

# Our Sustainable Future 2025

A global call for creative ideas across the world

## The creative brief: Water

Our Sustainable Future is an initiative for people under 30 and students in further education. The initiative focuses on the positive difference creative thinking can do for the world, and how we with creativity and ideas can create new visions for the future.

Our Sustainable Future combines creativity, ideas, imagination and the UN's Sustainable Development Goals, using creativity to address real-life challenges.

The theme for Our Sustainable Future 2025 is: Water.

The brief is to promote the importance of water. You can focus on: Clean water, responsible consumption and production, life below water, climate action or water in general.

**Poster Brief:** Create an A1 poster to promote the importance of water.

**Film Brief:** Create a video to promote the importance of water (max 60 seconds).

You can choose to create a call to action, an awareness campaign, a message, a declaration of love for water, or something completely different as long as it communicates water and inspires people to think.

You are welcome to submit several solutions. All solutions must be submitted separately.

**Background:** *Water is crucial for human survival. Water is a precious resource that should be valued, conserved, and protected for the well-being of current and future generations.*

*Water is essential to human life. Our bodies are composed of approximately 60% water, and we need to consume an adequate amount of water daily to maintain bodily functions.*

*Clean water is essential for maintaining healthy ecosystems and biodiversity. Polluted water can harm oceans, disrupt ecosystems, and degrade quality of life for both humans and wildlife. Protecting clean water sources is crucial for environmental sustainability and the preservation of natural resources.*

**Deadline:** Friday 10th January 2025 at 2 p.m. CET.

To celebrate United Nations' World Creativity & Innovation Day on April 21st, we will showcase the selected shortlist and the winners of the initiative.

See all the practical details on the following pages.

Enjoy!

*The initiative is a collaboration between Our Sustainable Future, Creative Circle, Center for Creative Thinking and World Creativity and Innovation Day, Europe. We reserve the right to make corrections in the brief if necessary.*

## Practical details

All solutions must be submitted separately. You are welcome to submit several solutions.

**Deadline:** Friday 10th January 2025 at 2 p.m. CET.

**Poster format:** The poster must be an A1 poster in portrait format.

**Film format:** Max. 1 minute. The film can be shorter.

**Language:** English. However, words from other languages may be included if it helps the idea.

**Text:** Your choice

**Logo:** (Mandatory - must be included)



**Global goals:** One or more of the following global goals can be added. It's NOT mandatory, but it's an option if it makes sense.



**The participants:** You can choose whether you want to work alone or in a team. There must be a maximum of four people in a team. It is free to participate. All participants must be 30 years of age or under, or be a full-time student at a higher education (regardless of age). If you are not a student, you must not have turned 31 on 21 April 2025.

### The announcement of the winner and the shortlist:

All the shortlisted work and the winners will be displayed and showcased on the UN's International Day for Creativity and Innovation" on 21 April 2025.

The initiative gives young talents a voice and an opportunity to be heard. The winning and nominated works will be shown in many public media and will be shared internationally.

### Global initiative

This is a global initiative. Please contact the creativity ambassador in your country to participate. The work submitted will be judged by a jury in each country. The best work will be showcased internationally.

**Rights:** All material must be original material.

**AI:** AI can be used as long as you don't compromise any copyright laws. Please note in your submission if you have used AI.

## Our Sustainable Future Denmark

Our Sustainable Future Denmark is a collaboration between Our Sustainable Future, Creative Circle og Center for Kreativ Tænkning. The shortlisted work will be announced in the week of World Creativity and Innovation Day. The winners will be announced on the 24th of April 2025. The winner of the Danish competition will be honored at the Creative Circle Award 2025.

**Submissions:** All Danish submissions must be digital and submitted to Creative Circle's site before the deadline. More information about how to submit is to come on December 1st as Creative Circle is building a new entry site for Our Sustainable Future.

### Rules for Danish Submissions:

All material must be original material. This means that you must film/photograph/animate/create the material yourself, so you own the rights to all the submitted material. However, it is permitted to use AI as long as the copyright law is not violated. The winning works will be shown worldwide, therefore it is important that you only submit material created by you, and for which you hold the copyright. When submitting you must provide the following:

### Credit

*I hereby submit a poster/film for Our Sustainable Future.*

*Title of work:* Prompts are Thirsty

*Submitter's name/names:* Catherine Valencia, Patrick Brannvoll, Rikke Vestergaard Nielsen & Sofie Stavnsbo Müller

*School/Office/Other:* Den Danske Reklameskole - Idé & Koncept

*Age:* 25-31

*Contact email:* rikkevestergaardnielsen@hotmail.com

*Contact telephone:* Rikke Vestergaard Nielsen - +45 20 67 24 14

*AI is used / AI is not used:* AI is not used

- *I/we created the original material. I/we own the copyright.*
- *People/actors/models visible in the work agrees for the work to be submitted to "Our Sustainable Future".*
- *The submitted work may be shown in connection with the competition by Our Sustainable Future, Creative Circle, Center for Creative Thinking, World Creativity and Innovation Day/Week and by the initiative's partners, as well as in media that mention the competition.*

*Signature:*

