

**In a few words, describe the general idea of your concept (game/social media/signs/book, etc.)**

To change the public perception, mining companies need to be transparent about what they do. This can be achieved through public engagement and education. Especially the engagement of young people. Mine2Me is a platform which enables effective interaction between mining companies and all other stakeholders. Once up and running, it will provide video short infographics on YouTube, which can then be shared on Facebook and on other social media platforms to reach a wide audience.

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

Mine2Me is the umbrella platform with the outlets on YouTube, Facebook, LinkedIn, etc. The team will make animated 2 – 7 minutes infographic videos, upload them on Youtube and share the link on social media. These videos will have catchy titles and will use visuals and basic language to connect to a wide audience and keep people interested. This concept will change the public perception of mining because many people will have access to information about mining. They will therefore make informed opinions based on real and wholistic information other than just from news scandals as they currently do. Social media also enables direct conversations through comments sections and through these, misunderstandings, which often lead to negative perceptions, can be cleared.

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

Our target audience covers global users of social media, especially young people with interest in mining, that is, those whose perception is important to mining companies. This includes environmentalists, activists, governments, investors, potential mining employees, the media and the public at large. We intend to reach people who currently have no opinions about mining and those with formed perceptions. The informative and engaging material will appeal to all intended parties.

**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?**

Our target age group is 18 - 30 years old people with access to social media platforms. We envision our concept having a global scale and trending through hashtags and tags on blogs and web pages. Our audience will exponentially increase with time and with marketing but our estimated starting group is 2000 people from our schools' engineering department, industry connections from work and from Move Mining followers.

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

\$30 Logo design, \$70 Youtube channel introduction creation, \$500 for running marketing ads, at \$125/ 90 second video (figures from Fiverr), and at a rate of 1 video every 2 weeks, the first year cost will be \$3,760 for 26 videos. All revenues generated from Youtube ads will be reinvested back into either creating longer videos or marketing. The remaining \$1,240 will be reserved for 2nd year videos, or invested back into marketing if the Youtube channel is not picking up traction at the end of year 1.

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

Currently, when one searches for mining videos on the web, there are long documentaries about history, negative press on past incidents or promotional material from companies. There is no engaging content that relates mining to the everyday person and everyday life. That is exactly the gap that Mine2Me closes and its potential effectiveness is undeniable.