

GloCha Contest 2024

Creating the Future
with Music & Art

www.glocha.org/contest2024/

Press Conference at the Bonn UN Climate
Conference (SB 50) 10th June 2024





IAAI GloCha – The Global Goals Social Energy Powerhouse

International Association for the Advancement of Innovative Approaches to Global Challenges IAAI

UNFCCC and UN ECOSOC accredited civil society organization based in Klagenfurt/Kärnten/Austria

Building the Global Challenges Action Empowerment ecosystem GloCha with Culture, Technology and Organisational Innovation

In cooperation with UN Habitat Youth Programme, UN Climate Change, UNESCO et al.

Highlights from past music and arts programs



Rio+20 Global Youth Music Contest



COP21 Global Challenges Youth Music Contest



DigitalArt4Climate



Global Challenges Music and Art Contest 2024

Aims

Inspiring individual and collaborative action for global goals in the context of the **UN Summit of the Future 2024** and the **UN Climate Change Conference COP29**.

Building with the **Global Challenges Action network GloCha** partnership for citizens/youth focused, global challenges action empowerment



Calling all visionaries, artists, inventors, innovators, musicians, storytellers, visionaries – calling them all to help our communities and our UN to master the challenges of our time

3 Main Awards



Future Creator
Visual Art Award



Future Creator
Music Award



DigitalArt4Climate
2024 Award

2500 USD prize money + participation in events in NY, Carinthia/Austria or Baku/Azerbaijan, depending on availability of funds and environmental footprint considerations

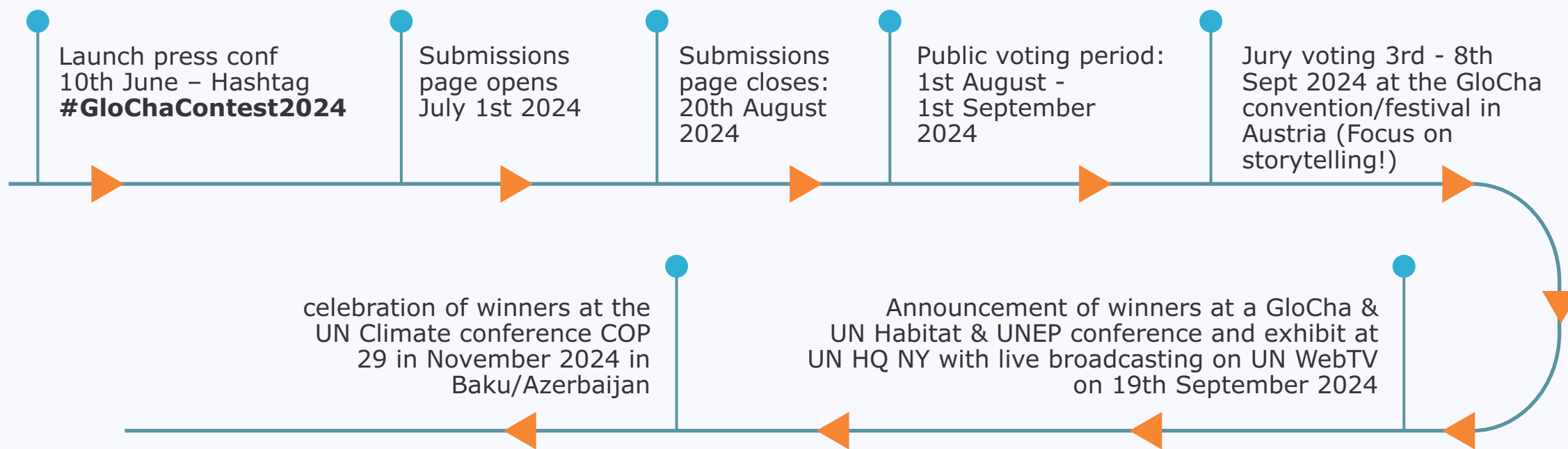
Additional Awards (tentative list) & Opportunities for Partnerships

- **DigitalArt4Climate Japan Award** - in partnership with Earth Day Network Japan & Music4SDGs
- **AI generated content award** - in partnership with the ITU AI for Good programme
- **City Challenge Award / My Challenge Award** - in partnership with UN Habitat youth programme,
- **Science into storytelling award** - in partnership with UN Environment Early Warning & Data Analytics branch



Identification of Winners through a combination of public voting and jury voting

Timeline



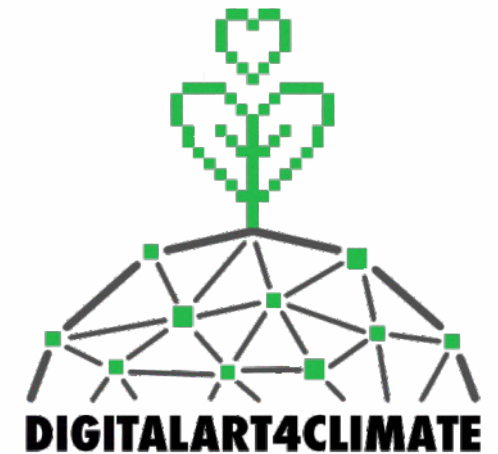
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Digital Art/Web3 technology/Resource Mobilization Innovation

Web 3 technology (blockchain, Distributed Ledger Technology) enables the creation of uniquely identifiable digital assets (Non-Fungible Tokens / NFTs) based on creative assets (images, videos et al.).

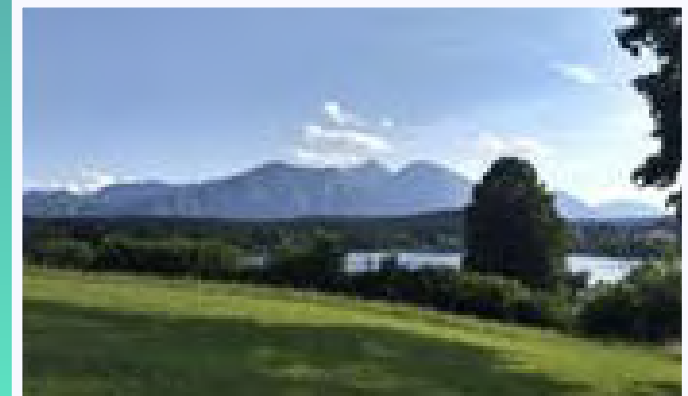
IAAI GloCha has developed in the context of the Action for Climate Empowerment Innovation Project ACE_AT the DigitalArt4Climate programme as a creative economy and citizen focused climate philanthropy framework to harness the potentials of Web3 /NFT technology to mobilize resources for youth and local communities focused climate action empowerment.

IAAI GloCha will work with those GloCha Music and Art Contest 2024 participating artists and award partners, who are interested to develop with us Web3 technology based resource mobilization programs, but this will not be a prerequisite for participation in the GloCha Contest 2024.



Community/Partnership Building and Jury Voting at the GloCha Festival

IAAI GloCha is inviting partners and creators to a series of workshops, games, edutainment activities and community/partnership building at the 1st GloCha CoCreation Festival, which will take place 3-8 Sept 2024 (venue: Youth Camp Kinderland / Turnersee (map) & Cultural center DANICA (map)).



Why partnering with us?

- Joining and building a community of likeminded global citizens and organizations
- Collaborative development of solutions/ecosystem (incl. Resource mobilization, RTD center, ..)
- Exhibit and conference at UN HQ NY in the context of UN Summit of the Future
- Potential collaboration at COP29 DIP



Digital Innovation Pavilion

A space where the world's leading data and digital innovation solution providers (blockchain, AI, geospatial data) are coming together for an effective collaborative response to the biggest global challenge of our time – climate change!





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contest@glocha.org