

# 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.)**

**A NEW MINING VIEW PROJECT** is geared towards changing communities perception regarding mining projects investments and ongoing operations through infographics, social networks, posters, fliers, and audiovisual material in each community located within the area of influence of mining projects and companies.

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

Basically, our idea is to have communities see mining activity in a different way wherein the State, communities and mining companies work together toward sustainable development. Thus, mining perception on the part of communities would change as they would realize everybody gets benefited and not only mining companies. As a matter of fact, they will grant the social license with no doubt.

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**In a few words, describe your intended audience.**

This mining project focuses on letting communities and everybody know the importance of sustainable development by means of visual journalism and infographics as well as social networks.

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**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?**

The approximate range is 9,000 thousand people from 20 to 70 years old.

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

The project cost is around 4,000 dollars, it includes logistics such as videos, infographics, design, all printed and conveyed to mining surrounding communities in order to change their negative perception they have about the mining industry at present.

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

Most people know that many mining projects are paralyzed in Peru given the lack of social license. This shows us that communities play a key issue and impact on the mining sector; therefore, we need the right social issues management. Our project is based on a "NEW MINING VIEW" where the State, communities and mining companies must interact together within a strategic development plan.

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