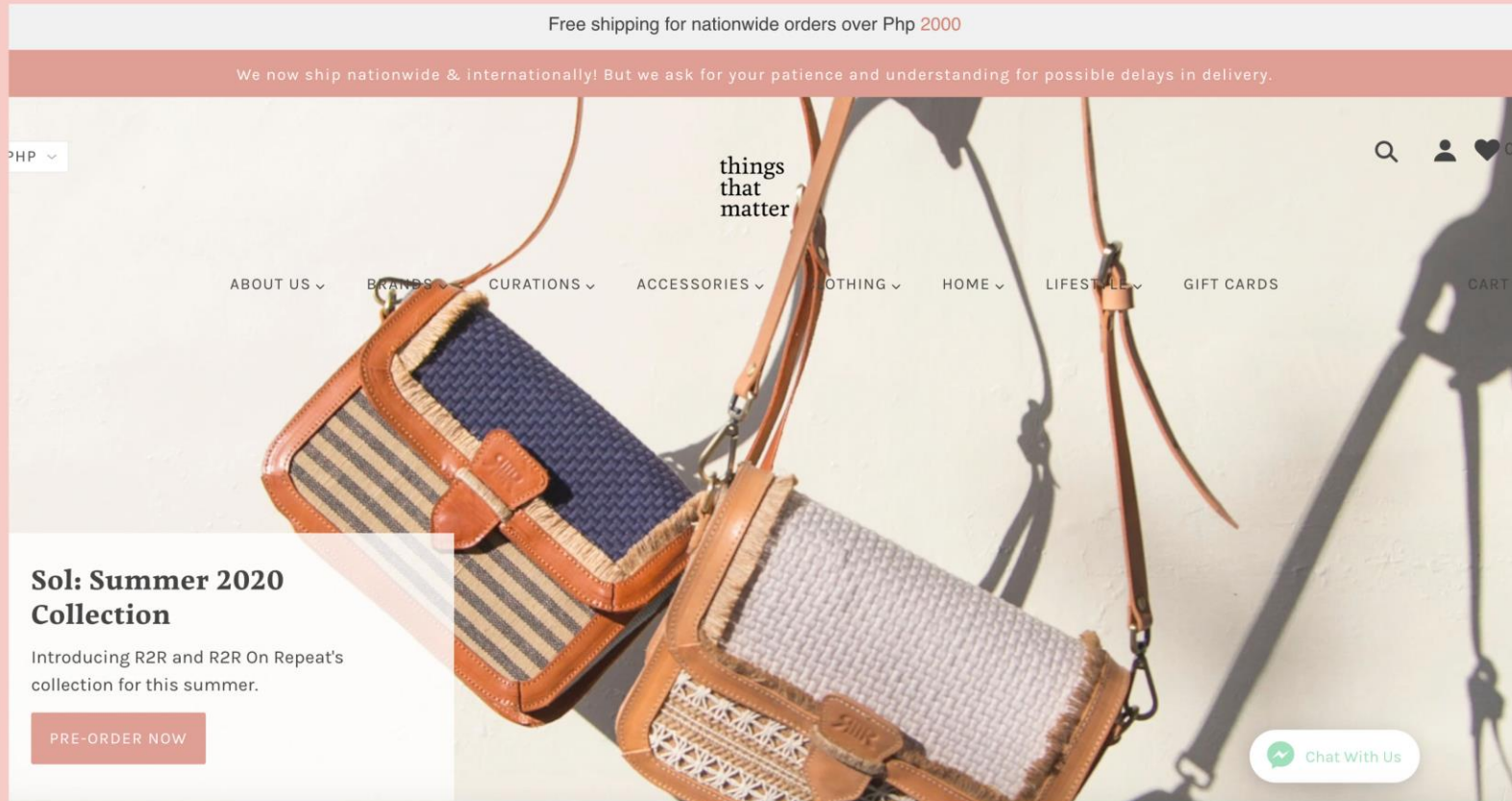


things
that
matter

Digital Transformation is not an Option

It is absolutely necessary.

Pre-Pandemic



- **Our current online store is 6 years old already**
- **Our online presence is 13 years old as well**
- **Our stores:**
 - **thingsthatmatter.ph**
 - **rags2riches.ph**
 - **Instagram**
 - **Facebook**
 - **Corporate**
 - **UP Town Center**

Quarantine Day One (almost) to now

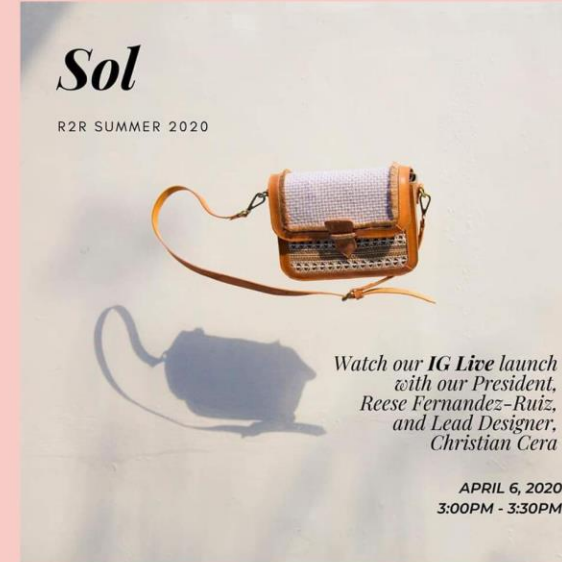
The things we did as a company



**Pivoted to Face Masks
and other Essentials right
away**



**Communicated with
Advocates (and each other)**



**Contributed to the Front
Liners while generating
Livelihood for our Artisans**



**Created innovations for the
future**

Learnings

1. ***Communicate CONSTANTLY & Compassionately with your team & advocates***
2. ***Make things easy for your advocates / customers***
3. ***Equip your team with the tools***
4. ***Get Tactical but don't forget the Long Term***
5. ***DO NOT Ignore Numbers***



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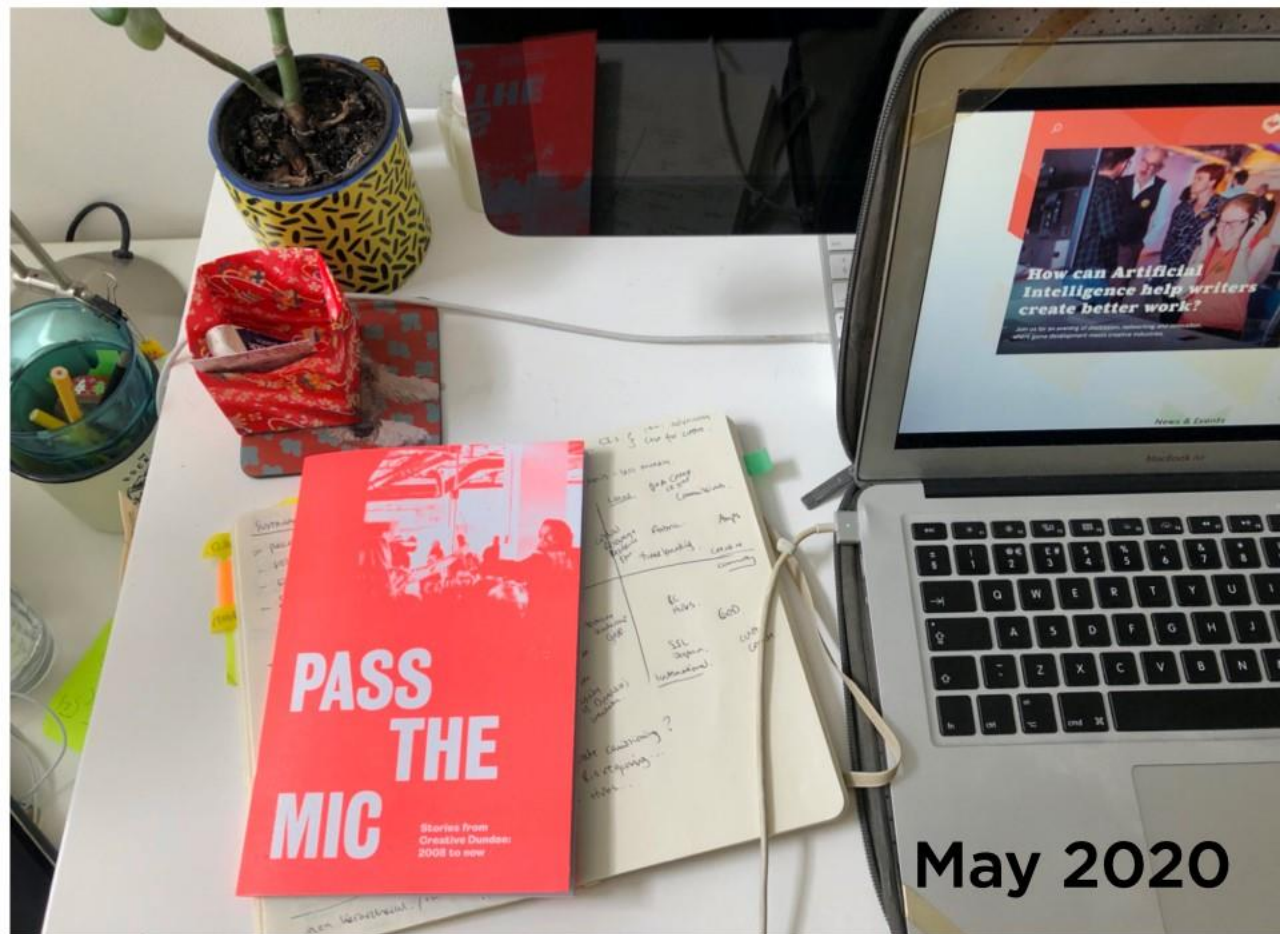
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Gillian Easson
Founder, Creative Dundee, Scotland



May 2019



May 2020



How can Artificial Intelligence help writers create better work?

Join us for an evening of discussion, networking and innovation, where game development meets creative industries.

Cultivating Creativity

We believe that culture and creativity are essential catalysts for positive change. For this reason we support talent to base, grow and sustain their practice in and around Dundee, by amplifying and connecting the city's creativity.

[More about Creative Dundee](#) →



JOIN AMPS

Highlights

Event

Learn about mutual exchange systems for creative communities in a special time banking workshop

Guest Blog

David Scott shares his love of boat building, talks about his recent residency at Archipelego Folk School

Event

Learn about mutual exchange systems for creative communities in a special time banking workshop



It's going to be scary to go outside the gate into the World beyond and meet other Humans - who are the survivors of this war!



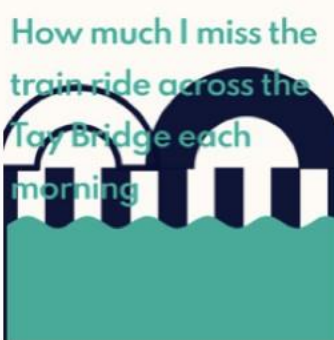
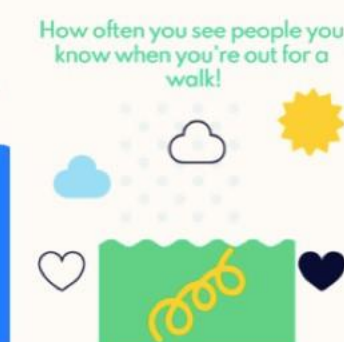
Getting to know my neighbours and feeling a new sense of community growing



How wonderful it is that the vast majority of people are so community minded and will go out of their way to help each other.



Being surprised by all the leaves in the trees one day there was bare branches the next day full green explosion





**What are
the most
pressing
issues?**

**Who are
our partners
+ allies?**

**What are our
capabilities
+ assets?**

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Hogi Wirjono

Co-founder, Future 10, Indonesia

IG: Future10_official



Brief history of **FUTURE10**

Future10 started as a 3 people operation promoting a weekly underground club night in a hidden area in Jakarta back in 1995. The night was such a success other clubs wanted a piece of the action.

On top of running events in a few clubs, Future10 started doing warehouse events & then outdoor festivals. It started with the Gatecrasher Soundsystem with 8,000 people, then the Jakarta Movement festivals was created that had up to 18,000 people and was the prototype of the current multi stage festivals in Indonesia.



These scenes on the left were the norm of FUTURE10's parties.

The vibe, the crowd, the dancing, the loud music was the key elements to our events.



We don't know when we can throw parties like this again.

So we came up with a solution.

When the pandemic begun in Indonesia we have moved all our flagship events to stream on our youtube channel ECHOES.



CROWD REACTIONS
PARTICIPATIONS
DURING & AFTER
THE STREAM

Subculture Driven

Creating events and activations that are driven by subculture communities

Innovation Mindset

Open to new ideas and becoming the first on executing the ideas in various music & lifestyle events

Alternative Movement

Serving a different perspective on the current options that are available in the society

Collaboration
→
Keep Moving Forward





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Lessons on Digital Transformation

Open forum

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What's next?



Reimagining the Future

What is the new long-term vision for creative hubs?

23 July 2020

What's next?



Reimagining the Future

What is the new long-term vision for creative hubs?
23 July 2020



Room is open for 30 more minutes. Turn on your camera, introduce yourselves!

Join the Global Creative Workforce via Instagram Stories



1. Take a photo of yourself at your workspace.
2. Add a new story on Instagram with this photo.
3. Tag **@phbritish** so we can make a compilation of our Stories during and after the forum.

Post event evaluation

It will only take 5 minutes of your time.

- Scan the QR code using your camera phone



- Or check the chat room for the link

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