

APPENDIX 1:

(Required · Must be submitted at the time of registration.)

INSTITUTIONAL CERTIFICATION AND COMMITMENT



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Facultad de Comunicaciones
Publicidad y Marketing



By means of this document, the participating institution certifies that the students identified below meet the academic eligibility requirements established in the LA PIEZA 2026 Competition Rules and declares that it has read, understood, and accepted the general conditions of participation.

Institution: _____

Academic program: _____

Name of institutional coordinator: _____

Email: _____

Phone: _____

Proposal title: _____

Selected cause or issue: _____

Team members:

Nº	Full name	Government-issued ID/ National ID (DNI)	Currently enrolled student status
1			Yes / No
2			Yes / No
3			Yes / No
4			Yes / No

Name and title of certifying official: _____

Signature / digital seal:

Date: _____

APPENDIX 2:

(Required for all team members.)

DECLARATION OF AUTHORSHIP AND LICENSE FOR DISSEMINATION



The undersigned declare that they are the authors or co-authors of the proposal submitted to the LA PIEZA 2026 Festival, except for third-party elements that have been properly identified and used with sufficient authorization or license.

They further declare that the proposal does not knowingly infringe third-party rights and authorize Universidad del Desarrollo and the LA PIEZA Organizer to reproduce, display, publicly communicate, archive, and disseminate the proposal on a non-exclusive, royalty-free, worldwide basis for academic, educational, historical, institutional, and promotional purposes related to the Festival.

This authorization does not transfer ownership of the proposal and does not, by itself, authorize commercial exploitation unrelated to the Festival.

Participants declare that they have disclosed any use of Generative Artificial Intelligence and any protected third-party material in accordance with these Competition Rules.

Participant N° 1: _____

Government-issued ID / National ID (DNI): _____

Signature

Participant N° 2: _____

Government-issued ID / National ID (DNI): _____

Signature

Participant N° 3: _____

Government-issued ID / National ID (DNI): _____

Signature

Participant N° 4: _____

Government-issued ID / National ID (DNI): _____

Signature

APPENDIX 3:

AUTHORIZATION FOR THE USE OF A MINOR'S IMAGE AND/OR TESTIMONIAL



I, _____,

holder of government-issued ID / National ID (DNI) _____, residing at _____

_____, in my capacity as the parent, guardian,

or legal representative of _____, voluntarily authorize the capture and use of the minor's image, voice, and/or testimonial in the case video submitted to the LA PIEZA 2026 Festival. This authorization applies exclusively to uses related to participation in and the academic, institutional, historical, and promotional dissemination of the Festival. The material must be used in a manner that respects the dignity, privacy, safety, and best interests of the child or adolescent, and must avoid editing or contexts that could be misleading, degrading, or harmful.

I declare that I have been informed of the purpose of the participation and grant this authorization freely and voluntarily.

Name of responsible adult: _____

Government-issued ID / National ID (DNI): _____

Name of minor: _____

Signature of responsible adult

Date and place: _____

APPENDIX 4:

When an identifiable brand, organization, or institution is used as part of the proposal.

AUTHORIZATION FOR THE USE OF A BRAND OR INSTITUTION IN THE PROPOSAL



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The entity _____

identified by _____ and located at _____

_____, hereby grants non-exclusive authorization

for the use of its name, brand, and/or distinctive signs solely for presentation of the case _____

_____ at the LA PIEZA 2026 Festival, subject to the following conditions:

- Use shall be limited to the specific case submitted.
- The brand or institution may review in advance how it will be represented when such review has been agreed upon with the team.
- No modifications may be made to logos or distinctive signs without authorization.
- All rights in the brand shall remain the exclusive property of its owner.
- This authorization permits LA PIEZA to reproduce the case video for the dissemination purposes established in the Competition Rules.

Name of authorized representative: _____

Title: _____

Government-issued ID / National ID (DNI): _____

Signature / seal

Date: _____

APPENDIX 5: RESEARCH



This Appendix is intended to demonstrate that the proposal is grounded in research and a sound understanding of the issue. Responses should be precise, use verifiable sources, and avoid unnecessary length.

1. CAUSE / ISSUE

What issue does the proposal address? _____

2. PEOPLE / TARGET SEGMENT

Who is affected or involved? Describe the relevant target segment, community, or group. _____

3. RESEARCH PROBLEM

What specific aspect of the issue needed to be understood? _____

4. RESEARCH QUESTION

State the primary question that guided the research. _____

5. OBJECTIVES

State the general objective and specific objectives. _____

6. BACKGROUND / FRAME OF REFERENCE

Include the key background information, data, and sources needed to understand the issue. _____

ANEXO 5: INVESTIGACIÓN



7. METHODOLOGY

Explain the research design, population/sample where applicable, and methods used. _____

8. FINDINGS

What relevant information emerged? Include supporting evidence. _____

9. INSIGHT / TENSIÓN

What human, cultural, or social tension creates the creative opportunity? _____

10. RATIONALE FOR THE SOLUTION

Explain why the idea responds to the problem and the findings. _____

11. POTENTIAL IMPACT

What change in behavior, perception, or circumstances does the proposal seek to generate? _____

12. CONCLUSIONS AND RECOMMENDATIONS

Summarize the key learnings. _____

13. REFERENCES

Include bibliographic references, links, and sources used. _____

APPENDIX 6:
GENERATIVE ARTIFICIAL
INTELLIGENCE USE DECLARATION



Complete this Appendix only if the team used Generative AI tools at any stage of the work.

Tool / model	Stage of the process	Purpose	Generated or AI-assisted content

We declare that the information provided above is complete and that no data, interview, testimonial, metric, implementation, or evidence of impact has been fabricated or presented as real through the use of Artificial Intelligence tools.

Team name / code: _____

Name of institutional coordinator: _____

Signature / validation

Date: _____