

Sustaining what and who?

Diversity as necessity in creative ecologies

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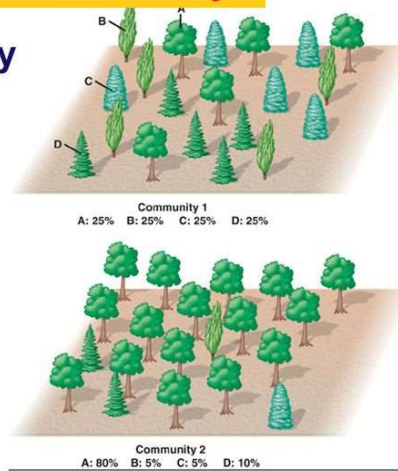
University of South Wales

Species diversity

greater diversity = greater stability

- Greater biodiversity offers:

- ◆ more food resources
- ◆ more habitats
- ◆ more resilience in face of environmental change





Some questions

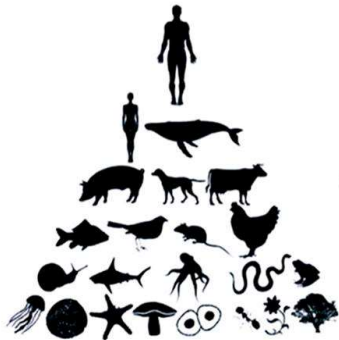
1. What would sustainable creative industries look like?
2. How would they operate?
3. Who (what) would they benefit?
4. How would they be achieved?



What would sustainable creative industries look like?

1. Secure pipeline of ideas, talent, and audiences/users
2. They would look diverse – methods and people
3. Productive without causing exploitative damage to resources (inc. human)
4. Credible range of funding sources that respected their distinct value
5. Sustaining as well as sustainable
6. *Advocates* for their own value and adept at building strategic alliances
7. Confident in their own language, able to persuade and provoke others through the power of creative imagination.

Ego-Logical



Authoritarian ~ Dualistic ~ Unsustainable
Delusional ~ Mechanistic ~ Self-destructive
Unwise ~ Imbalanced ~ Power Seeking

Eco-Logical



Democratic ~ Holistic ~ Sustainable
Compassionate ~ Natural ~ Regenerative
Wise ~ Balanced ~ Interdependent

Christopher Chase, 2014.

- ▶ Transformative capability is source of value and power.
- ▶ Includes capacity to be *self-transformative*
- ▶ Creative making and thinking can bring a critical and alternative perspective
- ▶ ...as well as pleasure and vitality!

Centre for Media and Culture in Small Nations



Television from Small Nations

building a network for cultural and commercial success



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Home

This multidisciplinary, international research network addresses the specific challenges and opportunities facing television broadcasters and producers in small nations. For small nations the television industry performs a number of important cultural, political and economic functions: constructing cultural identities, contributing towards a democratic public sphere, and enabling minority-languages to thrive in the modern world. However, several structural challenges shape their TV industries including less access to talent, fewer capital resources, higher production costs, and a smaller market for advertising and license fee revenue. The network directly addresses these imperatives by drawing together academic experts and key stakeholders in the television industry, and enabling them to identify the necessary conditions for sustained success in both cultural and commercial terms.

Tweets by @USWemalitions



[Embed](#) [View on Twitter](#)



Welsh and Khasi Cultural Dialogues: An Interdisciplinary Arts and Performance Project

Cymraeg



This interdisciplinary project in creative arts investigates the shared cultural history of the people of Wales and the Khasi people of Northeast India. This shared history spans a 170 years, from the arrival of the Welsh missionaries in the Khasi Hills in the 1840s, to the removal of all foreign missionaries from India in 1967, and beyond, resulting in a complex body of intercultural material. The project uses creative arts practice, namely performance and film, to construct a 'cultural dialogue' between Welsh and Indian scholar-practitioners, one that investigates and responds to our historical relationship.

Duration: October 2015 – September 2019

Funding: [The Leverhulme Trust](#)

Research team: [Lisa Lewis](#) (Principal Investigator, USW), [Aparna Sharma](#) (Co-Investigator, UCLA), [Helen Davies](#) (Senior Research Assistant, USW)

Website: <http://www.welshkhasialogues.co.uk/>

History of Popular Music in Merthyr



The project is in collaboration with a number of stakeholders such as Merthyr Tydfil Library, Merthyr Leisure Trust, The Young Promoters Network, Canolfan a Theatr Soar (the Welsh language theatre based in the town), Old Merthyr Tydfil, Merthyr Tydfil Heritage Trust, Merthyr Tydfil College, The Red House (Merthyr Town Hall) and Historypin, all of who have agreed to work strategically with the project.

The project is currently in the early stages, but is currently investigating and implementing a [web-based archive](#) of local popular music memorabilia, facilitated by a series of community based digital literacy workshops, through which local residents learn how to engage with their musical history and prepare their own digital stories and materials (such as music files, newspaper cuttings, visual footage and photos).



Geraint Morgan @Geraintmogs · Sep 14

Might be worth pointing out that what Channel 4 paid of **GBBO** isn't far off **S4C**'s entire annual budget.



88



56



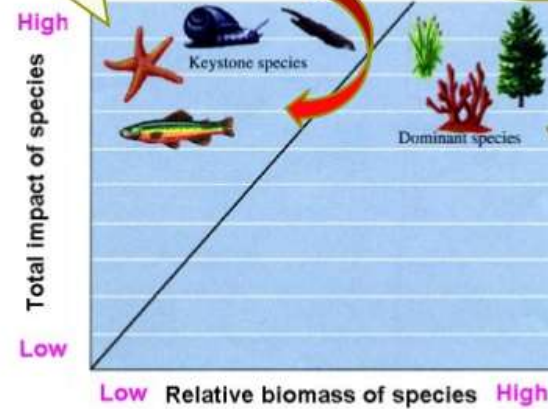
Scale matters but...

Do keystone species have a large body mass?

Species with:
low biomass but
large effects on
community structure.

Keystone species are
those whose influence
is disproportionate to
their biomass.

Dominant species :
have significant
influence on community
structure due to their
high biomass.





ComisiynyddyGymraeg

@ComyGymraeg

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#IALC2017



"... the natural force in the workplace, as in the rest of society, is the domination of the majority language. For the minority language to thrive in the workplace, to have equal status with the majority language, requires constant attention and unceasing vigilance. It is not something that happens naturally."

– *Graham Fraser*

Am fod gwerth amhrisiadwy mewn geiriau lleol Cymraeg...*

EUROPEAN SOCIAL MEDIA DAY FOR SMALL LANGUAGES



WHEN?
Tuesday 26th of September 2017 (European Day of Languages)

WHY?

- To celebrate our languages
- To encourage people to use their language on social media
- To make our languages more visible on social media
- To make people aware about the existence and added value of our languages
- To show people that our language communities are connects

 **Indigenous Tweets** @IndigenousTweet Following

New indigenous/minority languages added to [@SwiftKey](#) on iOS ([#Māori](#), [#Gaeilge](#), [#Chichewa](#), ...) blog.swiftkey.com/swiftkey-for-i... via [@LowRisingTone](#)




SwiftKey for iOS brings 68 new languages, new themes &...
SwiftKey for iOS update triples language support, adds new themes and brings a design refresh to the app!
blog.swiftkey.com

RETWEETS 15 LIKES 8

7:02 am - 20 May 2017

15 8



'Language is not a neutral medium that passes freely and easily into the private property of the speaker's intentions; it is populated – overpopulated – with the intentions of others. Expropriating it, forcing it to submit to one's own intentions and accents, is a difficult and complicated process... the word in language is half someone else's. It becomes one's 'own' only when the speaker populates it with his own intentions, his own accent, when he appropriates the word, adapting it to his own semantic and expressive intention. Prior to this moment of appropriation, the word does not exist in a neutral and impersonal language... but rather it exists in other people's mouths, in other people's contexts, serving other people's intentions; it is from there that one must take the word, and make it one's own'

(Bakhtin, *The Dialogic Imagination*, orig. 1934-41: 294)

‘At this rate, we’re all on track to use at least 29 phones in our lifetimes’ (Greenpeace).

