

ABSTRACT

TEAM VR MINING

SME UCE QUITO ECUADOR

VR-MINING

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VR mining is an educational strategy based on the use of virtual reality. Creating attractive and innovative scenarios of a future with sustainable development. Through guided tours and informative labels that will allow the user to verify by themselves how crucial mining is.

This project aims to search a methodology through which the academic centers and companies can promote in a dynamic way an education that generates links of trust between the industry and society. Thus changing the misperception about mining.

Initially, the idea is oriented to work with kids and teens between 10 and 15 years old. By visiting schools and high schools with the purpose of informing about how responsible mining provides to society with mineral resources, which are utilized everywhere around us.

Moreover, mineral resources are the basis of the components of new energy friendly technologies that form are part of the sustainable development.

Later, this idea can be implemented by mining companies as a communication tool that contributes in the community relations planning.

The estimated initial cost is projected to be \$5000, which is distributed as follows, \$4000 are destined to the digital creation of 4 virtual reality scenarios, \$700 destined to the logistics and \$300 intended for diffusion strategies.

The strength of VR mining is the ease of access and use of these technologies. Furthermore, it causes great curiosity and excitement in people. Becoming an excellent mode of diffusion that promotes education.

From the mine to the future