



Festival Internacional
Universitario de Creatividad
e Innovación Social

PRESENTACIÓN DEL BRIEF



02
OCTUBRE 2024 12:00
(CLT)



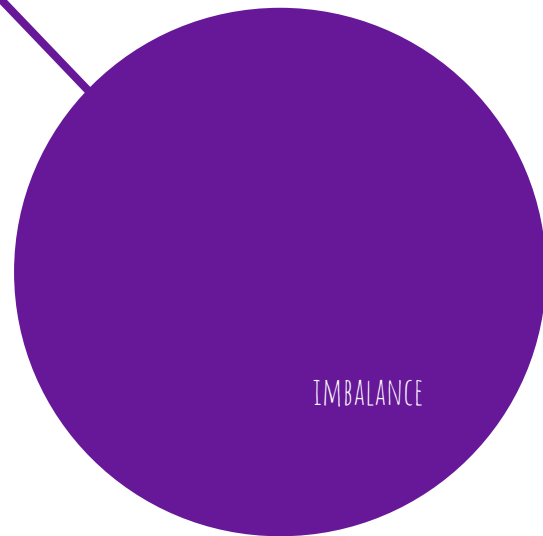
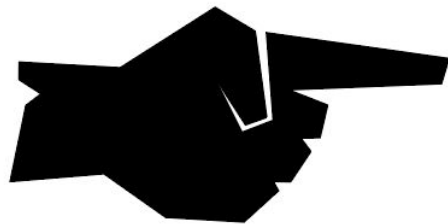
Universidad del Desarrollo
PUBLICIDAD

IDEAS THAT MAKE A DIFFERENCE

The only inter-university **festival of social creativity** that proposes solutions to social and planetary issues.



Universidad del Desarrollo
Publicidad





+2.200

Students have participated
in Ideas that Contribute to
the Planet

+17

Universities participating each year

+630

Ideas and proposals for social
problems

+EUROPE

+29.000

Working hours
(dedicated by students)

28

Causes or issues addressed



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BRIEF 2024

3 PROBLEMS



INFORMATION
HYPERTENSION

“Disconnect to Connect”



OBESE KIDS,
SICK WORLD

“What are we doing wrong?”



LOSS OF MALE IDENTITY

“From iron men,
to paper men?”



INFORMATION HYPERTENSION

“Disconnect to Connect”

30 GB
(gigabytes)

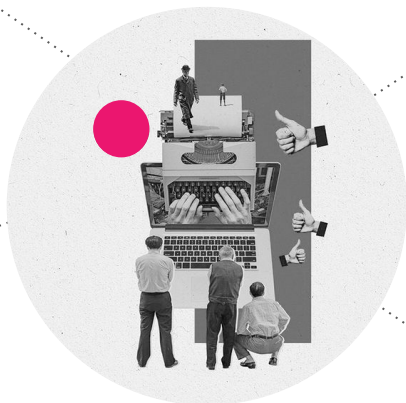
Each person consumes an average of 30 GB per day,
which is the maximum saturation range.

Infoxicación: ¿Sabes cuanta información consumes cada día? [\(LINK\)](#)

2 ZB
(zettabytes)

It has been estimated that by 2019, the Internet will reach a traffic
volume equivalent to 72,000 years of HD video broadcasting.

Neurología.com [\(LINK\)](#)



71%
world population

Consumed false or misleading information in 2022

Statista.com [\(LINK\)](#)

6.000
Potential daily Impacts

The large amount of information we are potentially
exposed to creates attention poverty.

Hebert Alexander Simon



OBESE KIDS, SICK WORLD

What are we doing wrong?

5°

Obesity and overweight are the 5th leading cause of death worldwide.

OMS [\(LINK\)](#)

160 millions

By 2022, there will be 160 million children and teenagers with obesity.

College of London [\(LINK\)](#)

3/10

Overweight children and teenagers in Latin America and the Caribbean

UNICEF

12%

on average, 12% represents the cost of obesity in health care spending worldwide.

INFOCOP

95% of cases

Childhood obesity has a multifactorial origin.

MEDICINA UC

10 times

Obesity has multiplied among children and teenagers in the last 4 decades.

OMS





LOSS OF MALE IDENTITY

“From iron men, to paper men?”

4,4 years

Women live longer than men. One of the reasons for this is the constant exposure to risks and dangers that are accepted as part of their nature.

Masculinidad y Género.

Hardy Ellen, Jiménez Ana Luisa.

PSYCHOLOGICAL VIOLENCE

Men have suffered messages like: Don't cry, you have to be strong, hit him, don't be afraid. This leads to stereotypes

Libero.mx [\(LINK\)](#)

1/3

of men have experienced sexual violence, physical violence or stalking by an intimate partner in their lifetime.

Womenslaw [\(LINK\)](#)



75%

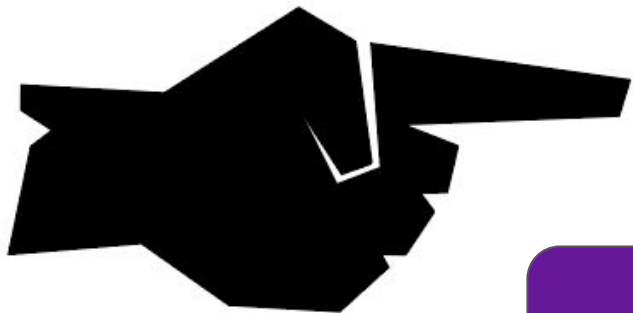
Men have a 75% higher suicide rate than women worldwide (2016).

<https://www.who.int/news/item/04-04-2019-uneven-access-to-health-services-drives-life-expectancy-gaps-who>

NO EMOTIONAL TOOLS

The sexist upbringing of most men prevents them from knowing how to deal with feelings of frustration or sadness and from seeking help.

Kaloni.com [\(link\)](#)



A FEW CONSIDERATIONS

The task is carried out by pairs or in couples.

You may sign-up for more than one problem.

Registration is done through an online platform.

Instructions and tutorials are sent to each university and are available on the platform.



DELIVERY FORMAT

To participate, pairs must upload a self-explanatory case-type video that explains the approach to the issue and the proposed solution with the following specifications:

Duration: 2 minutes maximum

Format: .MP4 (H.264 video codec)

Quality: Good (up to 50 MB)

Size: 1920 x 1080, h264

Original language from the country of origin with English subtitles.



DATES



02

octubre

(12:00 CLT)

Launching
Delivery Brief

22

octubre

(23:59 CLT)

Closing Reception
Pieces

23

octubre

Shortlist Jury Process
Metals and Grand Prix

30

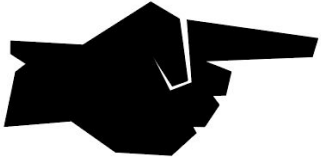
octubre

19

noviembre

(11:00 CTL)

Awards
Ceremony



TRIGGER TALKS

(Online format / will be available at www.lapieza.udd.cl)



03

oct, 11:00 CTL
(online)

TRIGGER 1:
INSIGHTS

10

oct, 11:00 CLT
(online)

TRIGGER 2:
VIDEO CASE

LA PIEZA



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