



# THE CHACO LANDLESS

AN ILLUSTRATED SERIES ABOUT THE PLACE WITH  
FASTEST RATE OF DEFORESTATION IN THE WORLD

[ELSURTI.COM/DESTERRADOS](http://ELSURTI.COM/DESTERRADOS)

**WHAT WE DID**

# THE CHACO LANDLESS

[ELSURTI.COM/DESTERRADOS](http://ELSURTI.COM/DESTERRADOS)

A SERIES OF FOUR ILLUSTRATED CHAPTERS BASED ON SCROLLYTELLING, A NARRATIVE FORMAT THAT USES THE THUMB GESTURE OF SCROLLING DOWN TO PASS ON INFORMATION -SPECIFICALLY ON MOBILE- ABOUT THE PLACE WITH THE MOST ACCELERATED DEFORESTATION RATE ON THE PLANET, THE PARAGUAYAN CHACO.



— CHAPTER 1

# THE FABULOUS LIFE OF THE CHACO

[ELSURTI.COM/CHACO-PARAGUAY](https://elsurti.com/chaco-paraguay)

THE SECOND MOST IMPORTANT  
ECOSYSTEM IN SOUTH  
AMERICA IS IN DANGER OF  
BECOMING A DESERT



— CHAPTER 2

# THE EUROPEAN BARBECUE THAT DEFORESTS THE CHACO

[ELSURTI.COM/DEFORESTACION](https://elsurti.com/deforestacion)

THE PARAGUAYAN CHACO IS BEING DEVoured AT A HIGH RATE BY COMPANIES THAT EXPORT MEAT AND CHARCOAL



— CHAPTER 3

# A GOD BOUGHT A TOWN IN THE CHACO

[ELSURTI.COM/UN-DIOS-COMPRO-UN-PUEBLO/](https://elsurti.com/un-dios-compro-un-pueblo/)

¿HOW A SECT ENDED UP BEING THE BIGGEST LAND OWNER IN PARAGUAY?



— CHAPTER 4

# THE CHACO DEFENDERS

[ELSURTI.COM/LOS-DEFENSORES-DEL-CHACO](https://elsurti.com/los-defensores-del-chaco)

INDIGENOUS COMMUNITIES  
AND THEIR ROLE IN THE  
PROTECTION OF NATURE



# A SERIES NARRATED IN TRANSMEDIA FORM TO REACH WHERE AUDIENCE IS AT

MOBILEWEB

**SCROLL**

SOCIAL MEDIA

**DIGITAL FLYERS**

MESSENGER SERVICES

**DIGITAL STICKERS**

STREET MEDIA

**VIDEOS FOR PUBLIC BUSES**

**PRINT ZINE**

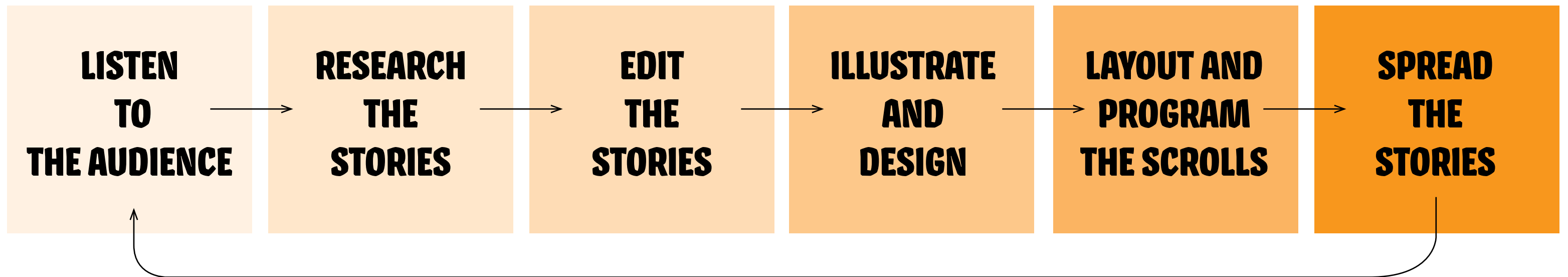
EACH SCROLL WAS DISTRIBUTED THROUGH SEVERAL CHANNELS AND SOCIAL NETWORKS, AND IN EACH ONE WITH ITS NATIVE LANGUAGE: POSTERS FOR TWITTER, STICKERS FOR TELEGRAM, STORIES FOR INSTAGRAM, AVATARS FOR FACEBOOK, ETC. IN THIS WAY IT WAS POSSIBLE TO ACTIVELY ENGAGE AN AUDIENCE MOVED BY THE SUBJECT MATTER.





**HOW WE DID IT**

# THE PROCESS OF MAKING THE SERIES WAS BASED ON LISTENING TO THE AUDIENCE NEEDS



AS THE MAKING OF THE SERIES STARTED, THE INFORMATION ACCESS PRACTICES AND THE LANGUAGES CONSUMED BY THE TARGET AUDIENCE (YOUNG PEOPLE BETWEEN 18 AND 24 YEARS OLD) WERE ANALYZED IN ORDER TO DESIGN THE FORMAT AND THE TEXT TO IMAGE RELATIONS IN THE NARRATIVE. THE SERIES WAS PRODUCED IN A PERIOD OF SIX MONTHS

# DEVELOPED BY A TEAM OF 9 PEOPLE



ONE PRODUCT MANAGER, ONE EDITOR, ONE DESIGNER, ONE ILLUSTRATOR, THREE JOURNALISTS & TWO TECH DEVELOPMENT  
TECH RESOURCES: HTML + CSS FOUNDING: OWN RESOURCES

**WHY WE DID IT**

# WHY WE PROPOSED THIS INNOVATION? 🤔

**PROBLEM** → SLOW AND EXPENSIVE MOBILE INTERNET CONNECTION

IN PARAGUAY, MOST OF THE YOUNG POPULATION (OUR PRIMARY TARGET AUDIENCE) HAS INTERNET ACCESS ONLY BY MOBILE, AND THEIR HABITS TO ACCESS INFORMATION ARE CLEAR: THEY ARE ADVERSE TO TRADITIONAL FORMATS AND SPEND MUCH TIME ON SOCIAL MEDIA



# WHY WE PROPOSED THIS INNOVATION? 🤔

## SOLUTION: SCROLLYTELING, A CHEAPER, BETTER ALTERNATIVE TO VIDEO

THE TECHNOLOGICAL AND NARRATIVE PROPOSAL OF THE SERIES IS BASED ON THE THUMB GESTURE TO VERTICALLY NAVIGATE SOCIAL MEDIA BUT, IN THIS CASE, IT IS USED TO INMERSE IN THE STORY, GIVING NAVIGATION AND TIME CONTROL TO THE USER.

EACH LINE OF TEXT AND ILLUSTRATION OF THE SERIES WERE EDITED FOR SUCH NAVIGATION HABIT. THE NARRATIVE OF RIGOROUS BUT BRIEF TEXTS, COMBINED WITH POTENT AND ATTRACTIVE ILUSTRATION, CARRIES COMPLEX CONTENT TO THE MOBILE DEVICES OF THE AUDIENCE, WHO WOULDN'T BE ABLE TO ACCESS TO IT BY OTHER CHANNELS.

THIS NARRATIVE TECHNIQUE ALSO AVOIDS THE VIDEO TREND AND REQUIRES LESS DATA EXPENDITURE FROM THE USER, IN A COUNTRY WITH SLOW AND EXPENSIVE CONNECTIVITY.

# WHY IS IT AN INNOVATIVE WORK? THE SCROLLYTELLING IS INNOVATIVE WORK BECAUSE\*

IT AWAKES THE CURIOSITY OF A YOUNG AUDIENCE 

IT IMPROVES THE AUDIENCE EXPERIENCE 

IT STRENGTHEN THE NARRATIVE OF A JOURNALISTIC STORY 

IT ACTS IN FAVOR OF AESTHETICS IN A SEDUCTIVE WORK 

IT HELPS TO EXPLAIN COMPLEX FACTS IN A VERY SIMPLE WAY 

**HOW IT  
WORKED OUT**



# INNOVATION IMPACT: AN INFORMED YOUNG AUDIENCE THAT HAS A POLITICAL INFLUENCE TO STOP THE CHACO DEFORESTATION

MORE THAN TWO HUNDRED THOUSAND YOUNG PEOPLE (UNDER 24) RECEIVED QUALITY INFORMATION ON THE ENVIRONMENT, WHICH IS CLOSE TO 5% OF THE TOTAL INTERNET USERS IN PARAGUAY.



THANKS TO BETTER AND MORE ACCESIBLE AVAILABLE INFORMATION, INFORMED YOUNG PEOPLE INCREASE THERE PARTICIPATION IN THE PUBLIC DEBATE ABOUT THE ENVIRONMENT



DUE TO THE PRESSURE BY THE YOUNG ELECTORATE (32% OF THE ELECTORAL ROLL), THE PRESIDENTIAL CANDIDATES ARE FORCED TO MAKE PROMISES IN ORDER TO STOP THE CHACO DEFORESTATION.



FINALLY, AFTER TAKING OFFICE THE NEWLY ELECTED PRESIDENT SIGNS A DECREE AIMED TO STOP THE CHACO DEFORESTATION

QUANTITATIVE IMPACT ON YOUNG AUDIENCE

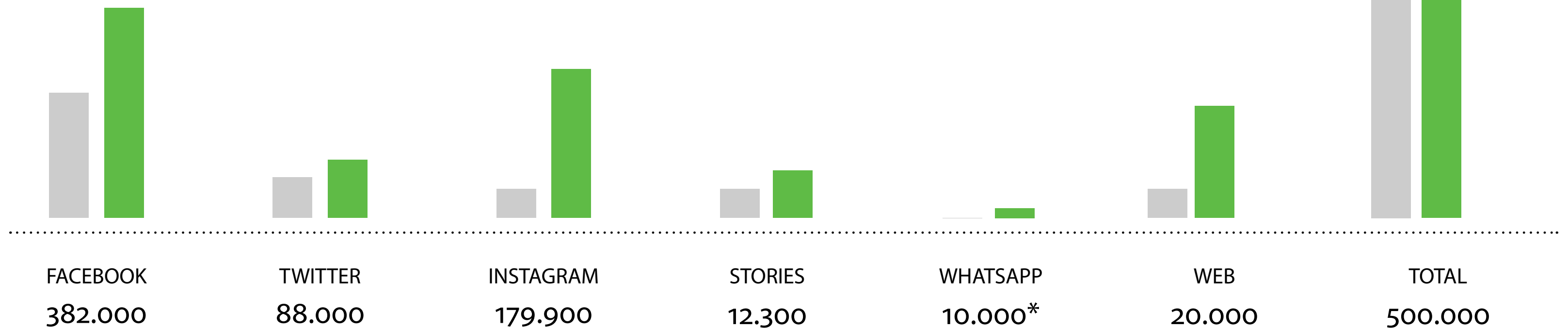
IMPACT OF YOUNG PEOPLE ON PUBLIC DEBATE

IMPACT OF YOUNG PEOPLE INFLUENCE ON POLITICS

IMPACT OF YOUNG PEOPLE ON ENVIRONMENT

## INNOVATION IMPACT - QUANTITATIVE

**MORE THAN TWO HUNDRED THOUSAND YOUNG PEOPLE RECEIVED QUALITY INFORMATION ON THE ENVIRONMENT, WHICH IS CLOSE TO 5% OF THE TOTAL INTERNET USERS IN PARAGUAY.**



■ Regular content  
■ Scrollytelling series The Chaco's landless

ABOUT 42% OF THE TOTAL AUDIENCE WAS UNDER 24 YEARS OLD

## INNOVATION IMPACT - YOUNG AUDIENCE

# BIGGER PRESENCE OF A YOUNG AUDIENCE ON THE ENVIRONMENTAL DEBATE ON SOCIAL MEDIA

THE SERIES PROVIDES CONCEPTS AND INFORMATION TO A YOUNG AUDIENCE WORRIED ABOUT CLIMATE CHANGE AND ENVIRONMENTAL MATTERS IN PARAGUAY, BEING A SOURCE FOR DEBATE, AMONG OTHER MEDIA OUTLETS, FOR ENVIRONMENTAL COLLECTIVES AND PUBLIC DEMONSTRATION IN FAVOR OF THE ENVIRONMENT AND AGAINST DEFORESTATION



... de jóvenes civiles q...  
... deforestación en el...  
... es sociales y busca c...  
... ontra el flagelo.



# THE STRENGTH OF THE PRESSURE BY THE YOUNG ELECTORATE FORCED THE POLITICAL CLASS TO CHANGE THE LAW TO STOP DEFORESTATION

DUE TO THE PRESSURE BY YOUNG VOTERS (32% OF THE ELECTORAL ROLL), THE CANDIDATES COMMITTED TO REPEAL ONE OF THE DECREES THAT FACILITATES THE DEFORESTATION IN THE CHACO. THE ELECTED PRESIDENT (MARIO ABDO) FULFILLED HIS PROMISE A FEW DAYS AFTER TAKING OFFICE.



ULTIMAHORA

22 mar 2019 Javier Zacarías Irún Sandra McLeod Trabajo don

ECONOMÍA

## Los candidatos presidenciales prometieron derogar decreto

16 DE ABRIL DE 2018

Los principales candidatos presidenciales, Efraín Alegre y Mario Abdo Benítez (ANR), prometieron derogar el polémico decreto que reglamenta la Ley Forestal, en el caso de que sean electos.

f t G+

abc 22 de marzo de 2019 14:05 (ACTUALIZADO HACE 2 MIN) 27 °C ACTUAL

NOTICIAS EDICIÓN IMPRESA NACIONALES DEPORTES ESPECTÁCULOS ESPECIALES MUNDO MÁS

Inicio > Edición Impresa > Economía > Gobierno deroga decreto por el cual Cartes arrasó bosques

21 DE AGOSTO DE 2018 | EXPRESIDENTE DEVASTÓ DOS MIL HECTÁREAS DE MONTE NATIVO EN EL CHACO

## Gobierno deroga decreto por el cual Cartes arrasó bosques

El presidente Mario Abdo Benítez derogó ayer el Decreto 7702 que Horacio Cartes firmó para deforestar unas 2.000 hectáreas de bosque nativo en noviembre del año pasado, según informó Cristina Goralewski, titular del Infona, al término de una reunión con el gobernante en Palacio de López. Queda vigente el Decreto 7031 para evitar devastaciones forestales.

## INNOVATION IMPACT

# IMPACT ON INTERNACIONAL REACH

THE INNOVATION ALSO AWOKED THE ATTENTION OF THE MEDIA AND PRIZES FROM THE REGION, WHICH HELPED INSTALL THE CHACO PROBLEM TO AN INTERNATIONAL LEVEL. PIECES FROM THE SERIES WERE PUBLISHED IN INTERNATIONAL MEDIA OUTLETS

Several international media outlets and organizations addressed the Chaco region problem after the series was awarded the Gabo prize on Innovation in 2018



## INNOVATION IMPACT

# IMPACT ON THE REPUTATION OF OUR MEDIA OUTLET

THE TECHNICAL AND JOURNALISTIC QUALITY OF THE PROPOSAL IMPACTED POSITIVELY IN THE PRESTIGE OF THE MEDIA OUTLET, WHICH BECAME A MODEL OF THE NEW JOURNALISM IN PARAGUAY AND THE REGION. IT RECEIVED LOCAL AND INTERNATIONAL PRIZES.



Due to this scroll series, **El Surtidor** received the **Childhood and Adolescence Friends journalism award**. Also, several local media outlets wrote articles and op-eds highlighting the journalistic model of our outlet.

WHAT SHOULD

HAPPEN

DIFFERENTLY

# WHAT SHOULD HAPPEN DIFFERENTLY

---

1

---

**MORE RESOURCES TO  
REPORT IN SITU**

THE REPORTING WAS LIMITED  
DUE TO TRAVEL COSTS

---

2

---

**OFFLINE GATHERING  
SPACES**

EVEN THOUGH PRODUCTS FOR OFFLINE  
CHANNELS WERE MADE, A LACK OF  
OFFLINE FACE TO FACE ENCOUNTERS  
TO CHANNEL THE AUDIENCE  
ENTHUSIASM WAS IDENTIFIED.

---

3

---

**IMPROVED SECURITY IN  
COMMUNICATIONS**

TO IMPROVE COLLABORATION WITH  
SOCIAL ORGANIZATIONS TO ACHIEVE  
A GREATER POLITICAL IMPACT

---





# EL SURTI .COM

