

Perú | **Design** | Net
perudesignnet.com



INDEX

What is PerúDesignNet?

Participants

Mechanics of the Competition

1. Registration

2. Process

3. The Proposal

4. Project Phases

Assessment Criteria

Timetable and Deadlines

Prizes

Jury

Conditions for Participation

Contact



WHAT IS PERÚDESIGNNET?

Perú**Design**Net is a competition of innovation through design. We seek powerful proposals that understand the macro issues of a problem and can offer holistic design solutions taking into account all of the necessary variables to lead to a transformation toward a better future.

Perú**Design**Net is a project organised by the IED Madrid and PromPerú (the Commission for the Promotion of Peru for Exports and Tourism).

PARTICIPANTS

- All nationalities
- Age: 18+
- Travel Availability

MECHANICS OF COMPETITION

1. Registration

Registration is free and can be done via our official webpage www.perudesignnet.com.

All participants must register on the DesignPass platform of PerúDesignNet to be able to upload their proposals.

You can take part individually or as a team. If a team wins, only one of its members will be able to benefit from the trip to take part in the PerúDesignNet week and the Innovation Ecosystem.

2. Process

This edition of PerúDesignNet is focused on three sectors: Gastronomy, Tourism and Handicrafts.

The competition has a total of six (06) briefs, two (02) for each sector.

Participants must choose one (01) of these briefs to develop the proposal they will upload to the DesignPass platform. Participants will be assessed on this proposal.

3. The Proposal

Elements the project must include:

Title of the project

The name of the project.

Product description

A brief description of the project.

Project's main image

This image must be the cover or heading of your project, which everyone will see. It must represent your project and attract users of the website to it.

Image specifications: jpg, png, gif dimensions 1600x1024 px to 72 dpi.

Main video

If your project includes a video, it must be in either YouTube or Vimeo format.

Project contents

Your project may contain images, videos and texts, which you can upload and arrange once uploaded, to tell a story and lend consistency to the narrative.

- Images: you can add up to 20 images.
Image type: jpg, png, gif dimensions 1600x1024 px to 72 dpi. Maximum size 1,200Kb.
- Videos
The videos may come from Vimeo or YouTube. Just add the URL.

- Texts
Add a text describing your project.
- Order
Once you have uploaded the videos, texts and images you may change the order in which they appear.

URL

You can add a URL to your project's website.

Attached file

You can attach a file in .pdf .doc, .docx, .ppt, .pptx formats to your project.

Maximum size: 3Mb.

Project category

You must select a category and subcategory for your project.

Crafts

- Artisans of Tucume
- Tulp & Mezcla

Tourism

- Llama Pack
- Peru For Less

Gastronomy

- Piscosour.com
- Amaz Foods

The proposal must be composed of an explanatory text and images that support and illustrate what the proposal aims to achieve. It is also possible for participants to upload videos* and include a link to Vimeo, YouTube or a similar platform. It is not obligatory to use video.

Phase 1: Ideas competition, conducted on the DesignPass platform on the PerúDesignNet website (www.perudesignnet.com). At the end of this phase 120 candidates will be selected to take part in phase 2.

Phase 2: Online competition: The 120 proposals preselected for Phase 1 will take part in the online competition. This competition will take place on the DesignPass platform on PerúDesignNet. The material (video, photo and text) proposed by pre-selected candidates will be visible during the vote.

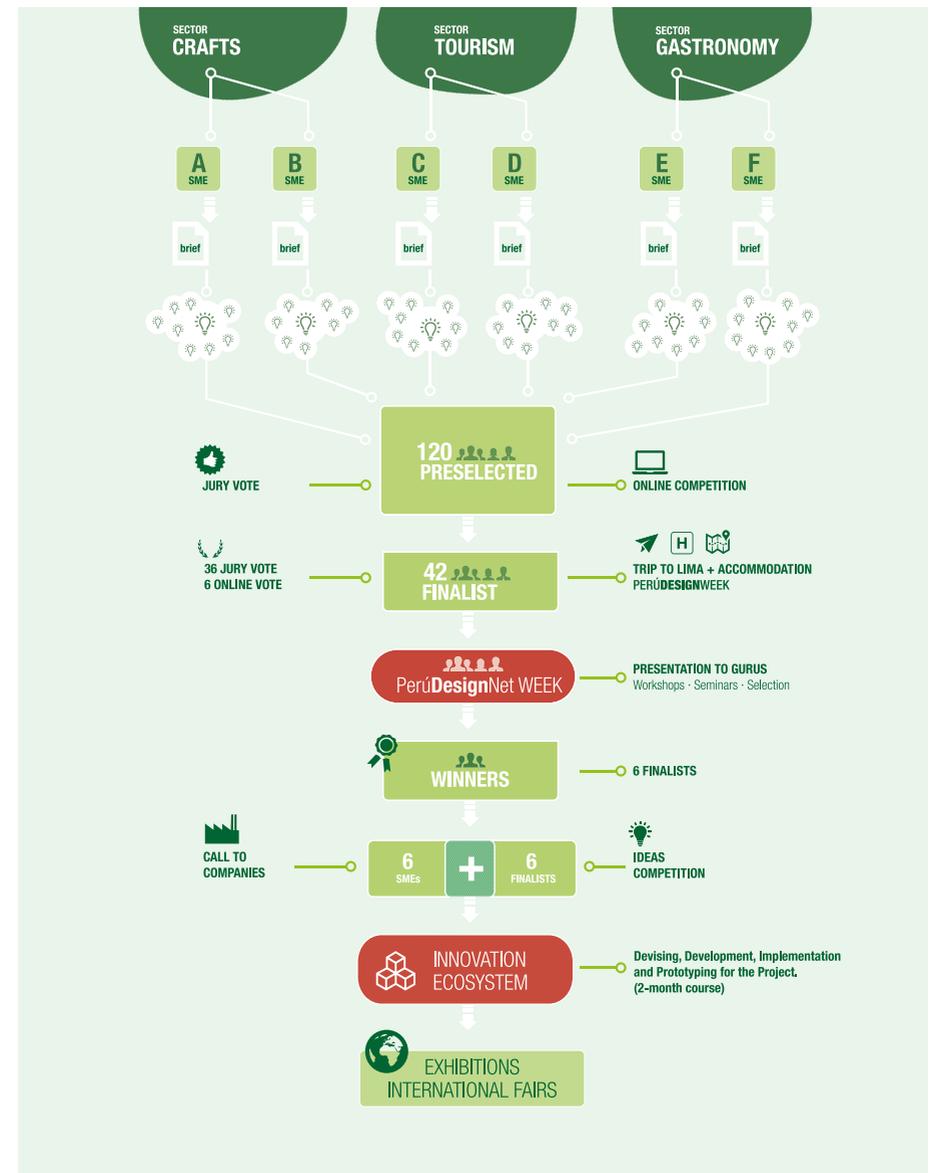
7 finalists will be selected for each of the 6 briefs of the SMEs. All in all, there will be 42 finalists, chosen as follows: 36 finalists chosen by the technical team of PerúDesignNet (6 proposals per brief) and 6 proposals chosen via a public vote (1 proposal per brief). The 42 finalist proposals will enter phase 3.

Phase 3: PerúDesignNet Week: The 42 finalists will travel to Lima to take part in the PerúDesignNet Week event. A week of events, workshops, seminars and lectures. By the end of PerúDesignNet Week, a winning proposal will be chosen for each brief for each SMEs.

6 teams made up of 1 SME + 1 proposal will move on to phase 4.

Phase 4: Innovation Ecosystem: The innovation ecosystem is a training programme for the management of innovation in which the teams made up of 1 SME + 1 Winning proposal will take part. The programme will last 2 months.

* The video will be public if it is one of the 120 proposals pre-classified at this stage. The editing and format of the video will not form part of the assessment criteria.



ASSESSMENT CRITERIA

We are seeking proposals that are:

- **Visionary:** offering an original idea or combining existing ideas in a new proposal, applied in a creative way to the needs presented.
- **Comprehensive:** applying a 360° approach to the design process. The proposals must take into account the fact that, in order to be successfully implemented, they must deal with the many objectives, requirements and conditions of the project in a holistic manner.
- **Anticipatory:** including future trends and needs and considering the impact of short- and long-term implementation.
- **Socially and environmentally responsible:** taking into account the social, cultural and environmental layers within each design.
- **Feasible:** with ideas supported by real technologies and resources, to plan ideas which can actually be implemented.
- **Replicable and Scalable:** able to adapt to similar conditions in other places.

TIMETABLE AND DEADLINES

Start of the Ideas Competition:

The submission period for proposals starts on the 13th of February 2015 at 00:00 (GMT).

Deadline for proposal submission:

Until the 17th of June 2015 at 00:00 (GMT).

Announcement of the 120 preselected candidates:

25th of June 2015.

Online vote for the selection of the 42 finalists:

Between the 25th of June 2015 to the 10th of July 2015.

Announcement of the 42 finalists:

17th of July, 2015 at 00:00 (GMT).

Announcement of the 6 winners:

26th of September 2015 at 00:00 (GMT).

The finalists and those selected for the final phase will be contacted by email or telephone, and their names will be published on the website.

PRIZES

The creators of the 42 proposals selected in the Ideas Competition will travel* to Peru for a week to take part in the PerúDesignNet Week, a week of workshops, events, meetings and seminars where they will have the opportunity to work with SMEs to develop their proposals, using the PerúDesignNet methodology. In this way, all the selected proposals will become visible participants of change and innovation in PerúDesignNet.

During the PerúDesignNet Week the 42 selected candidates:

- Will travel* from their home town to Lima (Peru) to take part in PerúDesignNet. Travel and accommodation expenses will be covered by the PerúDesignNet organisation. Some SMEs are outside Lima, and transfers to the relevant provinces during the week of work will also be covered by the organisation. The organisation of PerúDesignNet will not cover any other expenses.
- Will test their proposals along with the SMEs taking part.**
- They will receive technical and professional support from PromPerú and the European Institute of Design- Madrid.

** Journey and stay in Lima or the provinces covered by the PerúDesignNet organisation.*

*** Some SMEs will be in Peru's provinces. These trips will also be covered by the PerúDesignNet organisation.*

Remember to indicate your personal data in the PDF: name, surname, telephone number and e-mail, so that you can be located quickly if you are one of the winners.

- They will be mentored by nationally renowned figures in the sector.
- They will receive a methodology for presenting their proposals in the PerúDesignNet Week.
- They could be one of the six finally selected to pass to the following round, called the Innovation Ecosystem - PerúDesignNet
- They will have media exposure and coverage of their proposals, promoting them as participants and agents of change!
- They will form part of the Video/Documentary that will show how design and innovation is created in Peru.

** Travel and accommodation to Lima and Provinces covered by the organisation of PerúDesignNet.*

Don't forget to include on the PDF your personal contact details: name, surname, phone number and email address, so that we can contact you easily if you are selected.

JURY

The PerúDesignNet jury is composed of professionals and technicians of PromPerú and the IED Madrid, who will assess the quality of the works and the innovative and creative potential of their creators.

Also, we have renowned Peruvian figures in each sector, as mentors and advisers in decision-making:

Crafts: Meche Correa and Chiara Macchiavello.

Tourism: To be determined.

Gastronomy: Gastón Acurio (Acurio Restaurants) and Virgilio Martínez (Central).

Those finalists and winners selected in each stage are decided in coordination with the whole technical team.

The jury can declare the competition null and void in categories whose works are considered to be of insufficient quality.

CONDITIONS FOR PARTICIPATION

- Individuals over 18 of any nationality can take part.
- Selected participants must be able to travel for a week to Peru to take part in the proposal along with the SME as well as the week of events of PerúDesignNet.
- Selected participants and winners of the workshop during PerúDesignNet must be able to spend 1 month in Lima, Peru, during 2015 for the next stage of the competition.
- By uploading my project, and if it is selected for the platform, I accept that I must travel to Lima on the dates which will be published on the news section of the PerúDesignNet website (www.perudesignnet.com), sufficiently in advance, to defend my project to the companies. Travel, living and accommodation expenses will be covered by IEDDesignNet, but this week of work will not be remunerated either by the company or by IEDDesignNet.
- The projects will become property of the companies, as they are solutions to specific problems in them and cannot be extrapolated to other companies.
- In the event that a participant cannot travel during the dates announced, or take part in the presentation of the projects in Lima, selected participants must inform the organisers of PerúDesignNet as soon as possible. The next candidate on the list of preselected participants will take part in the project.
- If, after the weeks of presentations, my project is chosen, I must take part in the INNOVATION ECOSYSTEM's online phase and subsequently travel to Lima to develop, implement and prototype the proposal along with the company during the INNOVATION ECOSYSTEM programme, which will be facilitated and guided by professionals from IEDDesignNet.
- Failure to attend, unless there is a justified cause, will result in the demand for compensation for damages. The rights to the idea will belong to the company. The IED

will defend the proposal, and, in the event that it is chosen, the IED will choose the person or people who should implement it. Chosen participants will not be able to demand authorship of the project, its implementation and ownership.

- Participants will have accident and illness insurance during their time in Peru to cover any contingencies.
- In any event, the IED will not be held responsible for any personal contingency affecting participants during their stay in Lima.
- Each participant must take part with a single proposal. Those who take part with more than one proposal will be disqualified.
- Participation may be individual or in groups. If a group is selected, only one member may travel to Peru, take part in the Perú**Design**Net and the Innovation Ecosystem.
- The works must be original and produced by the participant. Projects submitted to previous editions or to other competitions will be disqualified.
- Works that do not comply with the format, characteristics and conditions described in the registration form will be disqualified.
- Failure to comply with any of the obligations set out will entail the loss of the prize.
- Once the prize has been accepted, failure to take the trip and take part in the event will entail the loss of the prize.
- The prize cannot be exchanged for cash. Neither can it be exchanged for courses and /or future competitions at the IED Madrid.
- Winners give permission for their name to be published in the Newpoint bulletin, abrelojo.com, quierosercreativo.es, iedmadrid.com, and other promotional materials of the IED, PromPerú and Mincetur, as well as for their works to be used on websites which may show some of the participating projects.
- In accordance with Organic Law 25/1999 of the 13th of December regarding Personal Data Protection, we inform you that your personal and professional data will be included in an automated database belonging to the Istituto Europeo di Design S.L. in order to offer you information you may be interested in. You may access, rectify, cancel and oppose the use of this data by writing to: Istituto Europeo di Design, calle Larra, 14 28004 MADRID.

CONTACT

For more information, visit our webpage:

www.perudesignnet.com

If you have any queries, contact:

info@perudesignnet.com

CRAFTS

Currently, artisanal products are viewed in two ways: as expensive or as souvenirs. The possibility exists of developing business models in which Peruvian handicrafts are re-assessed, promoted and included in the consumption patterns of people in everyday settings.

The goal is to build sustainable work models that think of the artisan as the creator of value in the product, models that seek to improve the quality of life through education and the transmission of the value of the artisan tradition, and that generate development and improvements in the techniques used.

There are two challenges to be met:

The first is to bring to contemporary life the craft proposals and models of co-creation by craftsmen-designers, considering local identity, processes and materials as the linchpin for a territorial craft proposal.

The second challenge is to develop a craft innovation tool kit. A box of tools that would allow us to visualize, contextualize, expedite and encourage the development of contemporary indigenous crafts. The creation of interaction instruments that drive creative diversity and cultural enrichment, seeks to promote the artisan as the main creator of value in the product and the innovation processes, with the aim of improving their quality of life through handicrafts.

ARTISANS OF TUCUME

The Association of Artisans of Tucume was founded in Lambayeque in a joint effort between the museum and the local community. Since its beginning 12 years ago, its main mission has been to revive the pre-Hispanic technological traditions that scientific research in the area has uncovered.

One of the key distinguishing features of the association is its constant effort to develop local crafts. Artisans from Tucume seek to organize groups to work on product lines that maintain the distinct identity of their region. During their 12 years of operation, they have successfully completed projects with the area's museum, institutions, schools, universities and innovation centres. These synergies have been directed towards providing results that explore and develop craft techniques and educating the community's children and youth in values and the responsibility to carry on craft work.

Currently, they have a user's manual facilitating recognition of local iconography, and also educational programs and workshops for schools and universities, handicraft workshops and three outlets for the products made from fabric woven on a backstrap loom, native cotton woven fabric, dyed "en reserva", embossed foil, gold and jewellery, pottery and hand-made paper.

The challenge to be solved is that of creating models for development and sustainability, enhancing branding, supporting the artisans organization with the view to promoting hand-made products through the activity of visitors, the workshop and the museum, and the promotion of craft education.

The main objectives are:

- Propose innovation ideas that organize and improve the current model of the Tucume artisans.
- Generate education and proposals on stations concepts, collections and collaborations that can be created.
- Support, through design, the new actions that display the product produced in Tucume.

TULP & MEZCLA

Tulp & Mezcla is a social enterprise driving inclusive design and craft innovation. It facilitates creative and intercultural dialogue and co-creates objects and new craft forms that promote culture and inspire lifestyles.

The main focus of Tulp & Mezcla is based on developing concepts that unite the design of craft objects with themes of social and cultural interest that encourage the imagination of the customer and generate impact, profit and economic well-being for the craftspeople. By projecting craft design as an agent of social change, Tulp & Mezcla also promotes care of the environment and the education and empowerment of adolescents.

Tulp & Mezcla is positioned as a social venture dedicated to developing and implementing inclusive design projects with artisans from indigenous communities, with emphasis on the Amazon. Their proposals are characterized by promoting and facilitating participatory co-creation processes, empowering craft creativity and intercultural enrichment.

In the same framework, Tulp & Mezcla is preparing to offer focused creativity coaching to artisans and craft associations in order to stimulate their creative potential, develop their innovative ability and reinterpret their cultural and craft heritage in the contemporary context.

Objectives:

- Seek to generate a TOOL KIT to implement and replicate the co-creation model with craftspeople.
- Develop a business model which is scalable and adaptable to different geographic zones and cultural contexts.
- Rescue regional indigenous ancestral techniques, several of which are in danger of extinction, with the participation of young artisans.
- Encourage the creativity of artisans and their associations, stimulating intercultural learning and mutual enrichment.
- Work with *Beca 18* university students to develop their intercultural skills in the framework of craft innovation.

TOURISM

The tourism sector in Peru is one of its main economic engines. Because of its natural, cultural and ancestral diversity it has become one of the most popular tourist destinations in the region. It is the fifth most visited country in Latin America, after Mexico, Brazil, Argentina and Chile. - Source: Oxford Economics.

Currently, the whole sector is in constant growth and it is necessary for small and medium entrepreneurs, tourist services and product providers, to have new communication, interaction and organization tools available to them. It is also necessary to be able to offer tourists greater flexibility when organizing their adventure in Peru.

The challenge is to construct new tourism proposals, directed to the information and knowledge society; innovative solutions in products, services and systems that are aligned to the new trends of travellers, who look for tailor-made trips, which generate experience value.

The aim is to enable Peruvian companies to provide the traveller with tools and experiences and to transmit the captivating, multi-faceted and specialist character of Peru.

LLAMA PACK

Llama Pack is a tourism company located in the Cordillera del Urubamba in the province of Cusco. Its main distinguishing activity is trekking with llamas. This proposal is centred on recovering the ancient traditions of the Andean communities that promote the use, breeding and improvement of the llama as a pack animal. In this way, Llama Pack strengthens the image of the emblematic animal of Peru and generates unique experiences that are socially and environmentally responsible, ensuring the sustainable development of high-Andean communities.

At present, trekking in the Andes area is carried out with animals that are not suited to the geography and climate. The use of horses and donkeys began with the arrival of the Spanish in Peru and has remained since then. Replacing llamas with donkeys and horses has had negative effects on many levels of the Alto Andean ecosystem, and has reduced the llama population from 30 to 3 million in the last 600 years.

Llama Pack has as its mission the reassessment of the breeding and use of the pack llama as a tool for the social development of the rural communities and the conservation of the mountain ecosystem. Llama Pack is committed to these communities, providing training in tourism issues and the use of the llama as an animal for the conservation of the ecosystem. In this way, they generate development and new sustainable business and commercial opportunities in favour of the community and the llama breeders.

We are looking for solutions, ideas and innovation proposals, which use tools and design fields to develop an enriching and unique experience in a 32 hectare space, where the two upper hectares will be a Llama Park and the rest will be used for the breeding of llamas and as pasture land.

Objectives:

- Create a unique, new experience.
- Develop methods for transmitting knowledge in association with school and university programs, both rural and urban.
- Raise environmental awareness and increase economic, social and educational development in communities.
- Rethink ideas for the improvement of breeding programs and the quality of the llamas, together with communities, breeders associations, local institutions that promote research and provincial agencies that foster local production and small enterprise development.
- Increase the number of communities which join the activity.
- Improve communication platforms in communities with few resources and telecommunication infrastructures.
- Improve the business model based on trekking.
- Think about the development of business models and development based on educational tourism with work experience, training and residences.

PERU FOR LESS

Currently, the tourism business unites the expectations of the tourist with the standardised reality of the destination. Tour operators and agencies assess their sales by the number of people who get on a bus, listen to a brief description and get off with a few souvenir photos, which come out blurred because of the speed with which they travel in order to be able to pick up the next group. The travel experience is carried out, but it is not made different.

It is in this context that Peru For Less, a Peruvian company founded 14 years ago, seeks to offer a solution. The proposal to be worked on is **PersonalizedTravel**, and it wants to carry the personalization of the travel experience to the limit, looking after and anticipating the needs of the tourist or traveller by means of a meticulous selection of professionals, an online platform and a different, empirical, interaction experience.

The view of PersonalizedTravel is directed towards generating original and special experiences, which, in an extreme, could be to live a Machu Picchu cinematic experience with a film maker as guide, or to visit the centre of Lima where underground parties are held with a local DJ. Likewise, the Personalized Travel Project considers today's reality, in which there are thousands of travellers who want to get to know the same destinations that the majority of people visit, but need a personalised service that makes them feel that the sum of their experiences in Peru have been carefully planned by professionals who are able to connect with their respective sense of individuality. Personalization does not just lie in the enormous diversity of interests that might exist, but in offering a wide range of possibilities, from the most traditional to the most niche.

For this challenge, Peru For Less has a multi-professional team, and more than two thousand testimonies and 250 videos with approximately 900 clients. Also, it has created an

extensive tourism sector network, backed by its work operations in Costa Rica, Brazil, Argentina, Bolivia, Ecuador and Chile, where it will also be able to prototype the result.

We are looking for new ideas that are based on innovation through design, and that fulfil the following objectives:

- Reflect the diversity of travel options (User Experience).
- Establish communication dealing with travel expectations as soon as possible.
- Create an experience in which travellers can state their travel preferences and tastes in a creative and effective way (User Interface).
- Design an experience that anticipates and arrange all the user's moments on the web (Customer Journey Map).
- Change the paradigm of selling standard packages to Peru (and the world).
- Think about what payment methods may be suitable for this experience.
- Think about the necessary internal and office processes for the development of the platform.

GASTRONOMY

The space in a Peruvian kitchen is a “hub”, a laboratory of dialogue and expression, bringing together all Peruvians.

Peruvian gastronomy has managed to position itself as an agent for change, and as an essential element in national identity. Additionally, Peru was named best culinary destination in the world by the 2014-World Travel Awards.

The scope and diversity of the Peruvian territory mean that many natural foods and manufactured products are not known, so their characteristics and properties are unknown or unappreciated.

The challenge is to reinforce the country's attributes: specialist, multi-faceted and captivating, and project them onto working models and systems which facilitate the recognition, the history, the behaviour and the traceability of food products, thus helping to validate all the agents in the supply chain.

The goal is to generate an impact by transmitting information, and to convey knowledge which drives the development of origin products. This is especially important since it will generate decentralised work, rehabilitate the country's identity and contribute to the development of the local economy.

AMAZ FOODS

The worldwide chocolate and cocoa market is very competitive. In Peru, both the advantage and the challenge to position itself reside in the management of diversity. The challenge can be more than met if solutions are found that group, classify, process and show the best products at organoleptic and nutritional level within the food, cosmetic, pharmaceutical and nutraceutical industries; and if they are framed within social, friendly and sustainable business models.

Amaz was founded in early 2012 as a family initiative, aimed at creating sustainable markets under the *Biocomercio* principles. Its main activities are the development, production and marketing of chocolates, cocoa and cocoa products with a special focus on the promotion of biodiversity and the work of recuperating the origins of variety and original flavour.

Given the increasing demand for native cocoa and the high quality of Peruvian cocoa, Amaz Foods has taken on the organisation of the traceability of cocoa and by-sub products. This system will help bring back and lend value to native cocoa, offering information to consumers about the product and the process, supporting standardisation, working with stories and origins and, lastly, organising a network of growers, who will be benefited by education programmes, with fair prices, so that the value of the product they grow is recognised.

The call for ideas seeks proposals that use all the design tools to generate innovation in the sector and create a traceability system.

The objectives are:

- Highlight the value chain of Peruvian cocoa and chocolate from their origins.
- Generate experience and knowledge in order to educate the final consumer.
- Know about uses and consumption patterns.
- Preserve the genetic variability of cacaos of origin.
- Use design (UX, UI, graphic, product, and services) to generate the proposal.
- Pose the system as a platform for open use.
- Include an identity and branding proposal for the traceability system.

PISCOSOUR.COM

Piscosour.com is a magazine and online marketplace, which has been up and running since 2009, with the main goal of entertaining, inspiring and educating enthusiasts, connoisseurs and the inquisitive about pisco and its uses in cocktails.

Pisco is an alcoholic drink from Peru. At present, it is in demand in all of the cosmopolitan bars across the globe. This demand has not yet been met due to the main distributors' working scale and the fact that the grapes with which the liquor is produced vary depending on the region in which they are harvested. Nature and the current climate in the market offer challenges for new alternatives for the commercialisation and promotion of the product.

This is the context in which Piscosour.com offers detailed product reviews, news and information about products linked to pisco, generating information and promoting the product prior to the purchase. In this way, it encourages the consumption of artisan pisco, making it available to the international market.

The call for ideas aims to seek ideas to generate a network of artisan pisco producers, and help them connect with international demand.

Aims:

To find innovative proposals through design (UX, UI, product design, system design, comprehension design, etc.) that:

- Propose a traceability system to organise the production of artisan pisco.
- Reveal the diversity and artisan value of pisco and small producers
- Improve user experience in the purchase and selection of the product using the online platform.
- Link small producers with Piscosour.com