




“Beyond the constitution”

Más allá de la constitución

A digital civic media campaign to
reimagine the common senses of
Chile



An aerial photograph of a massive crowd gathered in a city park, likely Santiago, Chile. The crowd, composed of people of various ages and ethnicities, fills the lower two-thirds of the frame. In the background, the city skyline is visible, including the prominent, tall, thin skyscraper known as the Torre Costanera. Beyond the city, the Andes mountains are visible under a hazy sky. A wide, paved path or road runs through the center of the crowd, leading towards the city.

Since October 18th, 2019 that Chile has been living a Citizen Social Uprise, looking for the transformation of the economic, political and social model that the country had since 1990, when the Military Dictatorship of Augusto Pinochet ended after a referéndum

Despite political stability and economical success, most Chileans do not receive the benefits of the national development, deeply enrooted in neoliberal values embedded on the constitution.

On October 25th, 2020, one year after the largest civil protest in Chile (in the picture), Chileans vote for the beginning of a constitutional process, that will take all 2021 and 2022. The constitutional convention will be elected on late April 2021, and will be the first time a convention will have gender parity in the modern World history to write a new constitution for a democratic country.

A group of four people (three men and one woman) are standing in front of a classical building with columns and arches. The image is dimmed to serve as a background for the text.

Needs

- Chile's new constitutional process has the same spokesman and protagonist as the last thirty years
- The discusión is based on current issues, but several of the demands of the population have been barely discuss (about territory, rights, quality of life, freedom, representation, models of economic and enviromental development, among others)
- There is a need to bring new national voices, which traditional media and institutions aren't doing right now.

My proposal is to lead a civic campaign, to bring these new voices using future thinking and literacy strategies, in particular in the time that the constitutional conversation not yet starts: Between now and the convention's representatives election (late April 2021)

Project Design

- The Project has three key components:
 - Elaborate and launch a participative digital tool to enact a futures-oriented dialogue from people about issues AFTER a new constitution is in place (Inspired for different artifacts used on Future Studies and Science and Technology Studies)
 - Mapping emerging local leaders from territories and topics on Chile that haven't been discussed during the last referéndum, but that have centrality on the constitutional discusión (e.g. Indigenous rights, Environmentalism, youth participation)
 - Bringing new voices to use the tool, using video, text and images, to the conversation of post-constitutional futures using the format of "Letters from the Future"

Also, assessing the impact of the contents and the campaign strategy, tracking contents, visibility and exposure of the ideas shared campaign in traditional media, social networks and web traffic.



Who is involved



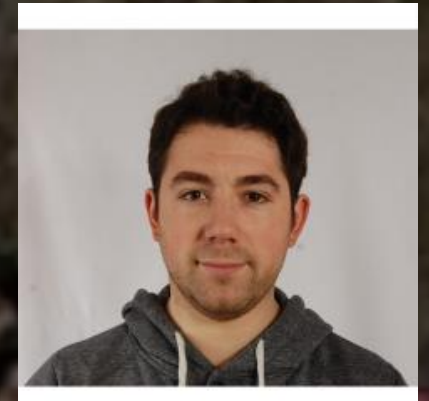
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Sergio VILLAGRAN
Biologist
Science Communicator



Target Population of campaign

The target population is defined by three characteristics:

- Active web users of social media and media en Chile. (Estimated penetration of Internet at 2019:88%) [1]
- Young peoples (People between 15 to 29 estimated in 4,3 million, at 2018 [2])
- Active participants in recent 2020 referéndum (the largest in the countries history) 7.5 millions. 79% Approve going forward to re-write the constitution [3]

Intersecting them, there is about 500K people has potential engagement

Measurable Impacts

- Number of users of the tool
- Surveys to users of the tool
- Number of participants of “letter from the future”
- Readership and engagement to transmedia content
- Sharing of content, and impact of the new participants in other mediums (topics, collaborators and others that started in the campaign and then are spreaded in local and national media)

Population target & Measurable impacts

1 <https://yiminshum.com/digital-social-media-chile-2019/#:~:text=Hay%2015.04%20millos%20de%20usuarios,sus%20perfiles%20de%20medios%20sociales.>

2 <https://datosmacro.expansion.com/demografia/estructura-poblacion/chile>

Budget

Item	Budget	
Launch Materials	\$300	Production of physical materials (like stickers and pins) to create awareness of the campaign. To be mailed to participants. (December)
Advertising	\$1000	Demographic targeted and based-web advertising on the launch (December) and generated content (January-April)
	Total	\$1300



Timeline & Implementation

	November 20	December 20	January 21	February 21	March 21	April 21	May 21
Future's tool	X	X					
Leader contacts	X	X	X	X	X		
Launch		X					
Letters from the Future			X	X	X	X	
Media Tracking		X	X	X	X	X	X
Assesment						X	X



Risk/Challenges & Solutions

Two main barriers are observed:

- **Technical:** Difficulty to make it clear the purpose and message behind the campaign. In that way, the diversity on our team (and its expansion) will respond to include diverse perspectives and audiences in the design of the content, as well as the ways that are shared with the target audiences, to facilitate the understanding.
- **Social:** Lack of interest and participation. To counterrest, the use of transmedia strategies, and a playful-based future-oriented tool to create scenarios are elements that we consider enhance the engagement of the intended audience, as well aren't present on the current media or NGOs scenario in Chile.



Anticipated Impact

Our expectation is to bring a new voices to the constitutional debate, and enhance the quality of the discussion, beyond the paradigms and need of the present. A constitution is a future-oriented document

In terms of impact, we look for 100K visits to our content in the time of the campaign, and to re-frame (with new voices, ideas, scenarios that participant will create) at least 3 new agendas into the Chilean constitutional conversation.

