

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



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## WHAT IS PERÚDESIGNNET?

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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).

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# PARTICIPANTS

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- All nationalities
- Age: 18+
- Travel Availability

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# MECHANICS OF COMPETITION

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## 1. Registration

Registration is free and can be done via our official webpage [www.perudesignnet.com](http://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](http://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.

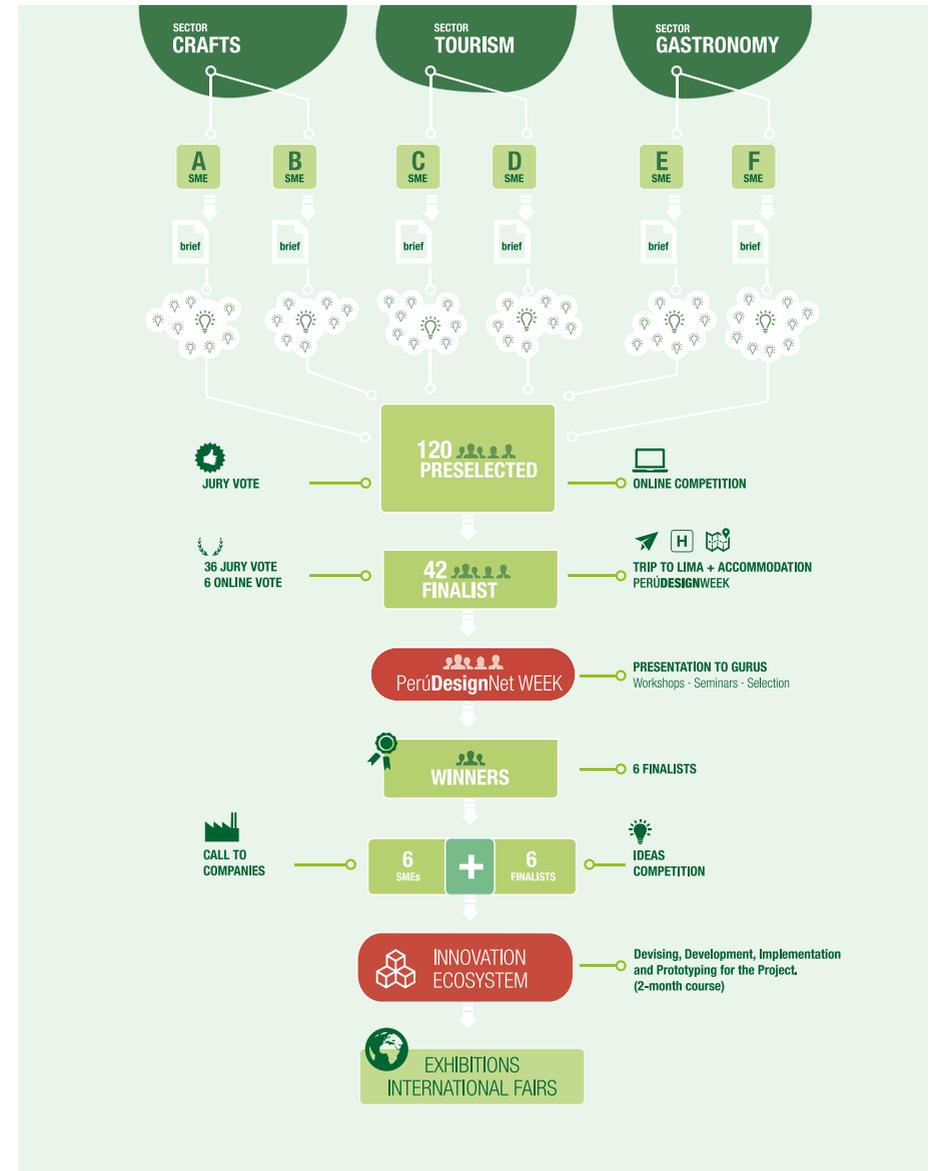
7 finalists will be selected for each of the 6 briefs of the SMEs. All in all, there will be 42 finalists, chosen as follows: 36 finalists chosen by the technical team of PerúDesignNet (6 proposals per brief) and 6 proposals chosen via a public vote (1 proposal per brief). The 42 finalist proposals will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



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## ASSESSMENT CRITERIA

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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.

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## TIMETABLE AND DEADLINES

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**Start of the Ideas Competition. Start date for the receipt of proposals:** 13th of February 2015 at 00:00 (GMT).

**Deadline for the receipt of proposals for the Ideas Competition:** 17th of May 2015 at 00:00 (GMT).

**Announcement of the 120 preselected candidates:** 25th of May 2015.

**Online vote for the selection of the 42 finalists:** 25th of May 2015 – 7th of June 2015.

**Announcement of the 42 finalists:** 14th of June 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.*

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# PRIZES

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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.**

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# JURY

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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.

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# CONDITIONS FOR PARTICIPATION

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- **Anyone over 18 from any nationality** can take part.
- The selected contestants must be able to travel to Peru for a week to take part in the development of the proposal with the SME and participate in the week of PerúDesignNet events.
- The selected contestants and PerúDesignNet Week workshop winners must be able to travel to Lima, Peru, for 1 month in 2015 for the following stage of the competition.
- Each contestant can participate with just one proposal. Contestants who participate with more than one proposal will be disqualified.
- Proposals must be original and the contestant's own work. Works presented in earlier editions or other competitions will be disqualified.
- Works which do not fulfil the format, characteristics and conditions described in the competition registration form will be disqualified.
- Non-compliance with any of the described obligations will be grounds for losing the prize.
- Once the prize has been accepted, refusal to travel and take part in the event will lead to the loss of the prize.
- In no case can the prize be exchanged or reimbursed in cash. Neither can it be exchanged for courses and/or future IED Madrid competitions.

- The prize winners agree to have their name appear in the information bulletin News-point, abreelojo.com, quierosercreativo.es, iedmadrid.com, and other IED and PromPerú promotional materials, and that their works can be used on their own and other webpages on which some of the participating works may be shown.
- In compliance with the Constitutional Law 25/1999 of the 13th of December for the Protection of Personal Data, we wish to inform you of the incorporation of your personal and work data into an automatic file, PROYECTOS INTERNACIONALES, which is the responsibility of the Istituto Europeo di Design S.L. with the purpose of offering you information of interest. We also wish to inform you of your right of access, rectification, cancellation and opposition, which you have and which you can exercise by writing to the following address: Istituto Europeo di Design, calle Larra, 14, 28004 MADRID.
- Participation in this competition implies acceptance of these Conditions.
- Non-compliance with any of the described obligations will be grounds for losing the prize.

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## CONTACT

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For more information, visit our webpage:

[www.perudesignnet.com](http://www.perudesignnet.com)

If you have any queries, contact:

[info@perudesignnet.com](mailto:info@perudesignnet.com)

# 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.

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# LLAMA PACK

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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.

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# PERU FOR LESS

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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.