



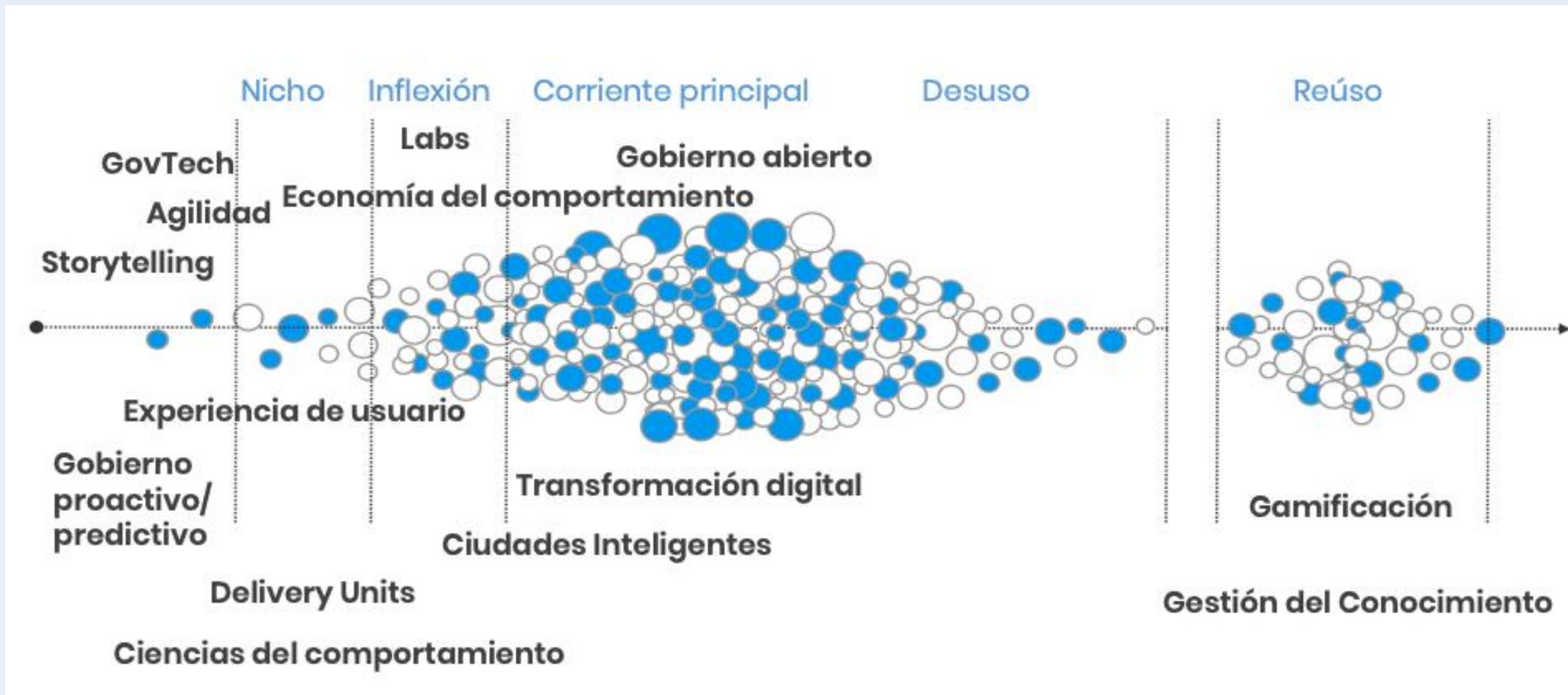
Justicia Lab

Concurso de Innovación





Tendencias





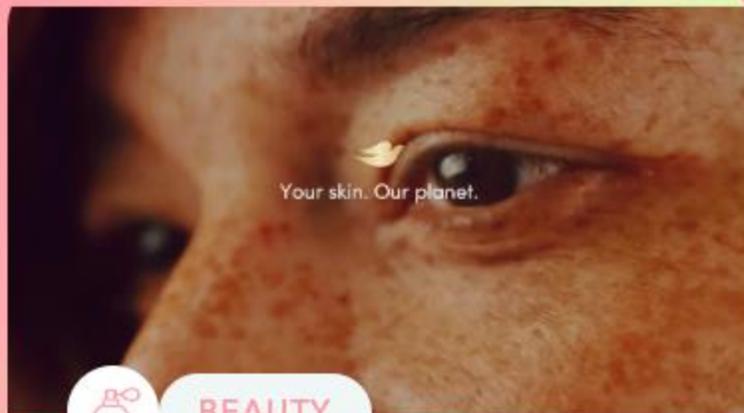
Milenials

50%

Gen Z

45%

ECO



BEAUTY

DOVE & RIMBA COLLECTIVE

Partnership aims to restore 123,000 acres of rainforest in Southeast Asia



FASHION

ASKET

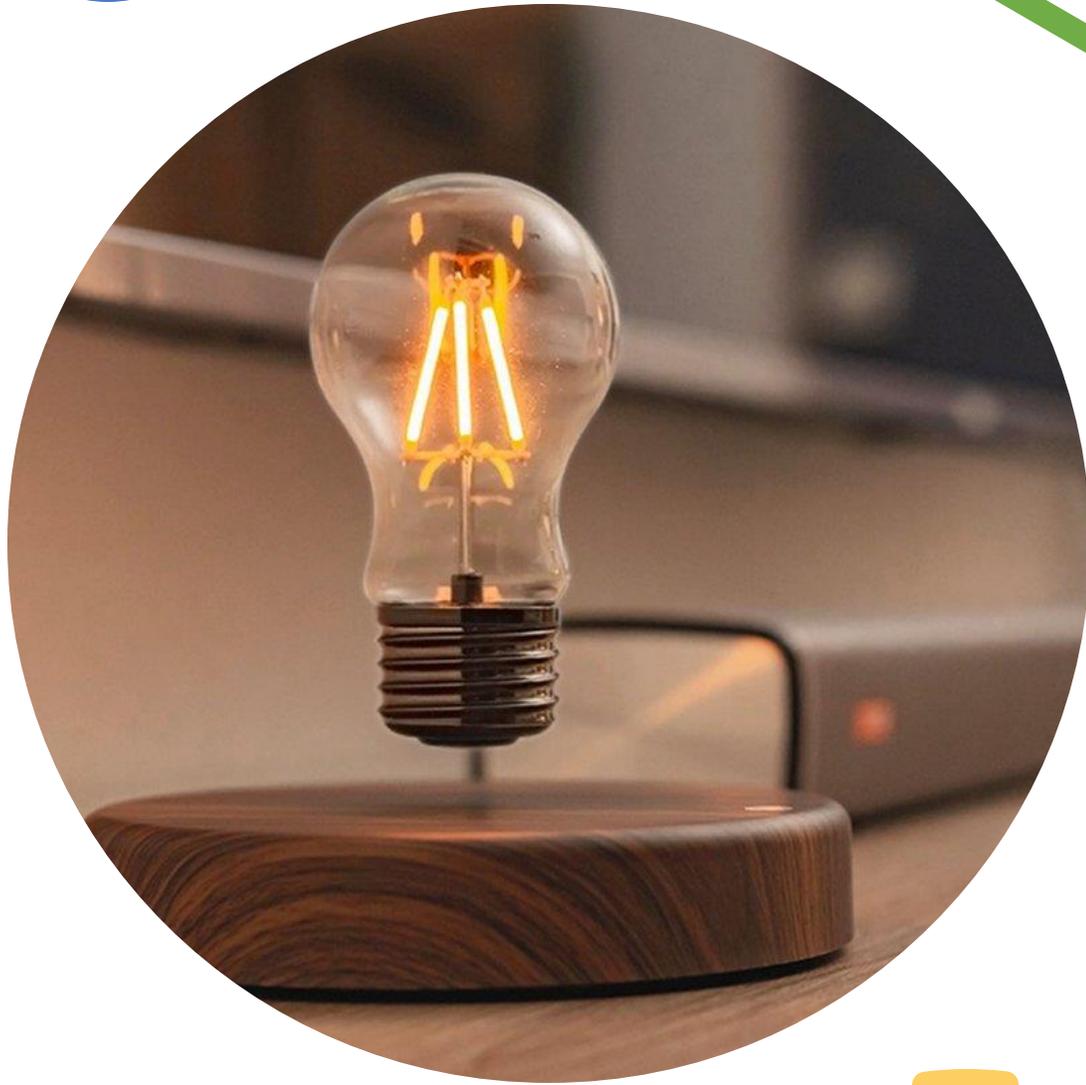
Receipts itemize the environmental cost of every clothing purchase



LIVING

DILLE & KAMILLE

Retailer upcycles in-store Christmas trees into compost



ECO - IDEAS



CONSUMER TECH



CONSUMER TECH

THE BROWSER COMPANY

DIY browser unveils an AI upgrade for next-level optimization



WORK & LEARNING

AMBESSA PLAY

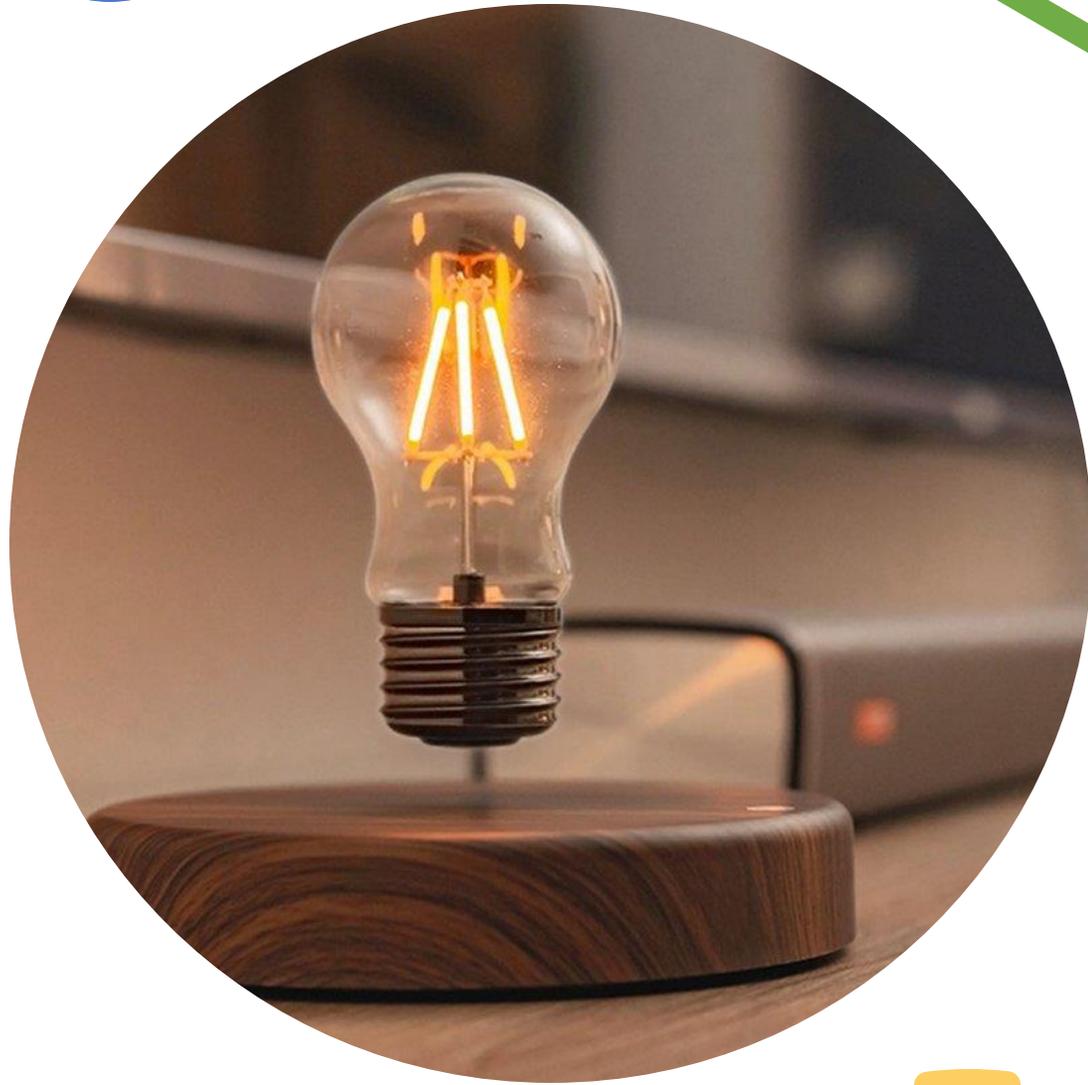
DIY flashlight kit, co-designed with displaced kids



SOCIAL MEDIA

BLUESKY

Social platform lets users choose their own algorithm



CONSUMER TECH - IDEAS



Alfabetismo de siglo XXI



FINANCIAL SERVICES

NUBANK

Bank launches a board game to teach financial literacy

Brazil-based financial platform Nubank



ENTERTAINMENT

E.L.F. COSMETICS

Beauty brand taps into gen Z's entrepreneurial spirit through gaming

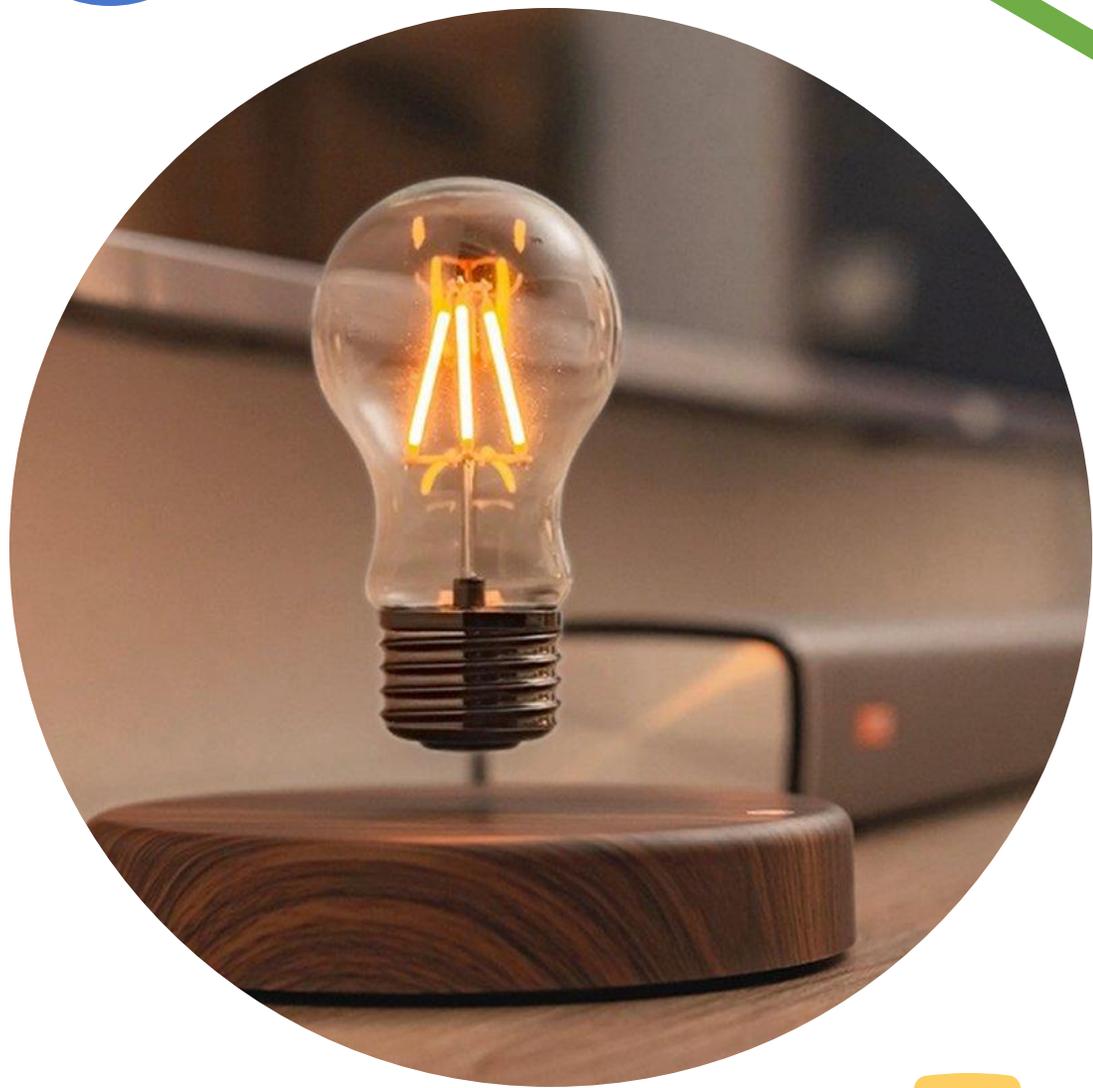
In November 2023, e.l.f. Cosmetics



SOCIAL MEDIA

PINTEREST & NORTHWESTERN MUTUAL

Campaign offers personality-based advice to achieve life goals



Alfabetismo de siglo XXI



Compañeros virtuales

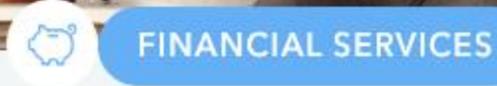


Pāṇini



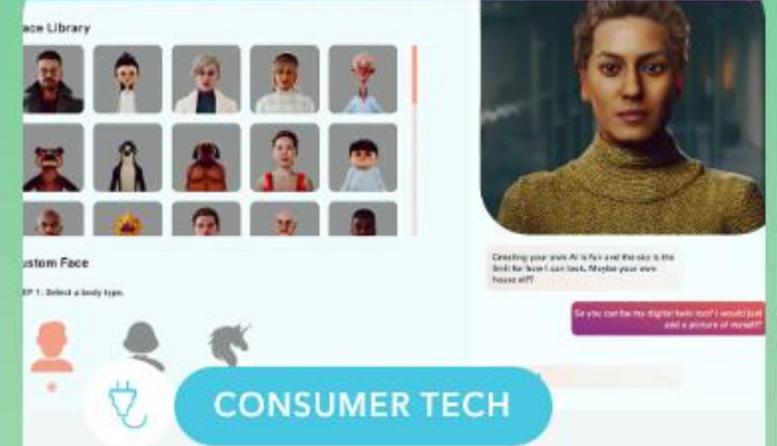
PĀṆINI

Doctors develop AI chatbot for evidence-based decision-making



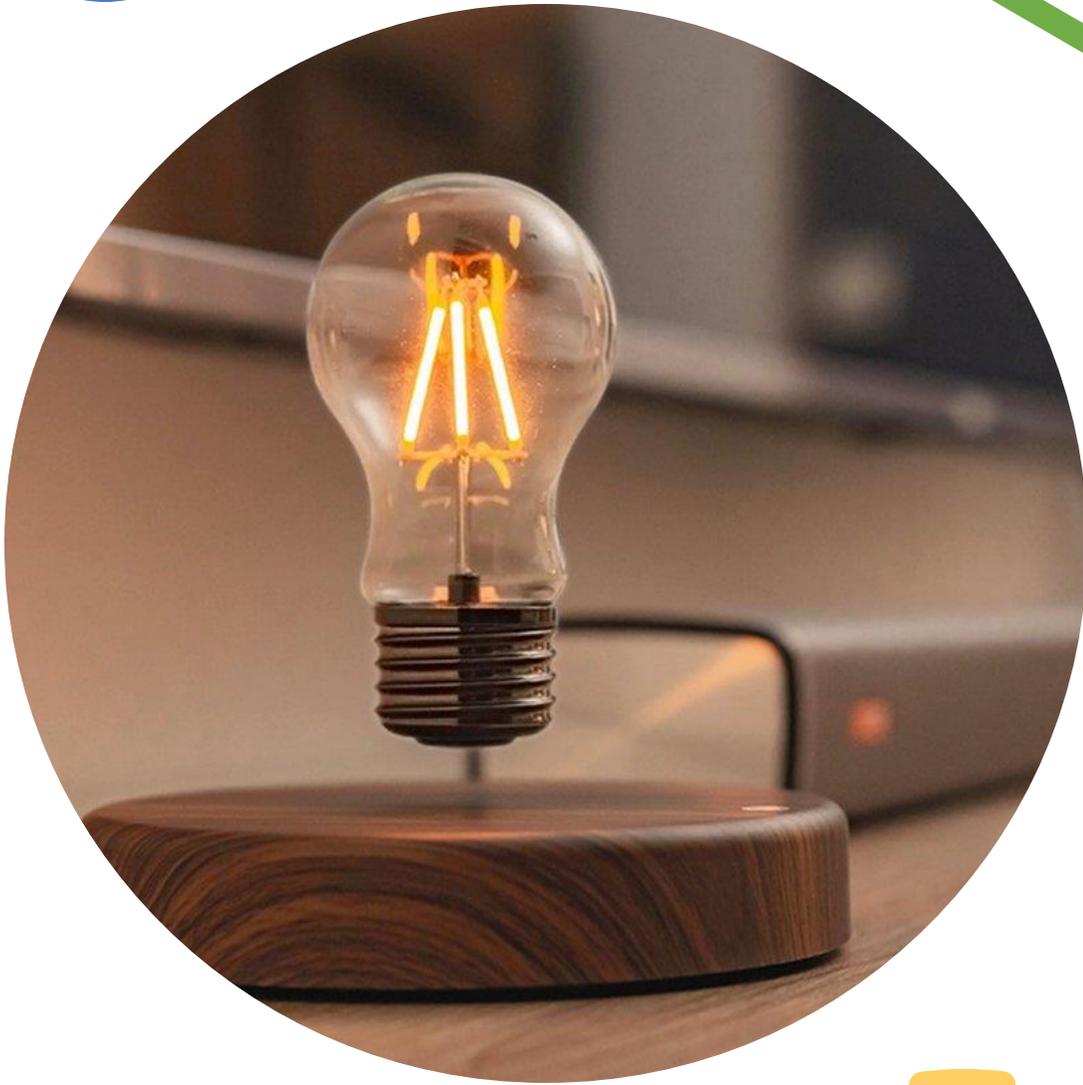
MONUTA

Poetic AI chatbot encourages end-of-life planning



AI FOUNDATION

Platform allows everyone to create their own AI assistants



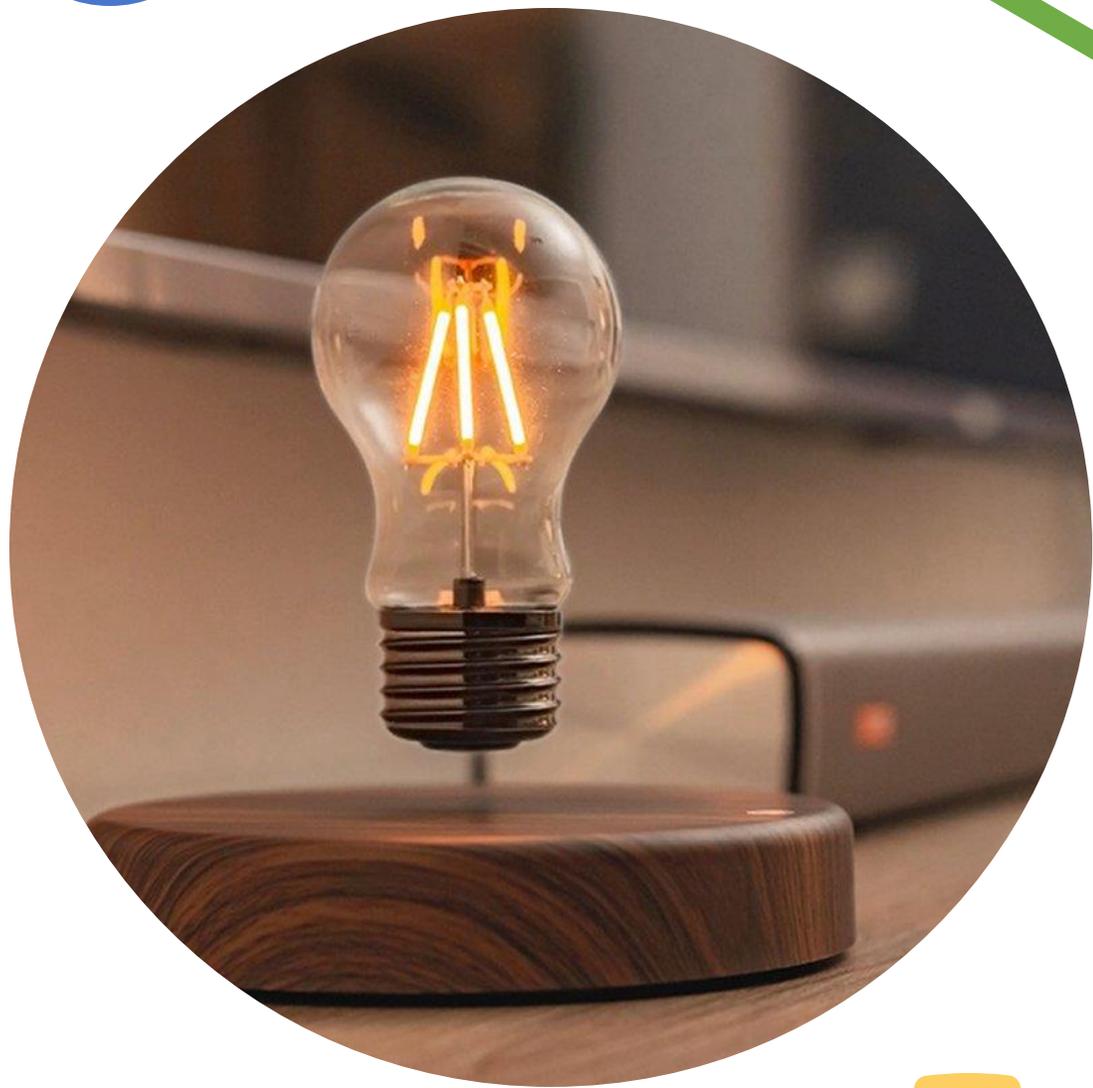
Compañeros virtuales



Desinformación

The image displays three distinct digital initiatives, each presented in a separate panel with a light green background and rounded corners. Each panel features a central graphic or screenshot, a category label in a rounded rectangle, and a brief description of the initiative.

- Panel 1 (Left):** Shows two smartphones. The left one displays a 'Labeling AI-generated content' interface with a checklist. The right one shows a woman celebrating. Below is a 'SOCIAL MEDIA' label and the text: 'TIKTOK: TikTok launches label to disclose AI-generated content'.
- Panel 2 (Middle):** Features a blue background with a trophy and crypto icons. Text includes 'New Feature Learn & Earn'. Below is a 'FINANCIAL SERVICES' label and the text: 'SWYFTX: Scheme rewards participants for learning about crypto scams'.
- Panel 3 (Right):** Shows a dark interface for 'QCHAT NET ZERO' with a search bar and climate icons. Below is a 'CONSUMER TECH' label and the text: 'CHATNETZERO: AI-powered chatbot fact-checks climate claims'.



Desinformación - Ideas



Habilidades para todos



WORK & LEARNING

RAPPI

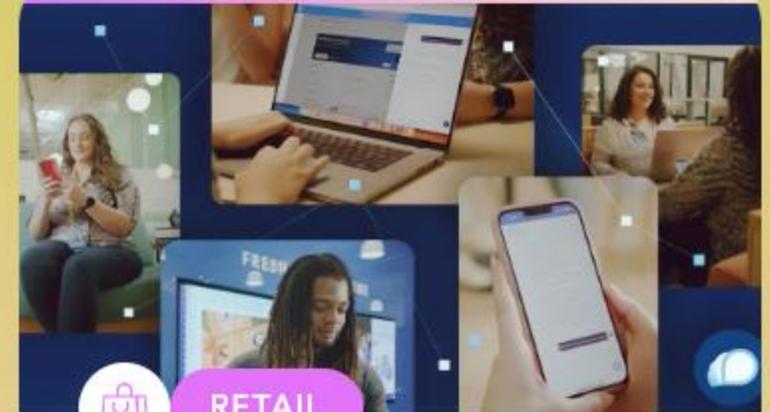
Reducing electrical waste through recycling and repair



BEAUTY

DERMALOGICA

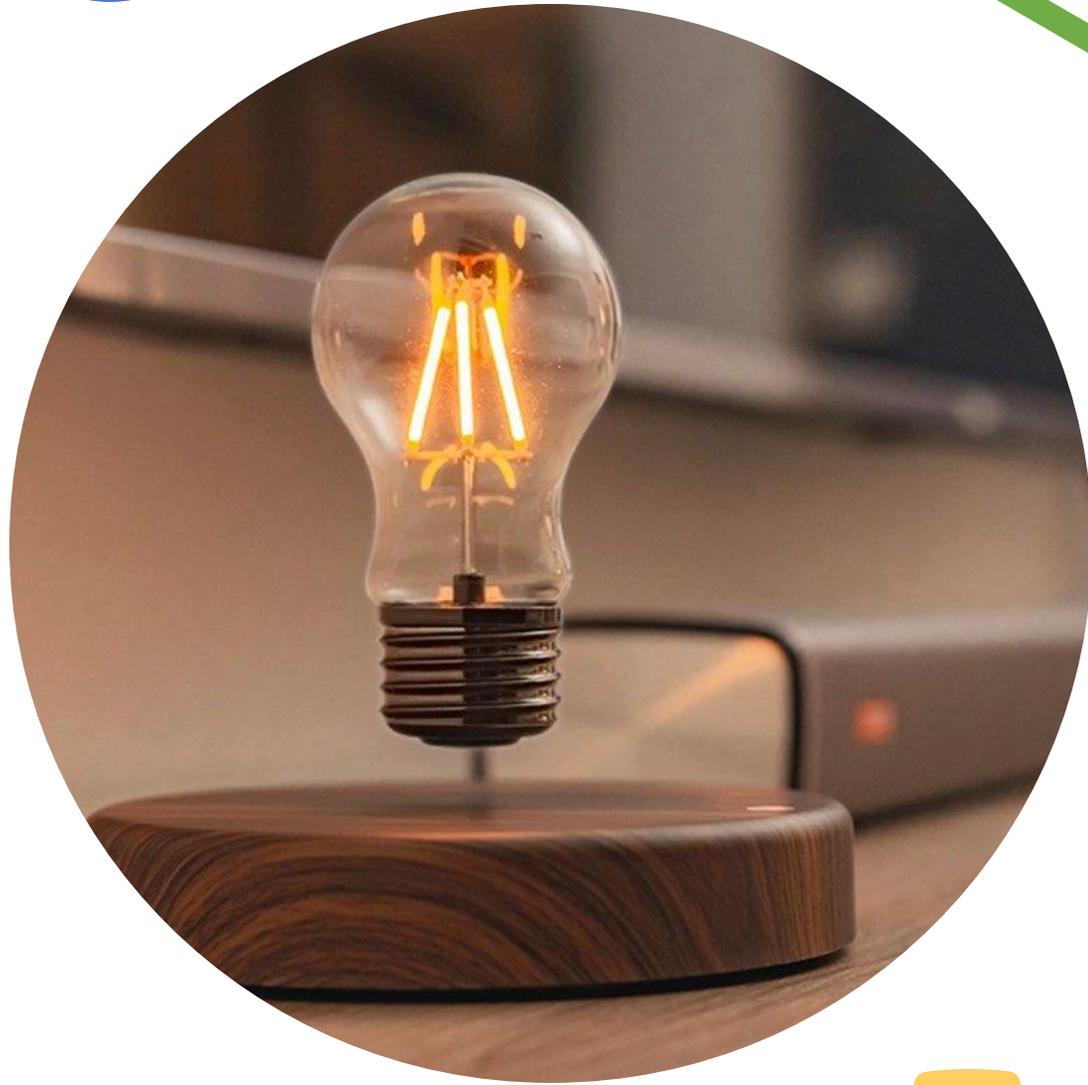
Skincare brand uses ChatGPT for therapist education and upskilling



RETAIL

WALMART

Retailer's generative AI tool expedites corporate tasks



Habilidades para todos - Ideas



Autocuidado



COMMENCING

INTERNAL HEALING

Workforce resilience = business resilience



ADVANCING

CARE COLLABS

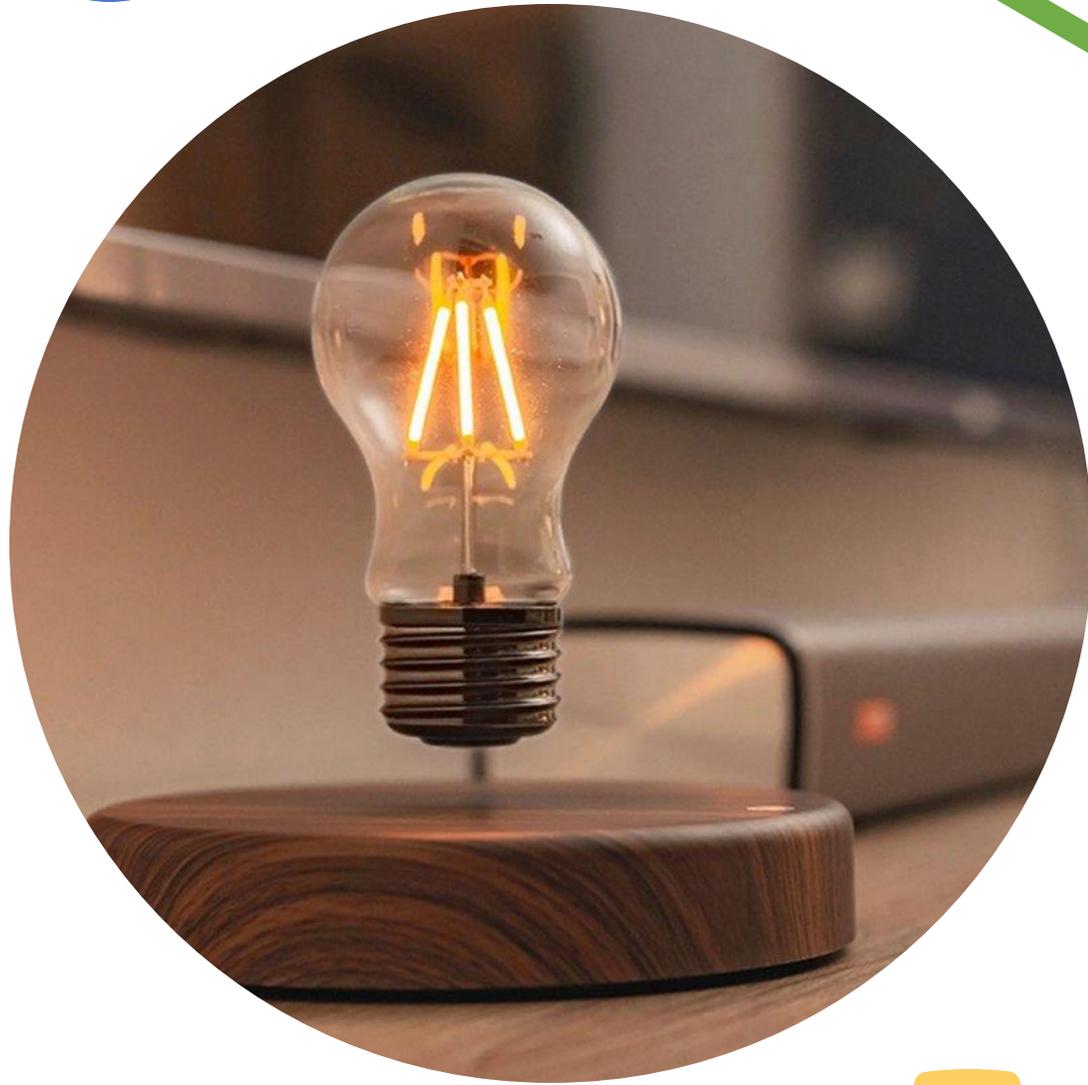
Boosting mental health through creative partnerships



PIONEERING

INTERVENTION AID

Interrupting unhealthy consumer behavior



Autocuidado - ideas

Computación afectiva

tecnología consciente de las emociones y la evolución del diseño centrado en el ser humano.



<https://www2.deloitte.com/us/en/insights/industry/public-sector/affective-computing-in-government.html>

Computación afectiva



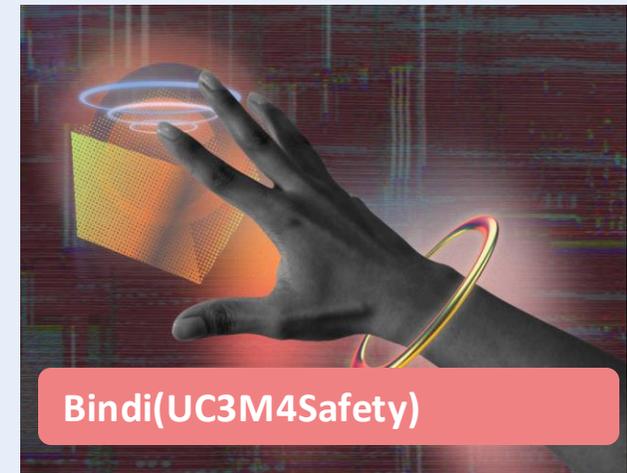
SoftVoice (SoftBank - Japón)

Monitorea las voces de las personas que llaman en tiempo real, detecta si se vuelven hostiles y cambia su tono de voz para que sea más agradable a los oídos del empleado ([link](#))

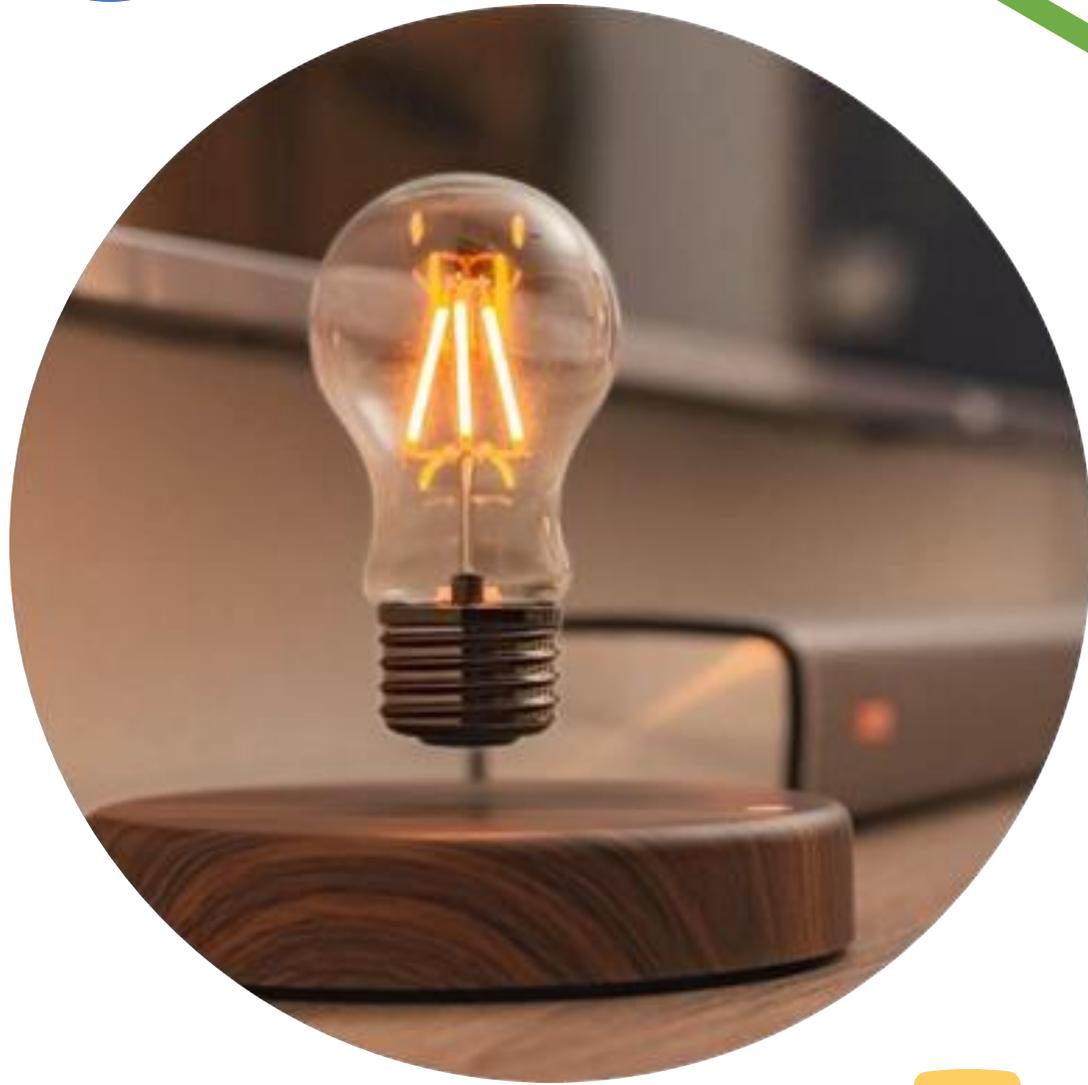


Affectiva (EmotionAI)

Mediante sensores de cámara analiza en tiempo real las expresiones faciales, los gestos y la postura corporal.



Dispositivo portable (wearable) de monitoreo inteligente que permite prevenir ataques sexuales o violencia contra mujeres que lo lleven puesto ([link](#))



Computación Afectiva- ideas



Justicia Lab

Concurso de Innovación

¡Gracias!

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EL CONCURSO



<https://openidb.brightidea.com/justicialab>