

THE BOOKINHO

A “FLAWLESS TOOL”
TO GET PEOPLE INVOLVED
WITH THE SDGs.

d.i.e

Deutsches Institut für
Entwicklungspolitik



German Development
Institute



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Hello! Our names are Diego, Flávia, Juda, Rafael and Refilwe. We are a group of young professionals from different countries, backgrounds, but all very engaged with changing our world onto a sustainable, prosper, equitable and peaceful path.

As participants of the Managing Global Governance (MGG) Academy of the German Development Institute / *Deutsches Institut für Entwicklungspolitik* –a programme which brings together young leaders from rising powers and Europe to engage in a dialogue and learning process regarding global challenges— we developed an educational workshop to get people engaged with the United Nations’ 2030 Agenda and its 17 Sustainable Development Goals (SDGs).

We were particularly interested in discovering what elements influence and trigger behavioral change in order to align our lifestyles with the fulfillment of the SDGs. For this, we began a process of interrogation in which we interviewed artists, activists, researchers, educators, leadership-trainers, and people like you – individuals with an urgency for change; people who are in pain, who love, who have heard the calling for individual transformation or that wish to find it.

Our project - founded upon our findings - intends to raise awareness about the SDGs, to encourage personal reflection, to foster social interaction through an SDG-game, and to come up with concrete ideas to engage people with the implementation of the goals.

The **Bookinho** is the physical manifestation of our work on behavioral change, and it is ultimately a tool to **reflect**, to **interact** and to **act**.

In the **reflection** part of this Bookinho, we invite you to use narratives as a tool for individual and

communal identity construction. The section will also allow you to outline your personal interest and possible areas of action. We believe that by finding problems that interest you, we can all become problem solvers. In the **interaction** part, we invite you to play our **Sustainable Ideas Game (SIG)**, aimed at brainstorming possible actions to tackle one of the many global challenges we face, while at the same time linking them to your interests. In the final section, dedicated to jumping to **action**, we urge you to put hands to work by using the ideas developed during the game. To do so, we will guide you to work on a prototype, using the design-thinking approach.

We hope you enjoy the content, and have as much fun as possible. Nonetheless, follow the order of the Bookinho.

“The language of emotions is the language of
movement”

(Marshall Ganz).

Part 1

SELF DECLARATION

As a result of our research, we have identified storytelling as a powerful tool to understand who we are in the world. Better knowing ourselves can provide us with moral and experiential resources to act upon something.

Finding ourselves in broad categories is a good first step to begin thinking about our own identity, not only because they help us structure our own particularities and stories, but also because they provide insightful information about community belongings, possible allies, as well as areas of interest or concern.

Through this self-declaration, we therefore invite you to highlight the categories that better describe you. If there is one you can't find, feel free to write down any other words that more accurately depict who you really are.

At the end of the exercise, please reflect upon the several elements that structure your identity, and name at least one concern that links your identity with one of the 17 Sustainable Development Goals.

I IDENTIFY MYSELF AS ...

Happy
Angry
Serious
Entrepreneur
People of color
Student
Old
Passionate
Liberal
Working class
White
Straightforward
Transgender
Proactive
Tall
LGBTQIA+
Middle class
Energetic
Materialist
Upper class
Employed
Strong
Thin
Short
Privileged
Young
Conservative
Woman
Man
Energetic

Anxious Activist
Black Pragmatic
 Religious
 Loving
 Sensible
Big Spiritual
 Environmentalist
Non-binary Concerned Consumer
 Transparent Sensitive Non-religious
Lazy Minority
 Family-devoted Mindful
Hopeful Feminist
 Friendly Migrant

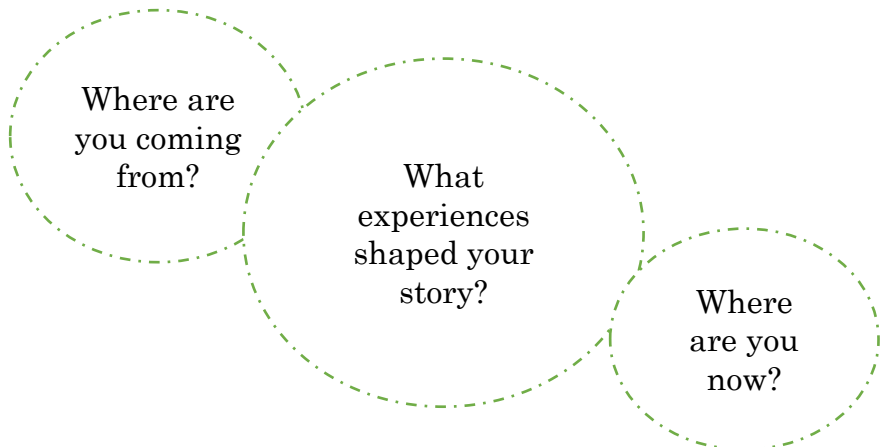
WRITE YOUR OWN STORY

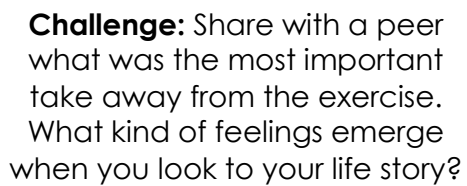
As the second exercise of the reflective section, we invite you to work in creating your own “River of Life” by registering all the important moments, the turning points and patterns you have experienced. For that, you can draw your river of life on the next page.

The reflection here can involve your relationships with family, friends, colleagues at work, as well as other kind of social interactions. It is important that you take into account the relationship with your body, with your spirituality, and the roles both of them have played in your life. Consider also your intellectual development and the skills.

The idea is to build-on the previous exercise to be able to better articulate your personal story. After doing so, you will be able to look back at your life, and be able to understand what made you the person you are today.

We suggest you to use the following questions as guideline to start drawing of your “River is Life”.





Challenge: Share with a peer what was the most important take away from the exercise. What kind of feelings emerge when you look to your life story?

DRAW YOUR STORY MAP

This exercise is about creating an emotional and experiential map for self-analysis — specifically with regard to the two main drivers towards change: pain and inspiration. For that purpose, we ask you to draw yourself and then to add content to your sketch.

Draw your facial silhouette on page 11. Once you have finished, please write your personal pains in the inside of your silhouette. They are the greatest clues to access our hearts, and if we put them to good use, they can give us the tools to heal ourselves. Some examples are: homophobia, forced migration, racism, classism, hunger, animal cruelty, sexism, injustice, unreciprocated love, the death of a loved one, disconnection with ourselves, etc.

Meanwhile, on the outside of your silhouette, please write your inspirations and the things you love. Some examples are: family, friends, heroes, social justice, community leaders, art, music, dance, photography, motion pictures, sport, sustainability, equity, teaching, sharing knowledge with other, human well-being, etc. Once you have finished, reflect on the elements you have written down and think of how you could articulate some of them to achieve transformative change. Find some examples bellow:

Example 1: Ryan Camero is a visual artist and activist engaged in the fight against water privatization. While growing up in California, he was exposed to a context of gang culture and violence which had a profound impact in his family dynamic. As a result of the pain cause by that situation, he decided to ‘make something opposite to addiction’, and he got engaged with solving a community problem. By learning about the over-exploitation of San Joaquin River, Ryan became active in community organizing, and joined a climate movement for water security concerns. Nowadays, he is involved in environmental “artivism” and is organizing artistic demonstrations for the Global Climate Action Summit of 2018 in San Francisco.

Example 2: Marshal Ganz is a lecturer in public policy at Harvard University and a trainer and organizer of political campaigns. He was born into a Jewish family in Michigan and grew up in California, where his father was a Rabbi and his mother a teacher. For three years after World War II, his family lived in occupied Germany, where his father served as a US Army chaplain working with displaced persons. Having encountered survivors of the Holocaust, his parents taught him about the dangers of racism and anti-Semitism. Ganz left Harvard College one year before graduating to volunteer for the Mississippi Summer Project and found the calling he would pursue for the next 28 years – organizing migrant farm workers, community organizations, trade unions, and electoral politics. He helped to organize the Mississippi Freedom Democratic Party delegation to the 1964 Democratic National Convention. In 1991 he returned to Harvard, completed his undergraduate degree, a MPA and a Ph.D., and joined the Kennedy School faculty, where he discovered a second calling as a teacher, scholar, and advocate.

PART 2

SUSTAINABLE IDEAS GAME (SIG)

Now we invite you to play our **Sustainable Ideas Game** as a mean of interaction with your friends, family, work colleagues or anyone else in your community who you would like to share your excitement towards the Sustainable Development Goals (SDGs).

PART 3

Lastly, we invite you to act upon the results of your interaction through our Sustainable Ideas Game. Therefore please make a list of the practical ideas proposed during the game, which will be the input for the third part of the Bookinho. In this section we ask you to start working in developing your prototype.

Our suggestion is that you use the **Design Thinking** methodology to do so.

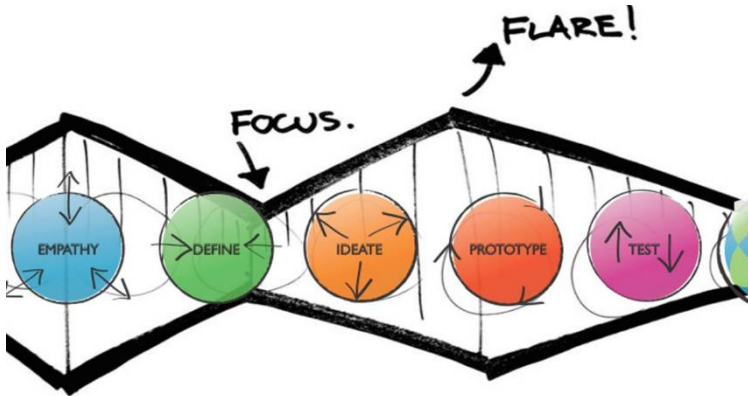
DESIGN THINKING

Design Thinking is a strategy for innovation, a people's oriented approach. It refers to creative solutions designers use during the process of designing.

If you understand it's five stages, you will be able to apply the Design Thinking methods to solve complex problems that occur around you — in your work, your country, and even your planet. Below you will find the necessary stages of design thinking and therefore a way to guideline for implementing your ideas.

Once you have finished prototyping, agree with your peers to hold each other accountable in the implementation of your ideas. A great way to do it is through monthly virtual webinars to check on how you and the rest of the players are moving towards transformative action.

THE STAGES OF DESIGN THINKING PROCESS



1. **Empathy:** Gain empathic understanding of the problem you are trying to solve
2. **Define:** Analyze your observations of the empathy phase and define a problem statement
3. **Ideate:** Think outside the box to identify solutions to the problem
4. **Prototype:** Produce a small-scale, inexpensive version of your final product that incorporates solutions to the problem
5. **Test:** Refine, revise and tune your final product to offer the best user-centered solution possible

The link below brings a practical example of Design Thinking implementation:

<https://www.youtube.com/watch?v=M66ZU2PCicM>

We hope you have enjoyed the Bookinhol!
Now it is your turn to help others be innovative
problem-solvers.

Further references for SDG related action:

-SDG Action Campaign
(sdgactioncampaign.org);

-GLEN (Global Education Network of Young Europeans)
(<http://glen-europe.org>);

-ASA-Program
(<http://en.asa-programm.de/english/home/>);

-Elos Institute
(<http://institutoelos.org/gsa/en/>);

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