

2020

Digital dilemmas





Engaging on digital risk – why?

With the increased digitalization of our world, people affected by crises, natural or man-made, are exposed to new types of risks. For the Red Cross and Red Crescent Movement, this issue is becoming central since the consequences of these risks can have a dire impact.

On top of a stressful situation, the misuse or mishandling of data can cause people to be stigmatized, detained, deprived of assistance, be subject to increased vulnerability, discrimination, persecution, and attacks on their physical and psychological integrity.

An immersive experience – why?

To open a public debate, to allow our audiences to better feel the digital risks faced by affected population as well as to position the Movement on this topic, we have created different engaging, immersive and interactive tools.

This catalogue allows you to choose among four options, based on your objectives, your audience, your financial and human resources as well as the time and space at your disposal. These tools are flexible and can be tailored to your needs. **Do not hesitate to contact us.**

Additional information

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Photo exhibition

Simple and impactful. The “photo exhibition” can be set up in small spaces (waiting room, fairs, halls etc.). Pictures catch the attention and encourage people to read about the main digital dilemmas faced by vulnerable groups.

Key features

- A series of posters with an appealing picture
- Mode: individual or group
- Limited interaction, playfulness or immersion
- Very flexible
- No need to have a physical presence next to it
- No maintenance
- Could be given externally

Impact

- Informative impact: ++
- Visual impact: +
- Immersive impact: +
- Virality impact: +
- Change impact: +
- Donation impact: +
- Positioning impact: +

Examples of use

- Waiting rooms or offices
- Conference rooms or halls
- Exhibition spaces
- Schools or universities

Space

- One wall/one room
- 10-20m²

Human resources

- 1 person (*print production*)
- 1-2 persons to engage with the audience (*recommended, but not compulsory*)
- 1 translator (*if needed*)
- 1 graphic designer (*if posters translated*)

Budget

- \$ - depending on the print quality and the number of posters
- Potential additional costs: easel, display units, frames, etc.
- Communication: promotion, inauguration (*don't forget*)
- Human resources (*see above*)

Workplan

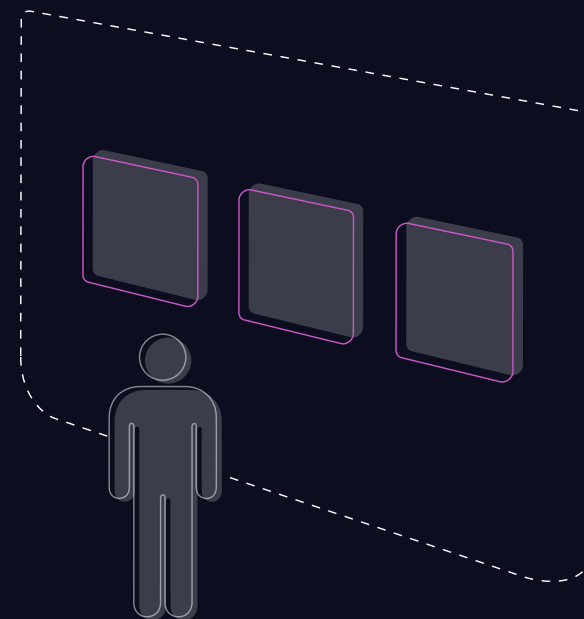
- Setup: several hours
- Planning: several hours/ few days
- Translation: 2 extra weeks (*if needed*)

Duration (recommended)

- Unlimited

Ready-to-use material Provided by the creative team

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- The electronic files in English ready to be printed (format: PDF)
- Graphic chart

- Explanatory note
- Personalized advices and support

Basic interactive exhibition

Interactive, flexible and engaging. The “basic interactive exhibition” is ideal for conferences or waiting rooms. Participants must make choices based on a scenario made of short films, thus allowing quality interactions.

Key features

- One iPad (or several) (not possible on other type of tablets)
- Mode: individual or max 2 people
- Good interaction, playfulness, but limited immersion
- User friendly, flexible and concrete
- Uses digital tools to explain the advantages and risks of using digital tools
- A physical presence next to it is highly recommended
- Basic maintenance

Impact

- Informative impact: ++
- Visual impact: ++
- Immersive impact: +
- Virality impact: +
- Change impact: ++
- Donation impact: ++
- Positioning impact: +

Examples of use

- Waiting rooms
- Meeting spaces
- In a Landcruiser
- Booth at conferences, fairs or events
- Exhibition spaces
- Schools or universities
- To showcase during bilateral meetings with authorities/ stakeholders/ donors

Space

- Any space
- Electricity (to charge the iPad)

Human resources

- At least 1 person to engage with the audience and ensure the correct use of the tools (recommended)
- 1 IT person to set the installation and ensure maintenance
- 1 translator (if needed)
- 1 developer/designer (if translation)

Budget

- \$/\$\$ (depending on the number of iPads – if you have them, if you rent them or buy them)
- Potential additional costs: display units (if you want it to be in a fixed place)
- Associated costs: printed support material
- Communication: promotion (don't forget)
- Human resources (see above)

Workplan

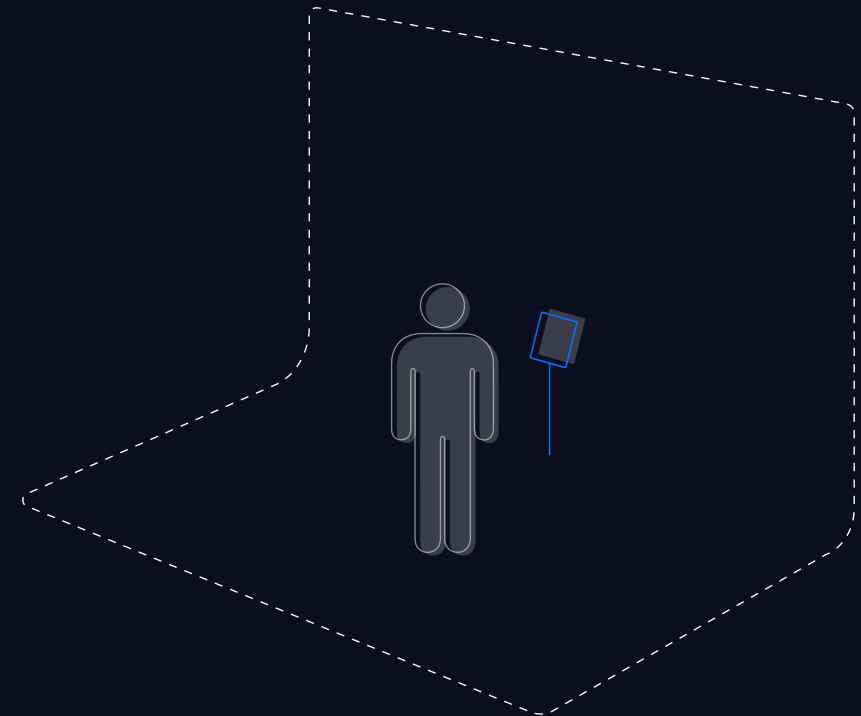
- Setup: 1 day
- Planning: several days
- Translation: 4 extra weeks (if needed)

Duration (recommended)

- Unlimited

Ready-to-use material Provided by the creative team

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- The electronic files in English ready to be installed on the iPad/TV
- Graphic chart

- Explanatory note
- Personalized advices and support

Large interactive space

Elegant deep-dive. The “large interactive space” is built as an immersive space where the audience will directly engage with digital tools to explore digital dilemmas in crises. To be set up in a museum or exhibition hall.

Key features

- One iPad and one connected screen (up to four)
- Mode: individual or small groups of max 4 people
- Good interaction, playfulness, but medium immersion
- User friendly and concrete
- Connects the topic with the narrative
- Medium maintenance

Impact

- Informative impact: ++
- Visual impact: ++
- Immersive impact: +
- Virality impact: +
- Change impact: ++
- Donation impact: +
- Positioning impact: ++

Examples of use

- Waiting rooms
- Conference rooms or halls
- Exhibition spaces/booths
- Museum
- Schools or universities

Space

- One wall/one room
- 10m² to 150m²
- Electricity, wifi

Human resources

- At least 1 person to engage with the audience and ensure the correct use of the tools (*highly recommended*)
- 1 IT person to set the installation and ensure maintenance
- 1 translator (*if needed*)
- 1 developer/designer (*if translation*)

Budget

- **\$\$/\$\$\$** (*it depends on the number of iPad/screen you want - it also depends if you have them, if you rent them or buy them; it depends on the spaces - whether you use your own, you are granted some for free, or you have to rent them*)
- Associated costs: printed posters
- Communication: promotion (*don't forget*)
- Human resources (*see above*)

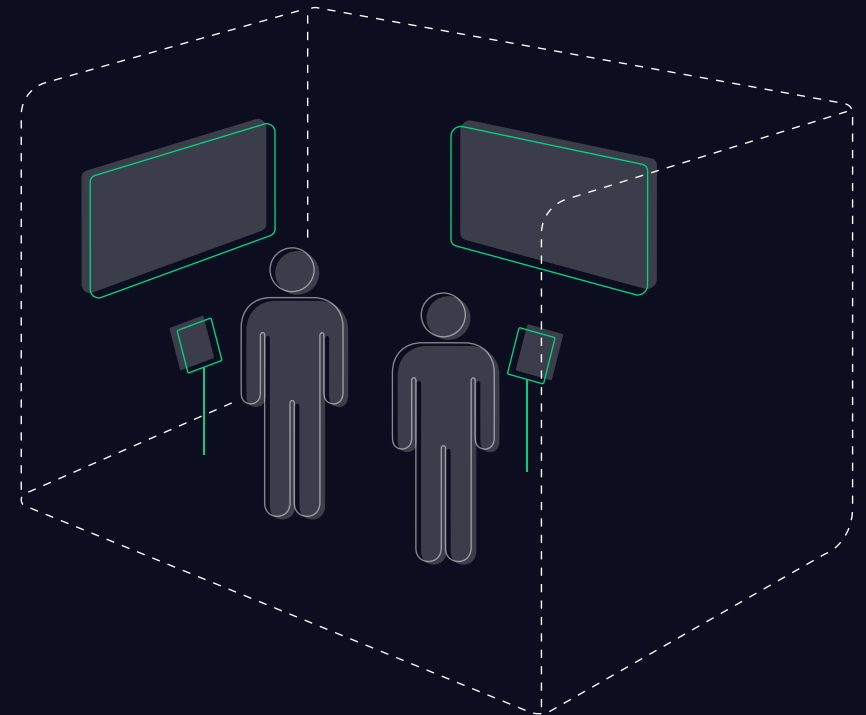
Workplan

- Setup: 2-4 day
- Planning: few weeks/one month
- Translation: 4 extra weeks (*if needed*)

Duration (recommended)

- Min. one week
- Can be set up as a permanent feature in waiting rooms

Ready-to-use material Provided by the creative team



- The electronic files in English ready to be installed on the iPad/TV
- Graphic chart

- Explanatory note
- Personalized advices and support

Full immersive installation

Sophisticated and unforgettable. The “full immersive installation” is a state-of-art experience allowing people to engage on the issue of digital dilemmas. To be set up in public spaces (city square) for maximum visibility.

Key features

- One immersive installation with 4 rooms
- 4 iPads connected to 4 screen | 3 projectors
- Mode: individual or group up to 5 people
- Strong interaction, playfulness and immersion
- Physical presence required
- High potential for media visibility for the topic and the organisers

Impact

- Informative impact: +++
- Visual impact: +++
- Immersive impact: +++
- Virality impact: +++
- Change impact: +++
- Donation impact: ++
- Positioning impact: +++

Examples of use

- During big conference on the question of data protection/ digital transformation
- Fundraising events
- To mark an event/ anniversary
- Museum/exhibitions

Space

- Any external space, city square, museum/exhibition space with minimum 4 rooms
- One tent of minimum 50m² / four rooms of 10m²
- Electricity, wifi, heating/AC (if necessary)

Human resources

- 1 curator to manage the project from inception to dismantlement (at least)
- A minimum of 4 persons to engage with the audience and ensure visits run smoothly (depending on the size of the space)
- 1 translator (if needed)
- 1 graphic designer (if needed)
- 1 developer/designer (if translation)

Budget

- \$\$\$/\$\$\$\$ (depending if you need to set up the entire structure or if you can set it up in existing space)
- Human resources (see above)
- Construction material
- Communication: inauguration, promotion
- Associated costs: printed posters

Workplan

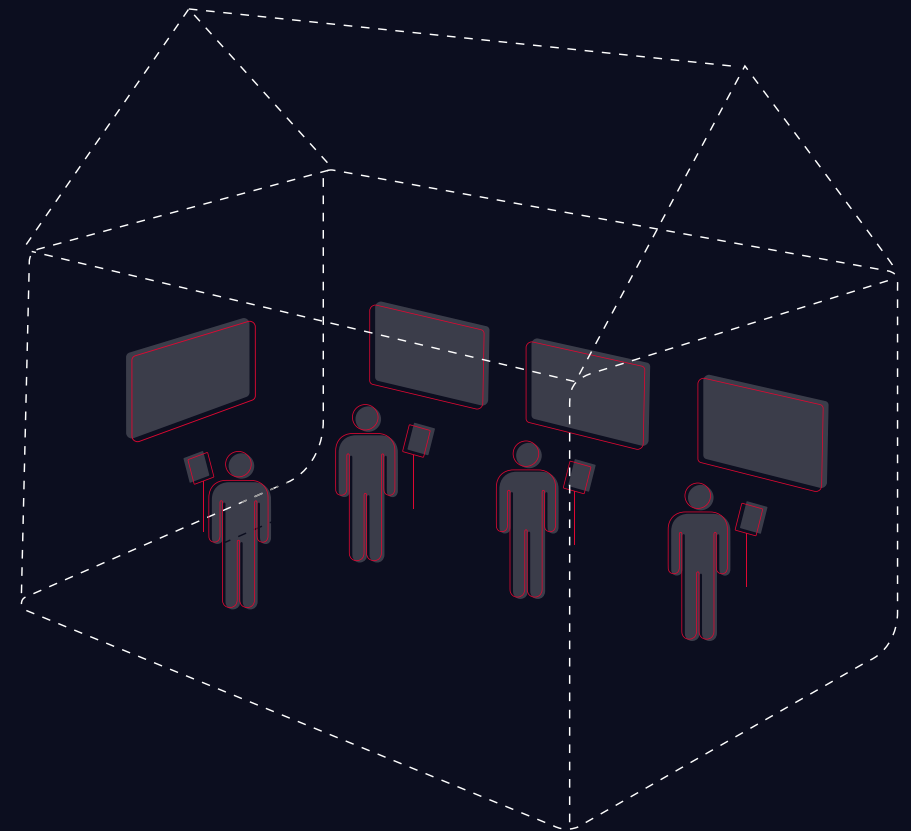
- Setup: 3-7 day (depending on whether you need to set up the entire structure or if you can set it up in existing space)
- Planning: 3-4 months
- Translation: 4 extra weeks (if needed)

Duration (recommended)

- Between 5 and 10 days

Ready-to-use material Provided by the creative team

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- Contact us to discuss your proposal

- Check this website to have a view of our 2019 project:

<https://rcrcconference.org/trail/digital-expo/>