



MICRO TO MACRO

CREATING AN
ECOSYSTEM OF
ACTIONABLE
KNOWLEDGE



Do you have a
question about the
project?

Scan the QR code to
submit your
questions!

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A Couple of Reminders

- Please, save **live questions** for **after** the project presentation
- **Questions can be entered** at any time via the **QR code**
- Be mindful of time

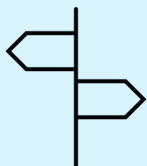
Other functionalities will be explained as the workshop progresses





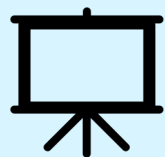
Workshop

Our Journey



Introduction

5 minutes



Micro to Macro
Project
Presentation

12 minutes



Q&A

5 minutes



Group
Discussion

35 minutes



Closing
Thoughts &
What's Next

3 minutes

Meet the **Micro to Macro** Workshop Team

HELENA SARCONE
TINA KARME



Tina Karme

Sustory Co-Founder &
Researcher of Alternative
Leadership Models



Helena Sarcone

Project Manager exploring
Climate Action



Tatenda Mutasa

Climate Change Scientist



Lawrence Mashungu

Climate Change Scientist



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Youth Board Advisor



Niklas Green

Partnership & Outreach

A Special Thank You To

Jonas Haertle

Laura Sarcone

Afroditi Anastasaki

FUS MSIM 20-21 cohort

Josefina Ashipala

Naomy Hyvönen

Pio Wennubst

Anthony Bennett

Ben Dotsei

Ahmad Muktar

Flora Nducha

Graham Alabaster

Harri Ketamo

Christina Rekakavas

Lynn Zender

Joe Sarcone



Treat others and the planet
as you would wish to be treated.
THE GOLDEN RULE





MICRO TO MACRO

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We are convinced that:

The Natural Learning Process is
the Heart of Climate Action

It is Natural for Us to Act

Knowledge is Not a Steady
State as Experience Intervenes



Our Journey

Problem Statement

How to utilize existing knowledge for Action

Making Sense

Understanding the issue and actors

Design, test, re-design

Collecting fragments and synthesizing them



From Micro to Macro

Building and Empowering Ecosystems for Impact



BEYOND -
Blooming, Educating,
Youthful,
Open-minded, Natural,
Daring

Problem Statement

Inclusion

Question 1:

How do we bring contextualized existing knowledge into education?

Question 2:

How do we accelerate Climate Action?

Together

People we have met (36)

- ✓ **Questionnaire Pro: 20** responses
- ✓ **Questionnaire Open: 16** responses

"If we really want information to be useful and sustainable in the long term, it has to be tailored to needs of the contexts, countries, and people."

"You cannot do things alone when talking about the SDG's."

"Any lasting change has to go through education"

"Trust is key to developing capacity."

"A lot of small actions make a big difference."

"Information and knowledge is power"

Previous Work, Surveys & Research

The Key Point of Entry determine content development

Context for sensemaking and sensegiving
(Omolewa, Michael)

Universities as innovation hubs
(le Roux, Aliza)

Support 'natural' process of learning
leading to

Actionable Knowledge

"A report from the McKinsey Institute found that digital development facilitated 21 percent of all global GDP growth in mature economies from 2006 through 2011 was facilitated by digital development."

"Internet providers are often decentralized to build infrastructure in rural areas, as lower population density, lack of existing infrastructure, and less profitable market create suboptimal business operating conditions. In comparison, the average individual in a city is wealthier and better educated, providing an ideal market."

"Given the challenge at hand, it is sustainability education (inclusive content). Therefore, if MOOCs can and local environment and ecosystem."

"Traditional African education, which is passed from one generation to another, is usually by word of mouth and cultural rituals, and has to some extent been the basis for sustainable development in agriculture, food preparation, health care, conservation and other sectors for many centuries. This mode of education has by large been used as a way of acquiring lifelong learning."

Traditional African Modes of Education: Their Relevance in the Modern World "

Education in Africa is to prod family and neighbors (Nikie)

- In Omolewa

"We believe education will empower for action"

- James Mwambi, UNITAR

"Any lasting change has to go through education"

- Branka Sain, Franklin University Switzerland

"If we really want information to be useful and sustainable in the long term, it has to be tailored to needs of the contexts, countries, and people."

- Cristina Rebekman, UNITAR COP

"Certificates empower (and) motivate people"

- Carlo Giardinelli, Economy of Francesco

"A lot of small actions make a big difference."

- Joudia Ashpole UNITAR COP UN ECC+ team

"Trust is key to developing capacity"

- Joe Sarcone

"You cannot do things alone when talking about the SDGs."

- Afroditi Anastasiou, UNITAR

"Radio is Queen"

- Ben Dettai, UN Media

"It's easier to build something than it is to run something"

- Laura Sarcone

"Information and knowledge is power"

- Hu Wernshut, UN Ambassador







From Micro To Macro

AIM:

**Resilient Ecosystem to Educate and
Empower for Action**

WHY:

- Contextualized, holistic learning
- To not lose fragments of information
- To build up a network for actionable knowledge
- To map skills educated and skills desired



NETWORK



From Micro To Macro

WHAT:

Development of region-specific climate change education material in partnership with local actors & AI neural-network to map individual learning journey

HOW:

- Partnerships with local universities & actors
- GCP support in material development
- Micro-learning material (video, audio, written, theater)
- Platform and AI development, e.g. HeadAi



COLLABORATION



ECOSYSTEM



From Micro To Macro

PARTNERS:

Local NGO

UN CC:Learn

UN Media

University Global Coalition

Schools and Communities

HeadAI (AI Neuro-network)

Foundations

Indigenous communities

Youth



1

Large partnership network - University Global Coalition (UGC), UN Media & UNICEF

2

Manages UN CC:e-Learn site with over 400,000 active learners

3

Focus on micro-learning in new UN CC:Learn phase

4

Mapping of global learning related to the SDG's

5

Mapping of contextualized learning offerings in different regions and linking it with governmental learning agenda for GAP analysis



1

Growing interest in mapping the practical applications of the SDG's

2

Need to learn from local stories related to climate change

3

Global partnerships focusing on the development/dissemination of climate change education and promotion of climate literacy

4

E-learning opportunities have created a trend where people can tailor their learning journey

All co-developed material will require review & approval

Funding to sustain develop and scale learning content, coding and mapping

Shift from Top-down education to Bottom-up education.

Efficient scale-up

Power dynamics and collaboration in what is already available, what is perceived to be needed, and what is developed and created.

1

2

3

4

5

1

Variation of approaches to ethics and intellectual property

2

Evaluation and management of content and the associated power dynamics

3

Rapid development and the challenge of outdated information

4

Questioning and evaluation of large international organizations and their intent



5

Mapping of contextualized learning offerings
in different regions and linking it with governmental learning
agenda for GAP analysis

All co-developed material will require review & approval

1





1

Growing interest in mapping the practical applications of the SDG's

Variation of approaches to ethics and intellectual property

1





From Micro To Macro

PROJECT PLAN:

Preliminary overview of
project elements

LET'S GO!



PRELIMINARY PROJECT PLAN

HELENA SARCONE
TINA KARME



Future Ethics for Base of Code of Conduct

Ethics in Micro learning opportunities

From Ethics to Code of Conduct, How to deal with business opportunities identified by Microlearning's. How do we address wealth generative learnings in a fair way and protect biosphere balance and ethnosphere balance (intellectual property)

Future Orientated Ethics "Re-define Ethics" for Division of Wealth

Partners for Development



Partnerships and Collaboration

Re-thinking content

Identifying microlearning opportunities and networks for collaboration

Defining Piloting Tracks



Scoping the first test runs

Build up capacity

Developing skills based on actionable knowledge within communities.



First Phase Microlearning

Microlearning materials

Theater, documents, videos, audio.



Micro Learning Mapping and Personalized Learning

Larger Learning goals from Micro learnings

Evaluation and key learnings. Planning of scale up for next regions of implementation and information sharing. Structure sustaining plan.

Gathering Micro Learnings

Coding and Mapping System (AI)

AI Development

Mindmaps

Adding the SDG mapping, skills mapping & local needs (AI)



Mapping & Personalization

PRELIMINARY PROJECT PLAN

HELENA SARCONI
TINA KARME



Future Ethics for Base of Code of Conduct

Ethics in Micro learning opportunities

Future Orientated Ethics “Re-define Ethics” for Division of Wealth

Partners for Development

Defining piloting tracks



First Phase Microlearning

Microlearning materials

Gathering Micro Learnings

Coding and Mapping System (AI)

Mapping & personalization



AI Development

Mindmaps



From Micro To Macro

HOW MUCH:

- 10 000 – 100 000 USD incl, facilitation and AI development.
 - AI solution as business opportunity with collaboration partner.

WHEN:

Can be mobilized and initiated immediately

WHERE:

- Piloting in 2-3 regions.
- Commitment of 9-12 months (broken into phases) for first official roll out.





BEYOND

BEND OUR MINDS
FOR A
YOUTHFUL FUTURE

TOGETHER

HELENA SARCONE: helena.sarcone@sustory.fi

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Now it's your turn – you are
the key to success.

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Top of Mind Thoughts – Reactions, Ideas, Concerns, Inspirations, Questions

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From Idea to Action – funding, team building, piloting, involvement,

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Groups of Interest – How can we get you involved? Who should be involved?

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Challenges – Threats, risks, obstacles, intellectual property, wealth distribution, bureaucracy, and exploitation.

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Opportunities – Added value, community involvement, engagement, inclusion, co-creation, and cross-disciplinary activities.

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Speak up,
collaborate,
and co-create





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