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**TARGET**

- 2 Days: Video with a message to the world
  - “That’s what our organisations / country’s youth message and work is to the world related to the SDGs”
- Those from an organizational background:
  - Create something which helps presenting your organization in context of the SDGs
- Those without an organization
  - Join the project team of the others

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**POSSIBLE TEAMS**

- Kasachstan – Transparency and Ressources
- Nepal – non-formal and informal education
- Usbekistan – formal education
- Germany – healthy food and life on earth (Veditorial)
- Kyrgystan -
- Australia,

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**Contradicting itself**

- Goal 1 – 11
  - „giant economic growth programs“
  - i.e. 1,000,000,000 jobs required:
    - Need to triple global economy
    - Economic growth = destruction growth (Myth of green growth)
- Goal 12 – 17
  - Needs degrowth (dematerialization)
  - Would be unachievable with a triple economy

**CRITIQUE ON SDGS**



Prof. Ernst Ulrich von Weizsäcker has been President of the Club of Rome since the beginning of his career. Ernst served as and director of several universities and such as the UN Centre for Science and Technology for Development. In 1991, founding President of the Wuppertal Institute for Energy Efficiency, Material Flows and Climate Change. From 1998 to 2005 he was Member of German Bundestag, chairing the Commission Globalization and the Environment.

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**DALY: EMPTY AND FULL WORLD**




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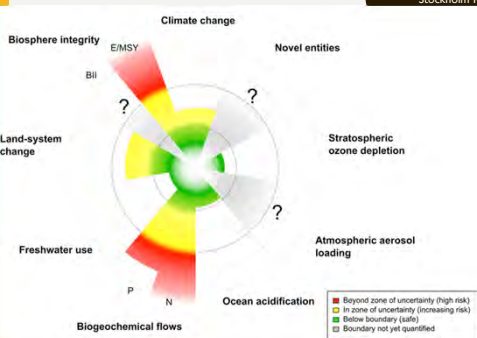
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**PLANETARY BOUNDARIES**  
Rockström et al.  
Stockholm Resilience Center



Legend:

- Beyond zone of uncertainty (high risk)
- ▨ In zone of uncertainty (increasing risk)
- Below boundary (safe)
- Boundary not yet quantified

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## NESTED SUSTAINABILITY & SDGS



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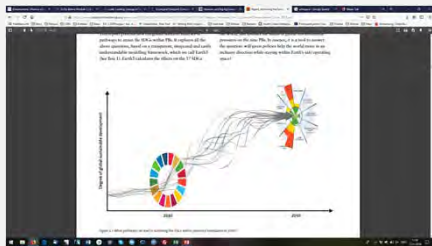
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## REPORT TO THE CLUB OF ROME



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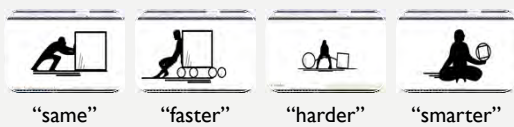
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## FOUR SCENARIOS



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**“FASTER”  
MORE  
ECONOMIC  
GROWTH**

increasing the level of investments to above 25% of GDP

more technology transfer

Foreign direct investments are coupled with know-how transfer

increasing investments in the health, education and skills of the people – the human capital

enhancing competition and structural change in markets

export promotion and industrial policy for increased trade

Lowering tax and increase savings

Establish new processes and structures to measure SDG and economic progress

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**“FASTER” (GROWTH) RESULT**

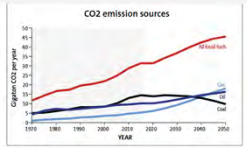


Figure 2.2.4: The rise in the direct use of oil and particularly gas, keeps pushing CO2 emissions despite cleaner electricity generation. The total use of fossil fuels in 2050 is 18,000 Mtoe/year relative to 12,000 Mtoe/year in 2000.




Figure 2.2.6: The Earth's safety margin is declining from 1980 all the way to 2050.

- Fewer children more elderly
- Majority in urban centers
- World economy tripled
- Inequality increased
  - 10 % have 55 % of the income
  - Political instability
  - Crime
- Human Footprint higher than in “same”
- 2050 – 2100 ....“looks bleak for the majority of the people”

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**“SMARTER” THE  
TRANSFORMATIONAL  
APPROACH**

Transformational change is introduced through five leverage points that have a synergistic effect on the SDGs:

- accelerated renewable energy growth to halve carbon emissions every decade,
- accelerated sustainable food chain productivity,
- rolling out new development models in the poor countries,
- unprecedented action for inequality reduction, and
- step changes in education, gender equality and family planning

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## GRETA THUNBERG



<https://www.youtube.com/watch?v=EAmmlUESN9A>

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## GLOBAL CALCULATOR

- Form pairs of 2
- Go to [www.globalcalculator.org](http://www.globalcalculator.org)
- Try to find one scenario in which you keep emissions below 2 ° C.
  - What needs to change?
  - What is likely / unlikely

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## GAPMINDER

- Form teams of 2
- Go to [www.gapminder.org](http://www.gapminder.org)
  - Take the test
  - Browse the dollar street
  - Play with the bubbles
- Summarize: what did you learn

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# BIODIVERSITY

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# FURTHER MATERIAL

**FILMS**

- Filmsforaction
- Schooling the world
- Tomorrow
- The Age of Stupid
- Economics of Happiness
- Before the flood
- The green lie

**BOOKS / AUTHORS**

- Charles Eisenstein
  - Sacred Economics
  - Climate Change a new perspective
- Come On (Club of Rome)

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# YOUR COUNTRIES STORY

- What is your countries story on the SDGs?
  - Is there anything your country is solving particularly well or bad?
  - Especially something which is against the stereotype others might have?
  - What is the key message you would like to send
    - Optimism: we have a solution
    - "empowered" request for support
    - Message of realism



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## STEP 1

- Discuss within your country and write down on a piece of paper



Message  
Ground Reality:  
Stereotype:

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## EMPOWERED MESSAGE OF SUPPORT

<b>ATTITUDE OF HELPLESSNESS</b> <ul style="list-style-type: none"><li>• We are so poor</li><li>• We are helpless</li></ul>	<b>SOCIAL ENTREPRENEUR</b> <ul style="list-style-type: none"><li>• We have a solutions</li><li>• We know how to reach there</li><li>• We are connected with you (not live in a bubble)</li><li>• Here is how you can help us achieving that goal</li></ul>
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## STEP 2

<ul style="list-style-type: none"><li>• Both persons go and meet someone else according to the below sceme</li><li>• Test your key-messag on them.<ul style="list-style-type: none"><li>- Did they understand your key-message without the background?</li><li>- Yes: great you are there?</li><li>- No: Discuss, which elements are missing</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Macedonia - Bulgaria</li><li>• Bulgaria – Australia</li><li>• Australia – Usbekistan</li><li>• Usbekistan - Austria</li><li>• Austria – Kasachstan</li><li>• Kasachstan – Germany</li><li>• Germany – Kyrgistan</li><li>• Kyrgistan - Macedonia</li></ul>
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## MAIN ASSIGNMENT

- Introducing 2 options
  - Video-scribe
  - Editing a video
- What is story telling
- The Video-Scribe software

### Alternative

- Create a SM-campaign
  - Time plan
  - Prepare posts (micro-videos up to 20 sec, canva, info-graphics)

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