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

6-9 August 2019, CMU STeP, Chiang Mai, Thailand

Rules and Judges Information

Hackathon rules

1. The prototype should contribute to solving problems and addressing the needs of crafts-women. It should address at least one of the following:
   - How to support the documentation and transmission of the crafts-women’s cultures?
   - How to support the marketing, storytelling and income generation of crafts-women based on their traditional knowledge and skills? How can ICT aid the various steps of the business process, such as advertising, collaborating, communicating, selling and even learning from others?

2. The prototype should be sustainable, inclusive, relevant to ethnic crafts-women’s needs and wishes, and easy to use. It should also not take up too much bandwidth.

3. The prototypes should give credit to/acknowledge the ethnic group communities and crafts-women as the source of the knowledge to make products and the information from group discussion. Additionally, it is recommended that the technology tool that will be used as the prototype enables the crafts-women to clearly own their own information, products and heritage.

4. The prototype should be able to provide information at least in two of the three languages: the ethnic women’s mother tongue, Thai and/or English.

5. In case of ICT prototypes, they are recommended to be open source software.

6. Each participant must participate in a team. Each team should not exceed 10 people. Each participant (team) is allowed to share, cooperate and collaborate with other teams.

7. Your team must submit a link to your source.

8. The organizers request the right to use the winners’ names, photos and work to promote the event and share with the public.

9. All participants must act respectfully and inclusively.

10. No remote participation is allowed.

11. This hackathon aims to find a comprehensive solution for crafts-women rather than promote competition.
The Jury
A total of 5 jury members will evaluate and judge the final prototypes developed by the teams.

Ms. Duong Bich Hanh
Chief of Culture Unit
UNESCO Bangkok

Ms. Duong Bich Hanh is an anthropologist with extensive knowledge and experience in Southeast Asia and international development. Ms. Hanh has a strong commitment to gender equality, cultural diversity and human rights, and has been involved in social research and program management in the areas of heritage preservation and community development since 1994.

In 2009, Ms. Hanh joined UNESCO to manage the Culture program in the Ha Noi Office. In May 2016 she moved to UNESCO's Bangkok Office to lead the Culture unit, covering the Mekong cluster countries and coordinating a number of regional projects in Southeast Asia and the Asia Pacific.

Ms. Hanh is especially interested in promoting the role of cultural heritage, both tangible and intangible, in sustainable development, and in ensuring that local communities both participate in and benefit from the protection of their own heritage.

Mr. Wichai Pornpratang
Corporate Vice President,
Corporate Strategy and Citizenship,
Thai Samsung Electronics Co., Ltd.

With ambitious visions and innovation-driven philosophy, Mr. Wichai Pornpratang is spearheading of Corporate Strategy and Citizenship at Thai Samsung Electronics Co., Ltd. He is responsible for brand building and market strengthening. Under his supervision, Thai Samsung Electronics successfully registered itself as a market leader in categories of smartphones, tablets, and smart wearable devices.

Mr. Wichai graduated from La Verne University, California, the United States in MBA. He holds a Bachelor’s Degree in advertising from Bangkok University. He also earned Diploma in Marketing and Purchasing Management from University of California, the United States.
Ms Angela Srisomwongwathana is a computer system specialist, who turned to explore her passion as a photographer and conservator. She is a co-founder of The Little People in Conservation Group. In her another hat, she is an advisor to Chiang Mai City of Crafts and Folk Art, and International Coordinator and Project Advisor for the Project Initiative (2014 - 2017), as well as International Coordinator for Chiang Mai World Heritage Initiative (exclusively for Lanna Historical City International Forum 2017).

Ms Angela has applied photography in conservation to engage especially young generation and community in safeguarding their cultural heritage. She was a part of the team behind the successful conservation of Wat Pongsanuk, Lampang, which won an Award of Merit from UNESCO Asia-Pacific Awards for Cultural Heritage Conservation in 2008.

She has also been involved in various international symposia to develop strategies to safeguard Intangible Cultural Heritage at international level.

Professor Sungho Kwon received an Ed.D. in Educational Technology from University of Washington. She is an author of numerous educational books and over 110 articles in academic journals in South Korea and internationally.

Professor Kwon was President of Korean Society of Educational Technology, Korean Association for Educational Information Media, and Korean Society of General Education. She was also in an Advisory Committee of Digital Textbooks at the Ministry of Education. Currently, she is Chairman of Advisory Committee at the Institute of Educational Technology. She has received the medal from the Korean government for her contribution to education development of Korea.

Her experience of over 35 years includes giving consultation to technology industries in South Korea, ASEAN countries and the United States. She is currently working with Seoul Business Agency to help start-ups.
Dr. Nopasit Chakpitak is a researcher in Knowledge Engineering and Management. He is also the founder dean of the College of Arts, Media and Technology, and the International College of Digital Innovation at Chiang Mai University. The international college was established to promote international tech startups in Thailand.

Currently, he is an Assistant Professor in Knowledge Management and Software Engineering. He is also involved in several European-funded projects in ICT and its applications. His current work is on Smart Cities initiative, which includes the development of smart transportation, tourism, education, energy options, etc. The initiative involves relevant disruptive technologies, from Digital Economy, Smart City, Big Data, FinTech, Entrepreneurial Ecosystem, to Intellectual Property and Cyber Law.