

Concept Abstract

Submit the one-page abstract with your concept video. Abstract submission is required before concepts are posted online.

In a few words, describe the general idea of your concept (game/social media/signs/book, etc.)

We are a group of Peruvian students that want to change the way the mining industry is looked at in our country. Our idea is to go to communities close to mining projects where we can talk about how current mining can change the lifestyle of each family and this way, generate sustainable development.

In a brief paragraph, describe your concept and how it will change the public's perception of mining.

"Mining Moms" starts with a visit to communities close to mining projects and analyzes the perception that society has regarding the sector through interviews. Then, we will prepare a talk designed on the basis of the needs studied, and then present it to the community addressing mainly mothers and wives. The information is complemented through a visit to homes explaining and delivering a "mining recipe" that contains 10 general ideas of the mining activity and how it is used on a day-to-day basis.

In a few words, describe your intended audience.

After conducting several studies of possible audiences, we have decided that our target audience should be mothers and wives because we believe that they are the foundation and the core of every home. We believe that they would be the best teachers and messengers to transmit information to their children, spouses, and society.

How far reaching do you envision your concept, that is, how many people and at what age ranges do you think your concept will reach?

We believe that, in the short term, the main beneficiaries of this project will be mothers and wives (30 to 60 years old), because they will receive objective information from the mining industry. In the medium term, it will be the children and spouses (15 to 45 years old), that will now be able to share the knowledge with their close friends. On the long term, it is expected that between each family an informational network will be created about modern mining and how it positively impacts their lives.

Please show a general breakdown and total projected cost of your project, if it were to be noticed or sponsored.

We estimate a cost of approximately \$ 100 for each visit made in each community. Within this cost, it is included materials such as representative poles with the logo of the project, stickers for the houses visited, gifts, mobility, among others.

Briefly please include any additional information you would like judges to know about your concept.

We carried out a pilot test of the project in a community near Lima, Callahuanca. In this community, there was a mining concession that was rejected by the residents themselves due to a lack of information on mining. Once the project was completed, the mothers were satisfied and were able to transmit this information to their husbands. By using the stickers on their doors, they made the project more welcoming.