

# INNOVATION IN THE KNOWLEDGE EXCHANGE

Campus Party – The Big Hackathon



## PROJECT

The Big Hackathon

## LOCATION

Sao Paulo, Brazil

## TARGET AUDIENCE

IT students, Tech influencers, Coders

## SERVICES

Innovation, Digital, Visual & Technical Production and Event Management



## CHALLENGE

“The Big Hackathon”, a pioneering tech event organised during the 2017 **Campus Party** in São Paulo involved more than 1,300 participants to a hacking competition devoted to finding tech solutions for bolstering the United Nations 17 Sustainable Development Goals. The objective was for participants to test their coding development skills under the guidance of well-known tech influencers and experienced coders. The winning projects were accredited with the UN stamp.

## SOLUTIONS

MCI Brazil used the Campus Party event as the platform to run the UN Hackathon and attract the most technically capable individuals to act as mentors and judges providing the perfect environment for the competition. MCI Brazil managed to bring closer the Third Sector and the national technology ecosystem by creating an innovative platform of knowledge exchange and increased engagement.

## RESULTS

 **1,300**  
PARTICIPANTS

 **100**  
HOURS OF CODING

 **51**  
PROJECTS PRESENTED

 **300**  
CODING MENTORS

 **4**  
WINNERS TEAM

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