Hack Culture: Digital Solutions to Empower Women and Safeguard Traditional Crafts

6-9 August 2019
Building D, Northern Science Park, STeP (Science and Technology Park)
Chiang Mai University Mae Hae Campus
Chiang Mai, Thailand

Logistical Note

I. Venue (Building D, Northern Science Park, STeP)

1. Getting to CMU STeP

The address for CMU STeP is:

Science and Technology Park, Chiang Mai University (CMU STeP)
155 Moo 2, Mae Hia subdistrict, Muang district,
Chiang Mai province 50100
https://goo.gl/maps/33JsyK3aBx5iUHFM8

Please proceed to Building D of Northern Science Park (NSP), STeP within Chiang Mai University, Mae Hae Campus.

For the exact location, please refer to the map below:
2. **Conference Meals**

   All conference meals will be provided to participants, i.e. lunches and snacks.
II. Details and Expectations for Hackathon

1. Participants
   It is expected that around 100 participants in total will attend the event. These include Samsung IT volunteers, local Hmong crafts-women, Chiang Mai entrepreneurs, experts and jury members, as well as Thai-Korean interpreters.
   - The Hmong crafts-women will be traveling from the Doi Pui Hmong Village
   - The 10 entrepreneurs will represent the following brands: Torboon, Cotton Farm, Metal Studio, Craft de Quarr, Ethnica, Long Goy, Ars D-Sine, Chachaa Slow Pace, Slowstitch and Yano Handicraft.

2. Language
   The main language of the event is Thai, with some English and Korean presentations. Thai-Korean interpreters will be available on site to provide translation services.

3. Hardware/Devices
   - Each Samsung IT volunteer will have a laptop available for the teams to work on.
   - Tables, projectors, and the Internet will be available at the venue.
   - Participants do not have to bring any technologies, but can feel free to bring their smartphones, laptops, tablets, etc.

4. Expectations for participants
   All participants will join teams consisting of:
   - Samsung IT volunteers
   - Ethnic minority women from the Doi Pui Hmong Village
   - Local Chiang Mai entrepreneurs
   - Thai-Korean interpreters

Expectations for each set of participants:

<table>
<thead>
<tr>
<th>Who?</th>
<th>How were they selected?</th>
<th>Expectations for their role during the hackathon</th>
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</thead>
</table>
| Samsung IT Volunteers | The Korea-based Samsung employees had to go through a vetting process to be selected as IT volunteers and training experts to join the hackathon. They have expertise in IT, marketing, design, etc. | They will:  
  - Support the teams to develop IT-based prototypes  
  - Listen and incorporate local ethnic minority crafts-women’s needs into the design of the prototypes  
  - Provide needs-based trainings for the local ethnic minority crafts-women (and others who wish to attend) |
| Doi Pui Hmong Village crafts-women | All of the women have been creating traditional crafts for at least 1 year, and are interested in expanding their business. They are all from Chiang Mai. | They will:  
  - Share their needs, challenges and preferences with the teams  
  - Actively give feedback on prototypes development process and products  
  - Attend Samsung’s trainings |
| Chiang Mai entrepreneurs | All of the entrepreneurs are based in Chiang Mai and create various crafts, not | They will:  
  - Give their point of view as entrepreneurs/ |
only traditional ones. Some of them also work with ethnic minority groups in Chiang Mai and are interested in the topic.

business persons who have had to set up businesses, create marketing plans, and use digital tools

• Will not be the main beneficiaries of the final prototype, but will give advice to the Samsung volunteers and ethnic minority crafts-women on how to best utilize technologies and tools to boost or launch their businesses, and which types of platforms may be best for those purposes.

5. Samsung training will be provided on Days 2 and 3. Local crafts-women and entrepreneurs are encouraged to join. The trainings will be conducted in Korean and Thai, and focus on the following themes:

<table>
<thead>
<tr>
<th>#</th>
<th>Training topic &amp; brief description</th>
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</thead>
<tbody>
<tr>
<td>#1</td>
<td><strong>Importance of Branding</strong></td>
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<tr>
<td></td>
<td>• Why is branding important?</td>
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<tr>
<td></td>
<td>• Semi-SWOT (Analysis of strengths, weaknesses, opportunities, and threats)</td>
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<td>#2</td>
<td><strong>Practice 1: Knowing by business and customers</strong></td>
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<tr>
<td></td>
<td>• Analysis of Doi Pui village and Hmong crafts</td>
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<td></td>
<td>• Who is the customer?</td>
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<tr>
<td>#3</td>
<td><strong>Practice 2: Brand Setup</strong></td>
</tr>
<tr>
<td></td>
<td>• Making a competent brand</td>
</tr>
<tr>
<td>#4</td>
<td><strong>Practice 3: Brand Introduction Poster</strong></td>
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<td></td>
<td>• Display posters (presentations will take place on the last day)</td>
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<tr>
<td>#5</td>
<td><strong>Importance of Digital Marketing</strong></td>
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<tr>
<td>#6</td>
<td><strong>Practice 1: Making Digital Contents</strong></td>
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<td></td>
<td>• How to take a picture like a professional?</td>
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<tr>
<td>#7</td>
<td><strong>Practice 2: SNS Marketing</strong></td>
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<td></td>
<td>• SNS posting (on Instagram and Youtube)</td>
</tr>
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</table>

III. Jury, awards and prizes

1. Jury

A total of 5 jury members will evaluate and judge the final prototypes developed by the teams.

1. Ms Duong Bich Hanh (Chief, Culture Unit, UNESCO Bangkok)
2. Mr. Wichai Pornpratang (Corporate Vice President, Corporate Strategy and Citizenship, Thai Samsung Electronics Co., Ltd.)
3. Ms Angela Srisomwongwathana (Advisor, Chiang Mai City of Crafts and Folk Art)
4. Ms Sung-Ho Kwon (Emeritus Professor, Institute of Educational Technology, Hanyang University)
5. Mr Nopasit Chakpitak (Dean, International College of Digital Innovation, Chiang Mai University)

2. Awards and prizes
Participants will win various prizes and souvenirs. Everyone will receive certificates of participation from UNESCO.

IV. Point of contact

For more information, you can contact Ms Auken Tungatarova, UNESCO Bangkok at a.tungatarova@unesco.org

V. Event website

All of the hackathon related documents, photos and information will be available at the following link: https://bangkok.unesco.org/content/digital-solutions-empower-women-and-safeguard-traditional-crafts