



SOCIETY

Support for entrepreneurship: Campus Party

Campus Party is the meeting of talent and ICT challenges, which is sponsored by Telefónica since 1999 to develop digital ideas to help improve people build a better life

Telefónica believes that technology is the solution to the great global problems and they require the creation of a sustainable, replicable ecosystem of social innovation

In 2013 we sponsored meetings in São Paulo (Brazil), Boyacá (Colombia) and London (UK) so as to bring disruptive talent together and closer to Telefónica.

At the Campus Party in São Paulo, the competition *Transforming Technologies Challenge* was a high point, as a way to support business ideas related to healthcare, education, volunteering, income generation, natural disasters and NGOs. From among all the projects, 10 were selected, which received a grant of up to 5,000 dollars to bring their idea to fruition.

Telefónica Vivo also worked on the *Smart Cities* theme at its *hackathons* (hacker marathons) throughout 2013, in three editions: *Vivo Hackathon Intelligent Cities* (at Campus Party Brazil 2013), *Firefox OS Pernambuco for All* (Campus Party Recife 2013) and *Hackathon USP Cities*. Nine of the projects presented won prizes.

As part of the activities of the Campus Party in London, *Hacking For Something Better* (H4SB) took

place. The aim of H4SB is to help to build a better and more sustainable world through technology. Its inspiration comes from the *Sustainable Development Objectives (2015-2030)* promoted by the United Nations, which continue the work started by the *Millennium Objectives (2000-2015)*.

At *HackForGood* two types of social hacker are defined: the *Social Challengers* and the *Social Makers*. *Social Challengers* are those who are familiar with and sensitive to such social problems as youth unemployment, disability, active aging and new forms of social participation. They act by means of 'challenges'. A 'challenge' is a call to action to the *Social Makers* for them to build solutions.

The *Social Hackers* who have been working with Telefónica are multidisciplinary. In fact, one of the aims of *HackForGood* is to prompt a real synergy of ideas and disciplines. Some of those already registered with us are real *techies*. Others are social scientists, engineers, psychologists, designers, doctors, journalists, etc. Together

they make up a rich ecosystem of social hackers: ordinary people who share an awareness of and interest in collaborating in the quest for solutions to problems with high social impact.

The aim of this Telefónica initiative is to show that technology is at the heart of solving the great problems of the planet and that the creation of a sustainable, replicable ecosystem of social innovation is one of the keys.

At the London Campus Party, the *datathon Data for Social Good* was also held. On this occasion, participants had access to aggregated, anonymised data on flows of people in the London area, together with other data from the UK *Open Data Institute*. Participants could use this information to invent and create applications for the good of society. For instance, the risk to people who visit a certain area arising from the closure of fire stations was studied.

As a precursor to all this, the *hackathon H4G* had already begun in March. This centres on social innovation, and new ideas, services and applications will be developed to help to solve social problems, satisfy existing needs, create new communities, developing collaborations among public and private institutions and the third sector, etc.: everything that contributes to creating a better world.

Campus Party was the ideal scenario to share initiatives like *FI-WARE* and hold a competition to develop *FI-WARE app hackathons*, where major prizes were given to the winners. The *campuseros* were also given a presentation on *Wayra*, the Telefónica startup accelerator, and some of these incipient businesses had a chance to show off their successes and experiences.

Challenges

To develop, in the *HackForGood* environment, new ideas, services and applications that help to solve social problems, satisfy existing needs, create new communities, developing collaborations among public and private institutions and the third sector, along each of the theme lines:

- Youth unemployment
- Disability
- Active ageing
- New ways to participate in social innovation



Best practice

Social hacker? Join the 'HackForGood' craze

Have you heard of social hackers? These are people aware of society's problems and challenges, who use their abilities and those in the ecosystem around them to search for innovative solutions.

HackForGood is a marathon meeting of social hackers that took place in 2013. HackForGood is a social innovation hackathon. Its main aim is to develop applications and solutions in response to challenges posed in four areas, using ICT:

- Youth unemployment
- Active ageing
- Disability
- New forms of social innovation

These are areas that pose veritable challenges for our society in order to improve leisure, education, accessibility, personal autonomy and health of the elderly.

HackForGood also wants to throw open a final theme that looks at challenges related to other social groups or that allows experimenting with technology in some way different.

To participate, visit the HackForGood blog or join the conversation on Twitter with the hashtags #h4g and #HackForGood. Go on, we're waiting for you!

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to move each winning project forward