Selection of the 2021 Most Influential 100 People of African Descent Worldwide

Class of 2021 Edition
100 Creatives | 100 Under 40

www.mipad.org
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Introduction

In October 2021, MIPAD will feature the release of two global 100 lists - the Creative 100 and the 100 Under 40 lists. The focus on the 'creative' for 2021 is intentional as there is a converging emphasis amongst international policy institutions. This includes:

1. The International Decade for People of African Descent, to be observed from 2015 – 2024, as proclaimed by the United Nations General Assembly Resolution 68/237.
2. 2021 is the United Nations International Year of the Creative Economy
3. Also, 2021 is the African Union Year of the Arts, Culture and Heritage.

For MIPAD, this convergence is not a coincidence. Rather, it brings to the fore the imperative that a thriving global creative sector remains integral to the awareness and implementation of the UN International Decade for People of African Descent as well as the AU Agenda 2063.

In this regard, the Most Influential 100 Recognition Week 2021 will be recognizing people of African descent worldwide within the cultural and creative industries who are using creativity to uplift Africans, projecting their voices and changing the narrative.

Consequently, this document presents a framework that helps to articulate a criterion for the selection of the 2021 Most Influential 100 People of African Descent.
Defining the cultural and creative industry has continued to generate much debate over decades. There is hardly a consensus around what the sector should comprise, and contemporary interpretations have now included potential commercial activities that were hitherto regarded in purely non-economic terms or informal. More so, much of the activities within the sector are being shaped by technology (especially the 4th Industrial Revolution).

While this framework does not necessarily engage in a debate around definitions, it engages the knowledge from an international definition developed by UNESCO as well as a contextual interpretation by the Revised African Union Plan of Action on Cultural and Creative Industries which allows for a balance between global viewpoint and an African perspective in an attempt to advance a reasonable, nuanced and inclusive methodology.

This framework therefore adopts both definitions in framing the aspirations of this document.

UNESCO defines the cultural and creative industries as ‘sectors of organized activity whose principal purpose is the production or reproduction, promotion, distribution and/or commercialization of goods, services and activities of a cultural, artistic or heritage-related nature’.

The AU defines the cultural and creative industries as ‘activities, goods and services whose inspiration is derived from heritage, traditional knowledge, technology, and the artistic elements of individual and collective creativity aimed at economic growth, social inclusion and human development’.
Defining the Categories

Combining the definitions of the cultural and creative industries by UNESCO and the AU advances the idea that allows for a thinking that transcends an understanding that is limited to traditional commercial activities within the sector.

The definitions mainstream considerations that allows for an appreciation of activities that were hitherto regarded in purely non-economic terms or informal. For example, activities such as festivals, carnivals, historical places and knowledge structures that enable the cultural continuity of African culture in contemporary societies are brought to the fore.

Similarly, the definitions also require an appreciation of the role that actors such as regulators, policy actors, investors play as well as how technology and the 4IR is shaping the operations and dynamics of the cultural and creative industries.

Based on the definition, this framework considers the following categories as a basis for identifying the 2021 Most Influential 100 People of African Descent.
Defining the Categories cont’d

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>TV &amp; Film</strong></td>
<td>TV in this regard can include expressions such as terrestrial, cable, satellite and internet television. On the other hand, Film here could be of any genre with expressions that include, motion picture, documentary, cartoon as well as animation. The individuals that can be considered for nomination include Actors, Actresses, Producers, Directors, Script Writers, Screen Writers, Film/Play Editors, Cinematographers and Videographers, Production Managers, Costume Designers, On-Air Personalities, Animators and other functions that support the TV and Film Industry.</td>
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<tr>
<td><strong>Music</strong></td>
<td>The considerations here include activities expressed through the discovery of Artists, creating music, development, packing of content, promotion and marketing of artists, as well as distribution. The individuals that can be considered for nomination include singers, artistes, producers, musicians, instrumentalists, performers, song writers, composers, lyricists, conductors, promoters, marketers, distributors, recording engineers, backup singers, publicists, arrangers and other roles that support the music industry.</td>
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<td><strong>Visual Arts</strong></td>
<td>This refers to forms of art that produce creative work that is primarily visual in nature, such as drawings, paintings, sculptures, printmaking, design, crafts (including metal), woodwork, ceramics and architecture – this definition also makes consideration for visual arts expressed in digital forms including animation, digital art, photography and graphic design. In this regard, the individuals that can be considered for nomination include Artists, Painters, Photographers, Graphic Designers, Jewelers, Sculptures, Crafts Men, Architects, Printers, Animators, Wood and Metal Fabricators and other roles that support the visual arts industry.</td>
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### Defining the Categories cont’d

<table>
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<th>Category</th>
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<tr>
<td><strong>Performing Arts</strong></td>
<td>The consideration here refers to activities articulated through dance, music, theatre, magic and illusion, mime and spoken word, puppetry, poetry, circus arts, Sports, Drama, Dance, Comedy and other specialised forms of art that require presentation before an audience. The individuals that can be considered for nomination include Actors, Dancers, Musical Theatre Performers, Screen Writers Theatre Directors, Arts Administrators Stage Managers, Broadcasters, Presenters, Comperes Master of Ceremonies, Comedians, Athletes, Poets, Magicians, Mimers, Puppeteers and other roles that support the performing arts industry.</td>
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<tr>
<td><strong>Media</strong></td>
<td>This refers to creative and cultural works and content produced for digital platforms or distributed digitally to reach the public. In this regard we consider functions and activities related to Radio, Advertising, Social Media, New Media (including gaming, virtual worlds and podcasts), Print Media, Publishing, Internet Streaming and Libraries. The individuals that can be considered for nomination include Journalists, Broadcasters, Social Media Influencers, Podcasters, Animators, Game Designers, Publishers, Liberians, On-Air Personalities, streaming platforms.</td>
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<tr>
<td><strong>Design &amp; Lifestyle</strong></td>
<td>This refers to creative work that involves the creation, production and distribution of clothing, footwear and accessories, cosmetics, perfume, home furnishing and products for skin and hair care. It also includes services such as interior décor, architecture, beauty salons, spas, health clubs and cosmetic surgery. In this regard, the individuals that can be considered for nomination include Fashion Designers, Tailors, Seamstresses, clothing brands, Models, Hair Stylists, Beauticians, Cosmetic Surgeons, Cordwainer, Interior Decorators, Architects and other roles that support the design and lifestyle industry.</td>
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Defining the Categories cont’d

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<td><strong>Education</strong></td>
<td>This refers to educational institutions and individuals enabling the effective socialization of creatives and helping them develop skills for their crafts. The individuals and Institutions that can be considered for nomination include Schools, Academies, Coaches, Authors, Academics, Teachers and other roles that support the education and socialization of creatives.</td>
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<td><strong>Executives</strong></td>
<td>The consideration here refers to institutions and individuals managing talent, built an industry and invested significantly in the cultural and creative industries. The individuals that can be considered for nomination include Executive Producers, Investors, Religious Leaders, Leaders in NGOs and Civil Society Groups,</td>
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<td><strong>Aggregators</strong></td>
<td>The consideration here considers individuals, institutions and events that showcase and help to connect creatives using both online and offline platforms. Some of these may include feasts, festivals, carnivals, historical places, streaming platforms and other tech or social media platforms that connect creative content with end users as well as digital currencies and assets such as NFTs.</td>
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<td><strong>Government &amp; Policy Actors</strong></td>
<td>This refers to political leaders at local, state, country, regional and global levels using their office to support and promote the creative economy. This can include Presidents, Ministers, Mayors/Governors, Traditional Chiefs, Senators as well as Regional and Global Institutions.</td>
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Candidates to be considered for nomination must meet the following criteria:

- Must be at least 18 years of age
- Must be of African descent or origin
- Must belong to any of the industries identified (Inside Africa or Across Diaspora)
  - Using their creativity to **uplift** the African/Black image
  - Using their creativity to **amplify** the African/Blacks voices & narratives
  - Using creative solutions and access to resources in **solving problems** unique to the African/Black communities worldwide
- Must be an active and contemporary contributor to the global cultural and creative industry.

Persons that cannot be considered for the list:

2. Creatives who misrepresent the African/black culture (i.e., who promote drugs, sex, rape crime, fraud etc.).
3. Self nomination is prohibited.

**SUBMIT NOMINATIONS**

100 Creatives | 100 Under 40
Selection Committee

The selection committee shall comprise 8 representatives from MIPAD, United Nations, African Union and private sector partners. The composition of the selection committee shall prioritize diversity, gender and minority groups in its representation.

Once the selection committee is set up, Members will be required to within themselves designate specific roles to keep the committee on task and moving forward. This will include:

1. **Chair** - Leads the committee, sets the applicable tone and approach of the committee; includes all members and ensures that members are motivated to be engaged.
2. **Diversity and Equity Leader** - Ensures that selection endeavors are conducted in an unbiased way and in tandem with the values of diversity, equity, human rights and inclusivity.
3. **Recorder** - Ensures that the data and documentation are established, preserved and managed effectively.

**Operational Tenets**

- Each member has the liberty to establish his or her reflections, ideas and views without discrimination.
- Each member shall respect the right of each other member to communicate his or her views.
- The conversations at meetings shall be confidential.
- Members will respect and abide by the ruling of the Chair to ensure disciplined and constructive outcomes are accomplished.
Definition the Expectations from the Selected Influential 100 Creatives/100 Under 40

Collaboration to amplify IMPACT

Raise awareness to the challenges

Grant access and mobilize resources

Tell our STORIES to share with next CLASS of HONOREES & THE WORLD

Measurable and trackable Outcomes
# Timelines

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<tr>
<th>Activities - 2021</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
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<tr>
<td>Nominations Open – 1st June</td>
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<td>Deadline for nominations - August 30th</td>
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<td>MIPAD 2021 Recognition Week - 30th September</td>
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<td>UNGA</td>
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<td>Official Announcement - 1st - 4th October</td>
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Who’s Who in 2021 Most Influential 100 Global List?

Finalists will be officially announced **Sunday, Oct 3rd 2021** during **Recognition Week 2021** in New York City, following the opening of the 76th UN General Assembly, Oct 1st - 4th 2021