



T5.4 CAN A GAME PREVENT A WAR?

Authors: Veronika Ruskova, Veronica Tjokro, Juan Bustamante, Bronwyn McCarter, Morgan Slessor

CTBT:
SCIENCE AND
TECHNOLOGY
2017 CONFERENCE



CTBT Countdown Challenge

Step 1

Grab a friend and two cups of water

Step 2

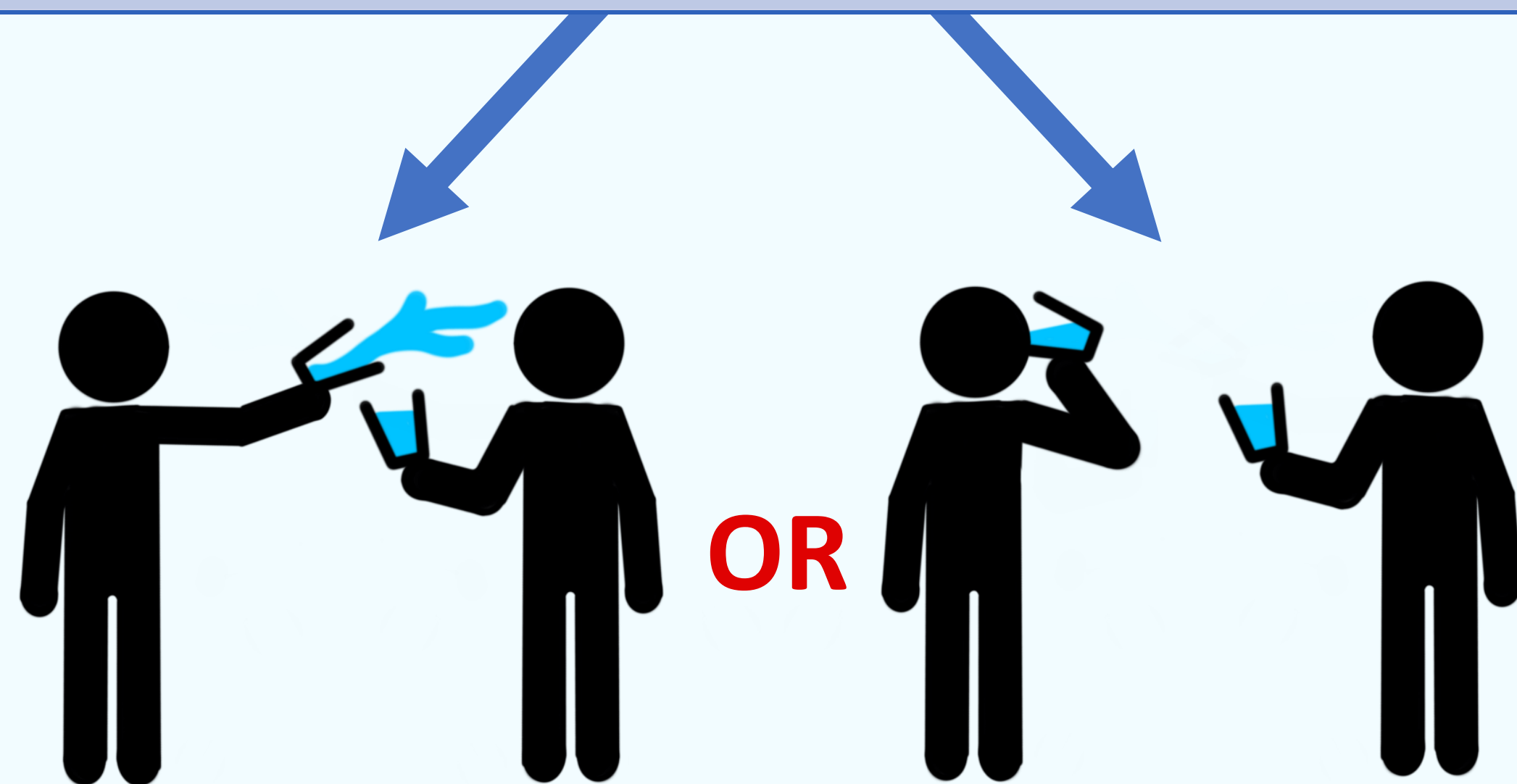
Cover your eyes

Step 3

Countdown from 10

Step 4

Before countdown hits 0:



GOAL

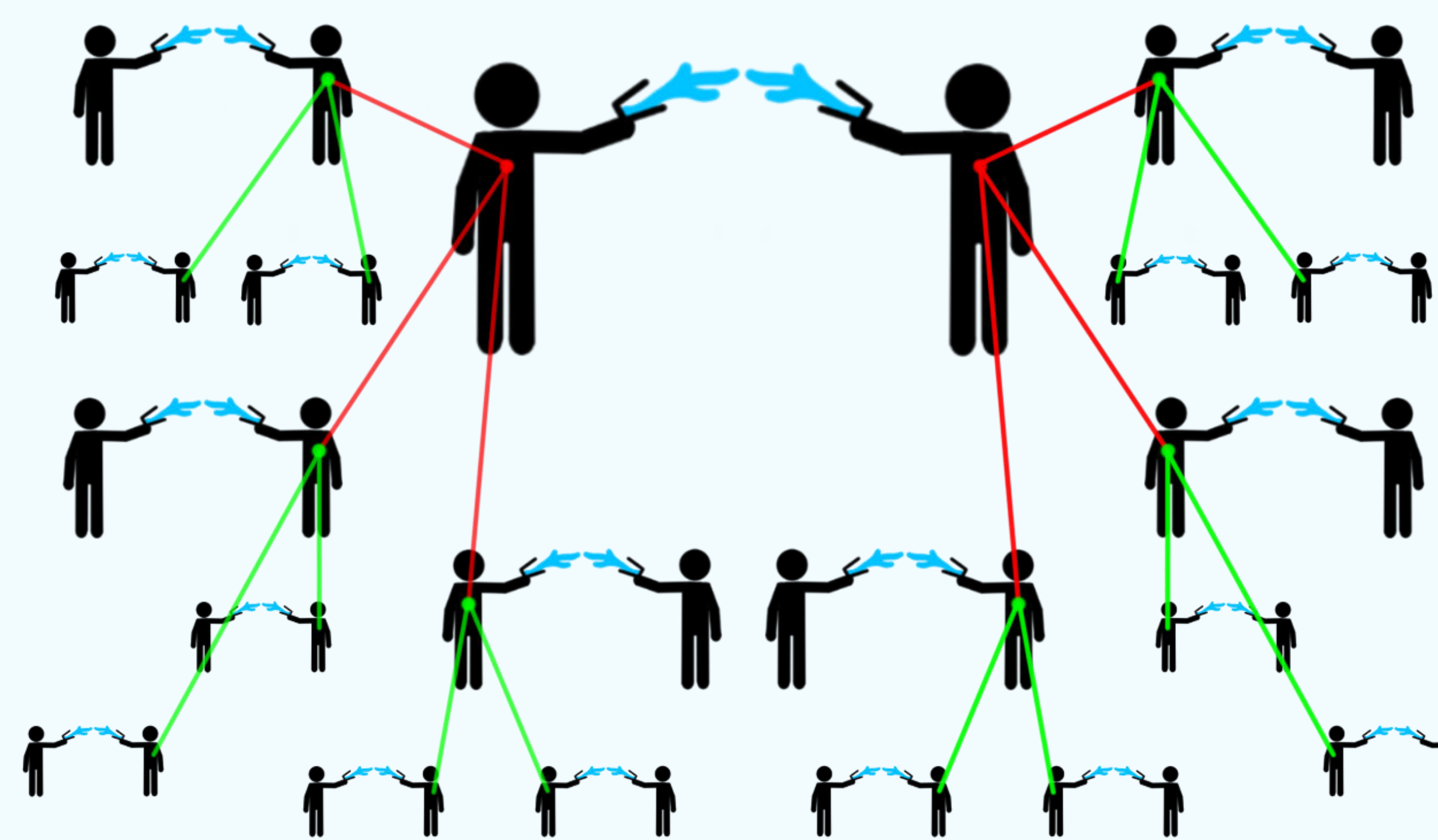
Global Countdown Challenge
Participation

HOW

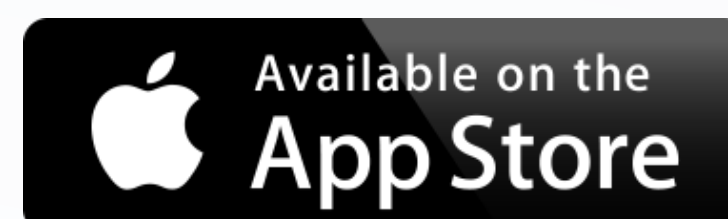
Each participant challenges
multiple friends

WHY

The increased awareness of the
CTBT can lead to its ratification



Augmented Realty Experience
Instructions:



- Download **layar** from the app store
- Scan the whole poster using the app

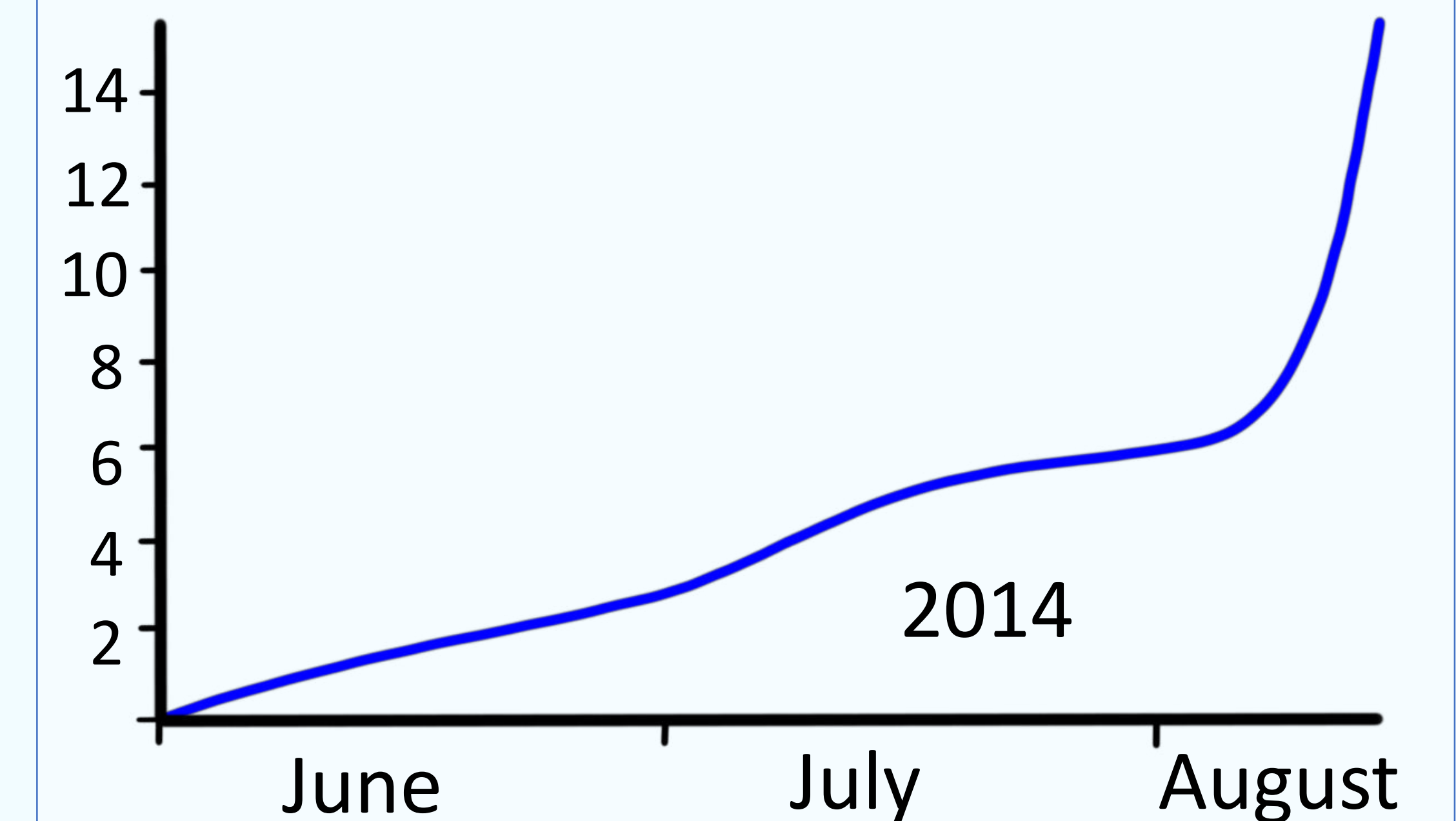
ctbtcountdownchallenge.com

UBC President Challenge Video: <http://bit.ly/2sNaEjF>
"Who are we" Video: <http://bit.ly/2tLELFE>

ALS Ice Bucket Challenge

Cumulative Facebook Mentions:

Millions



Source: Facebook

Social Media Statistics

- 2.2 million Twitter mentions
- 1.2 million Facebook videos
- 15 million Facebook likes and comments

From June 1 to August 13, 2014 Source: Statista



THE UNIVERSITY OF BRITISH COLUMBIA