

Privacy Settings

We use cookies to optimize our website and our service.

- ☒ Functional
- ☒ Statistics
- ☒ Marketing

Save

Functional only

Accept all

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

COUNTRY
[INTERNATIONAL](#)

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

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:

<https://docs.google.com/forms/d/e/1FAIpQLScQX6P1c9c72TjCGYE3INTq9K0aIRVFcIKFtXIAH0H96znv2A/>

Similar content

POSTED ON
13 MAY 2015

ENCATC Survey on Digital Technologies and Know-how

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 SEP 2017

The Creative Museum: Toolkit Published

POSTED ON
30 JUN 2021

Viet Nam | VFCD 2021 Graphic Design Contest

POSTED ON
24 JUN 2021

Encatc 6-part online training series on Post-Covid-19 social media strategy

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](#)

