

Creativity Doesn't Stop

Stories of Innovation and Resilience during COVID-19

INTRODUCTION

Creativity Doesn't Stop is a project developed for the Columbia Global Center in Santiago and the Funds available for Columbia Alumni in Chile to develop research-based projects that relate to COVID-19 and its impact in Chile.

The project's main goal is to portray stories about Chileans that have come with creative solution to different problems and challenges brought by COVID-19. Creativity Doesn't Stop is a digital campaign that tells 4 cases of innovation and resilience through 4 short clips that will be shared on the Columbia Global Center's website and social media.

The cases of study aim to represent different sectors, contexts, problems and solutions as a way to deliver a message around creativity as an intrinsic characteristic of the human being and not as something that is exclusive to the arts or the world of ideas. Creativity Doesn't Stop pays a tribute to Chilean's innovation and resilience and to people's creativity in service of the pandemic.

Below the reader will find the four cases of study and the main concepts that guided the research process: Who is/are the creator(s)? What problems does the idea solve and what's the context? How was the idea born? And, how did they execute the idea?

All the interviews were held online, and the research and production process were done remotely. The images used on the videos were facilitated by each of the creators. Archive images and footage belongs to the production team. All the content is authorized and/or free of copy right restrictions.

For more information, please contact Paloma Estevez at: pe2213@columbia.edu.

CASE 1

COCINA PAIS www.cocinapais.cl

Creator: Felipe Rodriguez, entrepreneur and owner of the healthy fast-food chain *Tasty Beat*

Problem/Context: Cocina País responds to two main problems: On one side, the closure of all the restaurants as a preventive measure against COVID-19, which in Santiago, meant that more than 350,000 restaurant service workers were unemployed overnight. On the other side, the unemployment, the hunger crisis and the traditional emergency networks collapse.

Idea/Proposal: Inspired by international food distribution programs, such as World Central Kitchen, Felipe reached out to colleagues from other restaurants, food suppliers and together with his wife they created a logo, a name and a website. That's how Cocina Pais was born: a collaborative platform that coordinates the donation of nutritious meals for frontline health workers and individuals under the poverty line

Execution: With donations from food suppliers and private funders Felipe gets all the food delivered to his restaurants. Then, he delivers the supplies to one of the partner restaurants, where compensated workers prepare over 100 meals per shift. Once this is done, Felipe distributed the meals in his car.

To date, *Cocina Pais* has delivered more than 7,000 meals. In the future, *Cocina Pais* aims to keep fighting the battle against hunger, obesity and malnutrition through educational initiatives.

CASE 2

Liceo Bicentenario Pablo Neruda de Arica

www.facebook.com/pablonerudaarica/

Creator: Roberto Flores, Director of UTP (Spanish acronym for Pedagogical-Technic Unit) in collaboration with other teachers and the High school's Director Jacqueline Retamales.

Problem/Context: The *Liceo Bicentenario Pablo Neruda* in Arica is a public high school that specializes in technical careers such as Nursing, Mining and Electronics. After schools were forced to close their doors as a preventive measure against COVID-19, all classes were moved to online platforms. The teachers quickly implemented online methods such as Google Classroom, Instagram, WhatsApp, and other platforms to send materials for the classes, and answer questions. They also created printed material and tutorials for the students with internet problems. However, during this process, the teachers realized that something was missing: "Our *Nerudian* mystique, the emotional support, closeness and the sense of community and belonging" says Jacqueline Retamales.

Idea/Proposal: The teachers' need of connecting with their students led to the idea of creating a radio program. Roberto Flores came up with the idea and together with the electronics' teachers they prepared the technical elements for the recordings. For Roberto, the radio is different to all the other platforms because it can transmit emotions and gather all the family members. In addition, the teachers have expressed that the radio has been a motivation to use all the tools available so they can bond with their students and fulfill the teacher's eagerness to deliver companionship.

Execution: They rented a space on *Radio Neura* FM, Monday to Friday from 5:00 pm to 6:00 pm. to air the program *Liceo Bicentenario Pablo Neruda, siempre contigo* (always with you). At the beginning, the program was recorded in the school and they send the content to the radio by e-mail. Then, when the mandatory quarantine started in Arica, the teachers founded ways of recording the content, using their phones in their cars and even in their restrooms. Anything so they wouldn't have to interrupt the process that they started with the radio program.

The broadcasting can be found in *Radio Neura Arica*: www.radioneuraarica.cl

CASE 3

Grupo Air

www.grupoair.cl/soluciones-covid-19/

Creator: Grupo Air is a Holding that brings together companies specializing in dust control, and clean air solutions to mining and industrial clients. For research purposes, the main contact was Gonzalo Núñez, a former orthodontist who now works on Grupo Air's *Experticia*.

Problem/Context: When the COVID-19 crisis began, Grupo Air started adapting their clean air systems so they could contribute to protect the population against the virus. The main idea was that a nebula with the correct density of disinfectant can guarantee a homogeneous decontamination of a contagious surface.

Idea/Proposal: For starters, they invited biology specialists so they could analyze the drop's density and the kind of disinfectant that they needed to use to nebulize. With this in mind, they developed the following systems:

TUNNEL OF LIFE: Sanitization tunnel for areas of massive public transit. designed especially for the places of entry to health centers, restaurants, retails, casinos, subway stations, construction sites, and many others. There is a variety of models as well as the option of custom designs.

SHOWER OF LIFE: Sanitization booth for individual use. thought for places with a light public transit. such as basic services personnel entry/access areas, local business, among many others.

CORONA BUSTER: Mobile sanitization unit. designed for the disinfection of outside surfaces. this system allows pulverizing water drops at really high pressures, thus being able to sanitize areas of highly elevated public transit. fast and easy to install. this unit is designed primarily for the disinfection of big open spaces, such as bus stops, health center exteriors, open public market.

For renders and more information: <https://www.grupoair.cl/en/covid-19-solutions/>

CASE 4

Monarch and its copper infused masks

www.monarch.cl

Creator: Monarch Group

Context/Problem: When the COVID-19 crisis began, Monarch was forced to close their factories, stores and completely paralyzing their production.

Idea/Proposal: When the virus started to spread in Italy, Monarch reached out to their Italian partners to assess the situation and find out more about how they were dealing with the crisis. This gave Monarch enough time to develop the patterns to manufacture face masks with copper, just in time for March, when the virus started to spread in Chile. Monarch have been working with copper since 2011, when the metal's antibacterial properties inspired monarch to produce copper infused socks, that protect skin against fungi and bacteria.

Execution: The copper-infused fabrics used on Monarch's facemasks also contains zinc. The temperature and humidity produced by the contact between the skin and the face mask generate ions that eliminates fungus and viruses. Monarch's face masks have a permanent effect, because copper does not lose its properties over time.

While this project was being developed, Monarch launch other similar products that can be found here <https://www.monarch.cl>

Creativity Does Not Stop
A tribute to people's creativity in service of the pandemic.

Conceived, created and produced by
Paloma Estévez & Juan Pablo Vergara

Research Assistant
Tamara Dupre

Video Editing
Victor Leyton

Digital Animation
Alvaro Diaz

Voice Over
Carola Carstens

English Subtitles
Paloma Estévez & Elana Boulos