

# Let's braid & orangetheworld



Sara Baresi  
Director OIDUR, It



Giorgia Butera  
president METE  
onlus/It



Matilde Demarchi  
ARKE danca, Director/It



Ing. Widad Yesfi  
STEM4Her  
Marrakech Morocco



Tatjana Christelbauer MA  
President, founder ACD/AT



Ing. Olga Algayerová MBA, M.A  
Policy advisor at the Ministry of  
foreign affairs Slovakia, former  
executive secretary of the UNECE



Mechthild Geyer,  
B.A. M.A. M.Sc,  
Lecturer in Political  
Science Minhaj  
University Lahore



Jelena Mihajlović Simić Msc  
ŠumArt president /RS



Elke Freytag  
fashion designer/AT



Belma Rizvanovic Phd  
International Business  
consultant



Asiya Mughal/Pk  
Trainer, designer

Virtual meeting on 25<sup>th</sup> of November 2023, 6 pm – 7.30 pm CET  
*Females4Futures: Women in STEAM, Diplomacy, Media*



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<https://www.acdvienna.org/f-m-lifearts/f-air/f4f-females4futures/>





**"Let's Braid & Orange the World"  
Connecting Hemispheres, Sectors, and Roles for Women Empowerment"**

**Engaging in the UN Women initiative 16 Days of activism 4 ending violence against women & girls**



*Distinguished colleagues & guests*

*the virtual meeting Females4Futures with the motto: "Let's Braid & Orange the World" invites to engage while weaving ties across hemispheres, sectors, and diverse roles to champion the cause of women empowerment through the dynamic realms of creative industries, the Orange Economy, and educational partnerships, particularly in STEAM that connects Science, Technology, Engineering, Arts, and Mathematics), with feminist approach in the foreign policy and daily life activities,*

*Recognizing that violence against women is a manifestation of historically unequal power relations between women and men, which have led to domination over, and discrimination against, women by men and to the prevention of the full advancement of women and girls,*

*Recognizing the structural nature of violence against women as gender-based violence, and that violence against women is one of the crucial social mechanisms by which women are forced into a subordinate position compared with men, aspiring to create a world free from violence against women, we are tiding commitments towards ending violence against women through cross-sectoral international partnerships.*

*The virtual meeting will explore innovative practices and shared visions to accelerate the support for women's networks across sectors and hemispheres. Strategic international cross-sectoral partnerships mainly embedded in STEAM & international foreign policy with a feminist approach is a practical intervention for women's empowerment.*

*According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Orange Economy accounts for 3% of global gross domestic product (GDP) and 30 million jobs worldwide. Imagine the impact when this vibrant economic force is harnessed to uplift and empower women, steering us towards a world free from gender-based violence.*

*Focusing on the European context, where feminist foreign policies are gaining momentum, there are actionable recommendations for improving gender equality. These policies advocate for inclusivity and representation, recognizing that empowering women is not only a moral imperative but a strategic investment in societal progress.*

*Art and creative industries play a pivotal role, not just in economic terms, but as vehicles for change. They shape culture, challenge norms, and pave the way for inclusivity. By fostering women's participation in STEAM fields, we not only amplify their voices but also contribute to the flourishing Orange Economy.*

*[Committed to the Istanbul Convention, a human rights treaty of the Council of Europe opposing violence against women and domestic violence](#)*

*following the call to center a feminist system change towards social, economic, and environmental justice, acting as meaningful allies ([Ubuntu Declaration](#)) we believe that personal transformation is deeply interwoven with social change, and we commit to an ongoing reflective practice through international cross-sectoral collaborations and partnerships, on the interface of arts, sciences and diplomacy.*

*Following the guidelines of the [Feminist Foreign Policy](#), the ACD team encourages cultural diplomacy from the feminist perspective, such as has been recommended in the Report "A Feminist [Foreign Policy for the European Union](#). We embrace cultural diversity as a powerhouse for generating creative solutions. Connecting hemispheres, transcending time zones, and fostering collaboration among creative industries, STEM & international foreign policy with feminist objectives, we aim to weave a narrative of empowerment that goes beyond borders.*

**"Let's Braid & Orange the World" is not merely a meeting; it is a women-led, future-oriented action – Female for Futures.**

*In the rich symbolism of braids, we find a powerful metaphor for interconnectedness, resilience, and strength. Braiding strands together creates a structure that is stronger than each individual strand alone, much like the collective power we harness when diverse voices, sectors, and perspectives unite. It represents the fusion of cultures, professions, and talents into a harmonious whole, a reflection of our commitment to inclusivity and collaboration. The orange hue signifies the vibrancy and potential inherent in the Orange Economy. Beyond being a color, it represents a mindset — one that celebrates creativity, innovation, and the intellectual value of goods and services.*

*"Let's Braid & Orange the World" unfolds as a journey, where the initial source of inspiration is the **Orange Feather** – a messenger that embodies the essence of peaceful action, critical thinking, and connectivity.*

*Awarded the Austrian SDG Award in 2022 for Media 4 Youth by the Austrian Economic SENAT, the Orange Feather initiative becomes the catalyst for our collective efforts.*

*In the **Orange Feather** motive, we find a symbol that transcends its physical form. It calls on us to act peacefully, think critically, and connect, echoing the ethos of our collective endeavor.*

*Educational partnerships, especially in STEAM, serve as the warp and weft in our braided narrative. Through these collaborations, we aim to equip women with the skills and knowledge to navigate the complexities of a rapidly evolving world. We recognize the transformative impact of education as a catalyst for change, opening doors to opportunities and dismantling barriers.*

*"Let's braid & Orange the World" invites participants to contribute to this vibrant tapestry. Our presentations, discussions, and recommendations will be interwoven into a narrative that transcends borders and sectors, advocating for a world where women are not only equal participants but leaders and drivers of change.*

Vienna, 25<sup>th</sup> November 2023

Tatjana Christelbauer MA ACD-Agency for Cultural Diplomacy president & founder, art\_scientist

## *Let's braid 4 now & then AGENDA*

*Linked under the motto "Females4Futures: let's braid & orangetheworld", we are tiding commitments towards ending violence against women and girls.*

**Welcoming** by the host & moderator Tatjana Christelbauer MA ACD-Agency for Cultural Diplomacy president, lecturer, public relation manager, art\_scientist

**Special guest contribution:** H.E. Ing. Olga Algayerová MBA, M.A Policy advisor at the Ministry of Foreign Affairs Slovakia, former Executive Secretary of the UNECE

◦ **Feminist approach in the International Foreign Policy in talk:** Mechthild Geyer M.A. MSc  
lecturer in Political Science at Minhaj University Lahore, Pakistan

◦ **Orange economy, cross-sectoral collaborations artImpact2030**

Tatjana Christelbauer MA, ACD/AT, Elke Freytag Austrian fashion designer, Belma Rizvanović Phd international Mentor in Business Strategy, Digital Business, and Process Optimization consultant, researcher at UNIDEMI; Asiya Mughal, trainer, facilitator in Law & Finance education for women /Pk

◦ **Creative industries: "Round table project: being a female artist today"**

Jelena Simić Art historian, director of the ŠumArt Association Serbia

◦ **"Woman in Leadership - STEM engagements & work / life balance philosophy"** Ing. Widad Yesfi, Marrakech Morocco

◦ **"Creative economy, elastic resistance with Matilde's braid"** Matilde Demarchi ARKE danca founder & director Torino/It

◦ **Book presentation inTalk on responsible media use 4&with children & youth** with author Giorgia Butera METE Onlus org. president, Sara Baresi general director, Oidur /It

◦ **Vivre Sans Fair"** special contribution to the meeting with the video, song: Sarah Werz volunteer at the Belgian Red Cross Youth, data engineer at the Food and Agriculture Organization of the United Nations [FAO](#).

**Final act 25 min**

**Let's braid 4 now & then in 3 braid-acts:**

**1<sup>st</sup> braid act:** shared key terms related to the topics presented and addressed in the chat, for the final meeting poster

**2<sup>nd</sup> braid act:** introducing & exchanging resources & tools for tiding with

**3<sup>rd</sup> braid act:** quotes from presentations, responses, statements for the policy recommendations

**Zoom-meeting weblink:**

Eventbrite platform registration: <https://www.eventbrite.co.uk/e/females4futures-let-s-braid-orange-the-world-tickets-758074791107?aff=oddtcreator>

**Contact:** Tatjana Christelbauer [info@acdvienna.org](mailto:info@acdvienna.org)

**Webpages:** <https://www.acdvienna.org/f-m-lifearts/f-air/f4f-females4futures/>

Orange Feather Initiative. <https://www.acdvienna.org/orange-feather-initiative/>

## Distinguished Guest Presenters

### Women leaders in international politics & diplomacy



**H.E. Ing. Olga Algayerová MBA, M.A**

Policy advisor at the Ministry of Foreign Affairs Slovakia, former Executive Secretary of the UNECE

H.E. Olga Algayerová is a Slovak Diplomat and the former Executive Secretary of the United Nations Economic Forum for Europe (UNECE). Prior to her diplomatic career, she worked in the private sector as Corporate Export Manager at Zentiva International. From 2010 to 2012, she held the position of President of the Slovak Millennium Development Goals. From 2006 to 2010, she was State Secretary in the Ministry of Foreign Affairs. Before her appointment on 13 April 2017 by United Nations Secretary-General António Guterres, Olga Algayerová was the Permanent Representative of Slovakia to the International Organizations in Vienna. She is member of the International Gender Champions (IGC) network of female and male leaders of member states, international organizations, and civil society working for gender equality

*„Gender equality is one of my long-term priorities as a strong foundation for building a sustainable future for all. Despite the widely acknowledged importance of the role of women in political, social and economic spheres, gender inequalities are pervasive and persist in reality. We urgently need to take bold actions and reach out to women everywhere, expand their opportunities to join labor markets with equal pay for decent job, become successful entrepreneurs, participate together with men in decision making and lead in transport, energy, trade, or any other sectors and activities. As Executive Secretary of UNECE and committed International Gender Champion, my focus is to advance the implementation of the UNECE Policy for Gender Equality with effective, coordinated and coherent measures both in the Organization as well as in providing support to our member States in accelerating the achievement of gender equality through gender transformative policies.“*

Source: International Gender Champions



**Mechthild Geyer M.A., MSc**

M.A. MSc  
lecturer in Political Science at Minhaj University Lahore, Pakistan



**Ing. Widad Yesfi**

Industry & Food Safety Engineer - Woman in STEM - Nominated Maghreb Engineering Student 2022  
( by CDEFI and AUF) - Quality & Operations Manager, Morocco

*"When you are a female engineer, you can accomplish anything, even miracles."*



**Asiya Mughal**  
Trainer, human rights advocate

Asiya Mughal is a blogger, Content Writer for DW, and an Entrepreneur Trainer with the US Embassy in Islamabad. She is a Member of Pakistan Nari Tehrik, a campaign against rape, and a peacekeeper for the Indo-Pak Peace Forum. Currently, she works with the World Bank for the National Socioeconomic Registry as a Consultant. With 15 years of activism, she specializes in Advocacy, Communication, and Monitoring and Evaluation.

ACD-Agency for Cultural Diplomacy *Orange Feather Initiative*, SDG5 Ambassador since 2017

#### STATEMENT FOR WOMEN FOR FUTURE:

*In order to foster equality at all scales and effectively address violence against women and girls, policymakers should prioritize the integration of gender-sensitive approaches into both sustainable development and legislative frameworks. This involves fostering a comprehensive understanding of the unique challenges faced by women and girls, implementing targeted initiatives to bridge existing gaps, and ensuring that legislative and normative rules are not only protective but also proactive in preventing and ending violence. By incorporating these principles, policymakers can catalyze meaningful change and contribute to the creation of a society where gender equality is not only an aspiration but a tangible reality. Policymakers can enhance gender equality and combat violence against women by integrating gender-sensitive approaches into sustainable development policies. This includes implementing targeted initiatives to address unique challenges, enhancing protective legislation, and fostering proactive measures to prevent violence. Through these actions, policymakers can contribute to creating a society that champions gender equality and ensures the safety of women and girls*



**Matilde Demarchi CEO**  
Arce danca Torino,  
creator of the Matilda's Braid

Dancer, Choreographer, GRAVITY program Global Master Trainer, Yoga certified Teacher, Yamuna Teacher and Personal Trainer.

Matilde Demarchi has studied art movement since the early 1970's.

Upon earning a scholarship from the European community in dance and theater in 1981, Demarchi founded "Arkè", dance school, study and choreographic research group. Demarchi remains the Director of "Arkè" to this day.

Beginning in 1981, Demarchi studied in New York at the "Martha Graham School of Contemporary Dance" and at the center of Robert Fitzgerald to deepen the knowledge of the Graham and Pilates technique, the connections and the application of the principles of "Pilates" in the physical preparation of the dancers. In the latest '80 She created the Arké Ensemble, a group of selected dancers from the school. Ms Demarchi created choreographies for over 40 years performed in Turin and around Europe.

She has been in Italy the first to reconstruct masterpieces repertoire from the XXth century American Modern Dance Pioneers. In 2006, the Martha Graham Center licensed the Arkè Ensemble directed by Kim Jones to perform Martha Graham's "Steps in the Street". Ms Demarchi performed the soloist role.

In 2006 Demarchi earned a degree in "Scienze Tercicoree" with the thesis "Psycho-physical and technical preparation of the dancer: training disciplines of the twentieth century." In 2008 she completed her training at the Doris Humphrey Foundation in Oak Park, Illinois, thereafter receiving the appointment of Country Manager for the technique in Italy.

Since 2005 Demarchi has been a GRAVITY Global International Master Trainer for Total Gym teaching in Italy, U.S.A ,Holland, Bulgaria, Denmark ,China, Russia, South Africa, Kuwait, Dubai,Oman,Singapore, Czech Republic, Mexico., India, Korea, Malaysia Japan, Grecia, England.

Demarchi is the Creator and Developer of the method "19HUNDRED PILATES AND DANCE." and Matilde's Braid.

*Matilde's Braid*, the new frontier of elastic resistance training, is a small tool inspired by the creative power of the body in movement.

It was created with f an idea and an instinct deeply linked to passion for quality physical activity.



**Elke Freytag**  
Fashion Designer/Austria

**Elke Freytag** is a women fashion designer.

Her fashion is inspired by designers of the 60s, such as Mary Quant.

As a trained construction technician and career changer in the fashion world, Elke Freytag's designs are characterized by simple cuts and striking patterns. Her statement pieces are used in a pointed way and are always part of the current collection. The designs look depending on accessories and shoes, sometimes sporty or elegant and can be worn all day.

Sustainability plays an important role in the designer's fashion image. Thus, all pattern pieces and prototypes are constructed and sewn in the atelier. Elke Freytag designs are created in the in-house studio and in selected sewing shops in Vienna and the surrounding area.

With the high quality of the fabrics, the Elke Freytag label stands for an increased & conscious appreciation of clothing.

Elke Freytag is ACDF-Agency fo

r Cultural Diplomacy Ambassador for Fashion&Lifestyle coaching 4 women&gitrls through art-fashion talk&performance projects, such as "Rosa ..." in 2017 & UNtragbar inspired by Austrian feminist Ropsa Mayreder's philosophy & art

*"I want women to feel comfortable in my designs and their assets to be emphasized. I see my fashion as timelessly modern, high-quality, individual and sustainable."*

*"I see my fashion as timelessly modern, high-quality, individual and sustainable".*

*The play with shapes make the designs unmistakably unique.*

*Empowerment through quality, mass & design"*



***Jelena Simic Phd candidate,  
ŠumArt forum founder & president***

Jelena Simic is a PhD candidate in art history and the founder of the ŠumArt Association. Her career began in 1996 as an assistant editor of the culture and arts programme at the World Serbian Community (a Yugoslavian non-governmental organisation at the United Nations, headquartered in Geneva) and continued up to 2021 as the editor of the culture and arts programme as well as the manager of several projects, the most recent of which was part of the European Cultural Heritage. She worked in both the public and private sectors (Club of Fine Arts, 2001–2014, founder and owner, education), coordinating more than twenty bilateral, trilateral, and international cultural events. In 2020, she and five young photographers launched the travelling exhibition "Tu Mač Fotografije" as a pilot initiative. Since 2021, is the president of the ŠumArt organization. The primary objective of ŠumArt is to develop a new transnational, creative eco-system through Balkan cross-sector partnerships (CSPs) and cross-border collaboration, showcasing cultural variety and innovation in the Balkan region. As a result, she established the regional interdisciplinary forum ŠumArt, the mission of which is to encourage the exchange of ideas and experiences in the region among experts, researchers (from the department of art history and young researchers in the fields of humanities and social sciences), and visual artists (visual art, applied art, digital art, film), with special focus on female artist within Round table BEING AN FEMALE ARTIST TODAY. ŠumArt Forum is supported by the Ministry of Culture of Serbia.



***Belma Rizvanović Phd  
(absentee)***

Experienced Program Adviser and Mentor in Business Strategy, Digital Business, and Process Optimisation. She has a MA in Business Economics and a PhD in Industrial Engineering, in the fields of data analytics and performance measurement. While working in business incubators, science parque, and different entrepreneurship programs, Belma has provided support to startups and companies in business & team development, operational structure, and digital transformation. She was also a cofounder of one social initiative and is currently a researcher at UNIDEMI – an R&D unit for Industrial and Mechanical engineering. She is also a lecturer in the Entrepreneurship Program at Nova School of Science and Technology in Lisbon.

**Contribution to the team of the *Females4Futures* virtual meeting:** one free consultancy for the development of a common vision for strategic partnerships in social entrepreneurship, business model development,

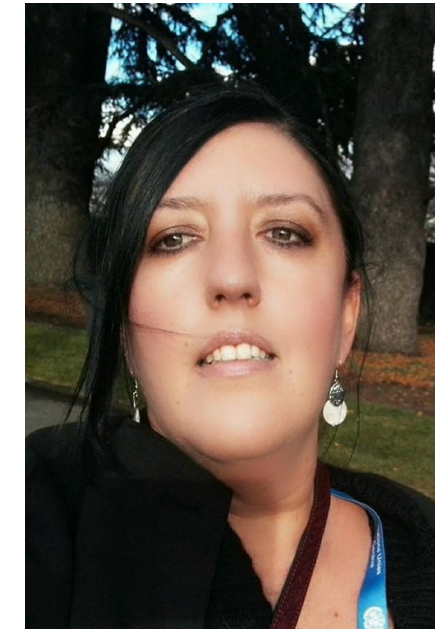
## Book presentation: empowerment through information and media literacy



**Giorgia Butera**  
president, autor,  
METE onlus/It,

*“From Sexting to Revenge Porn. Awareness, Education and Digital Crime”  
(Castelvecchi Editore).*

*Foreword by Roberto Tobia – National Secretary of Federfarma.*



**Sara Baresi**  
director OIDUR/It

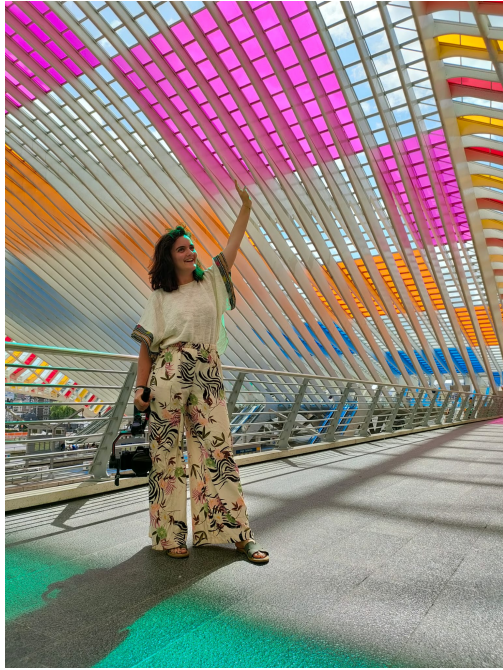
**Since 2014** Giorgia is President of the International Community “I am a Child, Not a Bride”.  
**Since 2015**, she is President of METE (Multiculturalism, Earth, Territory, Education). **From 2015 to 2018** intervened during the landings along the Sicilian coasts. **Since 2015** she is a member of the NGO “Girls Not Brides”. **Since 2015** intervenes in the various sessions of the United Nations Human Rights Council (Geneva). **Since 2015** she is an expert in International Best Practices. **In 2016** was accredited at the “World Humanitarian Summit” in Istanbul. **In 2016** Giorgia delivered speech at the “World Social Forum” in Montreal. **Since 2019** he is President of OIDUR (International Observatory of Human Rights and Research). **Since 2019** intervenes in Cultural Diplomacy through Soft Power. **Since 2019** is Advocacy de Campaign for Justice “Woman's Freedom Iran”.and “Stop Child Abuse. Setting out to abuse children is a crime against humanity.” **In 2021** she started Training Workshops: “Leadership and the Person's Right to Affirm Himself” and the Continuing Education Program dedicated to Women: “As far as I'm concerned, I've made my choice”. **From 2021** Giorgia is appointed as a General Director of the National Observatory against Sexting, Revenge Porn and Digital Crimes. **In 2022** she becomes a member of the CE.S.MA.L Scientific Committee. (Centre for Studies on Management and Work). **From 2023** Giorgia is active within the “Art and Health” Area, the Cultural Welfare Project curated by METE, brings Dance and Theater to Oncohematology and Pediatric Cardiac Surgery.

Education Counselor, Activist for Human rights. Committed to the defense and protection of Human Rights at the international level, following up on the UN Human Rights Commission, which issued the Directive A/ARES/53/144 to sanction and give a mandate to anyone to stand up at any time as a defender of Human Rights, and to ensure that abuses and violations of any kind.

*“As Director General of OIDUR, I hope for a Peace Agreement in every part of the world. I join the international community's call for an immediate 'ceasefire”*

*The book has been written with the aim of providing educational support for ending and preventing further violence in social media, From Sexting to revenge porn is an agile prevention and help tool for young people and adults, a handbook with practical indications for victims, or potential victims, their family members, friends, educators, teachers.*





**Ing. Sarah Werz, Belgium**

Sarah Werz, volunteer at the Belgian Red Cross Youth, data engineer at the Food and Agriculture Organization of the United Nations [FAO](https://www.fao.org/). Special contribution to the meeting with the song **Vivre sans fair** <https://www.youtube.com/watch?v=adrDXFMabLc>  
Sarah Wertz - Aross.tv 2023 ©

**"Vivre sans fuir"** ("Living without fleeing") combines an important theme, interculturality, with art. This video clip carried by young volunteers from the Belgian Red Cross is a beautiful creative example of a fusion between migration, music and poetry. This project is, above all, human. The lyrics of the clip tell true stories. We discover migration from 4 points of view: that of a child, an Unaccompanied Foreign Minor, an isolated woman and a father. The people featured are themselves migrants. The two singers, Sarah and Arnaud, are also involved in the project. Sarah, a CRB volunteer, wrote the lyrics and imagined the music video. Arnaud, composer and video maker, set these words to music and brought them to life through video. The clip reminds us that we are all human. We dream. It doesn't matter where we come from, what we experience. Despite sometimes very difficult situations, the hope of a better future gives the courage to move forward.



**Tatjana Christelbauer MA**

ACD-Agency for Cultural Diplomacy founder & president  
Host & initiator of the Females4Futures meeting

ACD-Agency for Cultural Diplomacy founder & president; former employee at the Lower Austrian Government education dept (1992-2020) as a consultant & pedagogue for intercultural education, trainer for Children's rights, Gender & Diversity; IkuBi2030 educational model creator; Austrian SDG Award 2022 winner: Orange Feather Initiative 4&with youth in preventing/ending relational violence; Art-scientist, Cultural mediator (dance, fine arts\_sciences, AI, new media; MA in Woman studies; Cultural Diplomacy in the practice of CSOs;

Study alumna, conference speaker and program manager for Youth Forums at the Institute for Cultural diplomacy Berlin ICD, (2009-2017)  
Public relations manager, project manager ERASMUS+ projects; lecturer, facilitator UNESCO futures of education sessions, Females4Futures virtual and on-site meetings; Feminist art on the interface of cognitive sciences, science diplomacy policy communicator, Diplomacy on stage event creator & organizer

*"With one Feather investment,  
I could reach people across hemispheres,  
establish sustainable partnerships,  
inspire adults and guide children and youth,  
create spaces for encounters and for engagement.*

*Dedication & devotion in arts could flourish within diverse lifeworlds and sectors.*

*Educational partnerships, especially in STEAM, serve as the warp and weft in our braided narrative.*

*Through these collaborations, we aim to equip women with the skills and knowledge to navigate the complexities of a rapidly evolving world. We recognize the transformative impact of education as a catalyst for change, opening doors to opportunities and dismantling barriers, accelerating sustainable development with Orange economy while setting gender equality as a priority in and within all sectors*



*Thank You! Let's braid & orangetheworld 4 now&then*

**Connect, engage, contact:**

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