
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. 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 six people.

Please upload a PDF (15mb or less), or for video entries please include a link to your video in the submission form. Also include at least three key images from your project (at least 800px as either jpeg or png).

There is a £15 admin fee for each entrant (this includes individuals in team entries i.e. a team of two would be charged a £30 entry fee).

Remember to keep your entries clear and concise.

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 19TH 2019

General deadline for entries.

MAY 17TH 2019

Separate deadline for Architecture & Interior Design projects

MAY-JUNE 2019

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JUNE 2019

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JULY 2019

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MENTAL HEALTH



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Background

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 can affect anyone.

There are many ways we can cope with mental illness: establishing and maintaining relationships, discussing our issues and taking action when possible, however there are stigmas surrounding mental health that we unfortunately 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 mental health issues, then use these experiences as possible entry points into the brief and as a means of research to explore potential routes and solutions.

The challenge really is boundless in however you want to approach it, all we ask is that the outcome is optimistic and empowering towards the audience. Let's open up and tackle this issue head on to create some real positive change in the world.

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EQUALITY



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Background

Equality is a human right. Both men and women are entitled to live with dignity and with freedom from want and from fear. Whether this be gender equality as a precondition for advancing development and reducing poverty: empowered women contribute to the health and productivity of whole communities, improving the prospects for the next generation. Or more general human rights for minorities, those under threat of being suppressed or living in fear because of who they are or what they believe.

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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REFUGEE CRISIS



This brief has been set in partnership with [Help Refugees](#)

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Background

The most basic requirements for refugees to regain their independence are housing, language and employment. Without housing, people become destitute; without the ability to speak the local language, it is very difficult to get a job; without employment independence is almost impossible.

The challenge

How can we creatively support the empowerment of refugees in host countries, and improve their access to opportunities?

Local language: classes can be expensive and restrictive in terms of the amount that you can study, when and where. What creative solutions could help with this?

Employment: refugee unemployment in the UK is 50%, and many refugees are overqualified for the jobs they take. How can we find creative ways to increase people's chances of finding meaningful work quickly?

Integration: how can we build bridges with local communities? Can you find ways to keep community at the heart of these proposals?

Empowerment: Can you consider innovative ways for Help Refugees to raise more funds to allow us to do more for empowerment projects?

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CONSCIOUS CONSUMPTION



This brief has been set in partnership with [Sainsbury Family Charitable Trusts](#)

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Background

Our consumerist culture means we are fast burning through the planet's finite resources and in the past three decades alone, 1/3 of our natural resource space has been consumed.

The challenge

The Conscious Consumption brief is an opportunity to create solutions to help re-direct our worlds trajectory towards 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 impact e.g. environmental, psychological and/or societal.

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 first world countries) away from misguided, and damaging purchasing habits? Why do we consume, and what are the often 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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