

Creative Agents of Change

- Creativity and the arts are active agents for driving social change.
- An intersection between liberal arts and science needs to be established to drive this change.
- Art is magic but needs to touch the ground to make it sustainable.
- Art and creativity can facilitate social change through entrepreneurship.

The panel, which comprised an artist, a social worker, a film-maker, and a business leader, focused on social entrepreneurship to actively engage in creating platforms to improve the opportunities for artists and to make art self-sustaining. The session was moderated by a professor of global strategy and entrepreneurship.

The discussion began with each panellist expressing how he or she was working towards improving the opportunities for art and increasing awareness in society. It was noted that although these initiatives were generally non-profit motivated, they needed to be profit-motivated to make them sustainable.

The challenge lay in the fact that art cannot be commoditized and it is difficult to scale up an artistic enterprise and keep its originality.

Celebrities work wonders in China as brand ambassadors.

Social venture funds in India have helped to bring rural artisans into the modern supply chain. Artisans have been allotted shares at par, while private investors pay 30 to 40 times for the same share. This gives the artisan a sense of ownership.

One of the panellists pointed out that the quality of the product speaks for itself. Art is barrier-free and everyone can relate to art. Art is good for business and, in turn, business is good for art. These linkages help to build sustainability. Empower children through art, and they will begin to look for solutions as managers.

Disclosure

These insights were written by Sheila Sri Prakash. The views expressed are those of certain participants in the discussion and do not necessarily reflect the views of all participants or of the World Economic Forum.