



**CAMPUS PARTY SPOTLIGHT, 28-29 JAN 2021**

©Campus Party 2020



## 83 editions in 5 continents



# WHAT IS CAMPUS PARTY?

The largest **Open Innovation** experience in the world!  
A festival of creativity and innovation that brings together **young innovators, university students, STEM communities, institutions** and **companies** to create a better future, using technology as a tool to change the world, in a conscientious and responsible way.

A technological event with **80+ editions** in 5 continents, over **3 million of participants** and a worldwide community of **700,000+ young innovators**, the “Campuseros”.

In 2020 Campus Party becomes **100% digital and global**.

**TARGET AUDIENCE:** Millennials & Generation Z

**MAIN GOAL:** Actively contribute to building a sustainable future

**CORE VALUES:** Innovation, Social Responsibility, Sharing, Inclusion, Continuous Learning

## WE UNITE TALENT, WE CREATE THE FUTURE





**+3  
MILLION**

TOTAL  
PARTICIPANTS

**+700,000**

MEMBERS OF  
CAMPUS PARTY  
PLATFORM

**+7,200**

SPEAKERS

**+1,600**

STEM  
COMMUNITIES

**GUINNESS  
WORLD  
RECORD**

FOR THE BIGGEST  
SOCIAL  
HACKATHON  
WITH 20,000  
PARTICIPANTS

**+50,000**

PARTICIPANTS  
AT THE  
HACKATHON  
AND CALL FOR  
IDEAS

**+1  
MILLION**

FOLLOWERS  
ON SOCIAL  
MEDIA  
(FB, IG, TW, YT)

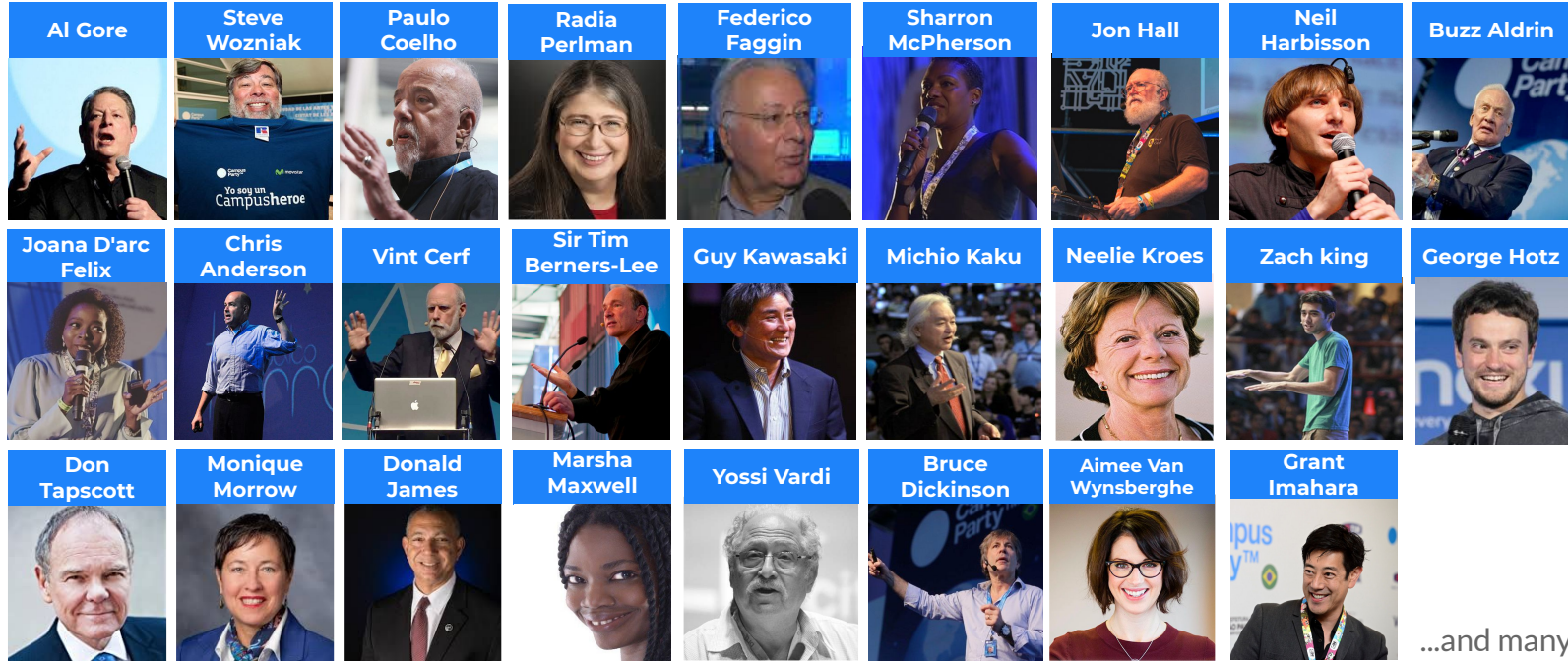
**+900**

PARTNER  
UNIVERSITIES



# A PLACE OF INSPIRATION AND INNOVATION

Every year thousands of world-class speakers participate in the event. Among them:



...and many others



# CAMPUS PARTY DNA



## OPEN INNOVATION



An open model to gather valuable ideas and **achieve concrete results**. Hackathons, Call4ideas and Open Innovation tools that combine creativity and methodological rigour to respond to the **challenges of the future** that companies and institutions face.



## RECRUITING



The highest concentration of talent in its community makes Campus Party the ideal place to bring together supply and demand for skilled job. An opportunity to find the best **young digital talent** for the jobs of the future and engage a highly skilled target.



## FUSION



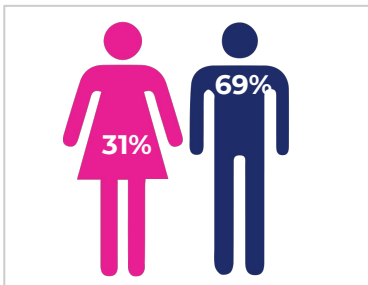
A fusion of thoughts, views and experiences of the young participants and senior professionals. Edutainment formats for training, fusion, testing the latest technology and discover the talented innovators of tomorrow.



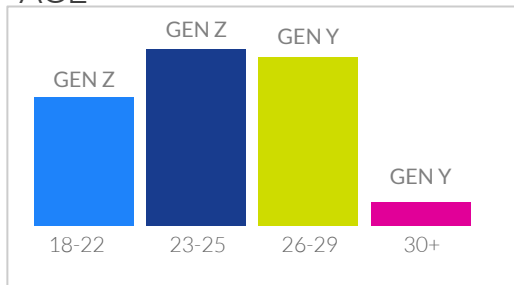
# WHO ARE THE CAMPUSEEROS?

The **best talent** in every country, **university students** and **STEM communities**. We call them **Campuseros** because in **Campus Party** physical events they share an experience that lasts **24 hours a day for several days** living together in a tent in the Campus Party Village, now, in the Digital platform they are like **digital citizens** of an environment created to offer them opportunities for *work, training and networking*.

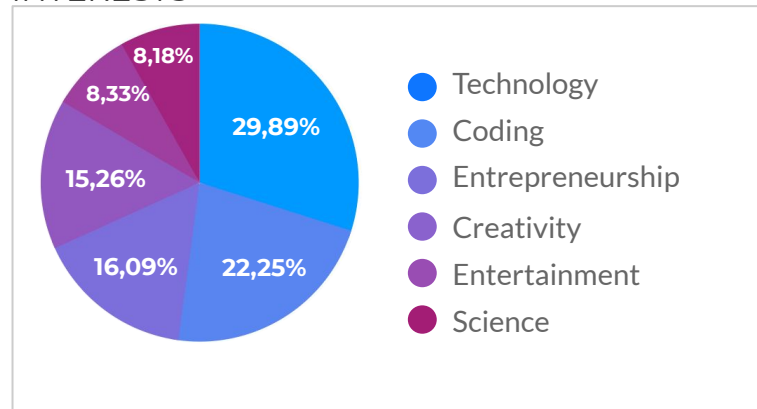
## GENDER



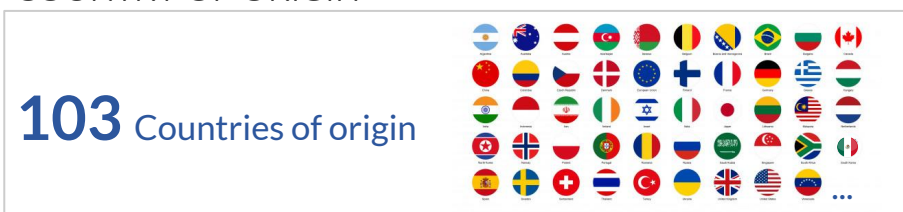
## AGE



## INTERESTS



## COUNTRY OF ORIGIN







campus  
party

Spotlight

A CAMPUS PARTY DIGITAL EVENT FOCUSED ON

CIRCULAR ECONOMY

28-29 JANUARY 2021



*The largest Campus Party digital experience dedicated to the **Circular Economy***

A global event with inspirational talks, international speakers, online challenges and job opportunities to generate a positive impact on society and people.

An opportunity for the global movement of 700.000 young innovators of Campus Party to create a better world, together.

An experience that contribute to build a more sustainable and innovative future.

*CIRCULAR ECONOMY TO CHANGE THE WORLD.*  
***Be the change. Join the loop.***



# CAMPUS PARTY SPOTLIGHT

## AN INTERNATIONAL DIGITAL EVENT FOCUSED ON CIRCULAR ECONOMY

28-29 JANUARY 2021

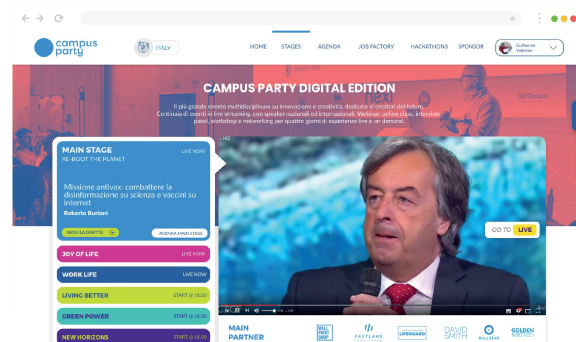
CAMPUS PARTY SPOTLIGHT is a Campus Party Digital Edition focused on a single topic, the **Circular Economy**.

An international online event with:

- 2 days of non-stop live and on demand experiences
- 2 Stages with dozens of speeches (1 Global Main stage and 1 local thematic stage for Brazil)
- A Global Job Factory with few of job posting
- A Call4Ideas area to find online challenges related to a specific topic and aimed at young people aged 18-28 years.
- An online CPHACK focused on Circular Economy and Sustainability

An event that also marks the conclusion of **PlayEnergy 2020**: the international project launched by Enel in partnership with Campus Party dedicated to children aged 7 to 18 that aims to make young talent the protagonists of a **sustainable and innovative future**. All finalist teams will join a final “Online Challenge” (with moments aired in live streaming) to win a special prize, during a conclusive award ceremony.

AN EXAMPLE OF LIVE TALKS ON THE CAMPUS PARTY DIGITAL EDITION WEBSITE





# CAMPUS PARTY SPOTLIGHT

## DIGITAL AREAS

A 2 days digital event with **non-stop live and on demand experiences** and 4 areas:



### PLENARY

The “Arena” area with a **Global Main Stage and 1 local thematic stage (Brazil stage)** with dozens of free live streaming content, national and international **speakers of Campus Party** and on-demand videos available on the official Campus Party Platform. There will be also live contents coming from workgroups of PlayEnergy Online challenge and CPHack together with the final award ceremony.



### JOB FACTORY

An Area focused on the world of Job, where **partner companies of the event** will show in detail all the **job opportunities available in different countries**. A truly unique opportunity for participants and Campuseros to show their talent, apply and get a job.



### CALL4IDEAS

An Area to promote the global **Call4Ideas of Campus Party and all partner companies of the event**. Young talent aged 18-28 years from all over the world will be encouraged to join the challenges with the aim of identifying the best ideas on Circular Economy and Sustainability.



### ONLINE CPHACK

An Area to promote and involve talents on a thematic **Online CPHACK: a digital format** based on the physical Campus Party Hackathon experience - optimized for remote work. This format will engage groups of young innovators from 18 to 28 years old for the 2 days of the event to create the best pitch. The best groups of the challenge will be awarded during a **public award ceremony in live Streaming on the virtual Global Main Stage**.

All participants will have the opportunity to attend Campus Party Spotlight for **FREE (upon registration)** wherever they are.



# CAMPUS PARTY SPOTLIGHT

## LIVE STAGES

**1 Common Global Main stage** and **1 Local thematic stage** with international and national speakers of Campus Party. Dozens of webinars, interviews, panels.

All the contents will be available also on **Youtube** during and after the event.

### MAIN STAGE (TITLE TO BE DEFINED):

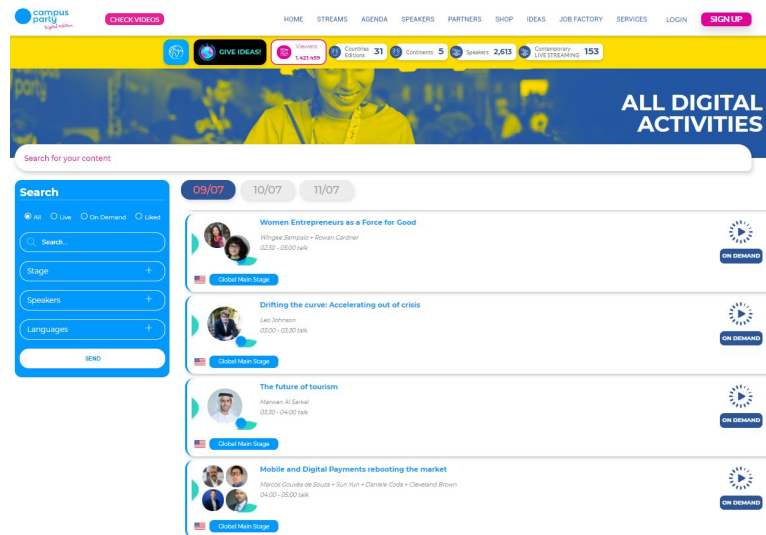
- 6 hours per day
- 12 speeches

All the contents on the Main Stage will be in English, Italian and Greek language and will be optimized on the 2 Time Zones involved.

### BRAZIL STAGE (TITLE TO BE DEFINED):

- 6 hours per day
- 12 speeches

Contents on the Local Stage will be in Brazilian Portuguese.





# CONTENT INSPIRATION

## CAMPUS PARTY SPOTLIGHT MAIN TOPICS

The Main Theme of Campus Party Spotlight will be “CIRCULAR ECONOMY”.

All speeches of the digital stages will be focused on the following main topics and related subtopics.

**CIRCULARITY**

**SUSTAINABLE FUTURE**

**OPEN INNOVATION**

**REDUCE, REUSE, RECYCLE**

**FLIPPED LEARNING**

**E-MOBILITY**

### Sub-topics:

Climate Change, New tools and technologies, XAAS (Everything as a Service), Sustainable consumption and production, Public Innovation, Circular Tourism Economy, Urban Circular Economy, Automation, Blockchain, Open Source, Research, Circularity Education, Circular Economy Culture, Green Deal, Open Innovability, Startups.



# FOCUS ON: CIRCULARITY

## HOW CIRCULAR ECONOMY CAN CHANGE THE WORLD

The United Nations designed the **SDGs** as a clear path for the future of the world, representing an opportunity for growth and development in terms of **competitiveness, innovation, environment and job creation**.

The European Commission has adopted a new Circular Economy Action Plan - one of the main blocks of the **European Green Deal**, Europe's new agenda for sustainable growth.

The new **Circular Economy Action** presents measures to:

- Make sustainable products the norm
- Empower consumers and public buyers
- Focus on the sectors that use most resources and where the potential for circularity is high such as: electronics and ICT, batteries and vehicles, packaging, plastics, textiles, construction and buildings, food, water and nutrients
- Ensure less waste
- Make circularity work for people, regions and cities
- Lead global efforts on circular economy



 **SUSTAINABLE DEVELOPMENT GOALS**





# GLOBAL JOB FACTORY

## AN OPPORTUNITY TO FIND THE BEST TALENT WORLDWIDE

The highest concentration of talent makes Campus Party community the ideal place to bring together supply and demand for **skilled work**.

With thousands of Campuseros all over the world, Campus Party community is the “meta-space” where companies **recruit the best talent for the jobs of the future**.

In all Campus Party Digital Editions the Job Factory format is entirely online with the opportunity for talent to find and apply for one of the many open positions worldwide and participate in private recruiting activities organized by the partner companies of the event.

A great way for companies to **engage a highly skilled target, raise brand awareness and get the best talent out there**.





# #CALL4IDEAS

## OPEN INNOVABILITY

Campus Party plays a leading role in supporting and developing talent, actively contributing to the creation of initiatives that can generate a **positive impact on society and people**.

On **Campus Party Spotlight** website will be published a special **Area** to promote **global Call4ideas**.

Young innovators and Campuseros (Campus Party participants) from 18 to 28 years old from all over the world will challenge themselves to find innovative and sustainable solutions.

**Global challenges** will focus on creating solutions to transform the world in a sustainable way.





# ONLINE CPHACK

## CIRCULAR ECONOMY DIGITAL CALL4IDEAS

CPHack is an **Open Innovation** tool that combines creativity and methodological rigour to bring concrete ideas to companies and institutions, responding to the challenges of the future that they face.

It's an **innovative online format** based on the physical Campus Party experience but optimized for remote work. An engaging online Open Innovation challenge with **increasingly selective stages**. An activity where young talents (innovators, developers, engineers, marketers, social addicts, designers, makers and creatives) collaborate, exchange ideas, submit solutions or prototypes. A perfect way to find solutions outside the box and harness the creativity and energy of **Generation Z** and **Millennials**.

The online CPHack of Campus Party Spotlight will be focused on **Circular Economy** and **Sustainability**. The winning teams of the challenge will be awarded during a public award ceremony on the virtual Global Main Stage.

IN 2016 CAMPUS PARTY WAS AWARDED THE GUINNESS WORLD RECORD FOR THE BIGGEST SOCIAL HACKATHON.







# UNIVERSITIES PARTNERSHIP



# UNIVERSITIES ON BOARD

## BE PART OF THE CHANGE YOU WANT TO SEE

Campus Party Spotlight will be supported by the best universities of the countries!

What Campus Party offer to universities:

- **Media kit:** social posts copywriting, photos and videos that universities can share through their communication channel
- **Visibility:** the logo will be displayed in the event Partners page and a slot for a speech on the agenda of the event

What is required to be an university partner:

- **Support the event** with meaningful communications to students and professors. An example of communication plan may be:
  - 1 DEM to students
  - 2 social posts
  - presence of CP logo on the website





# TALENTS FROM UNIVERSITIES

## SHARING AND NETWORKING MOMENTS

Campus Party gives to the University Partners of the event the chance to have **slots in the agenda for talks, panels or interviews with professors, researchers and students.**

Each speech must be carried out in english, should last for a maximum of 30' (20' of speech + 10' of Q&A session) and each panel (with more than one speaker) should last for a maximum of 45 minutes (30' speech + 15' of Q&A, that can be set according to the needs of the speakers).

All speeches are related to **circular economy**, with focus on new ideas and visions about **circularity, sustainability, climate action, green and sustainable energy.**

In order to start the promotion of the speeches and complete the agenda as soon as possible, Campus Party asks to the University to provide by end of December 2020:

- Name, Surname, Subtitle/Job Description, a short bio (about 250 chars) and a high-resolution photo of the Speaker/s (jpg or png - min. of 1080x1080)
- Title & Description of the talk (abstract)

To accelerate the process, It's possible to submit the speaker/talk proposals\* by filling out [this form](#).

\* All talk proposals are subject to availability on stages and approval by the Campus Party Content Manager.





# CALL4IDEAS

## INNOVATION CHALLENGES WITH PRIZES

The Campus Party Spotlight website will have a specific section to promote **Call4Ideas**. Students will be able to participate for free and compete in innovation challenges with the chance to win amazing prizes.

The challenges will be focused on finding innovative and sustainable ideas and solutions. The aim of the Call4Ideas is to generate a positive impact on the planet.

**Global challenges** will focus on creating solutions to transform the world in a sustainable way.

The best ideas and solutions will be awarded during an award ceremony in live streaming which will take place on the virtual Main Stage of Campus Party Spotlight.

Over the years, thousands of students got involved and won amazing prizes sponsored by the companies and institutions partner of Campus Party.





# JOB FACTORY

## JOB OPPORTUNITIES FOR STUDENTS

The Global Job Factory of Campus Party is the best (virtual) space where the students can find job opportunities thanks to the companies partner of the event.

The format is entirely online: students will be able to apply directly from their home to the Job Postings of the most innovative companies, available all over the world. They will also be able to participate in the private recruiting activities organized by the companies partner of the event.

A great opportunity to find out the most in-demand professions and jobs of the future!





