

OPEN BRIEF



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If you have any questions or problems, let us know at: hello@creative-conscience.org.uk

The challenge

The Open Brief is your chance to create a project that deals with any issue you're passionate about solving. Identify something that isn't working in the world around you and look for a solution, however big or small.

We're looking for solutions and provocations that have the potential to provoke action and have a genuine impact. Projects can be conceptual or have the potential to develop into real life-changing solutions.

Past projects have included creative solutions for food waste, humanitarian aid, education, water shortage, energy efficiency, inclusivity, bullying, inequality, poverty, homelessness, child abuse, over-consumption, mental illness, urban living and much more.

Creative Conscience themes

Your project should fit into at least one of our six impact themes:

- Community
- Education & Learning
- Environment & Sustainability
- Equality & Justice
- Health, Wellbeing & Disability
- War & Crisis

Submission guidance

Entry is open to individuals and teams of up to four people.

Please upload a PDF (<15mb), or for video entries please include a link to your video in the submission form. Also include at least three key images of your project (each of which should be at least 1600px wide and either saved in .jpeg or .png format).

There is a £20 admin fee for each entrant (this includes individuals in team entries i.e. £40 for a team of two). Entrants are able to enter multiple projects, but each new project has to be entered independently and is charged as an independent entry.

Creative Conscience members will receive a 20% discount.

How it'll be judged

If your project is shortlisted, it will be judged based on your creative approach and its potential impact by a panel of industry experts.

Key dates

APRIL 17TH 2021

General deadline for entries.

MAY 19TH 2021

Separate deadline for Architecture & Interior Design projects

MAY–JUNE 2021

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JUNE 2021

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MENTAL HEALTH



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Context

Negative experiences happen in all of our lives: difficulties with work or finances, the breakdown of a relationship, overwhelming family responsibilities, or a significant setback for example. Mental health issues can affect anyone.

There are many ways we can cope with these issues: establishing and maintaining relationships, discussing our issues and taking action when possible. Unfortunately there are stigmas surrounding mental health that we need to tackle.

The challenge

How can you use your creative skills to aid those with mental health issues? If your life or the life of those around you has been touched by these challenges, then use this experience as a possible entry point into the brief and as a means of research to explore potential routes and solutions.

The solutions to the brief are limitless, all we ask is that the outcome is optimistic and empowers the audience. Let's open up and tackle these issues head on, to create some real positive change in the world.

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EQUALITY



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Context

Equality is a human right. We are all entitled to live with dignity and with the freedom of self expression without fear. These rights should apply for people of all genders, sexual orientations, beliefs, ethnicities or any other individual in a minority.

The challenge

Can you think of a way to change current behaviours and inspire people to understand the value brought by treating everyone equally?

You may simply want to raise awareness, or perhaps you can think of a way to actively change human behaviour and understanding.

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CONSCIOUS CONSUMPTION



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Context

Our consumerist culture means we are fast burning through the planet's finite resources and in the past three decades alone, one third of our natural resource space has been consumed.

The challenge

This is an opportunity to create solutions to help redirect our world's trajectory away from self-destruction.

This could explore themes on not just what we consume, but how and why. Where do the things we consume come from, and what are their environmental, psychological and or societal impact.

What methods could we use to design products that are sustainable and have a minimal or even positive ecological impact? And what would these products be?

How could mindsets be shifted (especially in wealthy nations) away from misguided and damaging purchasing habits? Why do we consume, what are the overlooked motivations for consumption and are there ways we can nurture or redirect these energies?

The solutions to these questions should aim to educate, inspire, excite and encourage new behaviours, so we can consciously consume.

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CLIMATE CRISIS



This brief has been set in partnership with [Extinction Rebellion](#)

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Extinction Rebellion is an international apolitical network using non-violent direct action to persuade governments to act justly on the Climate and Ecological Emergency.

We have three demands in the UK:

1. TELL THE TRUTH

Government must tell the truth by declaring a climate and ecological emergency, working with other institutions to communicate the urgency for change.

2. ACT NOW

Government must act now to halt biodiversity loss and reduce greenhouse gas emissions to net zero by 2025.

3. BEYOND POLITICS

Government must create and be led by the decisions of a Citizens' Assembly on climate and ecological justice.

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Context

It's frustrating for many of us who understand the urgency of the climate crisis – the good news is we can all make a difference and have the power to create change.

Here are some ideas that will inspire you to be part of that change using the skills and talents you already have as a creative.

The challenge

01: Build films, animations, motion graphics positively educating what we can each do as individuals but more importantly as part of a global movement for the Youth Climate Strike and Extinction Rebellion who we support.

02: A piece of tech/software/digital solution to support these organisations.

03: A product/object that can support positive action in our lives or to support these organisations.

04: A repurposed uniform/garment, iconic accessory to help raise awareness and interest supporting the cause for change.

05: A shelter, building or structure to house teams of positive climate activists. Repurpose an old or decaying community building or environment – breathe life into an area and raise attention to the issues we face.

06: Engaging and positive designs, campaigns & social media messaging to encourage behavioural change and engagement.

07: Illustrated materials for these organisations. Powerful posters, banners and messaging to empower local or global communities.

08: New systems of service design to educate behaviour change e.g. how we protest/consume smarter and new economic models.

09: Impact – organise and document your own event to build change and encourage positive creative thinkers in your own community.

As creatives we have the tools to change things. We can touch the lives of people and make a difference. We can have fun and change things for the better. So get on it and support XR communities too.

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