



## UNIDO Global Call 2025

### Creative Orange Economy: Innovating the Future

#### Overview

The UNIDO Global Call 2025 on Creative Orange Economy: Innovating the Future aims to celebrate and promote innovation, creativity, and sustainability within the creative industries. This competition is open to participants worldwide, encouraging diverse and inclusive participation across three main categories: **Eco-friendly Production**, **Digital Innovation**, and **Cultural Heritage**. Additionally, there are special categories for school and university students to foster young talent.

#### 1. Eco-friendly Production

This category aims to celebrate and support efforts to make the creative industries more sustainable. By highlighting innovative and effective eco-friendly production practices, it encourages participants to think critically about their environmental impact and to develop solutions that contribute to a more sustainable future.

#### Description

This category focuses on the development and implementation of sustainable practices in the production of creative works. It includes:

- **Sustainable Materials:** Use of eco-friendly, recycled, or upcycled materials in the creation of art, fashion, design, and other creative products.
- **Green Production Processes:** Implementation of environmentally friendly production methods that reduce waste, conserve energy, and minimize carbon footprints.

**Eco-conscious Design:** Designing products with sustainability in mind, ensuring they are durable, reusable, or biodegradable. **Objectives**

- **Promote Sustainable Practices:** Encourage the adoption of sustainable practices in the creative industries to reduce environmental impact.

- *Innovate in Eco-friendly Production:* Inspire creative professionals to develop new methods and materials that are environmentally friendly.
- *Raise Awareness:* Increase awareness about the importance of sustainability in the creative process and its impact on the environment.

### Submission Requirements

- *Project Proposal:* A detailed proposal outlining the eco-friendly production project, including objectives, methods, and expected outcomes.
- *Sustainability Report:* A report detailing the sustainable practices used in the project, including materials, processes, and environmental impact.
- *Visual Documentation:* Photos, videos, or other visual documentation showcasing the project and its eco-friendly aspects.
- *Impact Assessment:* An assessment of the project's potential impact on the environment and the creative industry, including any measurable benefits.

## 2. Digital Innovation

This category aims to celebrate the innovative use of technology in the creative industries, encouraging participants to explore new possibilities and create groundbreaking digital experiences. By highlighting the intersection of creativity and technology, this category seeks to inspire the next generation of digital innovators.

### Description

This category focuses on the innovative use of technology to create new forms of digital content and experiences. It includes:

- *Digital Media:* This encompasses a wide range of content created and distributed through digital platforms, such as digital art, animation, video production, and multimedia storytelling. Digital media leverages technology to enhance creativity and reach a global audience.
- *Gaming:* This involves the design and development of video games, which can range from simple mobile games to complex, immersive experiences on consoles and PCs. Gaming combines elements of storytelling, art, music, and interactive design to create engaging and entertaining experiences.
- *Virtual Reality (VR):* VR technology creates fully immersive environments that users can interact with using special headsets and controllers. This can be used for gaming, virtual tours, educational simulations, and artistic installations, providing a sense of presence and immersion that traditional media cannot.
- *Augmented Reality (AR):* AR overlays digital content onto the real world through devices like smartphones, tablets, and AR glasses. This technology enhances the

physical environment with interactive elements, such as 3D models, animations, and information overlays, blending the digital and physical worlds.

## Objectives

- *Foster Innovation in Digital Content Creation:* Encourage the development of new and creative digital content that pushes the boundaries of what is possible with current technology.
- *Support the Development of New Digital Tools and Platforms:* Promote the creation of innovative tools and platforms that can be used by other creators to enhance their work.
- *Encourage the Use of Technology to Solve Creative Industry Challenges:* Inspire participants to use technology to address and solve problems within the creative industries, such as accessibility, distribution, and audience engagement.

## Submission Requirements

- *Prototype or Demo:* Participants must submit a working prototype or demo of their digital product. This could be a playable game, a VR experience, an AR application, or a digital media project.
- *Project Description:* A detailed description of the project, including its goals, development process, and the technologies used. This should explain how the project was conceived, the challenges faced, and how they were overcome.
- *Impact Assessment:* An assessment of the potential impact of the project on the creative industry. This should include how the project can benefit users, its potential market, and any feedback received during testing.

## 3. Cultural Heritage and Trade

This category aims to celebrate and support efforts to preserve and promote cultural heritage through creative means. By highlighting the importance of cultural heritage, this category encourages participants to engage with and sustain the traditions and practices that define their cultural identities. It also promotes the idea that cultural heritage can be a source of innovation and economic development, particularly through sustainable and ethical tourism initiatives.

## Description

This category is dedicated to the preservation and promotion of cultural heritage through creative and innovative means. It includes:

- *Crafts*: This involves traditional and contemporary handmade items, such as textiles, pottery, jewelry, and woodworking. Crafts often reflect the cultural identity and heritage of a community, preserving techniques and designs passed down through generations.
- *Cultural Tourism*: This focuses on promoting and enhancing tourism experiences that are rooted in cultural heritage. It includes the development of heritage sites, cultural tours, and experiences that allow visitors to engage with and learn about the cultural history and traditions of a place.

## Objectives

- *Preserve and Revitalize Traditional Cultural Practices*: Encourage the documentation and continuation of traditional practices that are at risk of being lost. This includes supporting artisans and cultural practitioners in maintaining their crafts and traditions.
- *Promote Cultural Diversity and Heritage Tourism*: Highlight the richness and diversity of cultural heritage around the world. Promote tourism initiatives that are respectful and beneficial to local communities, providing economic opportunities while preserving cultural integrity.
- *Encourage Sustainable and Ethical Cultural Heritage Projects*: Support projects that use sustainable methods and materials, ensuring that cultural heritage preservation does not harm the environment. Promote ethical practices that respect the rights and contributions of local communities.

## Submission Requirements

- *Project Documentation*: Participants must submit detailed documentation of their cultural heritage project. This can include photos, videos, written reports, or any other relevant materials that showcase the project's scope and impact.
- *Cultural Significance Explanation*: An explanation of the cultural significance of the project, detailing how it contributes to the preservation and promotion of cultural heritage. This should include historical context, cultural relevance, and the impact on the community.
- *Sustainability and Ethical Considerations*: A statement outlining the sustainability and ethical considerations of the project. This should describe how the project uses sustainable materials and methods, and how it respects and benefits the local community.

## Special Categories

These categories are designed to nurture the next generation of creative thinkers and innovators by providing young students at **both the school and university levels** with the tools and opportunities to explore their talents and ideas. By engaging students in creative activities, we aim to inspire a lifelong love for the arts and innovation, fostering creativity, critical thinking, and problem-solving skills, and offering a platform for self-expression and development.

School and university students are encouraged to select one of the three main categories (**Eco-friendly Production, Digital Innovation, and Cultural Heritage**) and submit their applications to.

### ***Judging Criteria for Schools***

#### 1. Product/Service:

- Innovation and Creativity: Evaluate how original and innovative the product or service is. Does it offer a unique solution or significantly improve upon existing offerings?
- Relevance and Utility: Assess the practicality and usefulness of the product/service. How well does it meet the needs it aims to address?
- Feasibility: Consider the ease of implementation of the product/service. Is it realistically achievable with the available resources and technology?
- Scalability: Analyze the potential for growth. Can the product/service be scaled to reach a larger audience or market?

#### 2. Target Market Identification:

- Market Research: Evaluate the depth and accuracy of the research conducted to identify the target market. Are there clear data and insights supporting the chosen demographic?
- Understanding of Customer Needs: Assess the understanding of the specific needs and preferences of the identified target market.
- Competitive Analysis: Consider the analysis of competitors within the target market. Is there a clear strategy to differentiate the product/service?

#### 3. Financial and Marketing Plan:

- Budgeting and Forecasting: Evaluate the soundness of the financial projections. Are they realistic and well-supported by data?

#### 4. The Presentation of the Project:

- Clarity: Evaluate the clarity, organization, and professionalism of the presentation. Is the information presented logically and effectively?
- Engagement: Assess how engaging the presentation is. Does it capture and retain the audience's attention?
- Visual and Aesthetic Quality: Consider the visual appeal and design of the presentation materials. Are they clear, professional, and supportive of the content?