



INNOVATION IN KNOWLEDGE EXCHANGE

OVERVIEW

“The Big Hackathon”, a pioneering tech event organised during the 2017 Campus Party in São Paulo. involved more than 1,300 people to a hacking competition devoted to finding tech solutions for bolstering the [United Nations 17 Sustainable Development Goals](#):

- ❖ Innovative individuals tested their coding development skills under the guidance of well-known tech influencers and experienced coders
- ❖ The winning projects were accredited with the UN stamp

193 countries found a platform of collaboration for a 15-year project that aims to provide solutions to key global issues. The 17 Goals included in this UN plan, serve as a guide for addressing these challenges.

OPPORTUNITY

To use Campus Party, an event managed by MCI, as the platform to run the UN Hackathon & attract the most technically capable individuals to act as mentors and judges providing the perfect environment for the competition.

SOLUTION

MCI Brazil managed to bring closer the Third Sector and the technology ecosystem by creating an innovative platform of knowledge exchange and increased engagement.

MCI utilized their expertise in Digital, Visual & Technical Production and Event Management.

RESULTS



1,300 PARTICIPANTS



100 HOURS OF CODING



51 PROJECTS PRESENTED



4 WINNER TEAMS



300+ CODING MENTORS