

Global Hack event and its digital solution

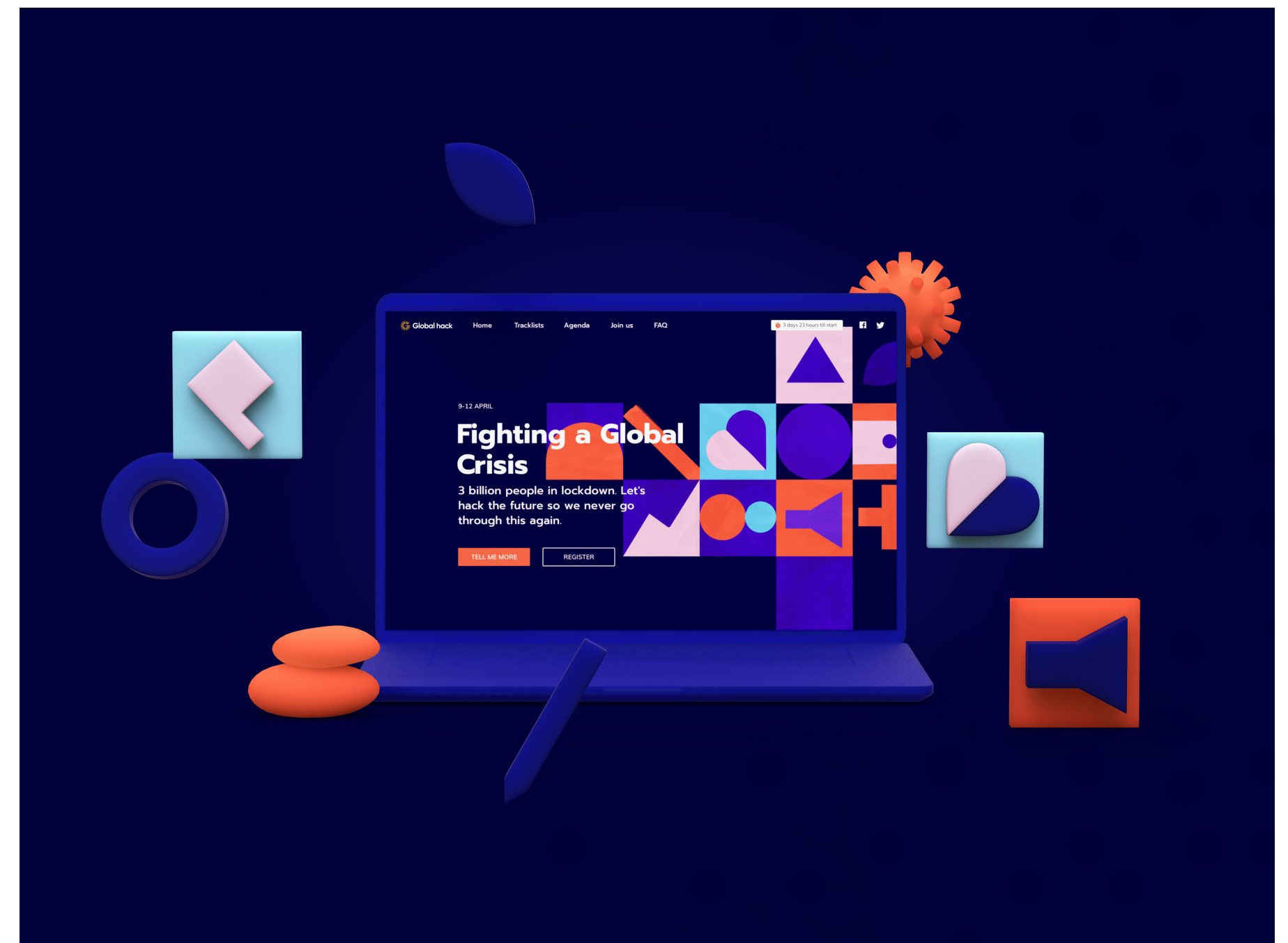
The idea for a global hackathon was born when the corona crisis took over the world.

It started right here in Estonia when the core team organised the first virtual hackathon in Estonia in just under 6 hours.

This ignited the ambition to help the world come together and create solutions in a situation where most people had very little control over what is happening around them.

The website, the identity, and the event all came together at once. So right from the start we knew, we had to have a more fluid and organic process, which informed the design.

We kept it simple, yet characterful with geometric shapes representing individual Global Hack tracks.



 brand manual


MOONCASCADE

Garage 

Latitude 

 Accelerate
Estonia

Strenght in togetherness

The preparation took a month and involved partners from around the globe. Brand Manual and Mooncascade came together to build the website and get the word out.

This visionary project took the cooperation of 19 organising partners, 13 global partners and 22 supporting partners.

The hack hosted tracks from arts and media to crisis response and mental health.

Mentors like IDEO's Executive Design Director Mitch Sinclair, Udacity CEO Sebastian Thurn and former world chess champion Garry Kasparov joined the effort to innovate under these unprecedented circumstances.



Sparking innovation

12 000 people from over 100 countries took part in Global Hack. They came up with 500 project ideas that create value in the world in crisis and the changing world that awaits us.

The overall winner of the Global Hack is SunCrafter. The idea is to provide people with a hygiene solution that is inclusive and accessible to anyone. The solution - based on Far-UVC light - was developed during the hackathon and provides a safe, reusable, cost-effective and environmentally friendly disinfection method. You can see their pitch here:

<https://www.youtube.com/watch?v=8172hcxn724>

Global Hack was covered by CNN, the Wall Street Journal, the Financial Times and Forbes. The message that we can and we will change the world for the better, reached millions of people and will hopefully spark innovation in others.

