MULTIGREEN

HOW TO MAKE GREEN VIDEOS

"Change minds to change
your environment"

REC

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ERASMUS+

MULTIGREEN PROJECT

Partner Schools

Daugavpils Dizaina un makslas vidusskola "Saules skola"
Saules iela 6/8, Daugavpils, Latvia
http://www.saules.lv

Scuola d'arte Applicata Andrea Fantoni
Via Angelo Maj, 35, Bergamo, Italy
http://www.scuolafantoni.it

CIFP Mendizabala LHII VET school
Portal de Lasarte Kalea, 23, 01007 Gasteiz, Araba, Spain
https://www.mendizabala.eus

Secondary School of Art and Design Brno
Husova 537/10, 602 00 Brno, Czech Republic
https://www.ssudbrno.cz

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MULTIGREEN

SCUOLA D'ARTE
ANDREA FANTONI

SAULES SKOLA

MENDI zabala
LHIko Ikastetxe Integratua
Centro Integrado de FP | ikasLAN

STŘEDNÍ ŠKOLA UMĚNÍ A DESIGNU
A VYŠŠÍ ODBORNÁ ŠKOLA BRNO
PŘÍSPĚVKOVÁ ORGANIZACE
šuřka

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CONTENTS

INTRODUCTION

*Welcome to the Multigreen Handbook,
a comprehensive guide to creating videos
that promote environmental awareness.*

In an era where visual content plays a significant role in shaping opinions and inspiring action, harnessing the power of video to advocate for a greener world has never been more essential. In this handbook, we will explore the art of green design, equipping you with the knowledge and tools needed to produce compelling videos that educate, engage, and inspire audiences to embrace sustainable practices. You will receive tools to present your ideas from conceptualization to post-production, we will delve into the key principles and techniques that can transform your videos into powerful catalysts for change.

Throughout this handbook, we will draw inspiration from experts on green design, filmmaking and public speaking, examining successful strategies and best practices. Additionally, we will explore case studies and real-world examples that showcase the positive impact of eco-conscious videos on communities, policies, and the environment at large.

If you are starting your journey as a young filmmaker with vision, or green activists trying to be heard, this handbook will provide you with a solid foundation in green design principles and techniques. By utilising this knowledge and applying it to your design and video making process, you will be able to create visually stunning, emotionally impactful videos that drive positive change and contribute to a sustainable future and you will be able to promote them with powerful presentations. So, let's embark on this exciting journey together and employ the transformative power of video to inspire, educate, and reshape our world for the better.

Students in project in Latvia

PROJECT MULTIGREEN

"Change minds to change your environment"

The project's main focus is to improve the quality of training and competitiveness of vocational education graduates by developing their video presentation skills on globally important topics such as improvement of green infrastructure of urban environments. The students have been equipped with skills of making concept presentation videos and ability to attract attention to green infrastructure opportunities for better quality of life.

Project Multigreen endeavors to transform vocational education and empower its graduates with an important set of skills. Central to this initiative was a commitment to enhance the competitiveness of vocational education graduates. Through a focus on developing their video presentation skills, we aimed to equip students with the tools they need to succeed in an ever-evolving professional landscape.

Throughout their educational journey, students embarked on learning experience. They delved into the art of video production in project meeting in Latvia, exploring the nuances of scriptwriting, visual storytelling, and effective communication techniques. By merging technical proficiency with an understanding of globally important topics in project meeting in Spain, they improved in green thinking and design. The art of creating impactful concept presentation videos that resonate with diverse audiences was developed in meeting in Italy. All those skills were tested and reinforced with international video competition.

Left:
Pictures from mobilities In Spain, Italy and Latvia

SCHOOLS
& EXPERTS

This guide has been created for you by a group of experts from around the world with a wide range of skills and experience. From the nitty-gritty of making a video to abstract thinking about eco-design and sustainability, each topic is covered by a seasoned expert who shares his knowledge in the pages of this guide.

1. Once upon a time, there was ...
2. Every day ...
3. One day ...
4. Because of that ...
5. Because of that ...
6. Because of that ...
7. Until finally ...
8. Ever since then ...

CIFP MENDIZABALA LHII VET SCHOOL

Spain

Our school

CIFP Mendizabala LHII is a vocational training school located in Vitoria-Gasteiz, Spain. It offers a wide variety of courses aimed at young students wishing to quickly integrate into the labour market and/or want to continue studying at university. In conjunction with the private sector we also offer courses in continuous education and lifelong learning. We work with various agencies at different levels. At the local level we work closely with over 200 companies and collaborate in training programs, some of which are custom designed and some, such as Dual Training, being part of our regular catalogue. We also work with the municipality and development agencies in our area.

Our experts

Luis Nogales

My name is Luis Nogales and I am the Secretary of CIFP Mendizabala LHII VET school and coordinator of international programs. I have held this position for over 20 years. My expertise lies in coordinating several Erasmus+ programs and managing the school as a secretary. My previous positions included Technical Instructor of the Audio-Visual department. It has been a pleasure to bring my skills to the Multigreen project and to contribute to its success.

Javier Larroda

My name is Javier Larroda and I teach English at CIFP Mendizabala LHII VET school. I have 12 years of experience in teaching and 1 year in coordinating Erasmus+ programs. My expertise lies in secondary education and vocational training. In my previous positions, I successfully liaised with other KA2 projects together with TKNIKA (the Institute of Innovation for Vocational Education and Training.

Left: Vocational Training School CIFP Mendizabala LHII is located in Vitoria-Gasteiz (Spain), the main building

SAULES SKOLA

Latvia

Our school

The Daugavpils Secondary School of Art and Design "Saules Skola" is a vocational training school in Latvia. Saules Skola is a prestigious provider of knowledge, quality vocational education and training with a modern, state-of-the-art design infrastructure and highly professional teaching staff. The school offers various upper-secondary vocational education programs, a professionally oriented education program (Children's Art School) and adult education programs in the field of visual arts and product design. School graduates become qualified design specialists, their skills allowing them to practice in their trade as self-employed individuals, work for public or private companies, or continue their studies at university.

Our experts

Darja Polakova

Darja Polakova is a filmmaker with 10 years of experience in the industry involved in various roles: 1st AD / 2nd AD / Director / Editor on short films, feature films, documentaries, corporate films, NGO video reports, commercials and more. Darja graduated from The Gerasimov Institute of Cinematography (TV, film and video director) and has extensive knowledge of media production and communication, with hands-on experience in film technology and software, as well as business acumen. Darja is a highly creative, well-poised, and innovative professional with outstanding communication and leadership skills.

Aivars Bulis

Aivars Bulis is the head of the Audiovisual Arts and Technologies educational program at Saules. Aivars graduated from Daugavpils University with a master's degree in Visual Arts. An experienced photography teacher with a passion for sharing the art with students of various ages, Aivars has wide knowledge of instructional methodologies. He is recognized for creativity, technical expertise in photo and video equipment, digital photography, video production and Adobe Creative Suite. Aivars is also a regular participant in national and international interdisciplinary projects and activities.

Right: Saules skola, modern building
Down: Saules skola, historical building

SCUOLA D'ARTE APPLICATA ANDREA FANTONI

Italy

Our school

Ever since its foundation in 1898, Scuola d'Arte Applicata Andrea Fantoni has always been heavily oriented towards quality education and vocational training. It is recognized as a private school by the Ministry of Education and offers the program of Art education through three departments: Fine Art, Architecture and Audio-visual Multimedia. Due to its tradition and activities, it is of renown among public institutions, overseeing more than 200 internships each year between students and companies, as well as multiple joint ventures between organizations and public institutions to implement specific projects.

Our experts

Andrea Valoti

Andrea Valoti is the Art Director of RIBO Beyond Expectations, a company located in Orio al Serio, near to the town of Bergamo. Their mission is to lead clients into the world of integrated communications and help their business grow beyond expectations. Andrea has over 15 years of experience in graphic design, working with a wide range of clients and agencies. He is currently focused on integrated marketing campaigns, brand design and corporate identity, web design, digital illustration, visual advertising and much more. He is the father of 6 cats and desperate lover of coffee.

Barbara Ventura

Barbara Ventura graduated in Architecture, specializing in Interior Design. She has always carried out her professional activity with an eclectic slant, moving from the architecture of workplaces to the design of interiors, objects and graphics for communication. From 2013, to 2014 she served as adviser to the Association of Architects of Bergamo. In 2013 she co-founded FabLab Bergamo and in 2014 the social design laboratory CODEsign. In recent years, she has been involved in installation projects and has taught at the University of Bergamo and the Carrara Academy of Fine Arts in Bergamo.

Left: interior
Down: the main building

SECONDARY SCHOOL OF ART AND DESIGN BRNO

Czechia

Our school

The secondary school of Art and Design comprises of 12 specialist art and design study programmes: Interior design/textile-design, Interior design, Product design, Graphic design, Game art, Motion design, Ecotextile design, Fashion design, Space and media art, Photography, Illustration and Painting.

Within all the study areas, the approximate number of 500 students are encouraged to combine traditional and emerging art and design technologies with a special focus on ecological approaches. The curricula offered at our school ensure that our students learn a broad range of employable skills that will serve them throughout their multifaceted careers.

Our experts

Ondrej Klus

Ivan Matousek

Ondrej Klus embarked on his journey shortly after graduating from university, where he studied film production and learned how to turn complex topics into compelling narratives. He facilitated youth exchanges as a lecturer in visual storytelling and basic filmmaking. This opportunity brought him to the Secondary School of Art and Design, where he has stayed on as a teacher of video and co-founded of the department of Game Art, where he uses informal educational methods to enhance his students' experience. With the Multigreen team he is responsible for putting together all the parts of this handbook.

Hello, my name is Ivan Matousek and I have been a teacher of Graphic design, 3D modeling and visualization for over 12 years. I teach students at Secondary School of Art and Design, in the departments of Interior Design & Textiles, Fashion Design and at the Higher Professional School of Art and Design. I studied Fine Art and Visual Art at the Faculty of Education at Masaryk University in Brno. On behalf of the Czech team I was put in charge of the visual part of this Multigreen manual.

Right: building in Husova street
Down: historical building and its interior in Francouzská street

Students at project in Spain.

ANALYSIS OF THE PROBLEM

What is the goal?

What projects do we focus on?

Stories through videos

Presenting an idea

What is the goal?

The primary goal of this handbook is to enhance readers' competitiveness on the labour market by developing their video production and presentation skills.

The project specifically focuses on globally important topics, with an emphasis on green design and the improvement of green infrastructure in urban environments. By equipping students with the ability to create concept presentation videos, the project aims to attract attention to the opportunities provided by green infrastructure and its potential to enhance the quality of life.

Through this initiative, students will become proficient in video production techniques, effective storytelling, and persuasive communication, enabling them to advocate for sustainable practices and inspire positive change in their communities.

What projects do we focus on?

With green projects, we refer to environmentally friendly initiatives that are implemented on a smaller, localized level. These projects typically aim to address sustainability issues and promote eco-conscious practices within a limited scope, such as a specific community, neighborhood, or organisation. While their scale may be modest, their impact can be significant in promoting environmental awareness, resource conservation, and sustainable living.

Examples:

Community Gardens: Establishing small gardens in urban or rural areas to promote local food production, encourage community engagement, and reduce the carbon footprint associated with food transportation.

Recycling Initiatives: Implementing recycling programs within a specific community or organisation, including proper waste segregation, education, and infrastructure development to divert waste from landfills and promote recycling practices.
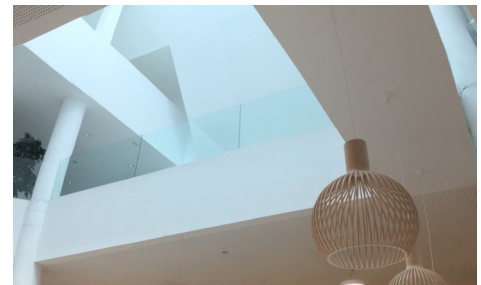
Environmental Education Campaigns: Conducting workshops, seminars, or awareness campaigns focused on sustainable practices, conservation, and the importance of environmental stewardship.

Eco-Friendly Building Design: Incorporating green building principles, such as efficient insulation, passive heating and cooling, and the use of sustainable materials, in constructing or renovating residential or commercial structures.

Sustainable Transportation Initiatives: Promoting carpooling, public transit use, or the adoption of electric vehicles within a specific community or organisation to reduce carbon emissions associated with transportation. These small-scale green projects demonstrate that even localised efforts can contribute to a more sustainable future by encouraging responsible resource management, raising awareness about environmental issues, and inspiring others to adopt eco-friendly practices.

Students are visiting community gardens in Vitoria-Gasteiz, Spain

Lecture about recycling in Vitoria-Gasteiz, Spain

Students are visiting community gardens in Vitoria-Gasteiz, Spain

Students visiting Eco-Friendly Building Design at Vitoria-Gasteiz, Spain

Students attending city tour in Vitoria-Gasteiz, Spain

Stories through videos

Promoting ecological solutions through video has become an increasingly important tool for raising awareness and educating the public about environmental issues. Videos offer a powerful and engaging way to communicate complex scientific concepts, and can help to bridge the gap between scientific research and public understanding. By presenting ecological solutions in an accessible and visually compelling format, videos can inspire people to take action and make positive changes in their daily lives. The power to effectively simplify complicated messages is a key skill that this handbook will focus on.

Videos have the ability to reach a wide audience. With the rise of social media and online platforms, videos can now be shared and viewed by millions of people around the world. This presents a significant opportunity to engage with diverse audiences, including even those who may not be actively seeking out information on environmental issues. This can help to create a positive feedback loop, where the adoption of ecological solutions becomes increasingly widespread and normalised. Finally, videos can also play an important role in advocacy and policy-making. By presenting scientific evidence and compelling arguments in

a visual format, videos can help to influence public opinion and political decision-making. This can be especially important in cases where ecological solutions may be facing opposition or resistance from powerful interests. Through video we can look directly at the damaging effects of climate change and present the solution at the same time. This handbook will provide you with tools to make use of this potential.

Presenting an idea

The actual moment of presenting an idea can often have the effect of either burying it completely or, conversely, saving it from being abandoned. When it comes to promoting ecology, a well-prepared presentation and effective marketing are essential tools for the success of your idea. By presenting information in a clear and compelling way, and by reaching out to diverse audiences through targeted marketing strategies, we can maximize the impact of our efforts. Presentation is a multiplier by which we extend the effectiveness of our ideas.

A well-prepared presentation can help to communicate complicated scientific concepts in a way that is accessible and engaging to audiences. By using visuals, interactive elements, and clear, concise language, presenters can help to convey key messages and inspire action. A strong presentation can also build trust and credibility by demonstrating expertise and a deep understanding of the issues at hand.

This handbook will take you through the steps necessary to prepare a presentation,

techniques to make your presentation impactful and follow up strategies to build up upon the engagement gained from your audience. By using these tools to educate, inspire, and mobilise audiences, it's possible to build support for sustainable practices and policies.

Students in project in Latvia

THE POWER OF PERSUASION

Successful communication goes beyond mere information transfer and requires engaging the audience on an emotional level. Storytelling is a powerful tool that can transfer information, inspire, teach, clarify, and mobilise. It helps develop trust, increase knowledge retention, and encourage audiences to take action. In the first chapter of this part, we will dive into these topics.
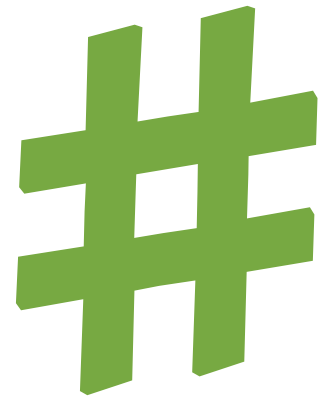
Stories through the camera lens

Story over matter

What is your story?

World through camera

Stories through the camera lens

Successful communication is more than conveying information; it is about engaging your audience. If you're asking someone to do something (like asking the decision makers to support your design idea), then you have to make them care. You have to engage your audience's emotions when you tell your story. The power of storytelling helps to transfer the information, to inspire, to teach, to clarify, and to mobilise. Narratives can be useful for developing trust with an audience, increasing knowledge retention as well as the ability and willingness of audiences to learn and take action.

Design projects are often complex, covering conceptual, technical and financial issues, while communication of ideas needs to be clear and comprehensible. Storytelling, the ancient tool of using stories to communicate information, has the potential to give what is being presented a meaning. It can motivate and engage audiences and give relevance to their realities.

Storytelling workshop in Latvia
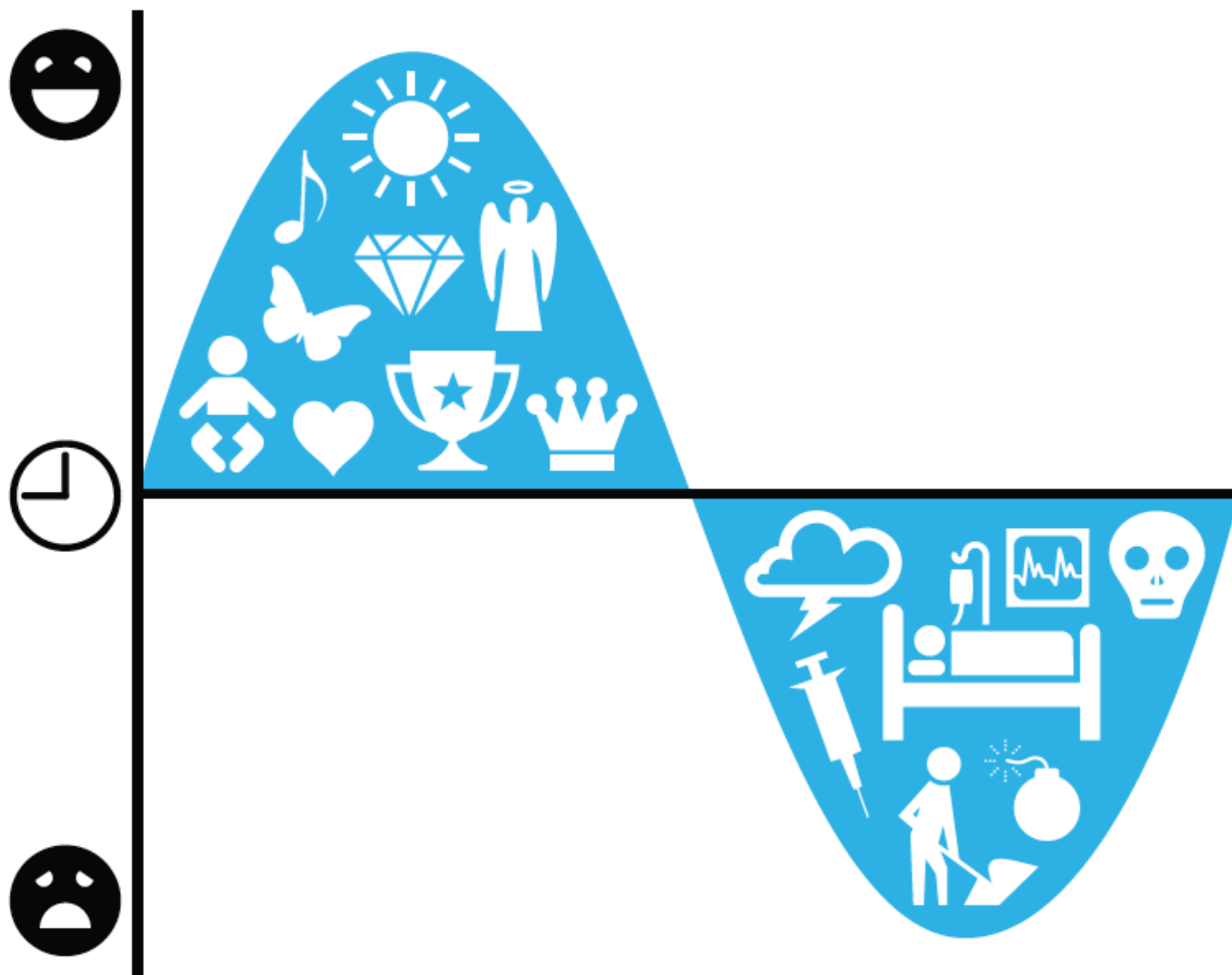
Story over matter

Kurt Vonnegut, an American writer and humourist, is not only known for his satirical and darkly humorous novels.

Vonnegut's contribution to the theory of storytelling shouldn't be underestimated. In 1995, he presented an idea in graphical form that writers have explored for centuries - that stories follow emotional arcs, that these arcs can have different shapes, and that some shapes are better suited to storytelling than others. The system involves two axes: the Y-axis represents good and bad fortune, the X-axis represents the beginning and end of a story.

Vonnegut's six basic plots are:

- Rags to Riches (Rise)

- Riches to Rags (Fall)

 - Man in a Hole (Fall, then rise)

- Icarus (Rise, then fall)

- Cinderella (Rise, fall, rise)

- Oedipus (Fall, rise, fall)

There are simple stories with one rise or one fall, or semi-complex stories that involve a larger section or scope of the dramatic curve. There are very complex stories that are more epic in nature which often encompass a wider scope of the dramatic curve.

Every story is unique. But understanding and more importantly internalising things such as the dramatic curve and the typical arcs of stories can help you gain perspective and discover your story's natural beginning, dramatic turns, and ending.

Three-Act Structure

Any story worth telling has a beginning, a middle, and an end. This three-act structure is essential for creating a satisfying narrative arc. Overall, this structure includes the following plot points:

- **An exposition that introduces the characters and setting at the very beginning**

- **One inciting incident that sets the characters on their journey**

- **A series of events and rising action making up the conflict of the story**

- **Several turning points**

- **An exciting climax**

- **And a resolution that brings the story to a close.**
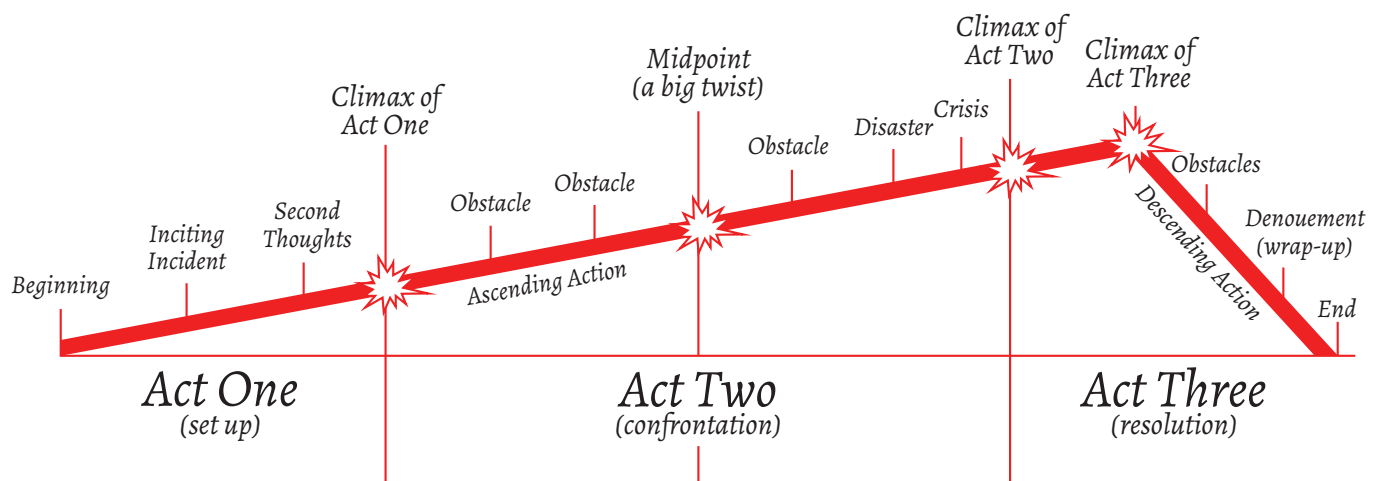
Interesting fact: in 2016, a group of researchers at the Computational Story Lab at the University of Vermont in Burlington proved that Vonnegut's thesis was correct. What's more, they found that a few of the story arcs were considerably more successful than the rest. The research team was able to see which arcs attracted readers. They found that "Icarus," "Oedipus," and "Man-in-a-hole" were the three most successful emotional arcs!

The shape of stories by Kurt Vonnegut

Man in Hole

The main character gets into trouble then gets out of it again and ends up better off for the experience.

Arsenic and Old Lace

Harold & Kumar Go To White Castle

Boy Meets Girl
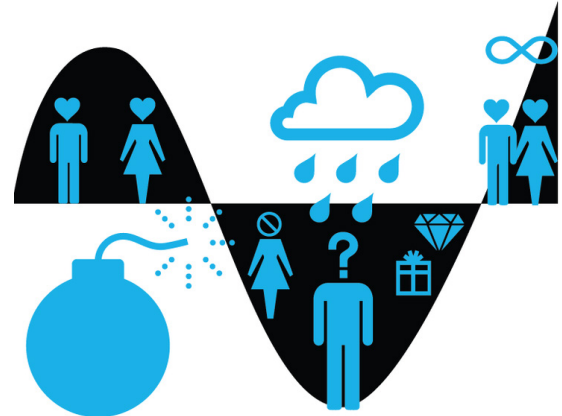
The main character comes across something wonderful, gets it, loses it, then gets it back forever.

Jane Eyre

Eternal Sunshine of the Spotless Mind

From Bad to Worse

The main character starts off poorly then gets continually worse with no hope for improvement.

The Metamorphosis

The Twilight Zone

Which Way is Up?

The story has a lifelike ambiguity that keeps us from knowing if new developments are good or bad.

Hamlet

The Sopranos

Creation Story
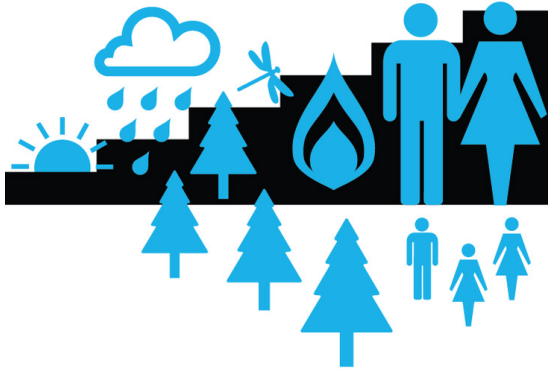
In many cultures' creation stories, human-kind receives incremental gifts from a deity. First major staples like the earth and sky, then smaller things like sparrows and cell phones. Not a common shape for Western stories, however.

Old Testament

Humankind receives incremental gifts from a deity, but is suddenly ousted from good standing in a fall of enormous proportions.

Great Expectations with original ending

New Testament

Humankind receives incremental gifts from a deity, is suddenly ousted from good standing, but then receives off-the-charts bliss.

Great Expectations with revised ending

Cinderella

It was the similarity between the shapes of Cinderella and the New Testament that thrilled Vonnegut for the first time in 1947 and then over the course of his life as he continued to write essays and give lectures on the shapes of stories.

Tips for storytelling

When thinking about the most effective way of presenting your idea on video, you should create an effective story and deliver a coherent emotional arc through a series of images. Creating an effective video presentation involves three steps: Ideation, Narration and Presentation. Here we will mainly speak about narration and presentation. Ideation will be described in other sections of the book.

Qualities of a Good Story

The following qualities of the story should be taken into consideration when you start writing your script:

- **Entertaining:** The best stories hook the reader and make them interested in what's coming next.

- **Believable:** When stories seem authentic, the audience trusts and engages with the material.

- **Educational:** In many instances, the most effective stories provoke curiosity and help the audience develop their understanding of key concepts.

- **Relatable:** Stories appeal when they resonate with the audience.

- **Organised:** Good stories are organised and immerse the audience in the narrative structure.

- **Memorable:** Whether through inspiration, scandal, or humour, good stories stick in the listener's mind.

We suggest using "The Story Spine" formula created by professional playwright and performer Kenn Adams. It is a simple and flexible framework for creating stories. Pixar, one of the greatest storytellers, has used this story structure to create many of the films we love so much.

Psychologists generally agree that there are six basic emotions: anger, disgust, fear, happiness, sadness, and surprise. What makes modern stories compelling are when our perceptions of reality are challenged or changed in some way.

Challenge yourself to dig deep.

Beginning:
Once upon a time there was _____.
Every day, _____.

Event:
One day _____.

Middle:
Because of that, _____.
Because of that, _____.
Because of that, _____.

The climax:
Until finally _____.

End:
And, ever since then _____.

Task: Checklist

_____

Use this check list for your successful film production assignment:

☒

☐ write a script

☐ draw a storyboard

☐ do location scouting - choose locations/get permissions

☐ prepare props, costumes, schedules, etc.

☐ ask people's permissions for interviews/hire actors

☐ decide on tech specs of future video - know your distribution channels demands

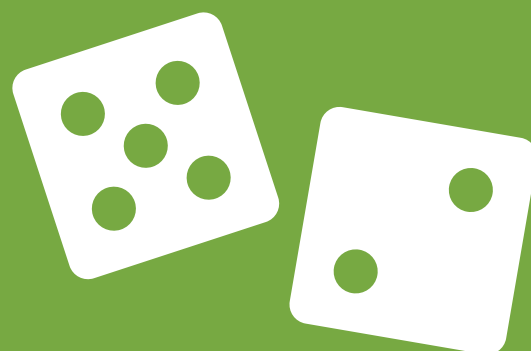☐ record voiceover before you go out shooting - measure its length

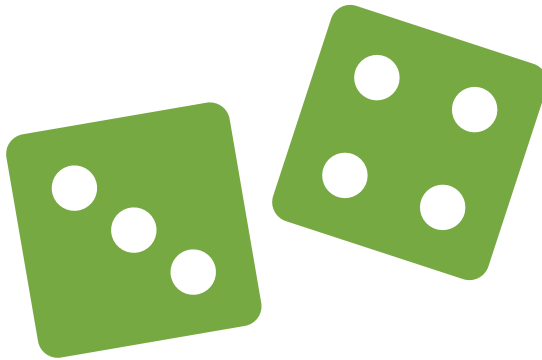☐ make your gear ready

☐ charge all batteries

☐ empty all memory cards

Small Tasks & Exercises

Game: Storytelling

Here is a fun improvising game to play with your team:

Standing in a circle, each person in turn takes on the next step of the story spine making up what happens. You may extend the middle section as many times as you need to lead to the climax. An optional extension to the original spine is to add an additional final step of stating the moral of the story.

- [ ] on location - after filming all planned shots, shoot extra material - details, wide
- [ ] establishing shots, birds, sunsets, bypassers, reaction shots, people's hands.
- [ ] record extra sound - ambience, separate sounds - car horns, dog barks, door closes
- [ ] transfer all footage to a hard drive
- [ ] make a safe copy of your raw footage and put it aside
- [ ] organise, sort, mark your footage
- [ ] make a new project and edit the footage
- [ ] make a rough cut, the revise, make changes, make a final cut
- [ ] add graphics
- [ ] picture lock - no clip is moved after this stage on the timeline, the running time is locked
- [ ] make sound mix
- [ ] make color correction
- [ ] export the video
- [ ] upload to a platform
- [ ] let the world know you have done a great job!

World through camera

Think about your Audience

You know how great your design or product is, and how it is important for the public. But your audience isn't aware of this! Until people have witnessed the benefits first-hand they'll never truly understand its impact and storytelling is the next best alternative. You can have a great, well-crafted story, but if it doesn't line up with your audience, it won't mean a thing for your conversions.

You need to have a sense of who your prospective customer might be. By interviewing people in your target audience (investors, public authorities, working moms, college students, small business owners, etc.), you can get an idea of who they are, how they speak, and what they care about. Then you can craft a story with which they might empathise.

The best product stories are snapshots of a world improved by using the product or service.

You need to set up your story to show:

- A problem that people have, which your product or service can solve

- A way for someone to easily access that product or service

- A world in which your product or service has made the problem disappear

Pattern

But that's not all you have to do. Remember how we said earlier that the brain recognizes a story as a pattern? You also need to make sure that you present the traditional story structure so that the brain recognizes the pattern and it can work its magic.

That means framing your story with a clear beginning, middle, and end. You also need to include common story elements like character, conflict, resolution, and plot.

Remember, storytelling isn't about your idea or product, it's about your client and what they get out of choosing you.

Stories are such a great marketing tool. If you tell it right, your product story can improve people's lives and get your design idea adopted and realised.
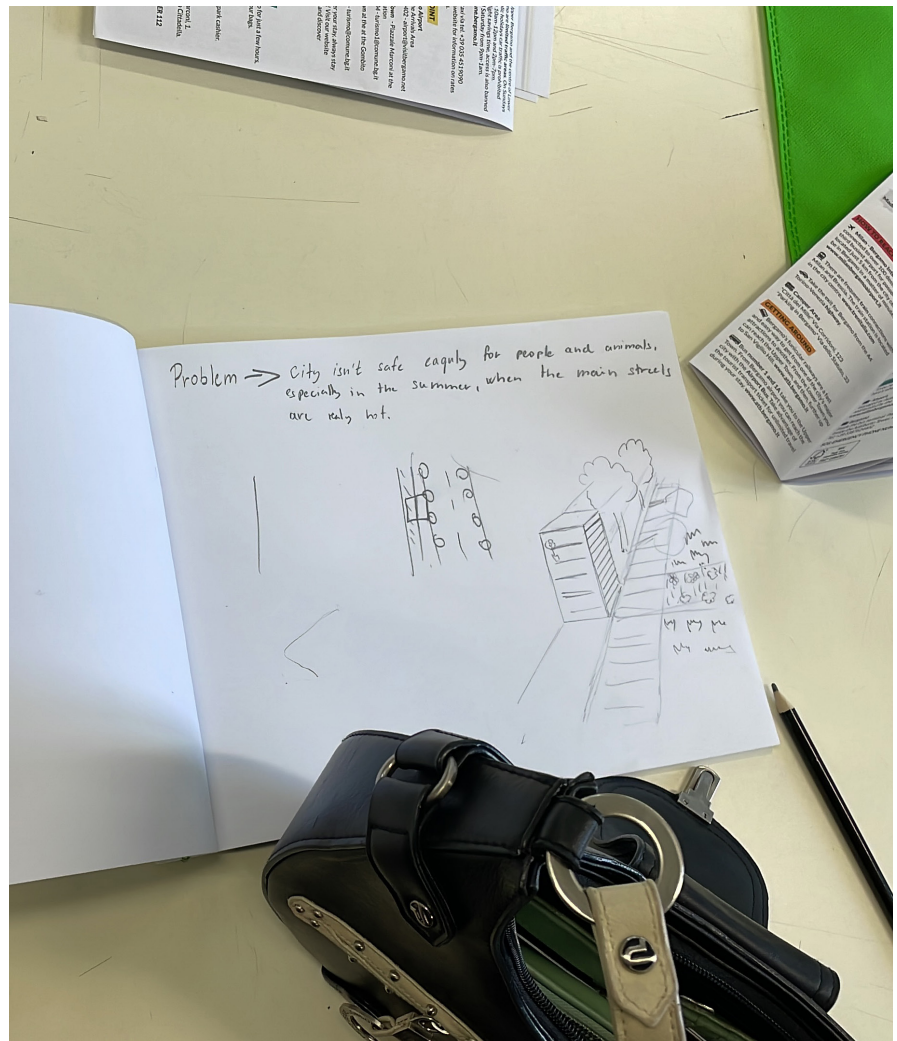
Visual notes within a project in Vittoria-Gasteiz, Spain

Presentation within a project in Vittoria-Gasteiz, Spain

Links to more resources:

The shape of stories by Kurt Vonnegut
Lecture
Premiere Pro Tutorial for Beginners

Youtube tutorial

Students in project in Spain.

THE IMPORTANCE OF DESIGN THINKING AND SUSTAINABILITY

In this chapter, the reader will learn what design thinking and sustainability is, giving him a well developed and clear perception of the idea. It will guide the reader through the process of thinking about his project and implementing changes, providing a model of good practice on the subject.

The Theory of Design Thinking

Is it really sustainable?

The Goals of Seeing Opportunities and Taking Them

The Theory of Design Thinking

The theory of Design Thinking and sustainability involves two components. On the one hand, design thinking is a problem-solving approach that emphasizes empathy, creativity, and iteration. It is a human-centred approach that involves understanding the needs and wants of users, brainstorming ideas, prototyping solutions, and testing and refining them.

On the other hand, sustainability refers to the ability to maintain or improve the quality of life for people and the planet in the long term. It involves balancing economic, social, and environmental factors to ensure that resources are used in a way that does not diminish them or cause harm to the planet.

When these two aspects are combined, Design Thinking can be used to create sustainable solutions that address environmental, social, and economic challenges. By putting people at the centre of the design process, designers can create products and services that meet the needs of users while also minimising their impact on the environment. This approach can help to create a more sustainable future for all.

Design Thinking is a human centred design process. We tend to equate creative ability with artistic ability but this is not the case here. What we specifically teach is the ability to participate in something that you might not necessarily be good at, or face problems that don't have a clear answer to, but that in doing so we can nevertheless contribute to the creation of innovative ideas.

We are not focused on outcomes or innovations but on unlocking the potential within each individual because that in itself nurtures solutions. We believe that everyone has its inner creativity and strive to bring this out.

Another thing that we do in Design Thinking is work on real projects. We go out into the world and we talk to real people in order to uncover what their needs are. Innovation is not an event but a process and it's a human centred one. Within this process there is an analytical aspect and a creative aspect, and the key lies in separating the two. We very purposefully separate these and brainstorming technique can be helpful in this situation.

The first step in this process is EMPATHY. Empathy is when one can feel what the other person is feeling. Some ways to practice empathy are remaining without judgment, playing the role of a beginner, by being curious about somebody else, by being optimistic and always being respectful. You're just there to learn and hear what they have to say.

The next step is called DEFINE. What we do here is focus on the information gathered in the previous step. When designing a new product or service, a lot of people identify a certain segment of the market and then try to design for the midpoint of that in order to appeal to the largest amount of people. In Design Thinking, we instead teach to focus on individuals and not design for the masses. This is because it often occurs that in attempting to satisfy everyone, one ends up satisfying none.

Students in workshop in Vitoria- Gasteiz, Spain

The next step is BRAINSTORMING. This technique makes your creativity flare. The more ideas you get, the more possibilities you have to come up with something good. So there are rules around brainstorming:

- Defer judgement.

- Go for as many ideas as you can.

- Get as wild as you can. Don't think about how much it would cost or if the idea is feasible or not.

Now choose an idea and ask: What would that product look like? Or if it's a service, how would it be implemented? Take time to think about it.

One of the mindsets that we teach in Design Thinking is to incline

to action over speculation. Make a prototype and test it in the field, which provides feedback from a real customer.

In this PROTOTYPING stage, you want to catch any flaws of a product early on in order to adapt while it still won't cost too much. This ensures that by the time you actually launch your product in the real world you'll have mitigated possible risks.

Is it really sustainable?

What is sustainable design and how can it be applied to a project?

Sustainable design is an approach to design that seeks to minimise the negative impact of a project on the environment, while also promoting social and economic benefits. It involves designing with the environment in mind, using resources efficiently, and promoting a healthy and equitable community.

There are several ways to apply sustainable design principles to any project. One way is to start by conducting a thorough analysis of the site and its surroundings. This can help identify opportunities present. Designers can also focus on using materials that are environmentally friendly. This can help reduce the carbon footprint of a project and support local economies.

Another important aspect of sustainable design is to promote the health and well-being of the community. This can be achieved by designing spaces that promote physical activity, access to nature, and social interaction.

Ultimately, sustainable design is about creating projects that meet the needs of the present without compromising the ability of future generations to meet their own needs.

The Goals of Sustainability

Sustainability is focused on balancing economic, social, and environmental considerations to create a resilient and equitable world for all people. Specifically:

1. Environmental Protection: Reduce the negative impact of human activities on natural systems and promote the conservation of biodiversity and natural resources.
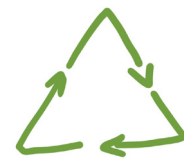
2. Social Equity: Ensure that people have access to basic needs such as food, water, healthcare, education, and a safe living environment. Promote social justice, equity, and human rights for all people.
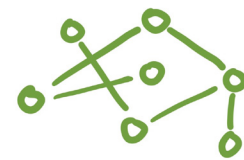
3. Economic Prosperity: Promote economic growth and development that is sustainable, fair, and inclusive. Encourage the use of renewable resources and the development of green technologies.

4. Cultural Preservation: Respect and preserve cultural diversity and heritage. Foster cultural exchange and learning to promote understanding and tolerance among different communities.

5. Responsible Consumption and Production: Promote sustainable consumption patterns and production processes that minimise waste and pollution, and maximise the efficient use of resources.

A Practical Guide

Questions to answer about any project, useful tips and tasks to try with the idea at hand

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1. What is the purpose of the project and how does it align with sustainability goals?

2. What specific sustainability issues does the project aim to address?

3. How will the project reduce its environmental impact throughout its lifecycle?

4. What steps will be taken to ensure the project will be socially responsible?

5. How will the project contribute to the economic sustainability of the community it serves?

6. What metrics will be used to measure the project's sustainability performance?

7. How will the project engage stakeholders and incorporate their feedback into sustainability planning?

8. How will the project ensure transparency and accountability in sustainability reporting?

9. What opportunities exist for the project to collaborate with other organisations to achieve sustainability goals?

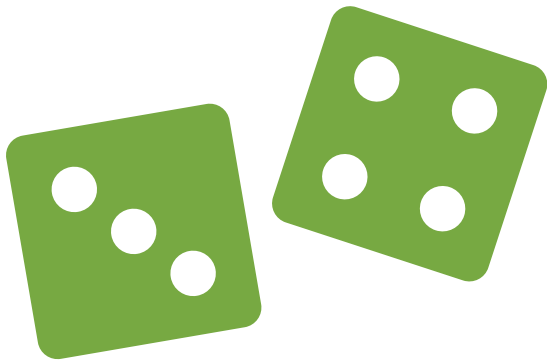*10. How will the project continue to evolve and adapt to changing sustainability challenges and opportunities?*

Diagram

The 17 Sustainable Development Goals of the United Nations chart below can serve both as a stimulus and checklist when analysing a project for its sustainability potential

Small Tasks & Exercises

Game 1: The Eco Challenge

Objective: The objective of the game is to promote sustainable practices in a fun and engaging way. Players must complete various challenges related to sustainability to earn points and progress through the game.

Gameplay: The game consists of different levels, each with its own set of challenges. The challenges could include things like:

Sorting trash into recycling, compost and landfill bins

Turning off lights and appliances when they're not in use

Using public transportation or biking instead of driving

Planting trees and other greenery to improve air quality

Choosing sustainable products when shopping

Each challenge is timed, and players must complete it before the time runs out to earn points. As players progress through the game, the challenges become more difficult and require more sustainable practices.

Points: Points are awarded based on how well players complete each challenge. The faster they complete the challenge, the more points they earn. Points can be used to unlock new levels and earn badges.

Badges: Badges are awarded for completing certain milestones in the game. For example, players could earn a "Green Thumb" badge for planting a certain number of trees or a "Master Recycler" badge for correctly sorting all the trash in a level.

Game 2: The Carbon Footprint Challenge

Objective: The objective of the game is to raise awareness about the impact of everyday choices on the environment and encourage players to reduce their carbon footprint.

Gameplay: The game consists of a series of challenges that simulate real-life scenarios. Players must make choices that impact their carbon footprint, such as choosing to eat a plant-based meal instead of a meat-based meal or using public transportation instead of driving. As players progress through the game, the challenges become more difficult and require more sustainable choices.

Points: Points are awarded based on how well players complete each challenge. Points can be used to unlock new levels and earn badges.

Badges: Badges are awarded for completing certain milestones in the game. For example, players could earn a "Green Living" badge for reducing their carbon footprint by a certain percentage or a "Zero Waste" badge for achieving zero waste in a level.
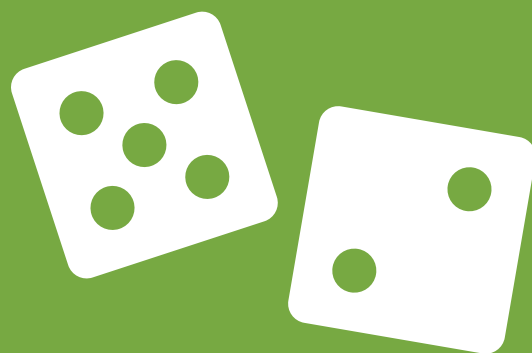
Seeing Opportunities and Taking Them

Vitoria-Gasteiz is a city connected through its infrastructure to its surroundings of parks, nature, woods, ponds and agricultural land.

However, the city wasn't exactly a green city back in the 1990s. The outskirts of the city were full of waste and its small rivers used to create floods. So decisions were made to solve the environmental problems with a new vision inspired by nature. The city concluded that a green belt had to be built:

• To provide solutions to the peripheral zones affected by the typical problems of urban-industrial areas.

• To promote the conservation of existing areas of natural interest and biodiversity.
To meet public demand for outdoor leisure spaces, reducing pressure on other natural spaces.

• To take advantage of the potential of nearby natural areas as an educational and visitor resource and involve the general population in its conservation.

• To contain the urban growth of the city within specified limits.

These improvements took the form of projects such as the gravel pit restoration of the Zabalgana neighbourhood, the restoration of wetlands in Salburua, the restoration of the river corridor of the Alegria river, or the restoration of an urban creek in Errekaleor.

The final objective of a green infrastructure system is to set up an extensive green "multifunc-

tional" network that serves the entire city:

• Promoting urban biodiversity.
• Improving the quality of the environment.
• Enhancing hydrological flows.
• Mitigating urban heat islands.
• Promoting public use.
• Improving health and wellness.
• Improving the nature-to-society relationship.

The Green Infrastructure of Vitoria-Gasteiz

The green network of the city of Vitoria-Gasteiz consists of 445 hectares of green areas, with more than 115,000 trees and an additional 827 hectares of suburban green areas forming a green belt.

The idea was to create new nature-based designs for new needs such as an increase in biodiversity, in ecological connectivity, improved water management, urban agro-ecology and soil improvement, improved public use and accessibility, urban rehabilitation and in the creation of micro landscapes.

Vitoria-Gasteiz has initiated several pilot projects in building green infrastructure systems such as:

Flood alleviation ponds to connect the city to nature, prevent flooding, increase aquifer retention, stimulate feelings of belonging and identity and enhance the landscape.

A ring forest and the restoration of Zarauna creek. After extensive land restoration of Zarauna creek after years of heavy urban pressure, Zabalgana Park is now a forest of high natural value, lying beside Zabalgana neighbour-

Mural Street Art in the city centre of Vitoria-Gasteiz, Spain

hood. Shrubs, trees and flower meadows were planted along the entire length of the river and the slopes were terraced

The greening of road infrastructure, with many city arteries being oxygenated with added vegetation.

Community gardens. Unused land has been allocated to popular garden space, improving health.

The wilding of urban parks. Parkland has received both additional planting and accesses for people, allowing local fauna to thrive and be enjoyed by its citizenry.

A green promenade linking the city to its outskirts.

The vertical garden of the facade of the Europa Palace.

Renovating main streets, transforming a space used mainly for vehicles into a central axis of urban life. A public space for people and for nature.

Naturalizing schoolyards. To meet the growing demand from the community and provide youth with a healthier learning environment.

A Green Old Quarter. Planting has been done to improve the aesthetic and environmental quality of the Old Town. The aim is to soften the urban space.

Further improvements will include the monitoring of installations, better technical finesse, synergy with municipal stakeholders, governance and raising awareness.

Links to more resources:

Vitoria-Gasteiz green capital

Environmental Studies Centre

Vertical garden and terrace

The Green Infrastructure of Vitoria-Gasteiz

The Sustainable Development Goals

Students in project in Italy

SHOWING OFF THE RESULTS

In this chapter you will learn about effective presentations and marketing techniques concerning eco-design product development. First, you will find information about the promotion of an eco-design product, its life-cycle and, ultimately, how to sell it. Through an accurate analysis of the client's needs we will guide you into the creation of a sustainable design concept and a thorough study of the technical, ecological and aesthetic qualities of an area.

Furthermore, this chapter aims to create an effective presentation through which to promote the product. The presentation should also contain 3D renderings, sketches and plans of the eco-design product, together with information about materials and the sustainable technologies used, to give the client a better idea of the concept behind it and of how the finished product will be.

Ultimately, you will be provided with tips, examples, links and exercises that will enable you to create your design, promote it, enhance the sustainability of your city and further improve your marketing skills.

Selling an idea

Would you listen?

Effective speech

Selling an idea

Throughout the years, sustainability both in manufacturing and lifestyles has become more and more essential. Sustainability describes many different concepts, but it all comes down to one belief: whether something is good for the environment or not. In city branding, sustainability has become both a matter of environmental protection as well as a green badge of honour that impacts the ability to attract inward investment.

Reputations play a big part in attracting progressive-minded businesses and residents. To become competitive on the world stage, cities need to become, and be seen as, sustainable. Measures such as green buildings, recycling programs, bike lanes and more can help promote a sustainable city, but they are just the start.

Some of the ways in which you could brand your product as sustainable include:

- Using the power of storytelling to promote your sustainability efforts.

- Making use of social media and other tools to engage with citizens.

- Adopting a holistic approach towards sustainability, including both its environmental and economic aspects.

- An effective presentation to pitch your idea.

Crafting an effective presentation to sell your idea can be a challenging task, but it is crucial in persuading potential clients to invest in your proposal. The first step is to identify the needs of the customer and tailor your presentation accordingly. This involves conducting thorough research on the target audience and understanding their pain points. Once you have identified their needs, focus on creat-

ing a strong product placement strategy that showcases how your idea will solve their problems. Along with product placement, it is essential to address the pricing of your proposal. Make sure to present a competitive and realistic price that aligns with the value of your idea. Additionally, use visual aids, such as charts and graphs, to support your key points and make your presentation more engaging. Remember, the goal is to create a persuasive pitch that effectively communicates your idea and convinces clients to invest in your proposal. As Dieter Rams put it: "Good design is making something intelligible and memorable. Great design is making something memorable and meaningful."

Another important consideration when crafting your presentation is to keep it concise and to the point. Stick to the key points and explain the benefits of your proposal in a clear and concise way. Use simple language and avoid technical jargon that may confuse your audience. Additionally, be prepared to answer any questions or objections that may arise from your presentation. Anticipate possible objections and prepare responses to ease any concerns your potential clients may have.

When it comes to selling your idea, understanding your client's needs is crucial. It's important to do your research and ask the right questions so that you can tailor your presentation to meet their specific requirements. By knowing what your client needs, you can pitch your idea in a way that highlights its benefits and how it can solve their problems. This will help you to create a presentation that is customised to their needs and will maximise your

Students in workshop in Vitoria- Gasteiz, Spain

chances of success. In addition to understanding their needs, it's also important to consider product placement and pricing. Remember, when it comes to selling an idea, it's all about understanding the needs of your client and presenting your idea in a way that resonates with them.

"Digital marketing is no longer about the stuff that you make, but about the stories you tell."

-Seth Godin.

One effective way to understand your client's needs is to conduct a thorough research on their company and industry. Moreover, it's

essential to ask the right questions during your initial meetings with the client, which can help you gather valuable information and build rapport with them. You can also use this opportunity to assess their communication style and preferences, which can guide you on how to present your idea in a way that resonates with them. Another aspect to consider is the competition and market trends, as these can impact the viability of your idea and pricing strategy. By being aware of these factors, you can position your product or service as a unique solution that stands out from the crowd. Ultimately, selling your idea requires a combination of market research, analysis, and communication skills, as well as a genuine passion for solving your client's challenges.

Workshop in Bergamo, Italy

Would you listen?

When it comes to presenting, it can be hard to know where to start. That's why having a practical guide to help you through the process can be incredibly helpful. The art of presenting is something that takes time and practice to master, but with the right guidance, anyone can become a great presenter. This practical guide will take you through some of the most important questions to answer before you begin, provide you with useful tips to help you improve your presentations, and give you small tasks to try with the presentation you have. By following this guide, you'll be well on your way to becoming a confident and effective presenter in no time.

The psychology of successful idea selling is a complex topic that involves understanding the customer's needs and motivations. Successful salespeople know that it's not just about pitching a product or idea, but about connecting with the customer on an emotional level. This requires empathy, active listening, and the ability to tailor your approach to each individual customer. Understanding the customer's pain points and desires is key to building a compelling argument for your idea. Additionally, being able to address any objections or concerns they may have is crucial. By taking the time to understand the psychology of successful idea selling, you can increase your chances of closing the deal and achieving your goals. In order to truly connect with customers on an emotional level, salespeople must also be authentic and genuine. Their enthusiasm can be contagious and help convince customers to see the value in it as well.

Another important aspect of selling ideas is the ability to tell a compelling story. Human be-ings are wired to respond to stories, and a well-crafted narrative can help paint a picture of how the product or idea can benefit the customer's life. By using vivid language and imagery, salespeople can create an emotional connection with the customer and make the idea more memorable.

One final factor to consider is the timing of the sales pitch. Understanding when the customer is most receptive to hearing about new ideas can greatly increase the chances of success. For example, if a customer is currently experiencing a pain point related to the product or idea being sold, they may be more open to hearing about it and more motivated to take action. Therefore, it is important to stay attuned to customer needs and be ready to make your pitch at the right time.

A Practical Guide

Questions to answer about any project, useful tips and tasks to try with the idea at hand

Customer's pain points solving

| Client statement	Climate research observation	Potential narrative	Transformation
I don't want to pay high energy bills.	Frequently cold weather means heating will be a primary energy use.	"Building is a refuge from the cold." "Building is a blanket/insulator." "-Building retains warmth."	Goes from kWh to guidance that everyone can understand and remember.
We like to spend a lot of time outside.	Frequently sunny and very hot means occupants will be uncomfortable outside in the sun.	"The inside extends out to capture breezes & protect from the sun.	Justifies the location of outside psace and added treatments.
We hate gloomy spaces.	Frequent hot sun, especially from the south and west.	"Soft daylight brightens all the spaces."	Use of a term like "soft" helps lead design to solutions that diffuse light and avoid excessive heat.

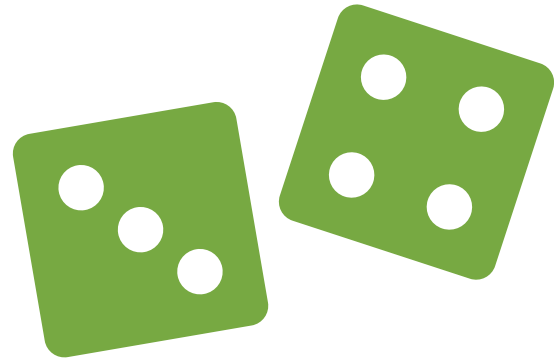Competitors Analysis

Market Research

Business Plan
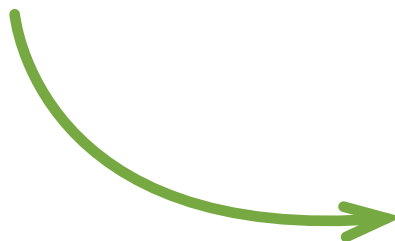
Communication Strategy

Small Tasks & Exercises

Task 1: The project

1. The project: think of a sustainable design object where the finished product has to be designed as part of a facade of a building, hanging from balconies or windowsills or placed at the entrance of a building. Something that can contain plants, flowers, fruits or vegetables or that may house pollinators such as bees.

2. audience (who, what, when, where, why), using images and graphics to support your arguments. Practice your presentation, trying to be concise but also engaging and passionate.

3. Brainstorm different marketing strategies that could work for your product, trying to come up with fresh and original ideas. Identify your target audience and think of various marketing tactics that could effectively reach them like social media posts, websites, ecommerce, SEO, advertising campaigns, newsletters, events.

4. Learn to evaluate your competitors: identify your strongest competitors, observe their strengths and weaknesses, and think of ways you could differentiate yourself by offering something unique in the market.

5. Introduce yourself to a group of people as if you're presenting your work on your business or idea. Try to be clear, captivating, and true to your message, always striving to maintain your authenticity.

6. Collaborate with relevant local groups to spread your idea or product. Observe local associations of businesses, start-ups, or a community centre and look for groups of people with similar interests to yours.

Task 2: 60 seconds

Another exercise you could try is creating a persuasive 60-second pitch to sell your idea or product.

The goal is to present your concept in a clear, convincing, and memorable way in just 60 seconds. Key points include a succinct description of the problem your idea or product is solving, its unique advantages compared to other solutions on the market, and your call to action, which is what you want your audience to do, such as visit your website or purchase the product.

Practice presenting the pitch in front of an audience or record yourself with a camera and watch the recording to evaluate your performance and identify any improvements.
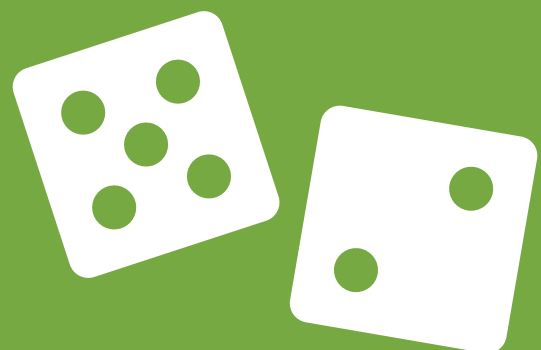
Effective speech

Effective speech is clear, concise and engaging. A good speech should have a clear structure, with a beginning, middle, and end. The introduction should capture the audience's attention and provide an overview of the speech. The body of the speech should present the main ideas in a logical and organized manner, with supporting evidence and examples. The conclusion should summarise the main points and leave the audience with a memorable message.

Public speaking can be a daunting task, but with the right approach and preparation, anyone can deliver an effective speech. Whether you are giving a presentation at work, delivering a speech at a wedding, or speaking at a conference, there are a few key things you should keep in mind to ensure that your speech is clear, concise and engaging.

One of the most important aspects of delivering an effective speech is to be clear in your mes-

sage. This means that you should be able to articulate your ideas in a way that is easy for your audience to understand. One way to ensure clarity is to use simple language and avoid technical jargon or complex terminology. Additionally, it's important to use concrete examples and analogies to help your audience understand complex concepts.

Another essential aspect of delivering an effective speech is to be concise. This means that you

should avoid going off on tangents or getting bogged down in unnecessary details. You should focus on the main points you want to convey and make sure that they are organized in a logical and coherent manner. By being concise, you can keep your audience engaged and interested in what you have to say.

Engaging your audience is also crucial to delivering an effective speech. You should try to capture their attention from the beginning by using a hook or an attention-grabbing statement. You can also engage your audience by using humour, storytelling, or interactive activities. This can help to make your speech more memorable and keep your audience interested throughout the presentation.

To ensure that your speech is well-structured, it's important to have a clear beginning, middle, and end. The beginning of your speech should be used to introduce your topic and capture your audience's attention. The middle of your speech should be used to present your main points and supporting evidence. The end of your speech should be used to summarize your main points and leave your audience with a memorable message.

When preparing your speech, it's important to tailor it to your audience. This means that you should consider their level of knowledge and interest in the topic, as well as their demographic characteristics. You can also use humour, anecdotes, or references that are relevant to your audience to make your speech more relatable and engaging.

In conclusion, delivering an effective speech requires careful planning and preparation. By being clear, concise, and engaging, you can capture your audience's attention and leave them with a lasting impression. By structuring your speech well and tailoring it to your audience, you can ensure that your speech resonates with your audience and achieves its intended purpose.

lectures in projects in Spain and Latvia

Useful links:

From Consumer to User

Video from the consumer to user
This video investigates the move away from ownership of goods to access to goods.
The students may use this idea as inspiration for their business model.

Looking for help with place branding?

Listen to the place branding podcast
Podcast

Place Branding Question Time webinars
Webinars

Contact UP for REAL
Agency

Effective speech and representation

Think Fast, Talk Smart
Podcast

Think Fast, Talk Smart
Instagram page

The 110 techniques of communication and public speaking
Ted Talk

Students in project in Spain.

PROJECT
TO INSPIRE

What has changed?

Create a team

What have we learned?

Beyond capturing reality

Projects to inspire others

Say it so that they listen

What has changed?

An Effective Demonstration of Problem Solving

The same project initiative for which this guide was written also had another component, which involved testing the effectiveness of its contents. To do so, we invited students from our schools to create videos of the ideas they had for projects which they would like to implement in their cities. Small teams of three to five people from the Czech Republic, Latvia, Italy and Spain were asked to create videos promoting the changes they would like to make in the area where they live. Floating meditation huts, riverbank revitalisations, sports facilities, the use of derelict buildings or innovative technical solutions to problems in their city were just some of the great ideas they came up with in their videos.

We selected the best teams. Subsequently, they took part in training sessions led by the experts who created this guide. With the benefit of personal guidance, our students gained almost the same information as the reader of this handbook. At the end of the project, the students put this new knowledge and skills into practice. The ideas and videos they created used the same methodology and had the same end goals - the use of design thinking to come up with good green solutions and then use videos to promote them effectively.

To motivate the students, we organised an international competition with prizes for the winning team. This fuelled even further interest and we could see the progress in the skills of our participants and ensured that the know-how imparted in this manual actually works.

The results you can see for yourself here:

ESP

ITA

LVA

CZE

Most of the participants had no previous experience in making videos before working on our project. Some teams included someone with a filmmaking background, but the challenge of organising a team to create a coherent narrative was new to all of them. The results were amazing. We chose a video about rainwater harvesting as the winner of our competition. The idea follows one of the most important outcomes of design thinking - not to come up with ideas just because they are "cool" or "modern", but to work with the things that torment us and our environment, in this case the amount of rain. The video is very complex and uses simple but effective 3D models to illustrate its ideas. It extends its clear message about rainwater harvesting to include the actual use of water for greenhouses on the roof of a building. The narrative doesn't just provide us with information, but also creates emotion, explains the importance of its idea and calls for action. The voiceover is accompanied by images of water in many shapes and forms. The creators are not afraid to show us water stagnating in barrels or wasted running down the drain. It illustrates exactly what needs to be said.

The other videos were not too far behind. The idea of using an old factory as a library is brilliant and we, as viewers, can't help but think how wonderful it would be to spend time in such a place. The filmmakers went to great lengths to show us the history of the building and describe the details and solutions to the various needs of the building in a variety of interesting ways. However, their video is also a lesson in the importance of sound quality and the voice of the narrator. Our winners cleverly used a digitally created voice to help them avoid the shortcomings of poor sound equipment and inexperienced voice actors. Nevertheless, the team from Bergamo brings us a visually very impressive set of diverse shots with enough detail, movement and dynamics to hold the viewer's attention.

The Latvian team brings a story to the mix. As we learned in the storytelling section of this guide, the narrative can be more important than the information itself. It is not as moving to hear the numbers of people affected by a disaster as it is to hear the particular story of one person or family suffering in the midst of it. People need to be able to connect at a personal level; it's much more tangible than hearing about the problems and solutions to garbage in rivers. The creators of this video knew one important thing - you can't change people's behaviour unless you associate that change with positive emotions. The idea and the video have this clear understanding and we appreciate that.

The video about meditation boxes has its power in poetry. Not every message needs to be clear and in plain sight. It's okay to let people ponder what the message was about and guide them with emotion. The Czech team combined the two with a straightforward narrative and a visually stunning interpretation of a poem. Their idea of meditation boxes may not be so much about changing the environment, but rather about changing the identity of the people who visit them and their relationship to nature. In the end, it would be much easier to find solutions if more people decided to make an effort in finding them. We appreciate that the students chose this point of view.

We saw a lot of progress in the videos that the students produced as the project was coming to its end. In conclusion, this project initiative has exemplified the power of collaboration, creativity, and meaningful communication. The videos created by students from diverse backgrounds and countries demonstrate their newfound skills. By marrying innovative ideas with effective storytelling and design thinking, these videos showcase the potential for green solutions to address real-world challenges. As we reflect upon the journey this project took, we are reminded that impactful change begins with a spark of imagination and a commitment to making a difference. The success of the project's participants, despite their initial lack of video-making experience, underscores the importance of fostering a supportive and inclusive environment that encourages exploration and growth. Moving forward, these videos and the lessons they embody will continue to ripple outward, influencing others to engage in similar endeavours and embrace the principles of design thinking for sustainable solutions. We extend our heartfelt gratitude to all the students, mentors, and partners who contributed to the success of this endeavour.

Students are evaluating their goals by using Mind map in a project in Latvia

Create a team

Trying to achieve change by oneself can quickly become overwhelming. Apart from the skills described in this handbook, the ability to find and cooperate with others in a team might be the biggest creator of change for your efforts. The participants of our project worked in teams, with the biggest challenges and opportunities for learning coming from such a team environment and intercultural learning.

Building a team and embracing intercultural learning are both essential components for achieving better outcomes in worthwhile efforts. In order to be successful, individuals must be able to work with others effectively, and participants must have an understanding of the cultural context in which they are operating. By fostering the sense of teamwork and embracing cultural diversity, the bar of any task set for oneself can be steadily augmented.

Teamwork is an essential component of any successful project or initiative. By working collaboratively, team members can leverage their individual strengths and skills to achieve a common goal, which can be greater than the sum of smaller individual actions. Whatever your goal is, there are always people who would like to see the same results come to pass. Search for people that are alike and divide the work that needs to be done among them.

You don't need to immerse yourself in every chapter of this handbook. In fact, it might be very difficult trying to achieve this. It would be much more efficient to create a team with individuals that find their passion across different topics.

What's more, embracing intercultural learning is also vital for achieving success in today's globalized world. With increasing globalisation, businesses and organisations have become more diverse than ever before. Understanding and embracing cultural differences can lead to increased creativity and innovation as well as improved communication and problem-solving strategies. Foster a culture of intercultural learning. In today's social media landscape and the possibilities of remote cooperation apps and systems, there is nothing preventing you from searching for your team online around the world.

students in project in Latvia and Spain

What is the most important thing that you have learned in the project?

Erica Nuñez

"In my opinion, the most important thing has been learning about how we should properly develop an idea while creating bonds with people from other countries. Also, learning about other countries' perspectives on how we could make our own cities more sustainable was really important. As well, getting to know their culture and see how we could unite to create a more sustainable world is something I really appreciate."

Alice Gamba

"I've never been a great traveller but this adventure has triggered something in me: It could be the beautiful people I've met or the friendships I have made. Maybe it was the cooperative mood or the laughs we had. What I can say for sure is that I can't wait to live an experience like this again. It has taught me how to work and relate to people that I've always found distant but now I realize that we are not so different. We share the same desire of knowledge, living and experience. We were all students willing to learn and I'm grateful that I have found them."

Pablo Treus

"This project was important because I learned the importance of working within a team and communicating effectively with it, in order to achieve our goals and come up with innovative solutions to the challenges we will face in the future. I also saw how technology can be a valuable tool to promote social change and have a positive impact on our society."

Edoardo Stucchi

"There are so many things that I've learned during my Erasmus+ experience in Latvia, but the most important to me was discovering, by socialising with the other members of the trip, how differently things work in other countries, for example getting to know the three distinct school systems from each delegation. Finding myself surrounded by people with various cultures and lifestyles gave me the chance to open my mind even further and to enhance my knowledge about the world."

project participants

Adela Koudelkova

"The experience we had was amazing. The project was a meeting of young people of different nationalities, cultures, customs and interests. And it was the project that united us, thanks to which we got to know each other better, learned to work together and found a common note. But despite the obstacles we faced, which were time and sometimes the language barrier, we had a common goal. And with this, we thought about the country and how we could create something useful for it and help it at the same time. We learned a lot and I am very grateful for that."

Sandra Brakovska

"The most important thing that I learned while being a part of the project is the ability to think outside of the box, and how to make ideas sustainable. But the other important experience I had is communication and working with all kinds of people. The responsiveness and understanding of the project managers gave us the opportunity to express opinions that we were not sure about. During the instructive lectures, we had the opportunity to ask questions to people who deal with design thinking professionally."

Antonie Bainarova

"Taking part in a project aimed at video production, being held in a foreign country and gathering people I hadn't known, was definitely a step out of my comfort zone. And I really enjoyed the course because it taught me things I hadn't come across before. I am especially grateful for our head coach who has a great teaching style and I found her activities, games and presentations really enriching."

Lauris Bogdanovičs

"The most important thing that I have gained through this project is new experience, which gave me a lot of confidence in film shooting. Before that I had never seen how a video or film was made and here was a chance to live through all the video production stages. In addition, I had a chance to meet students from other countries, and I really enjoyed communicating with them, improving my English language skills as well."

Students in project in Bergamo, Italy

Beyond capturing reality

Successful communication goes beyond simply conveying information; it involves engaging your audience and making them care about your message. What this handbook tries to convey is that storytelling transforms information into inspiration, teaching and action. Let's use stories to develop trust, increase knowledge retention, and motivate audiences to learn more and apply it.

The most basic building block of storytelling is the structure of the story. Understanding it as dramatic, emotional rises and falls can help create a satisfying narrative. There are many conventions. This handbook described Kurt Vonnegut's six basic plots, but there is a three point structure, or so-called hero's journey.

Researchers have even found that certain emotional arcs are particularly successful in captivating readers. Find the structure that is the most natural for you. Experiment with a wide range of possibilities to find the best match for your message.

When it comes to video presentations, creating an effective story and delivering a coherent emotional arc through a series of images is crucial. Following the three-step process of ideation, narration and presentation can help in crafting compelling videos. A good story should be entertaining, believable, educational, relatable, organized, memorable and last but not least resonating with the audience.

Pixar provides a simple structure for creating stories with a clear beginning, middle, and end. Considering the emotions of the audience and challenging their perceptions of reality can

make modern stories compelling. It's important to tailor your story to your specific audience, understand their needs and empathise with them.

Elements of character, conflict, resolution, and plot allow the brain to recognise and engage with the story pattern. Remember, storytelling is not just about your idea or product, but about what your client gains from choosing you.

Finally, the checklist for successful film production can guide you through the process of scriptwriting, storyboarding, location search, equipment preparation, shooting, editing, and distribution. By following these steps, your videos will have the best chance of achieving the impact you desire.

Projects to inspire others

Humans stand in the middle of the design thinking process. Unlike business thinking, where profit has the limelight, or even an environmental approach with its emphasis on nature, we focused on design that improves human wellbeing. But from our point of view this is inseparable from a focus on green design. The aim of the "Green Thinking" chapter is to teach the ability to take on problems that don't have clear answers, to show unfinished work, and participate in something that one might not be good at. The process involves working on real projects, practicing empathy, focusing on individuals when designing, and brainstorming without judgment. Go out and see the world for yourselves, talk to people and address real needs. The goal is not to focus on outcomes or innovations but to unlock the potential of each individual in your team and in the community you want to improve.

There won't be many humans left to design without addressing the idea of sustainability. Sustainable design aims to reduce negative impacts on the environment while promoting social and economic benefits. Designers can achieve sustainable design by using natural resources efficiently, choosing environmentally

friendly materials and promoting community health and well-being. The goals of sustainability include environmental protection, social equity, economic prosperity, cultural preservation, and responsible production and consumption. By achieving these goals, a more sustainable future can be created that benefits everyone and the planet. Remember that you are not alone on this journey. The 2030 Agenda for Sustainable Development adopted by the UN obliges all larger countries to follow these same goals. Use their momentum, expertise and opportunities.

When it comes to innovations, they are rarely built on revolutionary, out of the box thinking. Most change comes from the slow accumulation of small improvements taken from anywhere possible. Learn from the experts and look for places that have done their part. We took great inspiration from the green infrastructure of Vitoria-Gasteiz, a city in northern Spain. The city has built a green belt to solve environmental problems and promote conservation of natural spaces in direct connection to urban spaces. The city has implemented several projects such as flood alleviation ponds, the restoration of creeks and road infrastructure, community gardens, and the naturalization of urban parks. There are strips of greenery like an interconnected web through the city streets and parks and even the schoolyards are involved in the city's green planning. What is important is to search for and learn from examples like Vitoria-Gasteiz and combine these already working ideas from different cities in new and exciting ways.
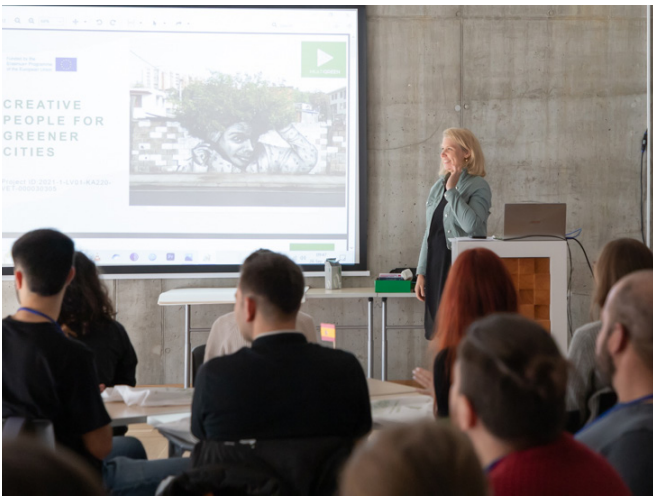

Students attending projects in Italy, Spain and Latvia
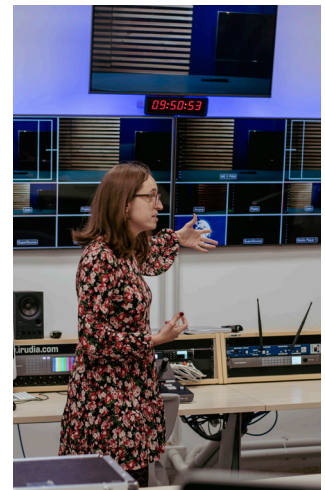
Mobilities in Spain, Italy and Latvia

*Say it
so they listen*

In this handbook we learned about effective presentations, marketing techniques and the psychology of selling ideas. Above all, don't underestimate the importance of understanding the clients' needs, creating compelling presentations, and utilising storytelling and emotional connections to engage with the audience.

When you are presenting your work, stick to your best points. There is nothing more boring than long presentations that tackle many topics. The human brain has an attention span of 15 minutes and is not able to keep more than 7 new pieces of information. Use those as resources and use them wisely. Your main points need to be clear and sharp. Don't dilute the information with minor details.

There are many stakeholders that are among your goals and the outcomes you want to achieve. Each of them has its own interests and will respond to different kinds of reasoning. This handbook provides the necessary steps you need to take to hit the right kind of note.

We also offered practical tasks and exercises to help individuals develop their presentation and marketing skills. Highlighting the significance of clarity, conciseness, and engagement in delivering effective speeches, along with the importance of structuring speeches is the base of success. Using your connections to your community and to other organisations can help you spread the word. If you want to be sure about the focus of your speech, give yourself a challenge and make it in 60 seconds. The choice of topics you make for this short version are the most important parts that you should then focus on in a speech of any length.

Don't forget that in the end, delivering information is not the main goal of any speech. It is an engagement. Storytelling and authenticity are your biggest allies in this.

In support, we provided useful links and resources for further learning and improvement. By applying the knowledge and techniques discussed in this chapter, individuals can enhance their ability to promote sustainable design objects, sell their ideas, and become confident and effective presenters.

CONCLUSION

Why does it all matter?

This handbook should serve as a comprehensive guide for individuals and teams seeking to master the art of making videos, applying design thinking principles, and delivering effective presentations. From all you can learn in these pages, the most important outcome you can take is courage. Even a small dedicated team or individual can make a difference. None of the strategies or tools provided here require years of studying, expensive equipment, hundred hours of exercise or special talent. All of these can help, but as every expert will tell you, you will best learn by hands-on experience. So don't overthink what the right approach should be, just take your camera and start shooting what you see. All processes are intuitive.
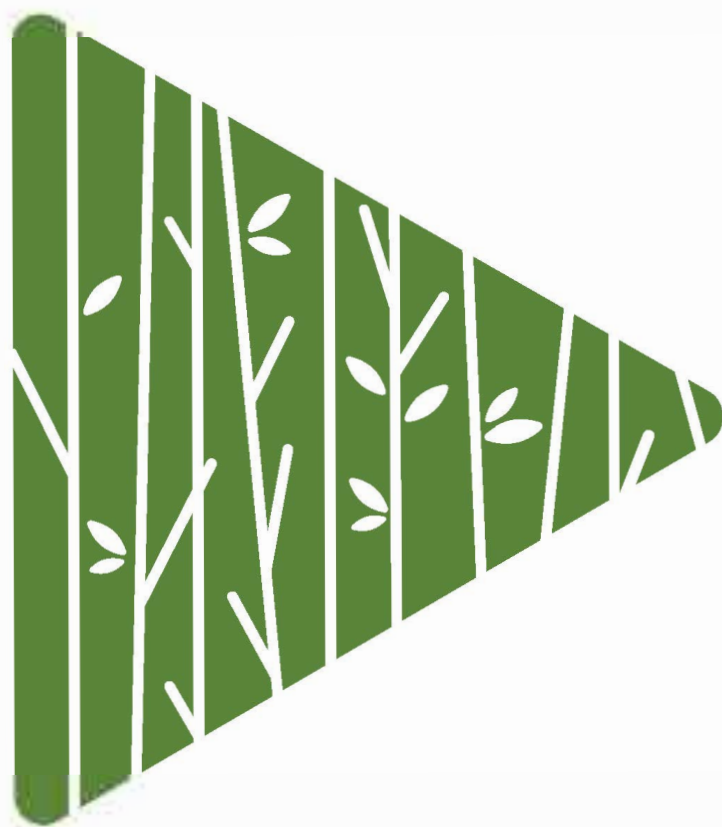
One of the most effective ways of learning is through iteration with feedback. Sometimes our school environment teaches us that we have to pass a test on the first try or that we need to write an essay, hand it in to the teacher and that is our final product. But in reality, the best outcomes come from trial and error. You write a draft, show it to people, gather feedback and rewrite it over and over again, until the feedback is good. Embrace this approach and do not fear failure - it is but a stepping stone on the journey to great results. Experiment in your tactics, change your approach and try again. That's how all the great people we admire learned their lessons. Use the support of people and ask them for feedback on every step of the way. No time is "too soon" to share an idea, a video that you are working on or the presentation you are preparing.

We covered a wide range of topics, from video production techniques and storytelling strategies to the application of design thinking methodologies in the creative process. This handbook emphasised the importance of understanding the target audience, crafting engaging narratives, and utilising visual and audio elements to captivate viewers. It also provided practical tips and exercises to help readers enhance their video-making skills, foster creativity through design thinking, and develop persuasive presentation techniques. By following the guidance and incorporating the principles outlined in this handbook, individuals and teams can elevate their video-making, design, and presentation abilities to communicate their ideas effectively, engage their audiences, and achieve their desired outcomes. All the information in this handbook were tested by students from Latvia, Italy, Spain and the Czech Republic over a series of international meetings. Our students put into practice what you can read about here and you can see the results of their learning journey. So, this is indeed a handbook that was put to the test by real life experience.

Dear reader, keep in mind that this handbook is just the start of your journey. It is something to build upon. Here you can find inspirational stories of places, compelling storytelling concepts and many useful pieces of advice and tips. But sadly, the most important thing is not to be found in books. This is the ability to create a community of like-minded people. Our projects brought those people together and that is the most important outcome. You can do the same. There are projects happening all around you. Reach out to people and build a network of change-makers, because it is only together that we can make the changes we want to see.

First workshop at "SAULES SKOLA"
Daugavpils, Latvia, September 2022

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