CREATIVE CONSCIENCE

Hello + welcome to building a new world!

We are Creative Conscience, we are positive, in action, creative activists: a group of outsiders, mavericks, who know and believe creative thinking can and has changed our world and can impact the course of history.

We invite you to join us, to become part of a global tribe, to use your talents and skills to make a positive difference in the world.

We're not interested in selling more crap to people who don't need it or green washing our way into a dysfunctional future. We're interested in supporting and celebrating those who choose to take action, who are solution focused, who love and care for each other and this amazing planet we call home.

If you'd like to be part of something bigger, something hope filled & authentic then take a look at these briefs and send us your stuff. It doesn't matter what your idea is as long as it sits in line with our aims to build a fairer, healthier, sustainable and regenerative world fit for generations to come, not lining the pockets of those who have already tried to steal all our futures.

Let's make some mischief, let's have fun and let's positively change our world for the better.

Thanks for listening, we can't wait to see your ideas if you choose to take part.

Happy Creative Game Changing.

CC Crew

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

Our briefs touch on every single sustainable goal, our vision is big

Key dates

OCTOBER 1ST 2023	**APRIL 29TH 2024**	**JUNE–JULY 2024**	**AUGUST 2024**	**SEPTEMBER 17TH 2024**
Awards open	Awards deadline	Awards judging	Awards notification	Awards night

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OPEN BRIEF

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The challenge

The Open Brief is your chance to create a project that deals with any issue you're passionate about solving to create a fairer, healthier and more sustainable world. 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.

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.

Creative Conscience Themes

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

- Climate Crisis
- Community
- Conscious Consumption
- Education + Learning
- Environment
- Equality
- Health
- Human Rights
- Impact
- Mental Health
- Racial Justice
- Social Justice
- War + Crisis

Submission guidance

Entry is open to individuals and teams of up to five 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).

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HEALTH + WELL-BEING

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Context

The £3.2tn wellness industry has rapidly transcended every aspect of people's lives, and with that comes a gravitation towards things that recuperate and elevate one's mental and physical condition. Overall, 60% of people worldwide are now spending more time on self-care and mental well-being.

This is happening because health has been people's primary focus since the onset of the Covid-19 pandemic. But it is also because more than 90% of us breathe air that exceeds WHO guideline limits containing high levels of pollutants; more than 10% of the worldwide population now suffer from mental health disorders, and 1 in 10 people worldwide work 50 hours or more per week. Evidence suggests that long work hours may impair personal health, jeopardise safety and increase stress.

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Challenge

This is your chance to create a project that deals with the issue of improving human health and wellness.

Identify something in this topic 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.

Sustainable Development Goals

This challenge will help solve the following UN Sustainable Development Goals:

2 ZERO HUNGER	**3** GOOD HEALTH AND WELL-BEING	**6** CLEAN WATER AND SANITATION
8 DECENT WORK AND ECONOMIC GROWTH	**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE	**16** PEACE, JUSTICE AND STRONG INSTITUTIONS

Levels (There are two levels we would like you to consider)

The following questions might help kickstart your creativity:

01: can you help **stop negative things** in the world

- How might your project help **stop** things in the world that are causing low levels of physical health and life expectancy?

- How might your project help **protect** people's physical health and life expectancy?

This could be related to things like bad work-life balance; air pollution; or low access to nutrition, basic medical care and clean water and sanitation.

- How might your project help **stop** things in the world that are causing low levels of mental health?

- How might your project help **protect** people's mental health?

This could be related to things like early people's adverse life experiences, such as trauma or abuse, ongoing (chronic) medical conditions, such as cancer or diabetes, and global threats like war, civic unrest and pandemics.

02: can you help **start positive things** in the world

- How might your project help **start** things in the world that will increase levels of physical health and life expectancy?

- How might your project help **elevate** people's physical health and life expectancy?

This could be related to things like good work-life balance, clean air and high access to nutrition, basic medical care, clean water and sanitation.

- How might your project help **start** things in the world that increase positive levels of mental health?

- How might your project help **elevate** people's mental health?

This could be related to things such as people's adverse life experiences, like trauma or abuse; ongoing (chronic) medical conditions, such as cancer or diabetes; or global threats like war, civic unrest and pandemics.

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SOCIAL ISSUES

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Context

Life satisfaction is measured by how people evaluate their life as a whole, and there are many things that make people happy. Personal safety, personal rights, personal freedom and choice and inclusiveness and equality must all be taken into consideration when it comes to the happiness equation.

While money may not buy happiness, it is an important means to achieving higher living standards and thus greater well-being. Money available to households in developing markets for spending on goods or services is much lower than it should be, which can expose people to economic hardship and vulnerability. Meanwhile, social isolation is the biggest cause of premature death. Low levels of 'inclusiveness' and 'equality' worldwide is causing 'belonging' to be the most dissatisfied element of the human

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Challenge

This is your chance to create a project that deals with the issue of human safety, rights, freedom and inclusiveness.

Identify something in this topic 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.

Sustainable Development Goals

This challenge will help solve the following UN Sustainable Development Goals:

Levels (There are two levels we would like you to consider)

The following questions might help kickstart your creativity:

01: can you help **stop negative things** in the world

- How might your project help **stop** things in the world that are causing low levels of human safety, freedom, inclusivity and self esteem?

- How might your project help **protect** people's safety, freedom, inclusivity and esteem?

This could be related to things like barriers to reducing homicide rates and criminality, reducing traffic deaths, barriers to political rights, barriers to freedom of expression, religion, barriers to justice, increased discrimination towards minority groups and low equality in society.

02: can you help start positive things in the world

- How might your project help **start** things in the world that will increase levels of human safety, freedom, inclusivity and esteem?

- How might your project help **elevate** people's safety, freedom, inclusivity and esteem?

This could be related to things like barriers to reducing homicide rates and criminality, reducing traffic deaths, better access to political rights, better access to freedom of expression, religion and justice, decreasing discrimination towards minority groups and higher equality in society.

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CLIMATE CRISIS

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Context

Climate change is the defining crisis of our time and it is happening even more quickly than we feared. No corner of the globe is immune from the devastating consequences of climate change. Current greenhouse gases levels are at the highest levels the planet has seen in millions of years, with potentially catastrophic consequences.

Rising temperatures are fueling environmental degradation, natural disasters, weather extremes, food and water insecurity, economic disruption, conflict, and terrorism. Sea levels are rising, the Arctic is melting, coral reefs are dying, oceans are acidifying, and forests are burning. As United Nations Secretary-General António Guterres pointed out in September 2021, "the climate emergency is a race we are losing, but it is a race we can win".

How it'll be judged

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Creative Conscience Themes

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Challenge

This is your chance to create a project that deals with the issue of the reversing the climate crisis.

Identify something in this topic 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.

Sustainable Development Goals

This challenges will help solve the following UN Sustainable Development Goals:

3 GOOD HEALTH AND WELL-BEING

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

Levels (There are two levels we would like you to consider)

The following questions might help kickstart your creativity:

01: can you help **stop negative things** in the world

- How might your project help people, businesses and nations to use natural resources in a way that does no harm to natural ecosystems?

This could be related to things like biomass (wood and wood waste, municipal solid waste, landfill gas and biogas, ethanol, biodiesel), hydropower, geothermal energy and wind and solar energy.

- How might your project help people, businesses and nations to **emit no harmful emissions and Greenhouse Gases?**

This could be related to things like harmful gaseous emissions (e.g. air pollutants, toxic fumes, carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O) and ozone), harmful solid emissions (e.g. scarce metals, use of hazardous pesticides) and harmful liquid emissions (e.g. spills, liquid toxic waste, chemical fluids).

- How might your project help people, businesses and nations to **use water that is responsibly sourced?**

This could be related to anything related to ensuring waste generation is avoided wherever possible, including waste generated by households or companies (e.g. homes, offices, manufacturing plants, retail locations) and waste produced by services (e.g. transportation fleets, construction work, national health service etc).

02: can you help **start positive things** in the world

- How might your project help people, businesses and nations **generate and provide access to more renewable energy?**

This could be related to things like biomass (wood and wood waste, municipal solid waste, landfill gas and biogas, ethanol, biodiesel), hydropower, geothermal energy and wind and solar energy.

- How might your project help people, businesses and nations to **remove harmful emissions and Greenhouse Gases from the environment?**

This could be related to things like harmful gaseous emissions (e.g. air pollutants, toxic fumes, carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O) and ozone), harmful solid emissions (e.g. scarce metals, use of hazardous pesticides) and harmful liquid emissions (e.g. spills, liquid toxic waste, chemical fluids).

- How might your project help more people, businesses and nations **have access to clean water that is responsibly sourced?**

This could be related to things like industries discharging waste water back into nature, municipal wastewater treatment plants, public sewage infrastructure, private water service providers prior to discharge, toxic waste generated by production processes that might end up being released back into nature.

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THE NATURAL WORLD

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Context

The variety of life on Earth, its biological diversity is commonly referred to as biodiversity. A larger number of plant species means a greater variety of crops; greater species diversity ensures natural sustainability for all life forms; and healthy ecosystems can better withstand and recover from a variety of disasters. And so, while we dominate this planet, we still need to preserve the diversity in wildlife.

Almost all societies have in some way or form now recognized the importance that nature, and its biological diversity has had upon them and the need to maintain it. Yet, power, greed and politics have affected the precarious balance. Scientists estimate we are now losing species at 1,000 to 10,000 times the norm (one to five species per year), with dozens going extinct every day. And we are currently using 25% more natural resources than the planet can sustain.

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.

Creative Conscience Themes

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- Community
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Challenge

This is your chance to create a project that deals with the issue of nature preservation and biodiversity.

Identify something in this topic 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.

Sustainable Development Goals

This challenges will help solve the following UN Sustainable Development Goals:

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

Levels (There are two levels we would like you to consider)

The following questions might help kickstart your creativity:

01: can you help **stop negative things** in the world

- How might your project help people, businesses and nations to **use natural resources in a way that does no harm to natural ecosystems?**

This could be related to things like farming and harvesting techniques (e.g. bottom-trawling fishing nets, monoculture crops, erosion, topsoil, sediment loss, introducing invasive alien species), mining, the rearing of animals, hunting of endangered animals and deforestation.

- How might your project help people, businesses and nations to **ensure their physical presence does not harm natural ecosystems?**

This could be related to things like property development, manufacturing facilities, city development, construction industry, the destruction of forests and wetlands to build buildings — basically anywhere companies or governments have a physical presence.

- How might your project help people, businesses and nations to **not create waste?**

This could be related to anything related to ensuring waste generation is avoided wherever possible, including waste generated by households or companies (e.g. homes, offices, manufacturing plants, retail locations) and waste produced by services (e.g. transportation fleets, construction work, national health service etc).

02: can you help **start positive things** in the world

- How might your project help people, businesses and nations **use natural resources in a way that elevates social and natural ecosystems?**

This could be related to things like farming and harvesting techniques (e.g. bottom-trawling fishing nets, monoculture crops, erosion, topsoil, sediment loss, introducing invasive alien species), mining, the rearing of animals, hunting of endangered animals and deforestation.

- How might your project help people, businesses and nations to **ensure their physical presence elevates natural ecosystems?**

This could be related to things like property development, manufacturing facilities, city development, construction industry, the destruction of forests and wetlands to build buildings — basically anywhere companies or governments have a physical presence.

- How might your project help people, businesses and nations to **reclaim, recycle and reuse waste?**

This could be related to:

- The refurbish, re-manufacture or reuse of waste (waste is cleaned, repaired or otherwise processed to be used again)

- The recycling of waste (waste is turned into a new operational input that a company can use)

- The recovery of energy (the waste is a biogenic substance (e.g. 100% derived from animals/plants) and it is recovered as energy after the above things have

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EDUCATION + LEARNING

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Context

Education plays a key role in providing individuals with the knowledge, skills and competences needed to participate effectively in society and in the economy. In addition, education may improve people's lives in such areas as health, civic participation, political interest and happiness. Studies show that educated individuals live longer, participate more actively in politics and in the community where they live, commit fewer crimes and rely less on social assistance.

And yet, the number of years people in good education varies from 14 in Columbia and 21 in Australia, and therefore need equalising. Similarly, the OECD's Programme for International Student Assessment (PISA) shows the gap between the highest and lowest performing OECD countries is 113 points, which needs closing so that a high-quality education is provided to all students in all countries.

How it'll be judged

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Challenge

This is your chance to create a project that deals with the issue of closing the education and learning gap.

Identify something in this topic 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.

Sustainable Development Goals

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Levels (There are two levels we would like you to consider)

The following questions might help kickstart your creativity:

01: can you help **stop negative things** in the world

- How might your project help **stop** things in the world that are causing low levels of education and learning?

- How might your project help **protect** people's access to education and learning?

This could be related to things like barriers to basic knowledge, barriers to reading, mathematics and science, things causing less time in quality education, barriers learning technologies and barriers to advanced education.

02: can you help **start positive things** in the world

- How might your project help start things in the world that will increase levels of education and learning?

- How might your project help elevate people's access to education and learning?

This could be related to things like better access to basic knowledge, better access to reading, mathematics and science, increasing the number of years in quality education, better access to learning technologies and better access to advanced education.