



United Nations Global Call Out to Creatives - help stop the spread of COVID-19

You have the power to change the world. The UN needs your help to stop the spread of coronavirus (COVID-19).

We are living in unprecedented times. The World Health Organization (WHO) is leading and coordinating the global health response to coronavirus, helping to ensure all countries are ready to prevent, detect and respond to the pandemic. To be effective we need people everywhere to adopt public health precautions, act in solidarity, and prevent the spread of misinformation.

The United Nations (UN) needs your help in translating critical public health messages, into work that will engage and inform people across different cultures, languages, communities and platforms. The shortlisted work will reach everyone, everywhere.

We need your submissions from day 1. The UN will continually review the submissions, and shortlist the most suitable work to become visible on a microsite, and accessible to everyone - supporting media, brands, influencers etc - around the world, who can download and use the work across their platforms in support of this cause.

It is not too late. No one can do everything, but everyone can do something. Together, we can save lives, protect resources and care for each other.



Artwork by Elio Artist, **Gerardo La Porta**

THINGS TO CONSIDER

Use any creative medium to produce work that captures one of the coronavirus key messages below, in a clear, impactful and shareable way

Capture one of the UN key messages in your work:

Personal Hygiene
Physical Distancing
Know the symptoms
Kindness contagion
Myth busting
Do more, donate

Find more information, inspiration and existing assets for each key message [HERE](#)

The UN needs a range of creative solutions to reach audiences across different age groups, affiliations, geographies and languages

Keep in mind that submitted work will be reviewed by the UN and considered for co-branding and distribution through UN and supporting platforms

By submitting your work to this brief you agree to grant the UN, all supporters and anyone who wants to share this positive message, permission to use your work. Anyone who uses the work will be asked to credit the creator (but we cannot guarantee this)

Share your work on social, tag @WHO @UN @UnitedNations @Talenthouse and use the hashtags: #CovidOpenBrief #UNCovid19Brief #FlattenTheCurve #SafeHands #AloneTogether #ViralKindness #StopTheSpread #Coronavirus #Covid19

DO

- Bring your own magic to these key messages - a creative twist, a cultural quirk, an interpretation which helps amplify them to audiences not yet reached
- Capture one of the above key messages per submission
- Only include messaging derived from UN-guidance and are true to the spirit of the public health needs
- You can submit work in any of these file formats:
- Illustration and graphic design (formatted for social) - AI or PSD
- Video (between 6 seconds and 3 minutes long) or GIF - MP4
- Audio (music, PSA, comedy) - Soundcloud
- Copy (news or magazine articles) - PDF
- Activity concept (ideas for activities to do when staying home e.g. home concerts, sing-along handwashing, contagious acts of kindness) - PDF
- **Please submit the high resolution, layered files in your submission**

- In the 'Description' section of your submission, include your name and any social tags which the UN or any supporter should use were showing your work
- Include 'Source: World Health Organization' where applicable
- You can submit work in any of these languages: English, Spanish, French, Italian, Arabic, Portuguese, German, Hindi, Bengali, Malay, Thai, Japanese, Indonesian, Urdu, Swahili, Nigerian Pidgin, Yoruba, Turkish
- Please only submit work originally created by you

DON'T

- Don't use UN or WHO logos in your work
- Don't deviate from the key messages provided above
- Don't include language that is or could be interpreted as inflammatory, discriminatory or stigmatizing
- Don't include images or photos of people who are, or look under 18 years old. Only include images or a photo of someone once you have their consent to use it for the purpose of this brief. Obtaining this consent is the sole responsibility of the participant

THE OPPORTUNITY

All participants are contributing toward stopping the spread of coronavirus, and together we help save lives, protect resources and care for each other.

A minimum of 10 pieces of work will be chosen by the Selection Panel. And in support of this global campaign, the Selected Creators will all:

- Have their work shared across UN and media supporter channels, reaching a global audience
- Have their work shared across TLNT channels (including Talenthouse, Ello and/or Zooppa), reaching over 4 million creators and fans around the world
- Have their work seen and potentially shared by a global audience across every industry
- Potentially receive additional exposure through having their work showcased in digital galleries, physical exhibitions amongst other opportunities

SUPPORTERS AND SELECTION PANEL

Watch this space! The UN is currently confirming the Selection Panel for this campaign. We'll update the brief with this information once confirmed.