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STOCKHOLM

The background is a dark green color with a repeating pattern of lighter green floral and leaf motifs. The pattern consists of stylized leaves and small, multi-petaled flowers arranged in a dense, repeating grid.

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Make People Care

Using SDGs to talk about
Free Knowledge



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SDGs

UN Agenda 2030

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

Signed by 193 countries in September 2015.

17 main goals, 169 associated targets.

Call for action.



A stylized illustration of a reindeer in shades of orange and pink, with green foliage and branches overlaid on its body. The reindeer is facing right, and its antlers are visible at the top.

SDGs are a call for action

What goals are relevant for me?



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SDGs and Free Knowledge



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SUSTAINABLE DEVELOPMENT GOALS



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Storytelling

You can not love someone until you listened to their story.

Invite someone to your campfire.

Once upon a time..



Storytelling

How do you make people care?

Catch.

Surprise.

Mesmerize.



Why is Storytelling important for us?

Reaching out.

Display complex and abstract matters.

Getting our message through.

Shaking up.

Activate.

Effective Storytelling

Have a communication goal.

Give a promise.

Build up the character / spine.

Present a wonder.

Call for action.

Workshop

SDGs and Free Knowledge

Everyone around you has a story the world needs to hear.

What story would you like to tell?

What's your punchline / goal?

Who is your hero?

How do you construct the article/presentation?

THANK YOU!



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