DEFT 153

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A better world through story

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venture beyond

Defining our Collaborative Project for 2019

Introductory workshop, Act II

Objectives

Develop participants' employer networks

- Helping you meet business leaders and tell their stories.

Showcase a strategy to improve media RoI (content & events)

- By prototyping the role of communications in explaining, inspiring, engaging, motivating and shifting behaviours.

Target Audience

Mid-size engineering companies

– transport/energy (esp. mobility/logistics/infrastructure)

– and their influencers (media, advisors)

Challenges:

Managing uncertainty and complexity

Entering new markets (especially export/low carbon)

Most ‘destructive’ sector locally and globally

Building business story: a £30 trillion opportunity

The 2019 ONTENTE challenge:

"Explore how businesses are responding to the UN's Sustainable Development Goals (SDGs). It's a trillion-dollar business opportunity!

"How are employers responding to the challenges that matter to their communities?"

Why businesses need a new story:

- Contented's Felicia Jackson advocates that businesses need a new story:

- https://soundcloud.com/contenteduk/sdg-story/s-necSz

Story ideas

What shall we write about?

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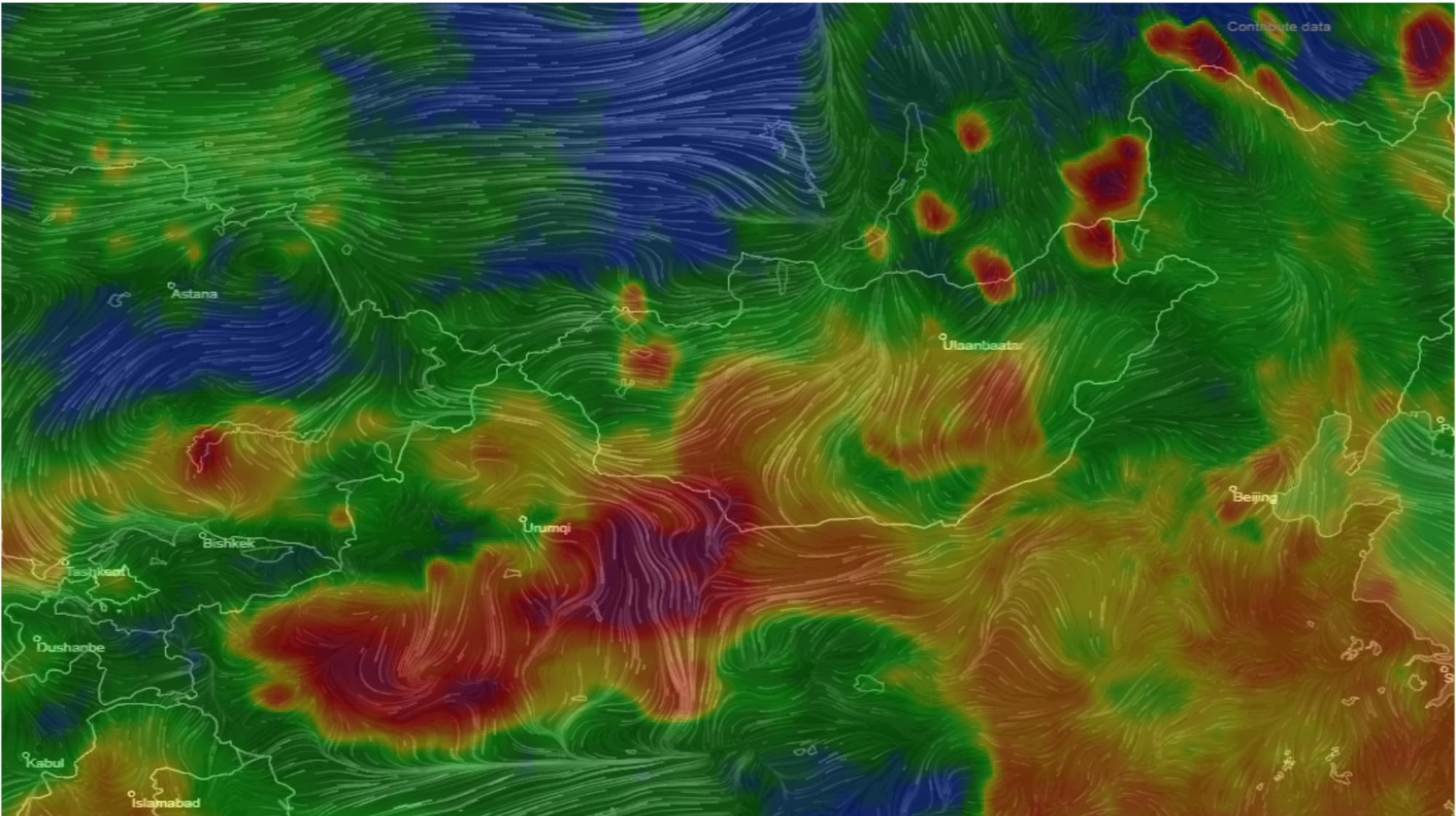
Contributed data
Astana
Ulaanbaatar
Beijing
Urumqi
Bishkek
Tashkent
Dushanbe
Kabul
Islamabad

Air pollution. Why?

Reframing low-emissions value-chain as Health & Wellbeing – reframing is a core company skill.

Pollution is a topical problem that the whole world faces. It is being addressed urgently and controversially (eg Clean Air Zones)

It creates market opportunities (renewable energies, electric cars....)

Telling the stories showcases our capacity to facilitate knowledge exchange (eg through content and education services)

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But, *how* shall we do it?

By shining a light on the *human dimensions* of trade

Sharing approaches, personal stories, opinion, culture, fears and strategies

Visualising data sets

Facilitating aesthetics – non-verbal epistemologies

Underpin by academic theory / industry sense-check

Low carbon behaviour – critical for change

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Angling the story

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1

Main article sets challenges and surprises (London bus in Mexico)

Vignettes: Grass roots (people) add the human dimension – the struggle to bring change. monomyth and archetypes draw out story of struggle to tackle them. Reflective, adventurous, nature, life.

Possible branches: Are electric cars solving the pollution problem? What are the solutions that the car industry is studying? Are there possible investment opportunities? Who is been affected by this issue (personal angle)? How can the car industry help to solve it? *Petrol-head car culture vs green 'mass' and 'maas' transport*

Video, graphics, audio, maps, charts, captions. Personal uses aesthetics (even poetry!) Descriptive text; non-technical but intelligent.

Where should we shine the spotlight?

2

Compare Birmingham and Leipzig, Barcelona? Bogota? The regions?

How is the problem being addressed in different parts of the world?
Are there similarities?
Lack of action?

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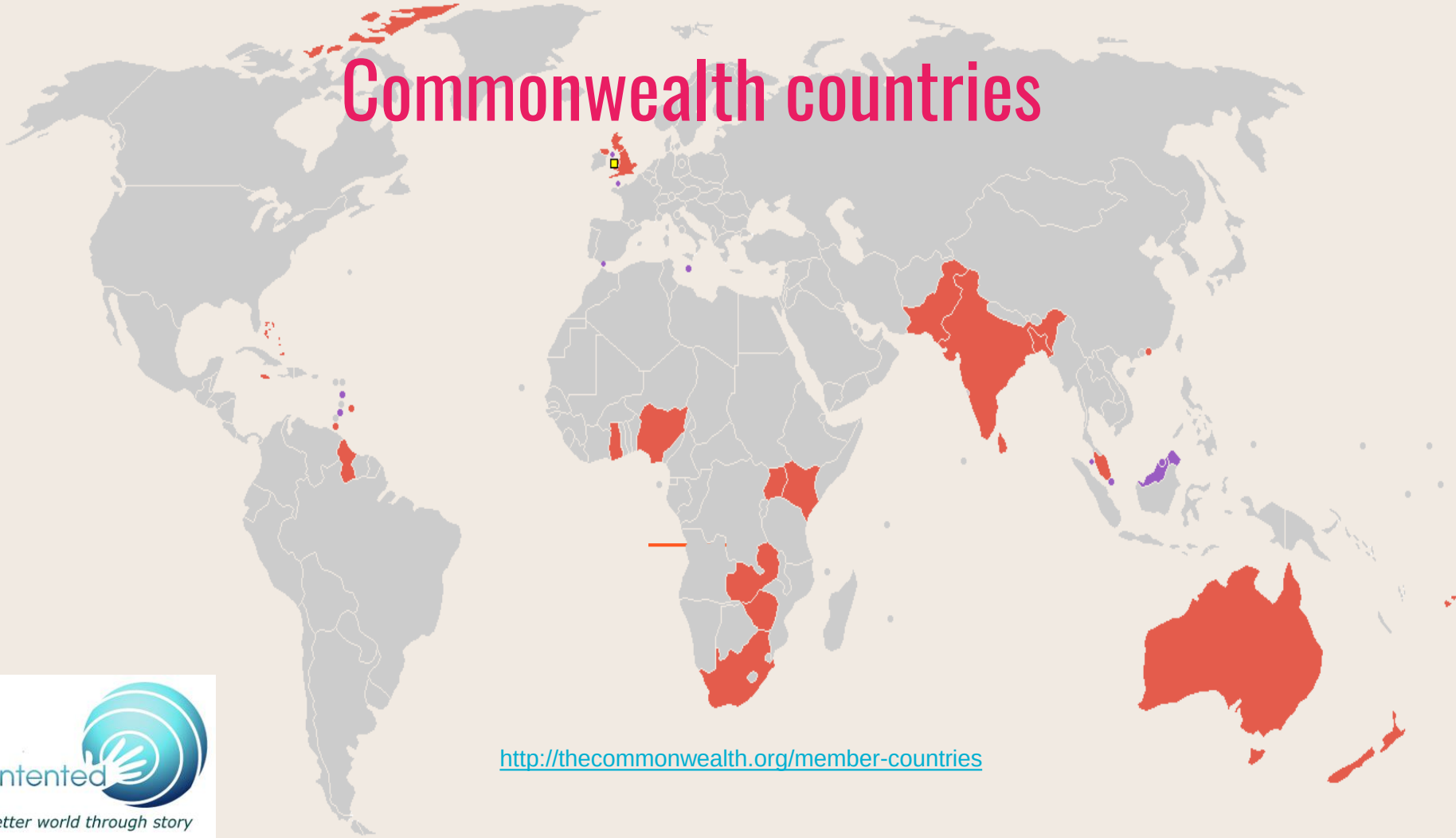
Shanghai
Berlin
Stuttgart
London
Novi
Las Vegas
Munich
México
New Delhi
Orlando
Jakarta

Commonwealth countries



http://thecommonwealth.org/member-countries

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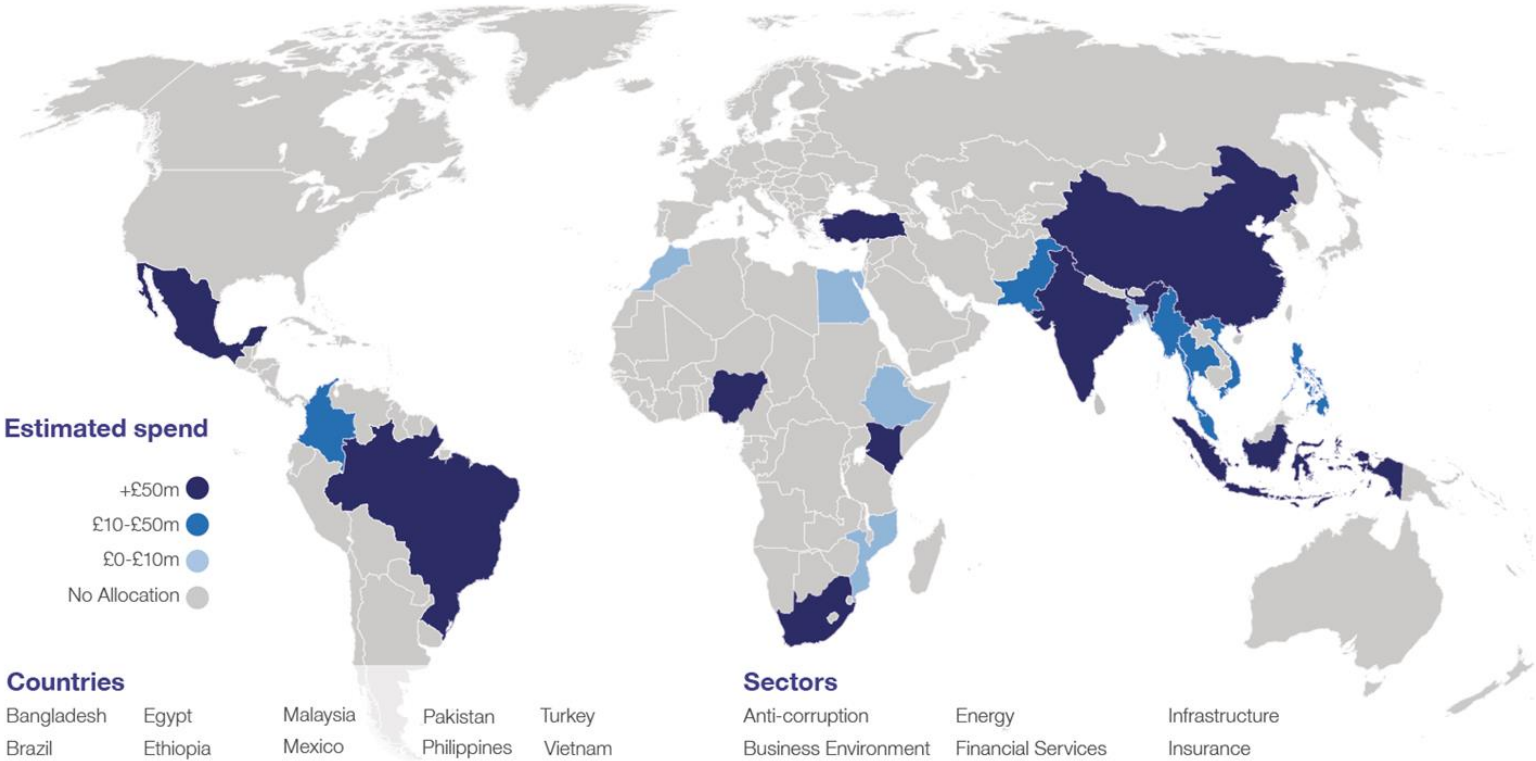
Prosperity Fund Official Development Assistance county and sector focus



Countries

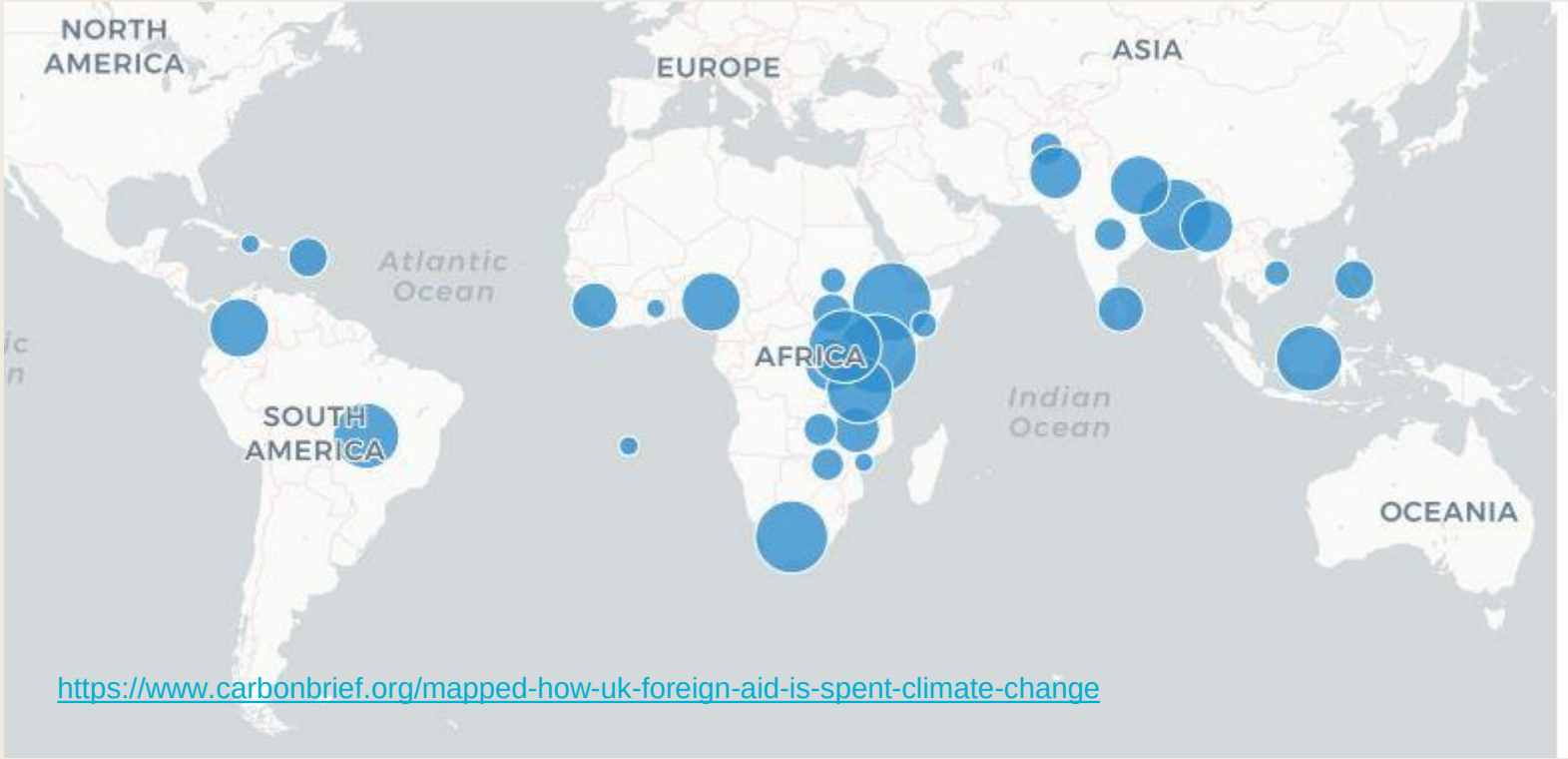
Bangladesh	Egypt	Malaysia	Pakistan	Turkey
Brazil	Ethiopia	Mexico	Philippines	Vietnam
Burma	India	Morocco	South Africa	
China	Indonesia	Mozambique	Thailand	
Colombia	Kenya	Nigeria		

Sectors

Anti-corruption	Energy	Infrastructure
Business Environment	Financial Services	Insurance
Digital	Future Cities	Regulatory Reform
Education and Skills	Healthcare	Trade Reform

https://www.gov.uk/government/publications/cross-government-prosperity-fund-programme

UK climate funding since 2011



https://www.carbonbrief.org/mapped-how-uk-foreign-aid-is-spent-climate-change

BRIC countries

Brazil, Russia, India, China

'Next eleven'

Bangladesh, Egypt, Iran, Pakistan, Philippines, South Korea and Vietnam

Mexico, Indonesia, Nigeria, Turkey (MINTs)

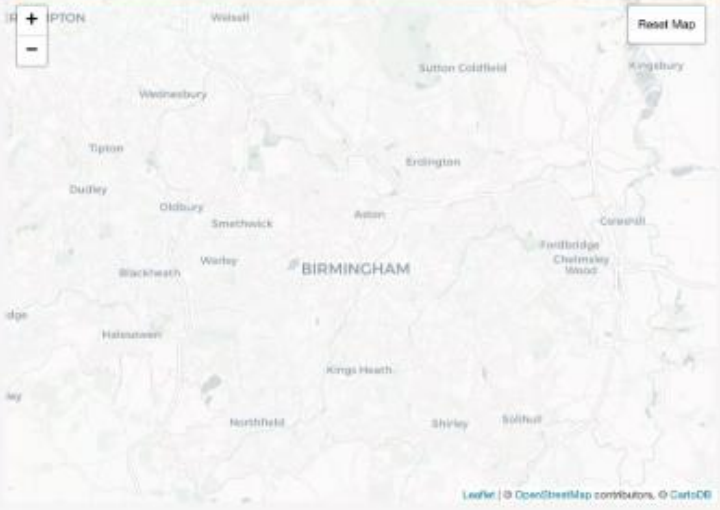
Possible approaches

- Explore Datasets with information on pollution?
- Create graphs which help to understand the situation?
- Interview people with pollution-related disease. Commercial drivers
- Create video content with interviews and b-roll
- Infographics and designs make pieces more accessible?
- Scraping twitter feeds to capture conversations
- Look for thought-leaders and unsung heroes; pod-casts
- Use of third-party sites must support SEO

Real Journey Time

Using the Real Journey Time API to explore bus journey times in The West Midlands.

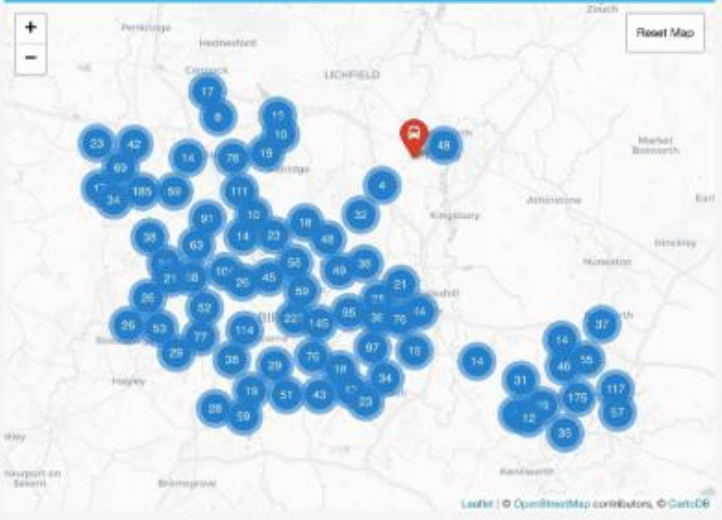
1. Pick a bus stop.



Real Journey Time

Using the Real Journey Time API to explore bus journey times in The West Midlands.

1. Now pick a second stop.



22 Ways to Create Compelling Content When You Don't Have a Clue

Great content ideas aren't always easy to come by. Even professional writers find themselves ***stuck***. . . yet they still turn out excellent content on a regular basis.

What's their trick?

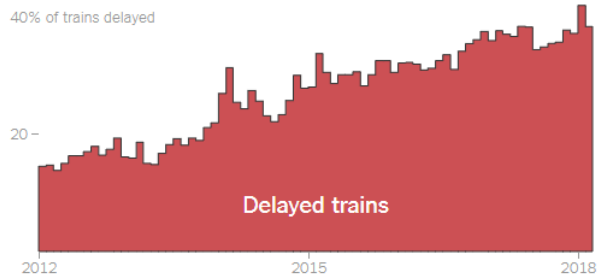
It might just be one of these!

P. Sánchez
P. Iglesias
P. Casado
A. Rivera
S. Abascal
S. Abascal
A. Rivera
P. Casado
P. Iglesias
P. Sánchez

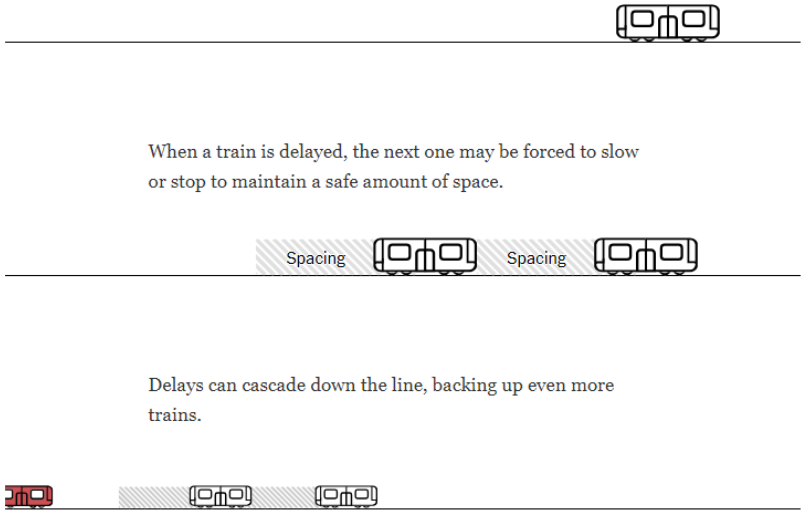
The New York Times

How 2 M.T.A. Decisions Pushed the Subway Into Crisis

By ADAM PEARCE MAY 9, 2018



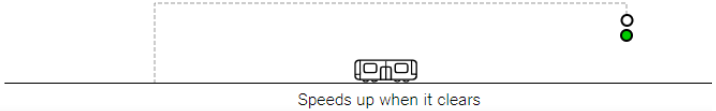
Source: M.T.A. on-time performance data

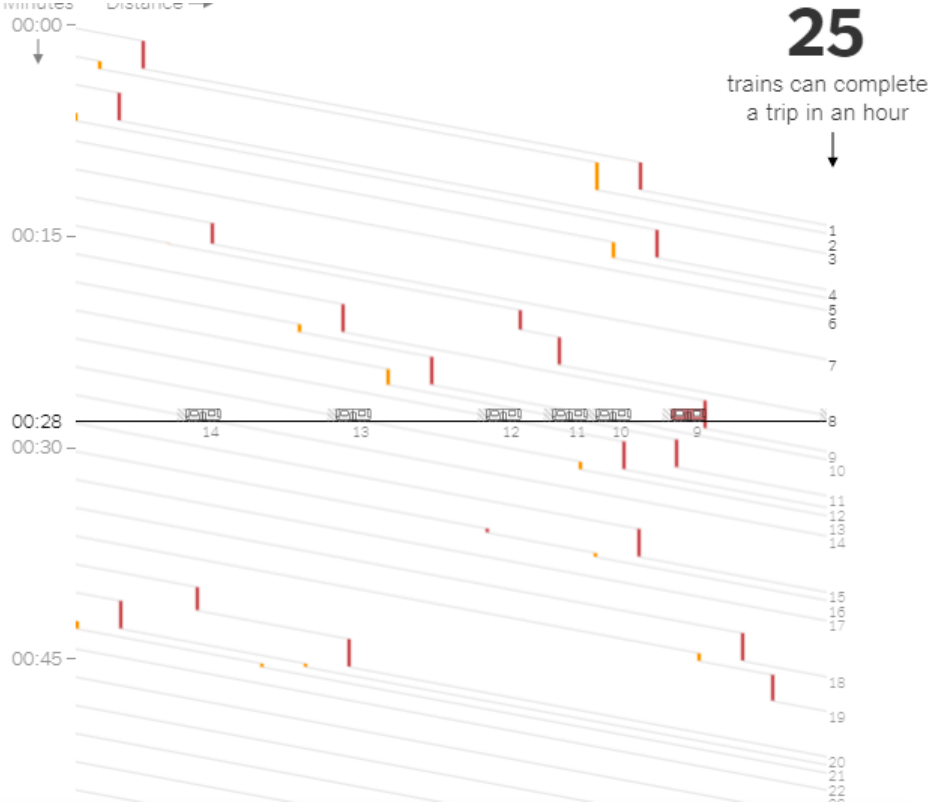


- https://www.nytimes.com/interactive/2018/05/09/nyregion/subway-crisis-mta-decisions-signals-rules.html

A **misconfigured signal** will trigger automatic braking even at speeds below the limit.

Some **train operators slow down** for all signals in case they are passing through a faulty one.





Stopping by Woods on a Snowy Evening

By Robert Frost

Whose woods these are I think I know.
His house is in the village though;
He will not see me stopping here
To watch his woods fill up with snow.

My little horse must think it queer
To stop without a farmhouse near
Between the woods and frozen lake
The darkest evening of the year.

He gives his harness bells a shake
To ask if there is some mistake.
The only other sound's the sweep
Of easy wind and downy flake.

The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.

MINDSHIFT

Eight Ways To Teach Climate Change In Almost Any Classroom

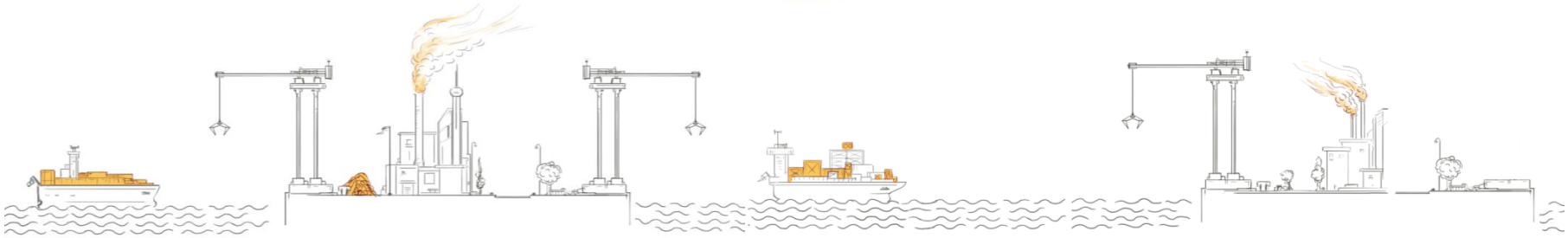
By Anya Kamenetz Apr 25

- https://www.kqed.org/mindshift/53505/eight-ways-to-teach-climate-change-in-almost-any-classroom

- https://multimedia.scmp.com/news/china/article/2169344/china-2025-electric-vehicles/

Most of the cobalt used today is extracted from African mines in the Democratic Republic of Congo (DRC)

About 20 per cent of DRC's mines are dug by hand

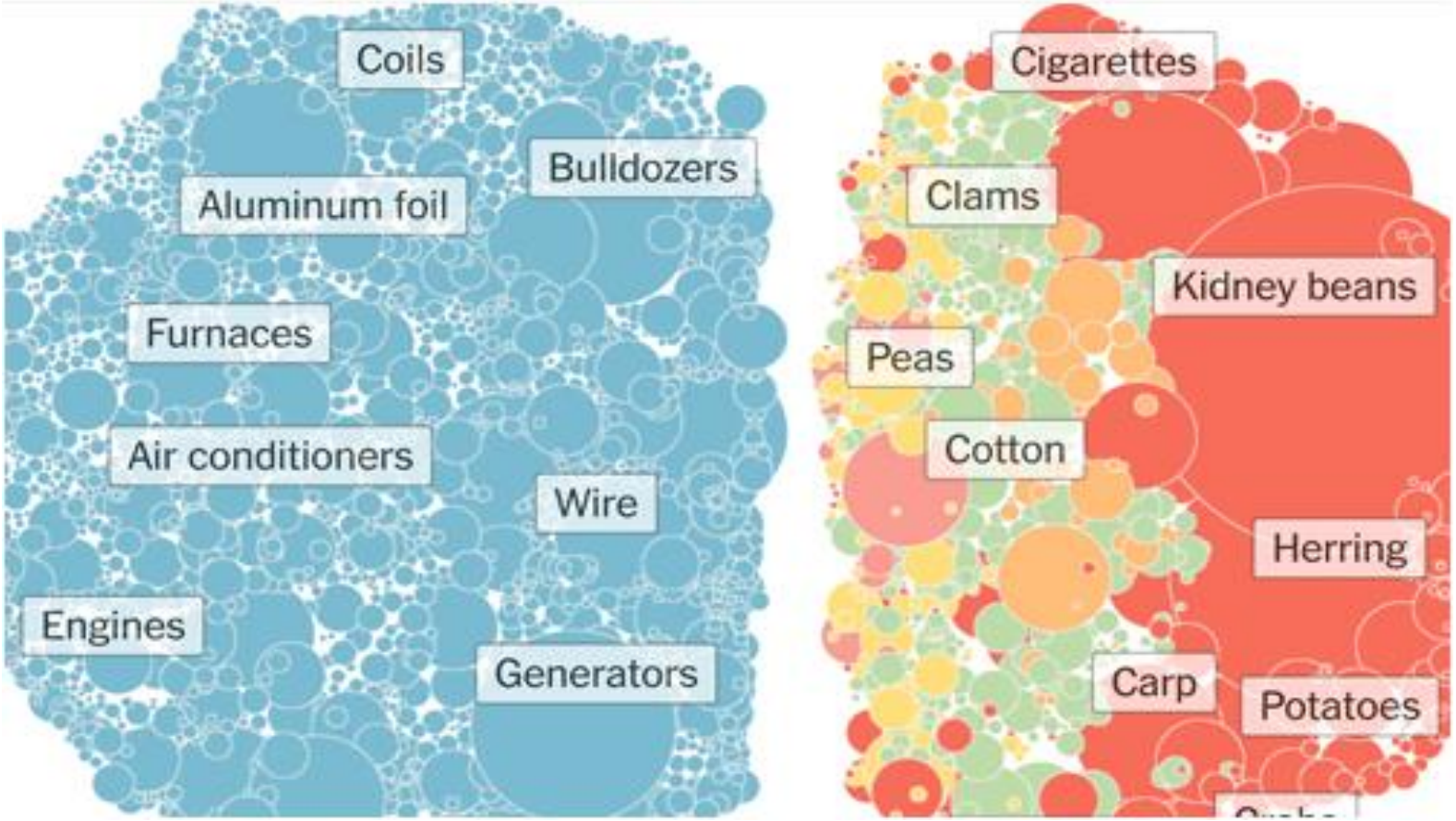


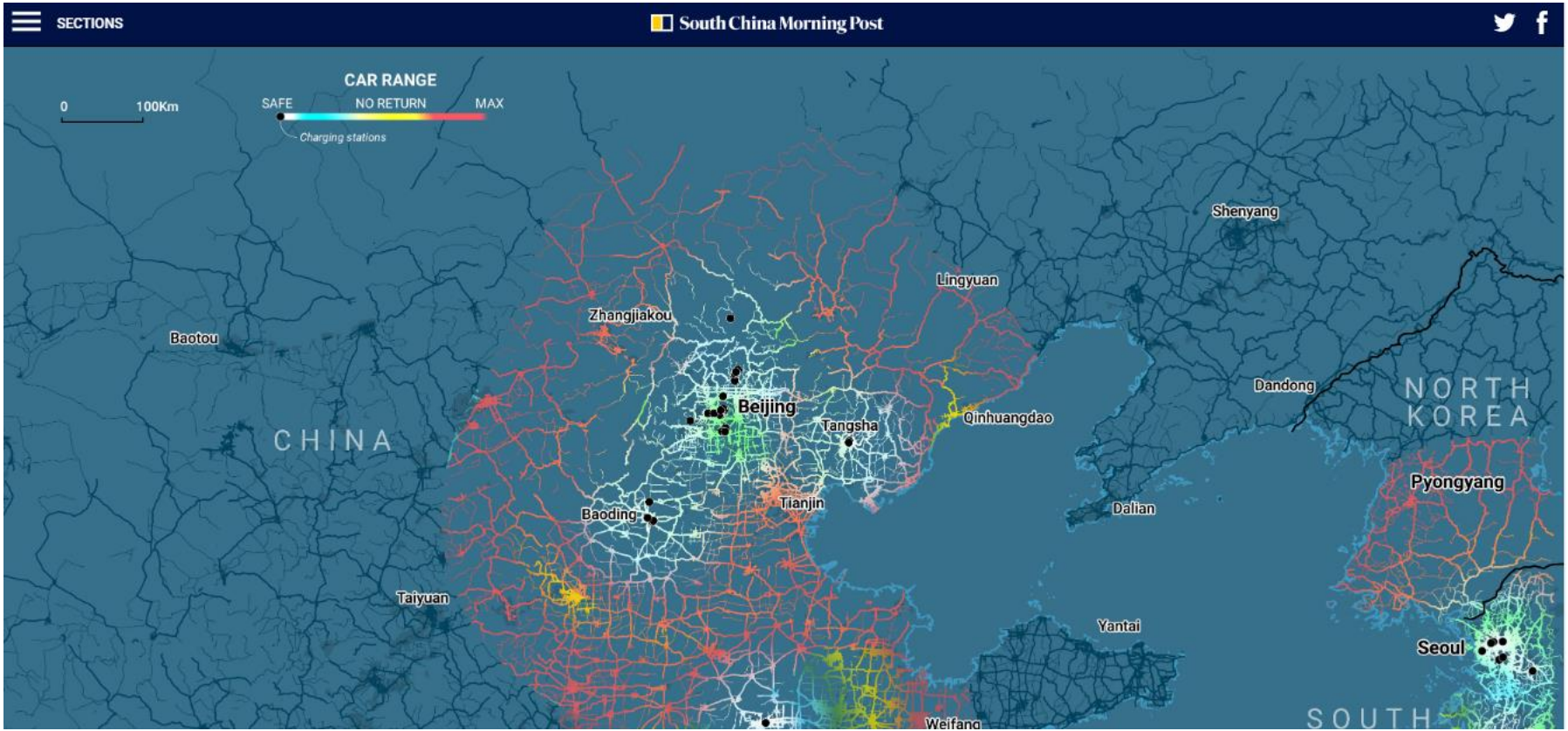
70 per cent of the cobalt is shipped to China, most of it as raw minerals unprocessed

China processes the cobalt and other minerals to produce rechargeable lithium batteries

The batteries are shipped to other Asian countries, Europe and America to be used in electronic devices

Companies use the batteries to power up cars, phones, computers... which are then sold around the world


Coils
Bulldozers
Aluminum foil
Furnaces
Air conditioners
Wire
Engines
Generators
Cigarettes
Clams
Kidney beans
Peas
Cotton
Herring
Carp
Potatoes


SECTIONS
South China Morning Post
CAR RANGE
0
100Km
SAFE
NO RETURN
MAX
Charging stations
Shenyang
Lingyuan
Zhangjiakou
Baotou
Dandong
NORTH KOREA
Beijing
Tangsha
Qinhuangdao
CHINA
Pyongyang
Tianjin
Baoding
Dalian
Taiyuan
Yantai
Seoul
Weifang
SOUTH

Proposed approaches

- Objectivity? Biased towards responsible innovation / SDGs
- Journalistic? Legal, decent, honest, fair
- Explicit aim to explain, inspire, engage, motivate and shift behaviours
- Curator and originator: reporting on AI/VR/AR
- Ambition for animation, coding, arts documentary
- Balance top-down (policy, strategies) with grass-root (tactics, actions). Explore alignment. How well learning is applied.
- Beautiful images, colour theory / contrast with personal ‘smartphone’

What do you think of the story? How else might we tell it?

What makes an intriguing story?

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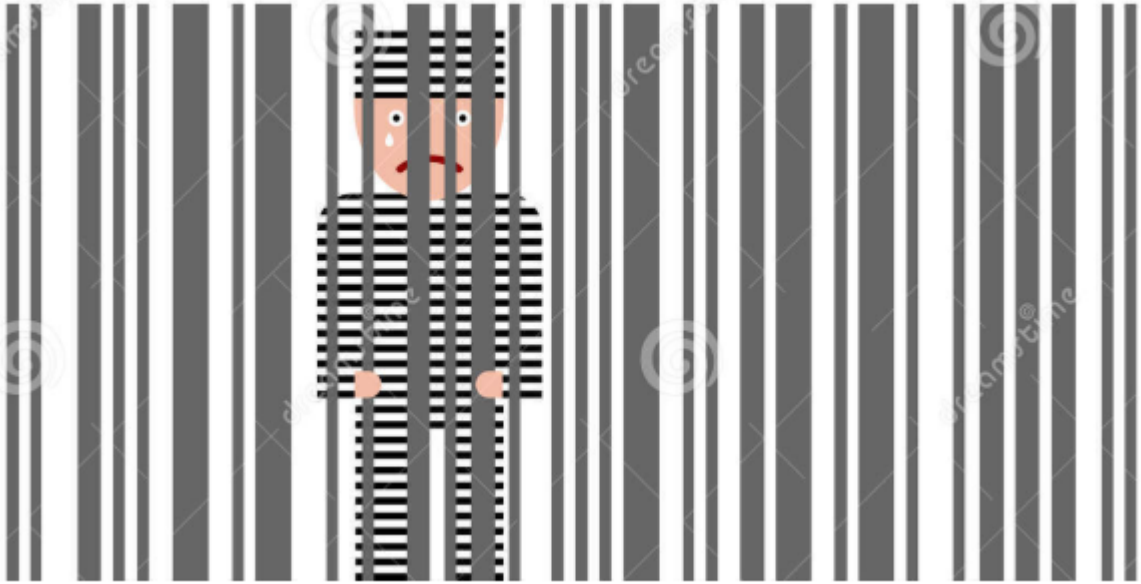

Freefall writing (from John, PwC)

You mentioned your goal is to generate and communicate the shared narrative of the human dimensions of engineering organisations.

I was going to mention freewill [sic] writing which was the exercise I found most useful, especially with a relevant stem, e.g. “I feel most human at work when ….“ or “At its best our organisation has the following human dimensions …”

This made me think how you might link the freewill etc first person exercises to some second person questions in social groups, e.g. ***“What will it take for us to create and live a human narrative?”***

Next steps

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Audience research: clarify individual/organisation needs and messages; which countries interest them?

Recruit sponsors/participants for June/July sprints. Cities?

Consult supporters (ONTENTE audiences)

Share current output with sponsors and prospective collaborators

Timetable peer-coaching, tech support and conference

Complete paperwork (IPR, data, liability, grants), self-assessment, skills audit; *draft your Chapter 1 for sharing with the group*.