

[NEWS & EVENTS](#) > UN launches Global Call to Creatives

POSTED ON
28 MAR 2020

WEBSITE
[HTTPS://WWW.TALENTHOUSE.COM...](https://www.talenthouse.com...)

COUNTRY
[INTERNATIONAL](#)

THEMES
[ARTS AND SCIENCE](#) [COVID-19](#)

UN launches Global Call to Creatives

GLOBAL CALL TO CREATIVES

An Open Brief from the United Nations

The United Nations has issued an open brief - Global Call to Creatives. Deadline is 14 April.

The call is managed by Talenthouse and examples of submissions can be seen on their [Facebook page](#).

For the first time, the UN is launching an **Open Brief to Creatives everywhere** to help spread public health messages in ways that will be effective, accessible and shareable. Together we can flatten the curve.

This isn't a single campaign. We are looking for a multitude of creative solutions to reach audiences across different cultures, age groups, affiliations, geographies and languages. We are asking you to extend your imagination, raise your ambition and lend your support and ingenuity.

By reaching out to creatives around the world, we hope to **inspire creatives, influencers, talent, networks, media owners** + who can take these key messages and bring their own magic to them - a creative twist, a cultural quirk, an interpretation which helps amplify them to audiences we are not yet reaching.

The UN has identified six key areas of public activation most essential right now. Together these make up six 'mini-briefs' or episodes:

1. Personal hygiene
2. Social distancing
3. Know the symptoms
4. Kindness contagion
5. Myth busting
6. Do more, donate

Further resources, facts, ideas, inspiration are in the UN Brief:

https://docs.google.com/presentation/d/1uR9gq1nC_ZYIGHkyaU7bRivTJ0gmtaxqZ5_4BvzcGnM/preview

Creative content which is ready for dissemination or has already gained traction should be submitted for considered use by the UN via this form:

Similar content

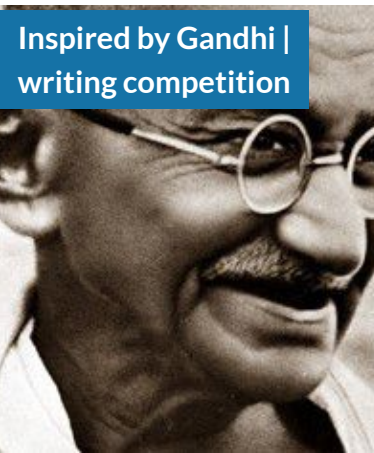
POSTED ON
20 APR 2017

In conversation with
Justin Sweeting | Sónar
Hong Kong Festival



POSTED ON
29 JUN 2015

Inspired by Gandhi |
writing competition



POSTED ON
23 JUN 2016

ASEF Policy Panel at
the 7th ASEM Culture
Ministers' Meeting |
Report published



POSTED ON
31 JAN 2018

Sónar 2018 Festival
Hong Kong



POSTED ON
18 JUL 2013

By People / In Cities:
Oslo | City Profile



POSTED ON
31 MAY 2016

UK-India 2017 Digital
Open Call



ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

[MORE ABOUT ASEF CULTURE360 |
FAQ](#)



ASEMUS
Asia - Europe
Museum Network

[Browse our Network of
museums in Asia and Europe](#)