COMPETITION RULES
INTERNATIONAL UNIVERSITY FESTIVAL OF CREATIVITY AND SOCIAL INNOVATION "LA PIEZA 2026"

The future is not something we wait for; it is something we design.

LA PIEZA Una idea una solución 2026

INVITA
Universidad del Desarrollo
Facultad de Comunicaciones
Publicidad y Marketing

1. Festival Overview and Purpose
The Advertising and Marketing Program at Universidad del Desarrollo (UDD), hereinafter referred to as "the Organizer," hereby invites eligible institutions and students to participate in the International University Festival of Creativity and Social Innovation, "LA PIEZA 2026." LA PIEZA is an international university festival designed to mobilize creativity, communication, innovation, and strategic thinking in response to relevant social and global challenges.
The purpose of the Festival is to encourage university students in disciplines related to advertising, communication, marketing, and the creative industries to understand real-world challenges, investigate their underlying causes, and develop original, relevant, responsible, and potentially implementable solutions, thereby becoming agents of change.
The guiding principle of the Festival is that creativity can help transform reality: the future is not something we wait for; it is something we design.

2. Eligible Institutions and Students
Universities, higher education institutions, and undergraduate programs invited by the LA PIEZA Board of Directors may participate, provided that they offer academic programs in Advertising, Communication, Marketing, and/or fields related to the creative industries.
The Organizer may authorize the participation of related academic programs when their academic profile is consistent with the purpose of the Festival.

2.1. Student Status
All team members must have their respective institution certify that they are currently enrolled students as of the registration deadline.
- Exchange students who are formally enrolled at a participating institution may participate.
- Graduates or degree holders who are no longer currently enrolled students as of the registration deadline may not participate, unless expressly authorized by the Organizer.

2.2. Team Composition
Participation shall take place in teams consisting of a minimum of two (2) and a maximum of four (4) students, who must be registered in Appendix 1.
- Teams may be interdisciplinary, provided that all members belong to a participating institution or have received express authorization from the Organizer.
- The same student or team may participate in more than one cause/issue.

2.3. Maximum Number of Entries per Institution
Each participating institution may submit a maximum of ten (10) case videos in total, regardless of the cause or issue selected.
- If an institution develops more than ten proposals, that institution shall be responsible for conducting its own internal preselection process.
- Each case video shall be considered a separate entry.

3. Institutional Coordinator
Each participating institution must appoint an institutional coordinator, who shall serve as the official point of contact with the Organizer and shall be responsible for centralizing communications, verifying participants' academic status, completing or supervising registrations, and confirming that all materials have been properly uploaded.
- The coordinator must provide their full name, institutional email address, and mobile phone number.
- The coordinator shall be responsible for keeping their contact information current and for promptly communicating official information to the teams from their institution.
- Communications sent to the institutional coordinator shall be deemed valid notice to the participating institution.

4. Brief, Causes, and Participation Format
The official causes or issues for LA PIEZA 2026 will be announced at the Festival launch. Each team may select one or more causes, provided that it complies with the participation limits established in these Competition Rules.
It is recommended that proposals be developed within formal academic processes in the participating programs, with faculty guidance and within the period established in the competition schedule.

4.1. 2026 Brief Launch
The official 2026 Brief launch for all invited institutions will be broadcast via streaming from Universidad del Desarrollo (UDD) in Chile on Wednesday, September 23, 2026, at 10:30 a.m., Santiago, Chile time (UTC-3).

5. Registration and Submission

The coordinator of each institution shall be responsible for registering its representative teams and uploading or registering the participating entries on the competition's official platform, in accordance with the operating instructions that the Organizer will communicate in due course.
Registration shall be considered complete only when all required information, mandatory documents, links, and authorizations have been properly submitted by the applicable deadline.

- Incomplete or late registrations will not be accepted.

6. Technical Requirements for the Case Video

Each proposal must be presented through a self-explanatory case video that clearly communicates the approach of the proposed idea.
Submitted videos must not contain any information that identifies the participants or their educational institutions.

Item	Details
Maximum length	2 minutes
Format	MP4, H.264 codec
Resolution	1920 × 1080 pixels, 16:9 aspect ratio
Reference file size	Up to 50 MB when the platform requires direct file upload
Audio	Original language of the country of origin
Subtitles	English subtitles are required when the audio is not in English
File name	University_Participants' last names_Name of Cause
Link	Upload the material to a public YouTube link and submit the URL through the platform.

7. Research and Strategic Rationale

Together with the case video, each team must submit the Research Appendix (Appendix 5), intended to demonstrate that the proposal is grounded in a rigorous understanding of the issue, the people involved, and the creative opportunity.
The research may combine qualitative methods, quantitative methods, and/or secondary sources. No single methodology is required.

7.1. Minimum Required Content

- Cause or issue investigated.
- Description of the target segment or community involved.
- Statement of the research problem.
- Research question.
- General objective and specific objectives.

Background information and frame of reference.

- Research design.
- Population and sample, where applicable.
- Data collection techniques and instruments.
- Key findings and supporting evidence.
- Relevant insight or tension.
- Rationale for the proposed solution.
- Impact.
- Conclusions.
- Bibliographic references and sources.

When research involves people, particularly children, adolescents, or vulnerable groups, it must safeguard consent, dignity, confidentiality, and safety in accordance with the participating institution's policies and applicable law.

8. Creative Freedom, Feasibility, and Social Integrity

Teams shall have creative freedom to propose solutions to the causes/issues presented in the Brief, without restrictions on the type of action or creative format, provided that they comply with applicable law, respect human dignity and third-party rights,

and adhere to these Competition Rules.
The Organizer will not provide equipment, funding, or production resources. Proposals and case videos must be developed entirely by the participants and/or their institutions.

9. Originality, Plagiarism, and Third-Party Rights

Proposals must constitute original work developed by the participants for LA PIEZA 2026. The full or substantial reproduction of third-party ideas, concepts, executions, audiovisual pieces, texts, designs, campaigns, or solutions is not permitted without the corresponding authorization or attribution.

- Any use of third-party images, videos, music, voice-over recordings, typefaces, illustrations, databases, or other materials must be covered by sufficient rights or permissions for such use.
- Commercial or institutional trademarks may not be used without the trademark owner's written authorization when their inclusion could be interpreted as participation in, sponsorship of, endorsement of, or association with the proposal.
- Where applicable, the brand-use authorization set forth in the corresponding Appendix must be submitted.

The Organizer may request additional documentation demonstrating the creative process and may disqualify a proposal when there are reasonable grounds to believe that plagiarism, misappropriation, falsification, impersonation, or infringement of third-party rights has occurred.

10. Use of Generative Artificial Intelligence

LA PIEZA recognizes Generative Artificial Intelligence (GenAI) as a tool that may be used within research, ideation, prototyping, writing, visualization, and creative production processes. Its use is permitted subject to principles of transparency, responsibility, verification, and human authorship.

- LA PIEZA's AI policy shall apply equally to all participating institutions, without prejudice to each institution's internal academic policies.
- Participants must disclose when and how they used GenAI tools by completing the Generative Artificial Intelligence Use Declaration (Appendix 6).
- At a minimum, the declaration must identify the tool or model used, the stage of the process in which it was used, its purpose, and the type of content generated or assisted.
- Participants shall be responsible for reviewing the accuracy, legality, potential biases, and rights associated with content produced with AI assistance.
- AI may not be used to fabricate or falsify research data, interviews, testimonials, metrics, results, implementations, or evidence of impact.

Intellectual authorship, selection of the solution, and fundamental creative decisions must remain the responsibility of the participating team.

11. Prototypes and Simulations

Proposals may use mockups, simulations, recreations, renders, animations, or prototypes to explain a solution that has not been implemented. In such cases, the conceptual or simulated nature of the material must be clearly understandable.

12. Intellectual Property and License for Dissemination

Participants shall retain ownership of the intellectual property rights to which they are legally entitled in connection with the proposals submitted, without prejudice to any pre-existing third-party rights.
By participating, the authors grant Universidad del Desarrollo and the LA PIEZA Organizer a non-exclusive, royalty-free, worldwide license, for the maximum period permitted by law, to reproduce, display, publicly communicate, archive, and disseminate the proposals for academic, educational, historical, institutional, and promotional purposes related to LA PIEZA.

13. Use of Image, Testimonials, and Participation of Minors

Copyrighted images, videos, or audio materials (including voice-over recordings or music) may not be used without the required rights or authorization.
Commercial brands or institutional marks may not be used without their approval. Written confirmation from the company must be submitted together with the material. For this purpose, Appendix 4 must be completed by the company itself.
All teams must include the Rights Assignment document (Appendix 2) when uploading their competition entry to the platform.
If the case video includes the testimony or appearance of one or more minors, written authorization must be provided by a parent, guardian, or legal representative (Appendix 3).
Authorizations shall be used exclusively for purposes related to the case video and the academic, institutional, and historical

dissemination of LA PIEZA, in accordance with the applicable Appendices.

14. Personal Data Protection

Personal data provided during registration shall be processed by the Organizer for the purposes of administering participation, verifying eligibility, contacting institutions and participants, managing the judging process, communicating results, issuing diplomas or recognitions, and maintaining the Festival's historical archive.

15. Judging Panel

Entries will be evaluated by an international judging panel composed of distinguished professionals from the communications, creativity, and innovation industries and/or institutions associated with the causes addressed.
The list of judges will be publicly announced at the Brief launch or communicated through the Festival's official channels.
Judges must not have relationships that could compromise their independence with respect to the institutions or teams they evaluate.

16. Evaluation Criteria

The evaluation process seeks to recognize ideas that combine an understanding of the problem, originality, relevance, responsibility, and potential social impact. The following weighting is recommended:

- Relevance, originality, and appropriateness of the idea in relation to the issue: 50%.
- Concision and storytelling effectiveness of the case video: 30%.
- Quality of audiovisual execution: 20%.

17. Evaluation Process

17.1. First Round: Selection of Finalists

In the first round, the judging panel will score all validly submitted entries. This round will be conducted through blind judging, with each proposal identified only by a code.
Proposals that achieve the minimum cutoff score or standard established by the LA PIEZA Board of Directors for each cause will advance as finalists.
Finalist teams will receive a certificate of recognition, which will be sent by email to their respective institutions.

17.2. Second Round: Gold, Silver, and Bronze

In the second round, the judges will evaluate the finalist proposals synchronously and assign Gold, Silver, and Bronze awards for each cause/issue, provided that the entries meet the required standard.

17.3. LA PIEZA Grand Prix

Only proposals receiving a Gold award may be considered for the LA PIEZA GRAND PRIX. The judging panel will select one Grand Prix winner from among the eligible proposals.

17.4. Awards May Be Withheld

The judging panel shall not be required to award Gold, Silver, Bronze, or the Grand Prix when it determines that no proposal meets the required standard of quality, relevance, or integrity.

18. Decisions, Review, and Authority

The judging panel's creative and evaluation decisions shall be final and not subject to appeal.

19. Subsequent Revocation of Recognition or Awards

The Organizer may withdraw finalist status or revoke an award if, after the evaluation or awards ceremony, a serious violation of these Competition Rules is established, including plagiarism, falsification, unauthorized use of third-party rights, fabricated evidence, or failure to meet eligibility requirements.
Before a revocation decision is made, the participating institution may be required to submit supporting information within the period established by the Organizer.

20. Awards Ceremony and Publication of Results

Award results will be published on the competition's official website and on Universidad del Desarrollo's institutional platforms.
The awards ceremony will be held in person and streamed live from Universidad del Desarrollo in Chile on Monday, November

16, 2026, at 11:00 a.m., Santiago, Chile time (UTC-3). Participants may attend in person or virtually, subject to the capacity and registration conditions communicated by the Organizer.

- Trophies and certificates for international winners will be shipped to their respective institutions in accordance with the Organizer's instructions if they do not attend the awards ceremony.
- For Chilean universities that do not attend the awards ceremony, recognitions may be collected, by prior arrangement, from the Advertising and Marketing Program at Avenida La Plaza 680, Las Condes, Santiago, Chile.

21. Competition Schedule

Milestone	Date	Time / condition
Presentation and publication of the 2026 Brief	Wednesday, September 23, 2026	10:30 a.m., Santiago, Chile time (UTC-3)
Team registration	September 24-October 21, 2026	Until 11:59 p.m., Santiago, Chile time (UTC-3)
Case video submission deadline	Wednesday, October 21, 2026	11:59 p.m., Santiago, Chile time (UTC-3)
Selection of finalists	October 26-November 6, 2026	According to the judging process
Gold · Silver · Bronze · Grand Prix Awards Ceremony	Monday, November 16, 2026	11:00 a.m., Santiago, Chile time (UTC-3)

22. Force Majeure and Technology Contingencies

The Organizer may modify dates, procedures, or formats when force majeure, institutional contingencies, widespread technological failures, or other extraordinary circumstances make compliance with the original schedule impossible or substantially difficult.
Any changes will be communicated promptly through the official channels.

23. Acceptance of the Competition Rules

Submission of an entry constitutes confirmation that its participants and the institution certifying them have read, understood, and accepted these Competition Rules, their Appendices, and the official operating instructions.
The institution shall be responsible for ensuring that participating teams understand the conditions of participation and have obtained all necessary authorizations.

24. Contacts

Name	Email	Subject
Yasna Silva	yasnasilva@udd.cl	Festival Coordination
Pía Benoit	pbenoit@udd.cl	Festival Coordination