



# GEM – Sustainable Futures Camp 2023

## Daily Planner and Workshop Instructions



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# GEM – Sustainable Futures Camp 2023

## Daily Planner and Workshop Instructions

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KONRAD WOLF, Germany*

This document contains the overall schedule, detailed daily workshop plans with instructions for the tasks and several templates that were used in the Sustainable Futures Camp 2023. In addition, it is advisable to read the [Course Concept and Experience Report](#) to understand the approach and the desired outcome. The experience report also contains recommendations for possible adjustments.

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## Introduction

The Sustainable Futures Camp is an immersive experience where students co-create positive scenarios for the year 2050 and visualise them. Students should be guided through this journey by the following key instructions.

In addition, it is advisable to read the [Course Concept and Experience Report](#) to understand the approach and the desired outcome. The experience report also contains recommendations for possible adjustments.

### Overview

**Event:** Sustainable Futures Camp

**Subtitle:** Innovations for sustainable positive futures – Co-creating desirable scenarios for 2050

**Date:** 04.06. - 09.06.2023

**Location:** Projektraum Drahnisdorf, near Berlin, Germany

### Preliminary Phase:

- Four preparatory online workshops over 5 weeks
- Purpose: Introduce students, build basic knowledge of sustainability methodology, and the understanding of terminologies and new media formats.
- [Link \(PDF\): Preparatory Courses – Learning Materials and Templates](#)

### Module Goal:

- Envision positive sustainable scenarios for 2050 based on innovations.
- Translate scenarios and green production considerations into new media formats.
- Present concepts at the end.

### Document Contents:

- Detailed workshop schedule for the week
- Instructions on the Art For Futures Lab methodology
- Design Sprint method guidelines

### Working Groups:

- 8 groups labelled A-H, determined by lottery
- Responsible for daily duties ensuring smooth camp operations

### Instructions for Teachers:

Familiarize yourself with the detailed workshop schedule provided.

Guide students in embracing the Art For Futures Lab methodology and Design Sprint method.

Ensure creative groups follow the specific work instructions outlined for their tasks.

Coordinate with your assigned working group (A-H) to supervise daily duties and contribute to camp success.



## Week Planner

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	GR	GR	GR	GR	GR	GR
08:00		Yoga	Yoga	Yoga	Yoga	Yoga
08:30		Breakfast A	Breakfast B	Breakfast C	Breakfast D	Breakfast E
09:00						
09:30		B-Cleaning B Prep for working activities	B-Cleaning C Prep for working activities	B-Cleaning D Prep for working activities	B-Cleaning E Prep for working activities	B-Cleaning F Prep for working activities
10:00		Exploration Tours - 3 different groups	Design Sprint	Design Sprint	Design Sprint	Result Presentations II
10:30				Herbs Guiding Tour (optional for 20 persons)		
11:00		Documentation and Insta Posts C	Documentation and Insta Posts D	Documentation and Insta Posts E	Documentation and Insta Posts F	Documentation and Insta Posts G
11:30						
12:00		Camp Check/Waste D	Camp Check/Waste E	Camp Check/Waste F	Camp Check/Waste G	Camp Check/Waste H
12:30						
13:00		Lunch E	Lunch F	Lunch G	Lunch H	Departure Students
13:30						
14:00		L-Cleaning F	L-Cleaning G	L-Cleaning H	L-Cleaning A	



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
14:30		AFFL: Team Building	Impulse by climate scientist	Design Sprint	Design Sprint	Start Consortium Meeting
15:00			Impulse by data visualisation expert		Result Presentations Part I	
15:30			Design Sprint			
16:00						
16:30						
17:00	Arrival at Stall					
17:30	3 Groups to the different housings					
18:00						
18:30		Camp Check/Waste E	Camp Check/Waste F	Camp Check/Waste G	Camp Check/Waste H	
19:00	Dinner (G)	Dinner (H)	Dinner (A)	Dinner (B)	Dinner (C)	
19:30						
20:00	D-Cleaning G	D-Cleaning H	D-Cleaning A	D-Cleaning B	D-Cleaning C	
20:30	Preps for night activities incl. cleaning afterwards H	Preps for night activities incl. cleaning afterwards A	Preps for night activities incl. cleaning afterwards B	Preps for night activities incl. cleaning afterwards C	Preps for night activities incl. cleaning afterwards D	
20:30			Animation by Tuomo	CPOP by Angelica		
21:00			VR by Björn	360 degree works by Voytek		
21:00	Campfire	Movie Night	Movie Night	DJ Night/Dance	Surprise Festival	
21:30						
22:00						

This table shows the week schedule as planned before. In some cases, the plan could not be realised exactly as planned. In these cases, this is noted in the document.



### 04.062023 Arrival Day

Time	Activities	Working Groups' Responsibility
19:00 – 20:00	Dinner Dinner - Cleaning	(G) G
20:30	Preps for night activities incl. cleaning afterwards Exchange on Nature Experiences	H
21:00	Campfire	

Tasks for the organisation team:

- On arrival, the camp participants are assigned to the 8 working groups from A-H by drawing different coloured ribbons. / Distribution of the topics to the groups for the Surprise festival on the last evening.

*Note: Students and Tutors arrived starting at 12:00 until late in the evening at about 22:00. A joint welcome for everyone in the stable as planned therefore did not take place.*

*Due to the drought, the planned campfire could also not take place.*

### 05.06.2023 – DAY 1 Overview

Time	Activities	Working Groups' Responsibility
8:30 - 9:30	<b>Breakfast</b> Breakfast - Cleaning	A B
	Documentation and Insta Posts Camp Check/ Waste (morning)	C D
10:00 – 12:30	<b>Nature Explorations</b> 4 Groups á 15 people on 4 routes (earth, water, air, fire)	all
13:00 – 14:00	Lunch Lunch - Cleaning	E F
14:30 – 18:30	Art For Futures Lab Workshop – Team Building for Creative Teams + first visioning Camp Check/ Waste (afternoon + evening)	all E
19:00 – 20:00	Dinner Dinner - Cleaning	(H) H
20:30	Preps for night activities incl. cleaning afterwards	A
21:00	Exchange on Nature Experiences, Movie Night	



### NATURE WALK - Instructions

#### Tasks for the morning / Start: 10:00, Meeting point: Main gate to street

Please bring your pencils, papers, notebooks, phone with camera! We split up in groups of up to 16 people and go in four different directions for our Nature Walks and Explorations.

The idea is to get to know the other participants and learn about our natural environment.

The basic concept is to dive deep into ourselves and (re-)connect to nature. It is highly appreciated if you stay open-minded for things to experience, to co-create, to learn.

After all groups are back in the camp, we'll have lunch together. All groups are requested to bring found objects to the camp and arrange an experience in one specific room dedicated to the specific element. These kinds of "exhibitions" will then be visited with all participants after dinner at 20:30.

Emergency Number in Germany: 112, or if you just need help, address the tutors being with you.

If you are completely helpless and it is a real emergency call Sophie: +49 [REDACTED]

#### Element Earth:

1. Route (South): Drahnsdorf to the village church in Wildau Wentdorf (walking distance 1:20 hrs)



Link Google Maps: <https://tinyurl.com/44zx8vxv>

Address: Dorfkirche, 15936 Dahmetal

Don't miss the little lake nearby.

#### Element Air:

2. Route (North): Drahnsdorf to Schäcksdorf (walking distance 1:10 min)



Link Google Maps: <https://tinyurl.com/yc33tech>

Address: Schäcksdorf, 15938 Drahnsdorf

Check the Nature Park Wacholderschluchten and take pictures of juniper stands, willow pines, gorse bushes and birch stands.

#### Element Fire:

3. Route (East): Drahnsdorf to the Mill Brandmühle and to the Farmer (walking distance 46 min)



Link Google Maps: <https://tinyurl.com/rkyyw9ns>

Stop 1: Brandmühle, Bahnhofstraße 11, 15938 Drahnsdorf

Stop 2: Farmer, Drahnsdorfer Landei, Neue Siedlung 16, 15938 Drahnsdorf

"Incendiary mills" (Brandmühlen) were powered by an incendiary or steam engine



#### Element Water:

4. Route (West): Drahnisdorf to Krossener Buschgraben and back over Krossen Church (walking distance 1:20 min)



Link Google Maps: <https://tinyurl.com/4h6kbv8t>

#### Before you go:

Each group decides on some roles to be given to 2-3 people. You will see how you deal with these roles, e.g., rotating or time-distributed. Just make sure that these roles get their appropriate functioning.

1. **Location Guide** - checks google maps and checks that group stays on track
2. **Spotting Guide** - finds appropriate locations for the group stops and exchanges
3. **Content Guide** - checks content creation and supports critical reflection (especially regarding the focus on the 1 of 4 elements)
4. **Moderator** - moderates the group's sessions
5. **Feel-Good-Manager** - gives everyone space and checks group's mood
6. **Documentation Team** - collects moments to share later on (video, photos, collages, found objects on the way)
7. **Timekeeper** - checks times for tasks and speaking times to be distributed equally between participants. (hot potato principle)

#### During the walk (Introductions, Session 1-3):

Try to be present and connect to the environment. What do you find interesting? Take pictures or make drawings.

- 1.) Find a spot for the group where everyone can introduce themselves to the others. The best is to sit in a circle. Have a **first session of ca. 20 min.** Take your pens and papers!
  - 1.1. Find a person sitting nearby that you don't know.
  - 1.2. Start with each other - standing or sitting in front of each other - **1 min** of eye-gazing. Just look each other into the eyes in silence. This helps to open your mind and heart.
  - 1.3. Afterwards with the same person get exchanging (**each 1 min**) about why you are at the camp and who you are.
  - 1.4. Now start introducing the person that you have interviewed and present her/him to the group (**max. 1 min each**). The introduction round ends when all people have been presented and introduced.
- 2.) You can stay at the place or find your group a new spot.  
Now for the **second session (about 20 min.)** individually take **2 min** time to reflect on the good things of your past year and write them down.
  - 2.1. Find another person nearby that you don't know.
  - 2.2. Get exchanging (**each 1 min**) about what was going well in your past year and find points where you can find a common thread between each other. What pattern(s) do you have in common? (**1 min**)
  - 2.3. Now one person reports only the 1-2 found common pattern to the main group (**1 min**)
  - 2.4. Now exchange with a pair that sits to your right quickly on the question: What were the good





achievements last year? And where you can identify a common pattern (**1 min each = 4 min**)  
2.5. Each group of 4 has one presenter to share the outcome of the group (**1 min**)

- 3.) Have a walk and find another spot or stay in the area. Go a little deeper now to get to know each other. For the **third session (ca. 20 min)** take your pens and paper again.
  - 3.1. Write down what is holding you back when you like to make your dreams become true. (**2 min**)
  - 3.2. Now find yourself a new person that you don't know or stay with that person.
  - 3.3. Start exchanging these personal insights (**1 min each**) and find common obstacles.
  - 3.4. Now one person reports the 1-2 found common patterns to the main group or reads them all (if you can't find common things) to the group. (**1 min**)

**During the walk after the introductions (Nature Experiences, Session 4-6):**

Now find a new spot for a joint nature experience! Have a place found where you stand in a circle (**session 4 = ca. 6 min**)

- 4.) The moderator introduces the topic of your group (one of the four elements: Fire, Air, Earth, Water) (**1 min**)
  - 4.1. Now turn back and have a look at the environment. Where are you? What can you feel in regards to the elements? What feeling comes when you think of the specified element? (**3 min**)
  - 4.2. Have an exchange of each personal experience and listen to each other. Share just one word that describes your feeling regarding that specific element (**whole group: 2 min**)
- 5.) Go to another spot. Before you form another circle of your group, have everyone focusing on nature. (**session 5 = ca. 30-40 min**)
  - 5.1. Check the area on your own and take notes and pictures: Where can you see nature growing on its own and where can you see that humans have had their hands on it. Where do you find the place natural and where is it a man-made environment? How can you identify? (**5-10 min**)
  - 5.2. Start with an exchange of everyone what experiences you made and reflect on whether you find the environment healthy or unhealthy (**each 1-2 min = max. 30 min**).
- 6.) For the final experience (before you come back to the camp) find your group a last spot.
  - 6.1. Let everyone think about a symbol or different symbols in nature that can stand for your individual personality. Figure out how this object/these objects can be related to one of the four elements. (**10 min**)
  - 6.2. Bring these materials to the camp and arrange them in your specific room for the evening's exhibition.
  - 6.3. As a plus, not a must: You can also think about your personal Hero Story. Find 10 stops in your life that mark some important steps to become the person you are by now. Draw a line with these stops and think how a natural object can symbolize this particular situation or transition. It would be amazing if these collages could be exhibited, but you can keep them also for your own.

**14:30 – 18:30** Art For Futures Lab (AFFL) - Future Prototyping Workshop

**14:30 – 15:00**

Welcome by Nicole Loeser (IFAI, Germany) and Prof. Angelica Böhm (FUB, Germany)  
Introduction to Workshop Method, Program and Miro Board.

Mixed Groups of 4 students (+2 facilitators) get formed.



**15:00 - 15:45**

Identify the strengths/problems/challenges of **the media industry** in the present and in the future ref. **sustainability**.

**15:45 - 16:05**

Dive into the **spaceship, the innovation archive!** Explore the libraries of the worlds: New Greening and Techno-Transformation.

**16:05 - 16:35** Break

**16:35 - 16:50**

Exchange on findings

**16:50 - 17:40**

Ideate and sketch one scene ref. a climate innovation for green production in 2050

- a) Put the ingredients together for prototyping the future (**each 2 min**):
  - Set a place - you can choose from the examples or find your own.
  - Define at least 2 characters.
  - Select one other species to add to your scene!
- b) Prototype your future scene! Why are the characters meet? What problem do they try to solve? Co-create a **meaningful, entertaining and convincing narrative and mood board** together with an interesting title “for the breaking news :)”
- c) Take the **at least 10 min** for back casting (regnosis): Draft an action plan for the next years to make your vision a reality. What steps should be taken first to realize your vision?
- d)

**17:40 - 17:50** Break

**17:50 - 18:15**

Presentations of all groups

**18:15 - 18:30**

Overview of next steps (Design Sprint)



06.06.2023 – DAY 2 Overview

Time	Activities	Working Groups' Responsibility
8:30 - 9:30	Breakfast	B
	Breakfast - Cleaning	C
	Documentation and Insta Posts	D
	Camp Check/ Waste (morning)	E
10:00 – 12:30	Design Sprint	all
12:30 - 13:30	Lunch	F
	Lunch - Cleaning	G
14:00 – 14:30	Impulse by Frank Kreienkamp German Weather Service, climate change expert	
14:30 – 15:00	Impulse by Kim Albrecht, data visualization expert	
15:00 – 18:30	Design Sprint	all
	Camp Check/ Waste (afternoon + evening)	F
19:00 – 20:00	Dinner	(A)
	Dinner - Cleaning	A
20:00 – 20:30	Preps for night activities incl. cleaning afterwards	B
20:30 – 21:00	Impulse on animation, by Tuomo Joronen (TAMK)	
20:30 – 21:00	Impulse on VR development by Prof. Dr. Björn Stockleben (FUB)	

Design Sprint Start

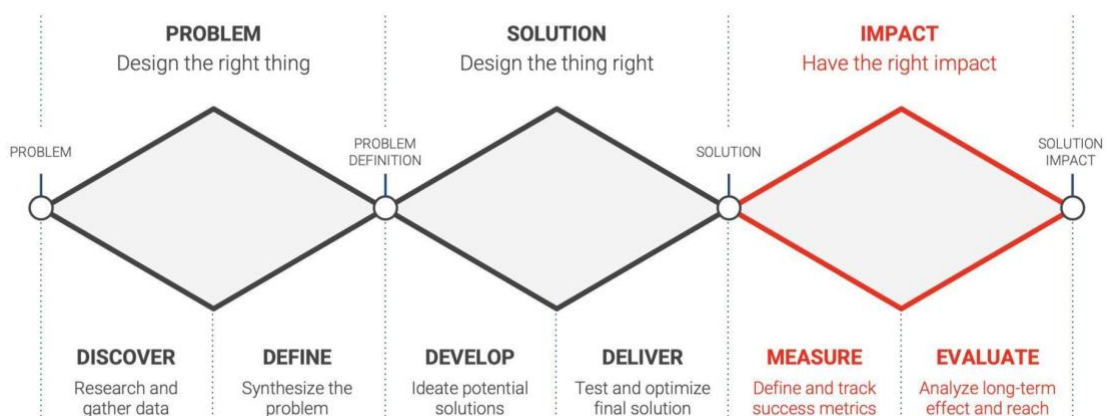


Image: The Triple Diamond by Manuel Lima, based on British Design Council's Double Diamond



10:00 – 12:30 incl. 2x 15 min breaks

**1.) Understand and Define Goals (30 - 60 min)**

Take the AFFL-Outcome as the content base for your new media production. How can you deliver that vision in the best way? Identify the objectives and goals of the (sustainable) new media format development. Think of its (entertaining) purpose as well as of its green production. What values would you like to create? What criteria will you use to validate your ideas? Clarify the target audience, possible stakeholders and intended impact of the new media format.

**2.) Research and Inspiration (60 min)**

Analyse the sustainability problem that you want to reflect on properly. Check trends for green-tech (maybe also blue-tech or cleantech) in this field. Conduct research on existing solutions and also find new media formats that have been marketed addressing the issue or present stories of changemakers. How would you like to develop your new media format and why? Gather inspiration from diverse sources, including related industries or emerging technologies.

**3.) Formulate Key Questions (20 min)**

Brainstorm a set of critical questions that need to be answered during the Design Sprint. Focus on understanding user/audience needs and how you can deliver your positive future vision to them or how you can engage them. What technological requirements are needed for your envisioned outcome(s)? What potential (sustainability) challenges are you addressing or facing during the development and delivering? What will be a good outcome?

**4.) Ideation and Concept Generation for New Media Format (20 min)**

Facilitate a collaborative brainstorming session to generate a wide range of ideas. Encourage your group's participants to think co-creatively and without limitations. Utilize techniques such as Crazy 8, mind mapping, storyboarding, or sketching.

**After lunch you are invited to participate in our expert speakers' sessions:**

- 14:00 Impulse by Frank Kreienkamp German Weather Service, climate change expert
- 14:30 Impulse by Kim Albrecht, data visualisation expert

15:00 – 18:30 incl. 4x 15 min breaks or 2x 15 min + 1x 30 min break

**5.) Idea Selection (15 – 30 min)**

Discuss and evaluate the generated ideas based on predetermined criteria. Prioritize the most promising idea that align with the defined goals.

**6.) Start Prototyping (3hrs 30 min)**

Create a low-fidelity prototype of the chosen idea. Keep in mind that first the idea relates to a positive future scenario, second the new media format connects to your target group. Third, reflect on the possibilities for its green production. Use various tools and resources to simulate the new media format experience. Focus on capturing the core functionality and user interactions.



07.06.2023 – DAY 3 Overview

Time	Activities	Working Groups' Responsibility
8:30 - 9:30	<b>Breakfast</b>	C
	Breakfast - Cleaning	D
	Documentation and Insta Posts	E
	Camp Check/ Waste (morning)	F
9:30 - 12:30	Design Sprint	all
10:00 - 12:00	Herbal Guiding Tour, meeting point: main gate (street)	
12:30 - 13:30	Lunch	G
	Lunch - Cleaning	H
14:30 - 18:30	Design Sprint	all
	Camp Check/ Waste (afternoon + evening)	G
19:00 - 20:00	Dinner	(B)
	Dinner - Cleaning	B
20:30 - 21:00	Camilla Plastic Ocean Plan (a transmedia storytelling project) by Prof. Angelica Böhm, FUB, room:	
21:00 - 21:30	Impulse on 360° works by Wojciech Olchowski, FUB	
20:30	Preps for night activities incl. cleaning afterwards Disco Night	C



10:00 – 12:30 incl. 2x 15 min breaks

Further Prototyping (30 min)

**7.) Validation and Testing Plan (60 min)**

Develop a plan for testing the prototype with the target audience or representative users (30 min). Reach out to 1-2 other teams and give and receive feedback. Conduct usability testing and gather feedback on the prototype's effectiveness and user experience. Iterate and refine the prototype based on the feedback received (30 min)

**8.) Iteration and Refinement (60 min)**

Analyse the feedback and insights gained from testing. Incorporate the feedback into the design and iterate on the prototype. Continue refining the prototype until it meets the desired objectives and user expectations.

14:30 – 18:30 incl. 4x 15 min breaks or 2x 15 min + 1x 30 min break

**9.) Evaluation and Decision-making (120 min)**

Evaluate the refined prototype against the defined goals and criteria. Define measures to have the right impact on people from the user's point of view as well as on their learning journey regarding sustainability. Make informed decisions about the viability and potentials of the new media format. Consider additional factors like resource requirements, market analysis, and potential risks. Analyse long-term effects of your new media format. Define success metrics especially regarding the triple transformation (social, ecological, digital).

**10.) Implementation Plan (60 min)**

Develop a comprehensive plan for implementing and launching the new mediaformat. Outline necessary steps, timelines, resource allocation, and potential partnerships or collaborations. Also point out: What do you wish to achieve over summer? What mentorship would you like to get to develop your prototype further?

**11.) Presentation/ Pitch Preparation (60 min)**

Think about how you can present your vision, the prototype, its envisioned outcome and impact in the best way. Prepare your 5-10 min pitch.



08.06.2023 – DAY 4 Overview

Time	Activities	Working Groups' Responsibility
8:30 - 9:30	<b>Breakfast</b>	D
	Breakfast - Cleaning	E
	Documentation and Insta Posts	F
	Camp Check/ Waste (morning)	G
10:00 – 12:30	Design Sprint	all
12:30 – 13:30	Lunch	H
	Lunch - Cleaning	A
14:30 – 16:30	Design Sprint	all
16:30 – 18:30	Creative Teams' Pitches Part 1	all
	Camp Check/ Waste (afternoon + evening)	H
19:00 – 20:00	Dinner	(C)
	Dinner - Cleaning	C
20:30	Preps for night activities incl. cleaning afterwards	D
	Surprise Festival	

**10:00 – 12:30 incl. 2x 15 min breaks**

You can still use the morning to deepen your prototyping or start preparing your pitch as tangible and convincing as you can.

**Here's a suggested structure for a good pitch**

**Introduction:**

Begin with an engaging opening that captures the audience' attention.

Introduce your team and roles and provide a brief background to establish credibility and trust.

**Problem statement:**

Clearly articulate the problem or SDG that your product, accompanying interactions and related ideas address.

Use storytelling or relatable examples to make the problem more tangible and engaging.

**Solution/Creation of New Media Format:**

Present your unique new media format and explain how it effectively solves the problem and spreads hope for positive futures.

Highlight the key features and benefits for your intended target user group. Use data, statistics or testimonials to back up your claims and build trust.



**Social Impact Strategy:**

Discuss the size and potential of the market / audience you are targeting.

Explain why this is a valuable and untapped opportunity.

Share relevant trends and forecasts to highlight social impact potential.

**Competitive Advantage:**

Identify and emphasize what differentiates your product, service or idea from other competitors/actors in the field. What role models or features have you found that you can relate to?

Highlight any unique selling/storytelling propositions, innovative features, or intellectual property that you own.

Showcase envisioned partnerships, customer successes, or industry recognition.

**Sustainable Business Model + Social Impact Model:**

Explain how you intend to generate value for your ecosystem and maintain its sustainability as well as your green production approaches. Outline your Social Impact Model (if applicable).

Consider possible plans to develop a Follow-Up Strategy related to your positive future vision.

**Marketing Strategy:**

Briefly describe your go-to-market strategy, including customer acquisition channels and first touch-points for your audience.

Describe your marketing efforts, e.g., advertising, partnerships or digital campaigns.

Discuss your distribution channels or strategic alliances.

**Team and Expertise:**

Introduce the key members of your team and their relevant experience or expertise.

Show the team's passion and commitment to the success of the project. Also present your need for mentorship. What expertise is missing in your team and what will you need during summer to further develop and test your prototype from expert mentors.

**Milestones and Roadmap:**

Present a clear roadmap or timeline for future milestones and key goals.

Demonstrate your vision for impact and your ability to execute the plan.

**Call to Action:**

Make it clear what you expect from the camp's audience.

Provide contact information or next steps for further onboarding.

Repeat the value proposition and finish with a compelling closing statement.

Remember to practice your pitch and keep it short, concise, engaging, and easy to understand. Tailor the content and tune in to your specific audience and their interests. Much luck!

**14:30 – 16:30 incl. 2x 15 min breaks**

Prep time for your Pitch

**16:30 – 18:30 Creative Teams' Pitches Part 1**

Those teams that are leaving early Friday morning will start pitching their new media format prototypes.

We'll meet in the main meeting room therefore. Please check the Blackboard for your presentation slot.

The other teams will have their presentations tomorrow (Friday) starting after breakfast at 9:30 am.





### 20:30 Surprise Festival

Tonight, is the last night we can spend together. Therefore, all are invited and requested to take part in the Surprise Festival. We'll meet in the garden, close to the Stall.

All teams have their actions prepared and will surprise the camp's participants. Stay curious 😊.

### 09.06.2023 – DAY 5 Overview

Time	Activities	Working Groups' Responsibility
8:30 - 9:30	<b>Breakfast</b>	E
	Breakfast - Cleaning	F
	Documentation and Insta Posts	G
	Camp Check/ Waste (morning)	H
9:30 – 12:30	Creative Teams' Pitches Part 2	all
12:30 -	Departure	

*Note: It was very helpful to have a detailed schedule so that the numerous participants had an orientation and could adjust to it. But unforeseen things always happen. It is therefore very important to have a way of communicating any necessary deviations from the plan quickly. That's why we set up a Discord channel for the Sustainable Futures Camp, which provided information about changes at short notice.*

*The plan must also take into account that with a large number of people, not everyone is actually on time - times for tasks should therefore always be planned generously.*



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## **APPENDIX**



**1// CRAZY EIGHT (Template)**

**(Day 1 - Design Sprint, if the team needs ideas)**

The template for the crazy eight method is very easy. Just fold a paper 3 times in halves, or use a pre-printed version like this one. Crazy 8 is a brainstorming method in which each team member visualises eight possible solutions to a problem or question in eight minutes and eight fields on a sheet of paper.




## 2// GOAL SETTING (Template)

### (Day 2 - Design Sprint)

What are your main goals?

Write down your objectives in achieving your goals:

Long term goals

Short term goals

Write down some hurdles in achieving your goals:

How can you overcome these hurdles?



### 3// KEY QUESTIONS (Template)

#### (Day 2 - Design Sprint)

(Examples, can be changed and extended)

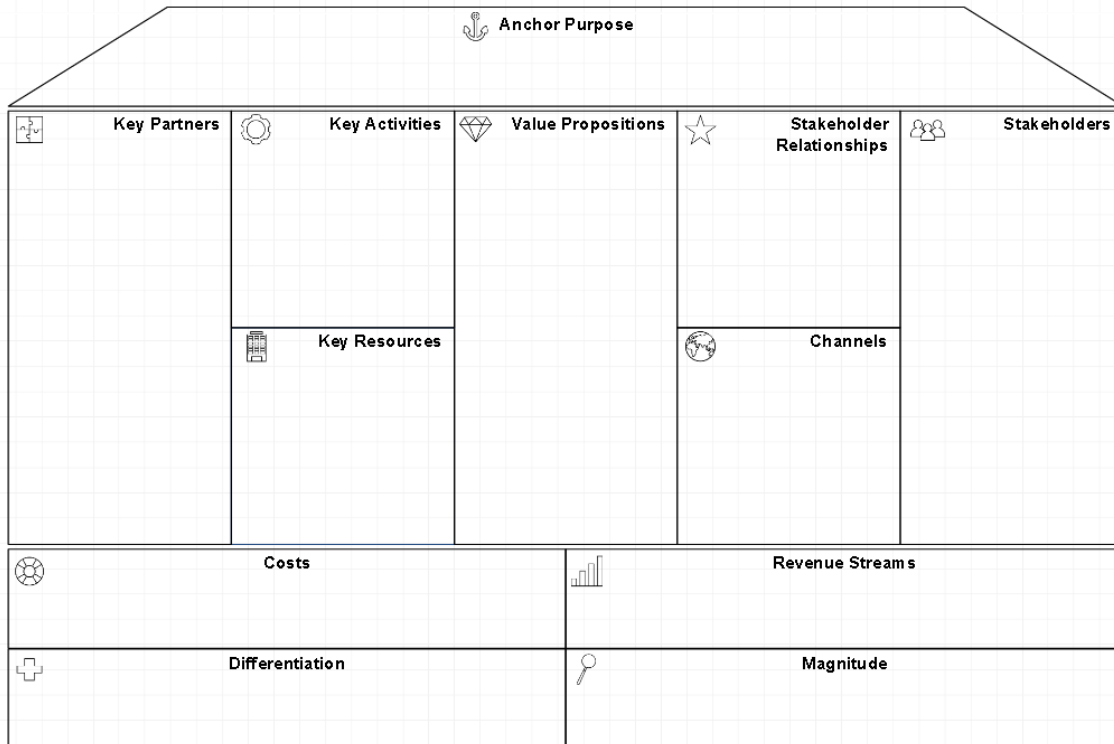
1. What technological requirements are needed for your envisioned outcome(s)?
2. What potential (sustainability) challenges are we addressing or facing during the development and delivering?
3. What is our purpose?
4. What do we care about? Why is it important?
5. Why should someone care?
6. What will be a good outcome? What is the value-add of this new media format?
7. What is this new media format?
8. What should the new media format deliver?
9. Who should use our new media format?
10. What is the opportunity for someone get involved and/or take action?
11. What is the impact on our target group?



### 5// SOCIAL IMPACT CANVAS (Template)

(Day 3 - Design Sprint, the team can envision the impact at the target group based on the new media format)

Each social impact strategy will be unique based on the specific film or new media format, social issue, and desired outcomes. Flexibility, adaptability, and continuous learning are crucial elements of a successful social impact strategy for filmmakers/creators of new media formats.



A social impact strategy for filmmakers/creators of new media formats involves leveraging the power of media to bring about positive social change and create a lasting impact.

#### Key elements to consider when developing a social impact strategy

##### Define your purpose:

Clearly articulate the social issue or cause that your film/ new media format aims to address. Identify the specific impact you want to achieve through your film.

##### Research and Understanding:

- Conduct thorough research on the social issue to deepen your understanding.
- Identify key stakeholders, organizations, and communities involved in the issue.
- Gather data, stories, and personal experiences to inform your storytelling.

##### Storytelling for Impact:

- Craft a compelling narrative that effectively communicates the social issue.
- Humanize the issue by sharing personal stories and experiences of those affected.
- Ensure your film/ new media format engages and resonates with diverse audiences.

##### Collaborate with e.g. Nonprofit Organizations and Advocacy Groups:

Seek partnerships with relevant nonprofits, advocacy groups, or experts.



Collaborate on the film's production, distribution, and impact campaigns.  
Leverage their expertise, networks, and resources to amplify your impact.

**Engagement and Outreach:**

Develop an outreach plan to connect with your target audience.  
Organize screenings, panel discussions, or community events around the film.  
Utilize social media, online platforms, and grassroots networks for promotion.

**Education and Awareness:**

Create educational resources or discussion guides related to the film's themes.  
Collaborate with educators, schools, and educational institutions for impact.  
Use the film/ new media format as a tool for raising awareness and fostering dialogue.

**Advocacy and Call to Action:**

Identify specific actions or changes you want to inspire through your film/ new media format.  
Encourage viewers to take action, support related campaigns, or engage in advocacy.  
Provide resources and opportunities for your audience to get involved or make a difference.

**Impact measurement and evaluation:**

Establish metrics and indicators to measure the impact of your film/ new media format.  
Collect feedback, testimonials, and data to assess the film/media's effectiveness.  
Continuously evaluate and refine your impact strategy based on learnings.

**Long Term Sustainability:**

Consider how to sustain the impact beyond the film/ media's initial release.  
Explore partnerships, licensing, or distribution strategies for ongoing reach.  
Seek opportunities for follow-up projects or collaborations on the same issue.

**Collaborate and Learn:**

Share insights, best practices, and lessons learned with other filmmakers/creators of new media formats.  
Engage in conversations and networks within the social impact filmmaking/media design community.  
Learn from the experiences of others and collaborate on joint initiatives.