

# Global coordination project: Global replication to eliminate hazardous chemicals from supply chains

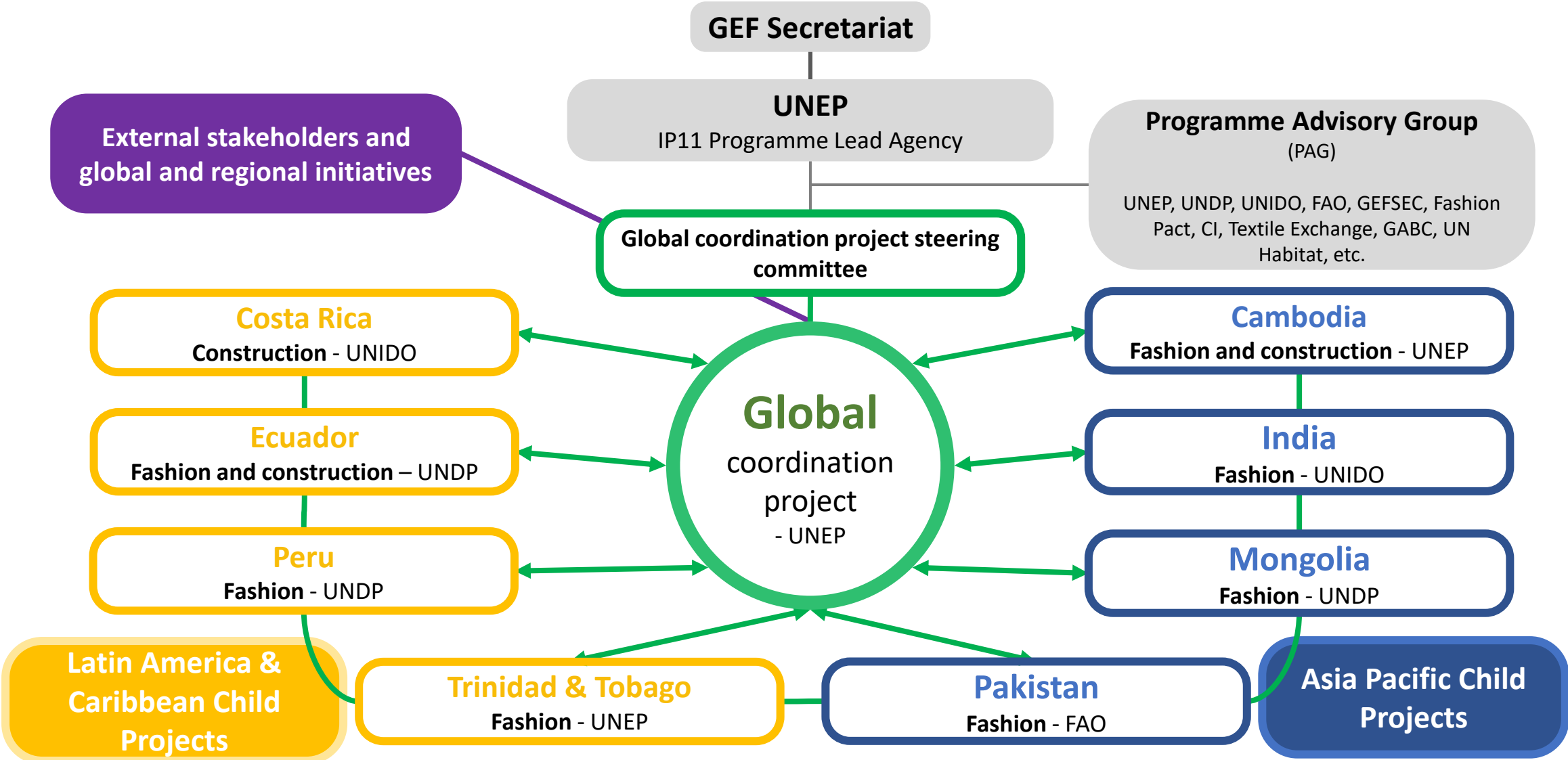
## Eliminating Hazardous Chemicals from Supply Chains Integrated Program

---

Knowledge management and Communications

---

# Overview and Governance



# Global coordination project – priorities

## Stakeholder coordination, engagement, communication & KM

Coordinated engagement of global stakeholders

Consistent visibility & branding approach

Coordination with other GEF IPs & related initiatives

Co-design of IP KM platform with IAs to meet needs / preferences

## Substantive topics

Gender analysis & action plans – provide consistent approach/ templates

Chemicals transparency & traceability across sectors

Policy, governance and enforcement

Financial and demand-side incentives

New innovations that can be implemented through the in-country CPs

## Results framework & monitoring

Reiterate the common intervention logic (materials focus) & consistency in child project theories of change

GEBs – Development of standardized methodology for GEB assessment across the IP

Programmatic Indicators & Annual Program Report

# How it all works in sync (KM, Comms, M&E)

01

## Knowledge Sharing and Collaboration

Engaging in platforms for knowledge exchange about best practices and innovative solutions. This could involve industry-wide forums, partnerships with environmental organizations and value chain actors, and participation in globally led initiatives.

02

## Capacity Building and Technical Assistance

Utilizing stakeholder resources for training and support to understand the impacts of chemicals used in products and processes, and how to manage them effectively.

03

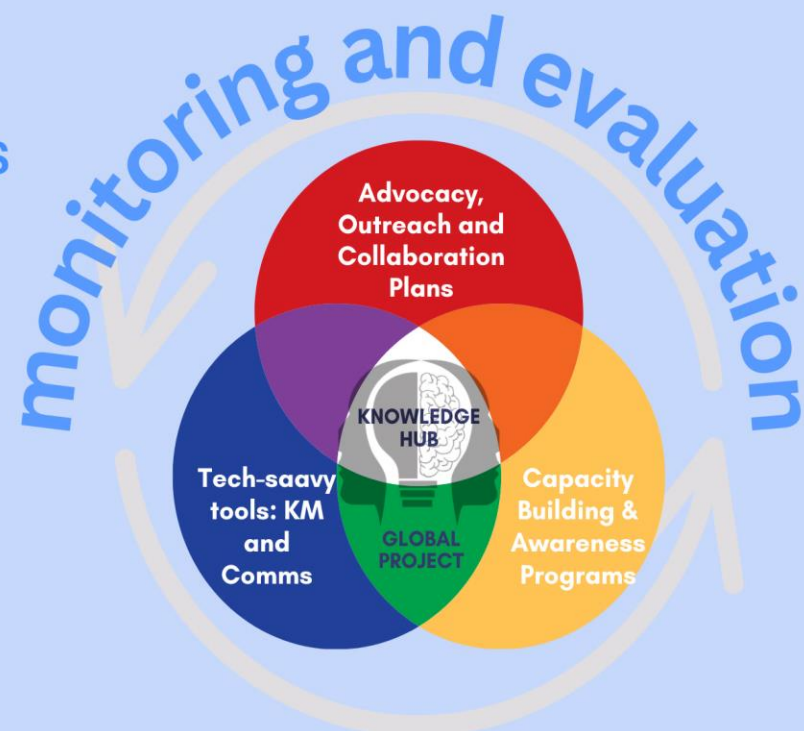
## Monitoring and Reporting

Implementing systems for continuous monitoring the effectiveness of the knowledge products of the GCP and CPs and the KM strategy. Reporting progress can help in benchmarking against industry standards and fulfilling regulatory and consumer expectations for environmental responsibility.

## KM, COMMUNICATIONS AND M&E FRAMEWORK

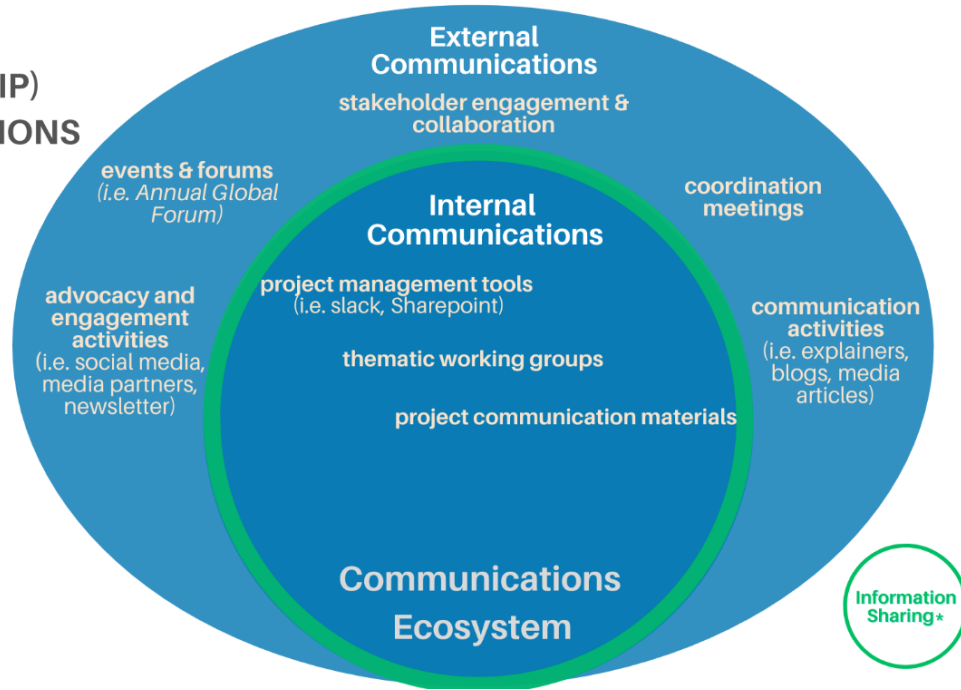
*How it all works together*

*Integrating consistent M&E mindset is vital from the start to make GCP a successful KM Hub, ensuring continuous focus on shared learning and effective knowledge management between targeted stakeholders.*



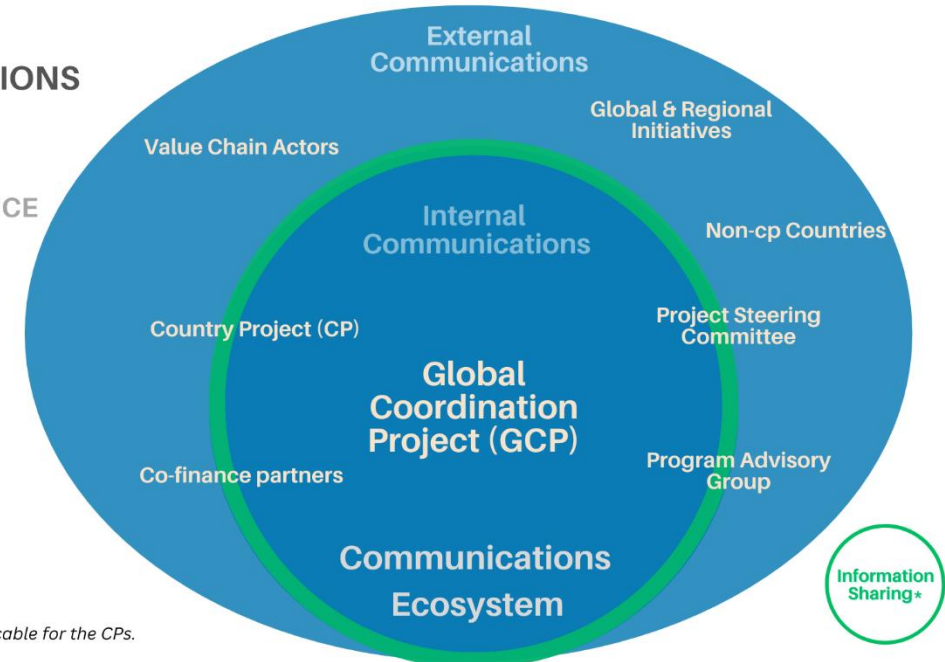
# Communication Ecosystem Frameworks

## INTEGRATED PROGRAMME (IP) COMMUNICATIONS ECOSYSTEM FRAMEWORK



Strategic framework for the IP communications ecosystem of internal and external communication engagement activities to facilitate two-way communications, collaboration, knowledge sharing, and outreach efforts across all project phases.

## GCP COMMUNICATIONS ECOSYSTEM FRAMEWORK: ROLES & INFLUENCE



*This framework can be applicable for the CPs.*

The same Communications Ecosystems Framework applied to the GCP lens effort to identify coordination and impact to and from key target audiences.

# CP Business Case Planning for KM

## A. Needs Assessment and Planning

- **Initial Consultations:** Engage with industry stakeholders, experts, and potential users of the knowledge management system.
- **Strategy Development:** Define clear objectives, target audiences, and key messages.

## B. Information Technology Infrastructure

- **Knowledge Management System (KMS):** Development or purchase of a software platform for knowledge sharing.
- **Hosting and Maintenance:** Server costs, software updates, and technical support.
- **Data Security:** Measures to protect sensitive information.

## C. Content Development and Management

- **Content Creation:** Hiring subject matter experts to write articles, create videos, etc.
- **Content Curation:** Collecting and summarizing existing research, case studies, and best practices.
- **Translation and Localization:** Making content accessible in different languages and contexts.

## D. Capacity Building and Stakeholder Engagement

- **Workshops and Webinars:** Organizing online and in-person events for training and engagement.
- **Outreach Materials:** Production of guides, flyers, and promotional materials.

## E. Monitoring, Evaluation, and Learning (MEL)

- **Impact Assessment:** Tools and surveys to measure the effectiveness of the knowledge management activities.
- **Adaptive Management:** Budget for revising strategies based on feedback and emerging needs.

## F. Personnel and Administration

- **Staff Salaries:** Program managers, content creators, IT support, and administrative staff.
- **Operational Costs:** Office space, utilities, travel, and communication expenses.

## G. Contingency Fund

- **Risk Management:** A reserve fund to address unforeseen challenges or opportunities.

# Knowledge platforms related to GCP

Relevant Platforms/ Websites	Stakeholder reach	Analysis related to KM capability
<a href="#">One Planet Network</a>	Platform	<ul style="list-style-type: none"> <li>Website hub for stakeholders with news and knowledge on construction and textiles.</li> <li>One Planet network promotes sustainable consumption, 'Fashion Slow Down' campaign targets consumer awareness.</li> <li>Provides vital info through reports and Product Sustainability platform.</li> </ul>
<a href="#">SAICM Knowledge Management platform</a>  (Name may be rebranded in future)	*Fashion *Construction	<ul style="list-style-type: none"> <li>Collaboration opportunities between IP and the GFC for sharing news, announcing meetings, and promoting events.</li> <li>Potential partnership with the GFC for organizing meetings and events.</li> <li>SAICM Knowledge Platform addresses emerging policy issues, and sectors such as and textiles, though currently limited.</li> <li>There are chemicals and waste communities of practice providing discussion forums, but no dedicated forum for textiles and construction yet.</li> <li>SAICM hosts a resource library on chemical management, including Highly Hazardous Pesticides, primarily for policymakers, lacking specific topic categorization.</li> </ul>
<a href="#">Green Growth Knowledge Platform (GGKP) Community</a>	Fashion Construction	<ul style="list-style-type: none"> <li>GGKP Community is a hub for knowledge sharing and collaboration among stakeholders focused on green growth and sustainable development goals.</li> <li>Offers resources like publications, case studies, and tools for informed decision-making and policy development.</li> <li>Facilitates dialogue and exchange of ideas through forums, blogs, and webinars.</li> </ul>



# C1: Knowledge and learning - activities

## Output 1.1

Knowledge is collected, analyzed and synthesized



1.1.1. Knowledge needs assessments



1.1.2. Compendium of databases



1.1.3. Compendium of sustainable materials



1.1.4. Synthesis of knowledge materials and educational tools

- *Supply chain transparency and traceability*
- *Policy, legal frameworks and enforcement*
- *Financial and demand-side incentives for sustainable materials and products*
- *Knowledge requested by in-country child project and relevant stakeholders*

1.2.1. Online knowledge management (KM) platform



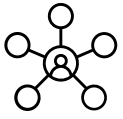
1.2.2. Exchange of knowledge between child projects



## Output 1.2

Knowledge is curated and applied





# C2: Communication, capacity and collaboration - activities



2.1.1. Implement and update the communications strategy

- *Programmatic communications and knowledge management network*



2.1.2. Information / education exchange

- *Regular programmatic meetings*
- *Training and capacity building*

2.2.1. Continuing Stakeholder Engagement



2.2.2. Annual global forum



2.2.3. Facilitate or participate in events and stakeholder dialogues

- *Participation and engagement in industry events*
- *Aligning with events of other GEF 8 IPs*



2.2.4. Programme Advisory Group



## Output 2.2

Opportunities for collaboration and exchange are facilitated and fostered

## Output 2.1

Value chain actors are engaged and apply knowledge

# Face – to – face engagements with the Global Coordination Project

Global Project Output	Meeting/activity	In-person meetings		
		Expected meeting frequency	Expected Attendance	(Funded by)
1.1.3.	Materials match-making events	2 events (back-to-back with 1.2.2. Knowledge Exchange meetings)	Implementing Agencies (IAs), Project managers, Consultants, open etc.	<ul style="list-style-type: none"> <li>• Additional project representatives (<i>child projects</i>);</li> <li>• IA representatives (<i>IA fee</i>).</li> </ul> <p style="text-align: center;">See 1.2.2. Knowledge Exchange Meetings</p>
1.2.2.	Exchange of knowledge between child projects	4 events	IAs, Project managers, Consultants, open etc.	<ul style="list-style-type: none"> <li>• 1 representative per project (<i>global project</i>);</li> <li>• Additional project representatives (<i>child projects</i>);</li> <li>• IA representatives (<i>IA fee</i>).</li> </ul>
2.1.1.	Communications and knowledge management Network	3 events	Knowledge Management and Communications reps. Project managers (optional).	<ul style="list-style-type: none"> <li>• 1 representative per project (<i>global project</i>);</li> <li>• Additional project representatives (<i>child projects</i>);</li> <li>• IA representatives (<i>IA fee</i>).</li> </ul>
2.1.2.	Programme Coordination meetings	Annual (back-to-back with 3.1.4 PSC meetings)	PAG members	<ul style="list-style-type: none"> <li>• IA representatives (<i>IA fee</i>).</li> </ul>
2.1.2.	Training and capacity building events	5 events	Country representatives, IAs and Project managers, open etc.	<ul style="list-style-type: none"> <li>• 1 representative per project (<i>global project</i>);</li> <li>• Additional project representatives (<i>child projects</i>);</li> <li>• IA representatives (<i>IA fee</i>).</li> </ul>
2.2.2.	Annual Global Forum	Biennially	Country representatives, IAs and Project managers, open etc.	<ul style="list-style-type: none"> <li>• 1 representative per project (<i>global project</i>);</li> <li>• Additional Project representatives (<i>child projects</i>);</li> <li>• IA representatives (<i>IA fee</i>).</li> </ul>
2.2.4.	Programme Advisory Group	Annual (Optional)	PAG members	<ul style="list-style-type: none"> <li>• PAG members</li> </ul>
3.1.4.	Project Steering Committee (PSC) meetings	Annual (back-to-back with major industry and chemicals events)	Country representatives, IAs and Project managers etc.	<ul style="list-style-type: none"> <li>• 1 country representative per project (<i>global project</i>);</li> <li>• Project managers and additional Project representatives (<i>child projects</i>);</li> <li>• IA representatives (<i>IA fee</i>).</li> </ul>

# Online engagements with the Global Coordination Project

Global Project Output	Meeting/activity	Online meetings		
		Organized by	Expected meeting frequency	Expected Attendance
1.1.3.	Materials match-making events	Global Project	Ad hoc	Implementing Agencies (IAs), Project managers, Consultants, open etc.
1.2.2.	Exchange of knowledge between child projects	Global Project	Ad hoc	IAs, Project managers, Consultants, open etc.
2.1.1.	Communications and knowledge management Network	Global Project	Quarterly	Knowledge Management and Communications reps. Project managers (optional).
2.1.2.	Programme Coordination meetings	Lead Agency	Monthly	IA's
2.1.2.	Training and capacity building events	Global Project	Ad hoc	Country representatives, IAs and Project managers, open etc.
2.2.2.	Annual Global Forum	Global Project	Biennial (online)	Country representatives, IAs and Project managers, open etc.
2.2.4.	Programme Advisory Group	Global Project	Half year & Annual (in person optional)	PAG members
3.1.4.	Project Steering Committee (PSC) meetings	Global Project	Half year	Country representatives, IAs and Project managers etc.



Dec 11, 2024

# Principles for IP Platforms

**Strengthening Operation  
and Interoperability**

# GEF-8 FOCUS ON INTEGRATION FOR IMPACT AND SCALE

## *Pathway to Transformative Change for Blue and Green Recovery*

*Country projects and portfolios should focus on maximizing these characteristics:*

### **Integration of actions across sectors, focal areas, or drivers**

Address drivers of environmental degradation at global or regional scales;

Avoid leakage and promote policy coherence

Work across scales and sectors

### **Transformative Investments**

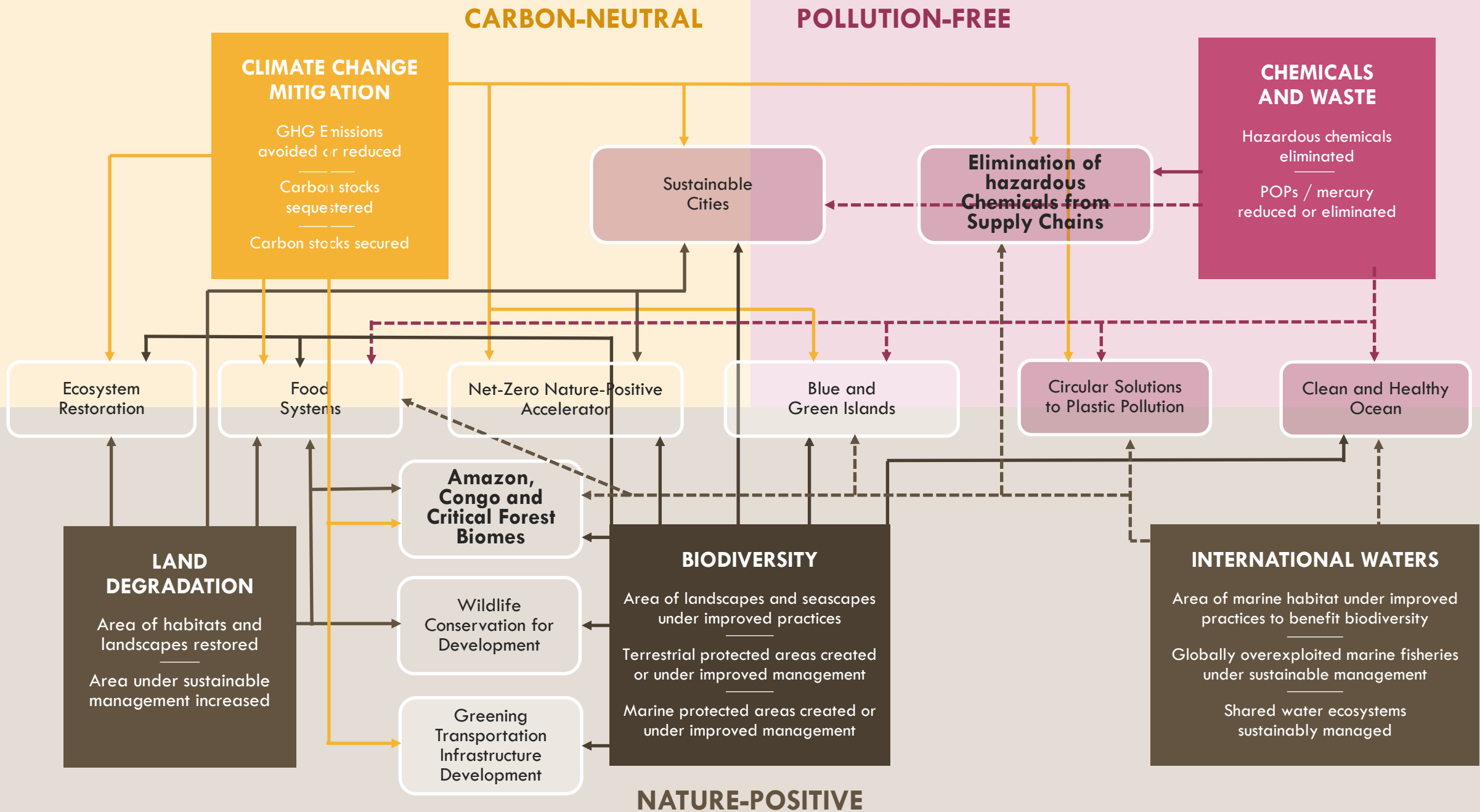
Promote greater private sector engagement;

Innovate and take measured risk for higher return

### **Ensure Durable Outcomes**

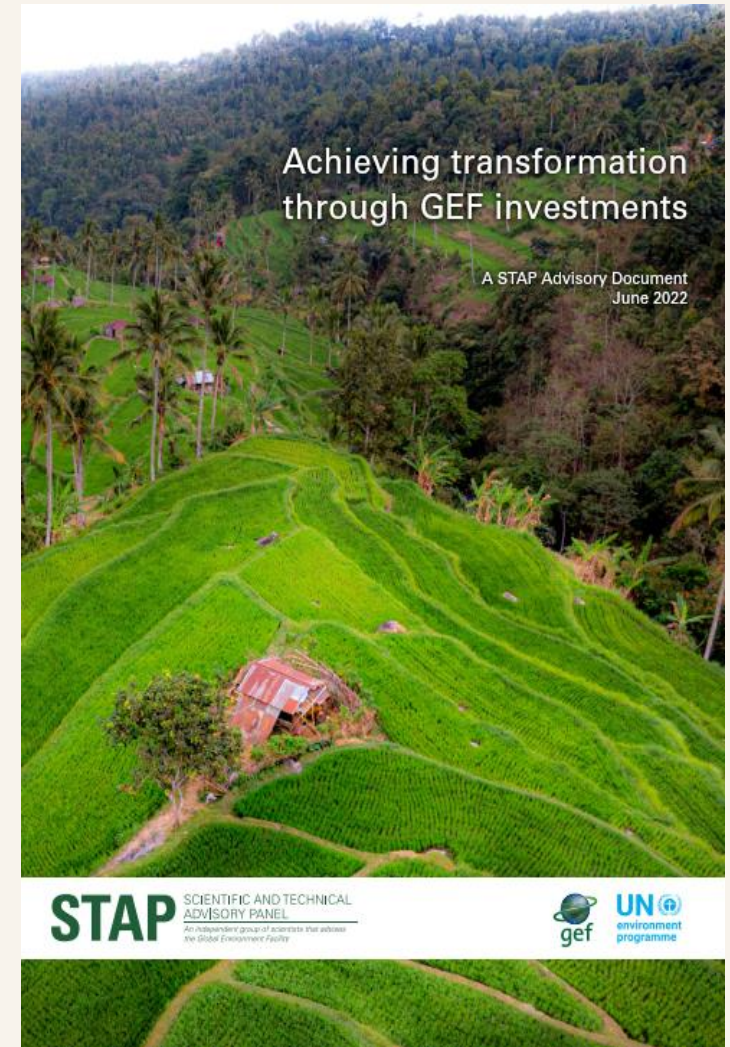
Design for resilience in the face of uncertainty

Build Institutional and financing to sustain impact



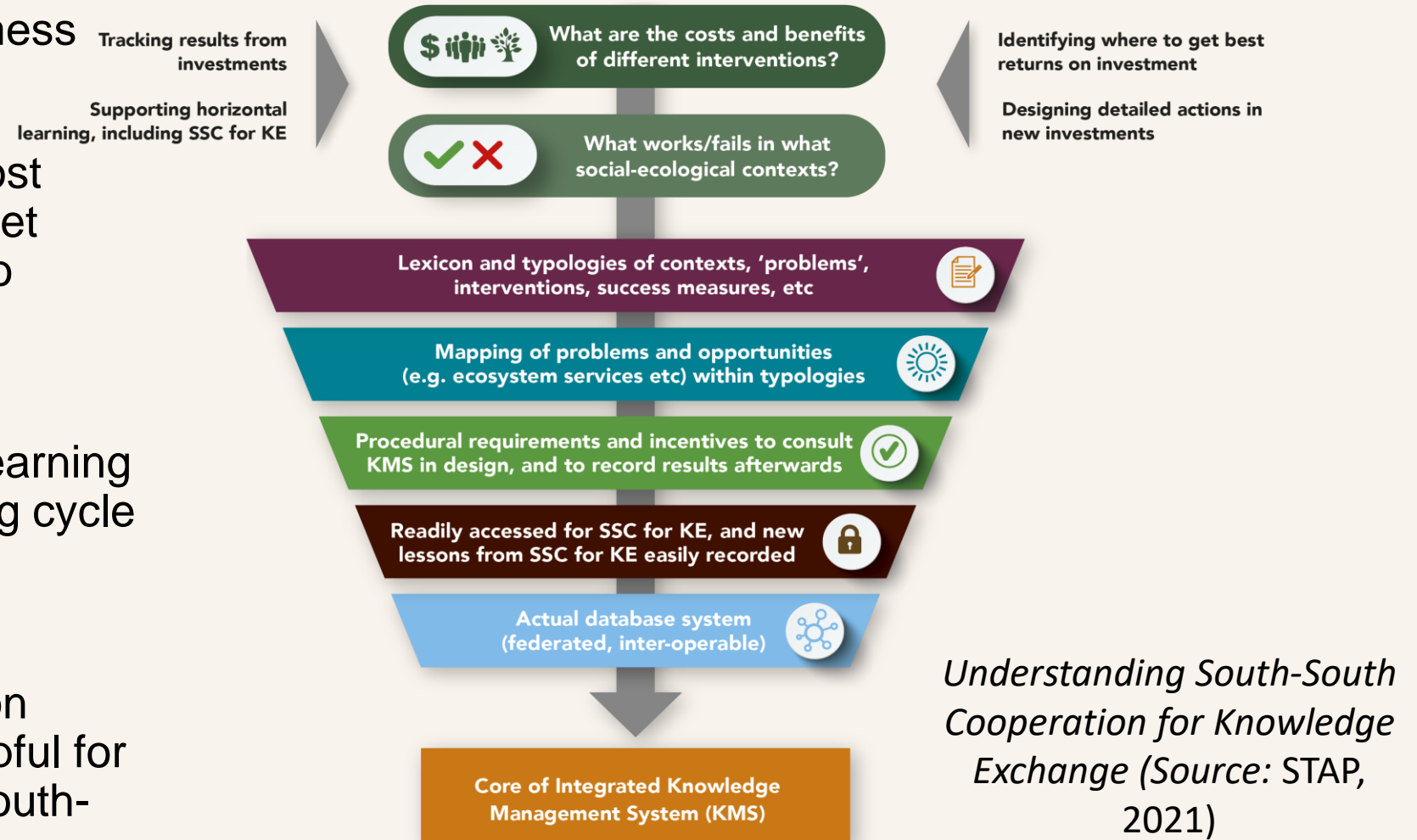
# Transformative change

- **Positive tipping points**
  - Enabling factors + triggers
  - Many coordinated smaller changes that make the system more 'transformable'
- **Requires clear and quantified targets...**
  - Adaptive hypotheses, to monitor and test
  - What (is expected to) work or not in different contexts
- ...and metrics for transformation
- **Knowledge management and learning**



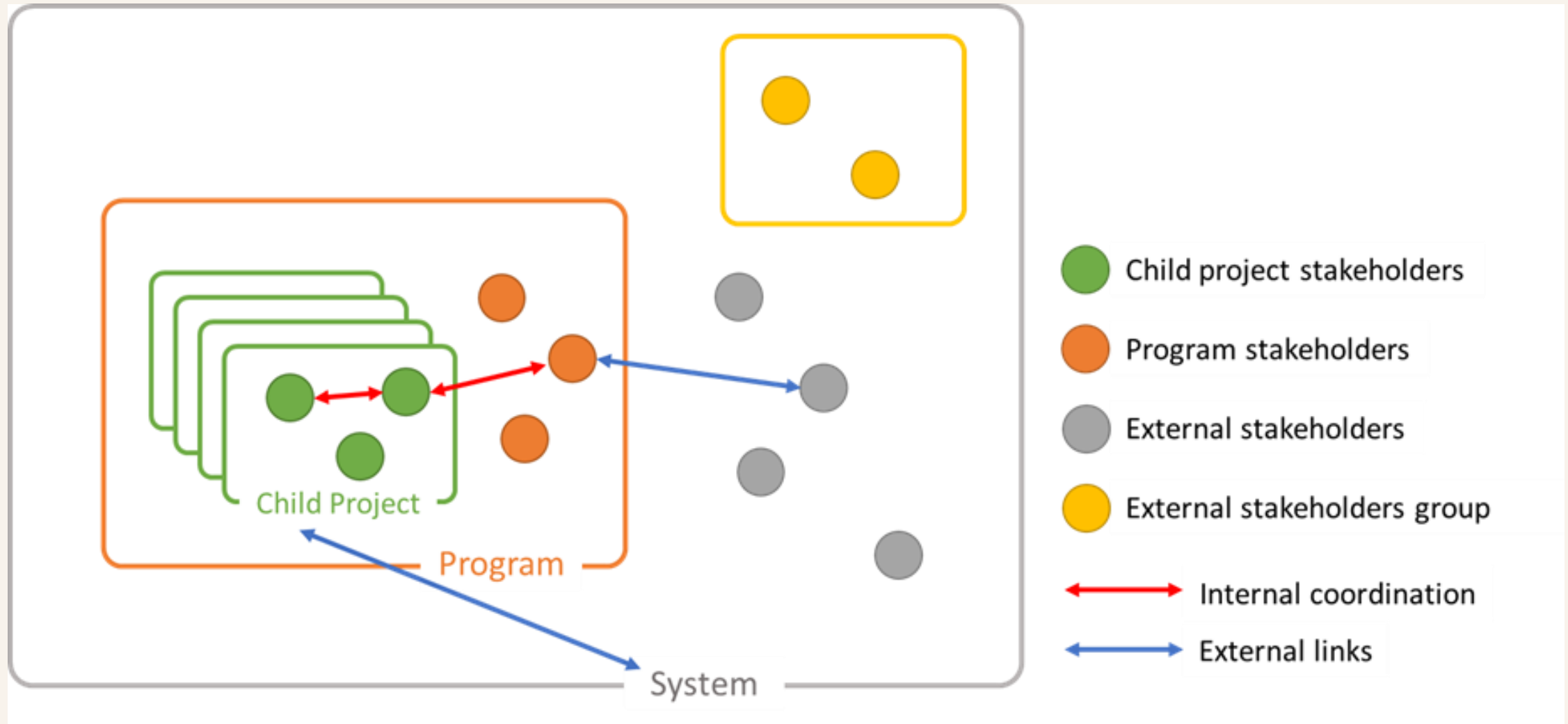
# Knowledge management and learning

- KM&L is everyone's business
- ~90% of knowledge in most organisations is implicit, yet poorly managed – need to systematise this
- Knowledge, action, and learning form a mutually reinforcing cycle – can't just be an archive
- Some structuring, common language and lexicon helpful for interoperability, and for South-South Knowledge Exchange





# Generic Organizational and Operational Framework for Programs



# Coordination Child Projects

## Critical for.....

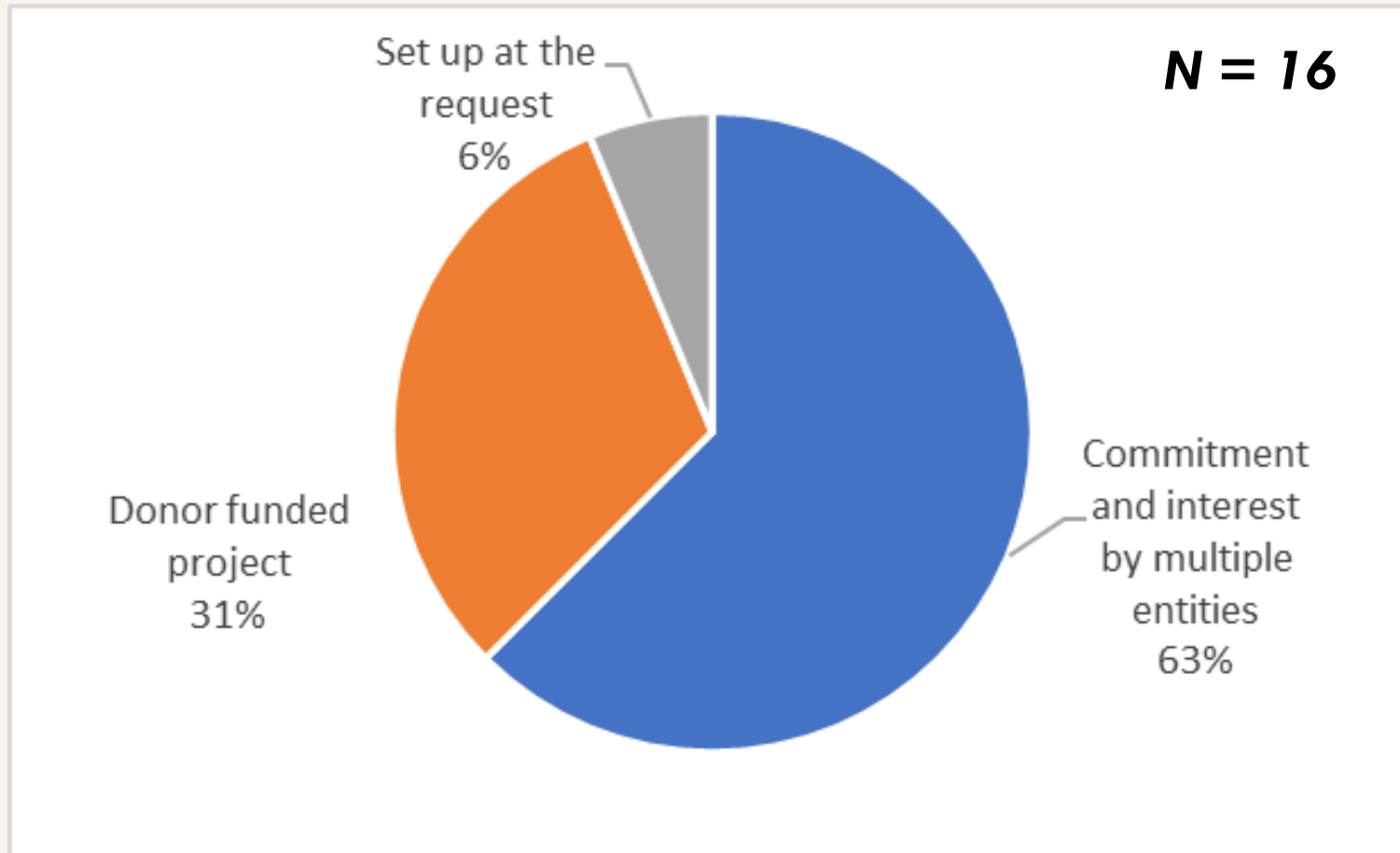
- Overall program coordination and governance
- Aligning interests of countries and all stakeholders - *within and without*
- Achieving horizontal and vertical integration – *institutions and policies*
- Addressing program-level needs for monitoring and reporting – *GEBS and Systemic Change*

***Operating as “Platform” for Knowledge Management and Learning***

## Key Considerations....

- **Access to resources** to foster engagement by Lead Agency and partners with country design teams
- **Streamline** processes, timelines, and systems to maximize consistency and coherence
- Ensure **core functions** extend through end of all other child projects

# Survey of “Platforms”



- Alliances
- Coalitions
- Forums
- Initiatives
- Partnerships
- “Platforms”

# What is the primary purpose of “Platforms”?

Enhance and/or increase access knowledge resources (tools, good practices, etc.)	94%
Raise awareness and influence decision-making	94%
Promote collective action by diverse and disparate stakeholders	88%
Support capacity development and training for stakeholders	81%
Increase or scale-up financing	75%
Connect North-South knowledge exchange, dialogue and collaboration	69%
Mobilize or bring together expertise to tackle specific problem	69%
Capture and disseminate lessons learned and good practices to scale out	56%
Convene South-South knowledge exchange, dialogue and collaboration	50%
Achieve greater economy of scale in delivering solutions	50%
Align and integrate actions to achieve synergy and avoid tradeoffs	38%
Reduce institutional silos	31%
Provide a customizable facility for communities of practice to run their own collaborat	25%
Other	38%

# How does the “platform” operate?


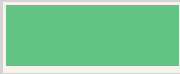



Convening of stakeholders	100%
Knowledge exchange process	94%
Website of products	69%
Digital repository	63%
Outward communication products	50%
Internal exchange process	50%
Deployment of on-line learning/course	44%
Communication of practice	44%
Decision making body	31%
Software tool	25%
Local community engagement	19%
Task Force	0%
Other	25%

# What modalities are used?

## Hosting arrangement...

A unit hosted in an organization or an institution	12
An independent entity	1
Board and Executive Director	1
Mixed (Secretariat hosted in an organization, the management follows inclusive multi-stakeholder approach)	1

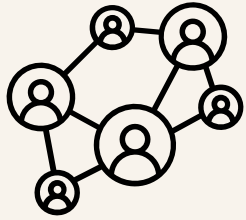
## Stakeholder engagement...

Through two-way exchange in meetings or interviews	 75%
Through surveys and similar pre-structured inputs	 63%
By providing on-line or targeted communications about the platform on its functionality	 50%
Via stakeholder representatives on the platform governing bodies	 50%
By active involvement in platform co-design	 38%
Other	0%

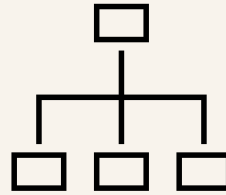
# Knowledge Platform in the GEF....

- space for **programs**....
  - to generate, contribute, and foster sharing of knowledge to support and strengthen the achievement of outcomes
- space for **countries**.....
  - to access innovations, tools, and good practices;
  - seek technical assistance on relevant thematic aspects; and
  - share experiences through peer-peer learning and south-south exchanges during implementation.

# Principles for Platforms



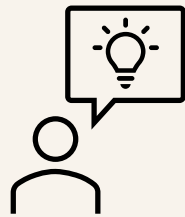
**1. Governance  
& Coordination**



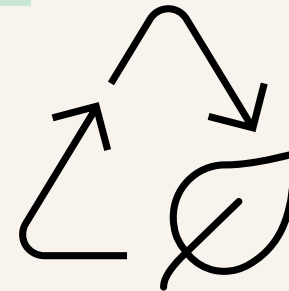
**2. Administration  
& Operation**



**3. Knowledge  
& Learning**



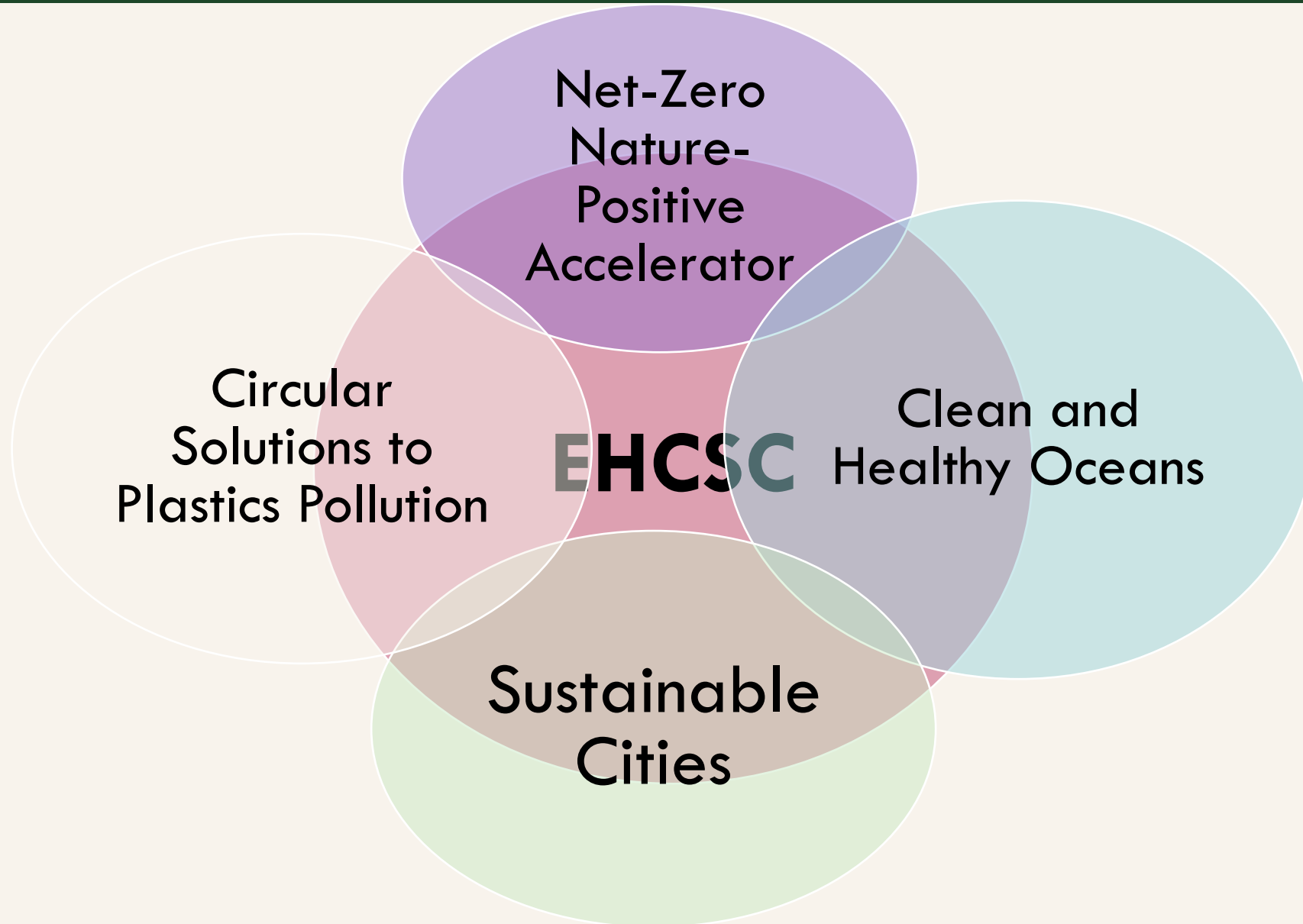
**4. Communication  
& Outreach**



**5. Sustainability**



# KM&L across Integrated Programs

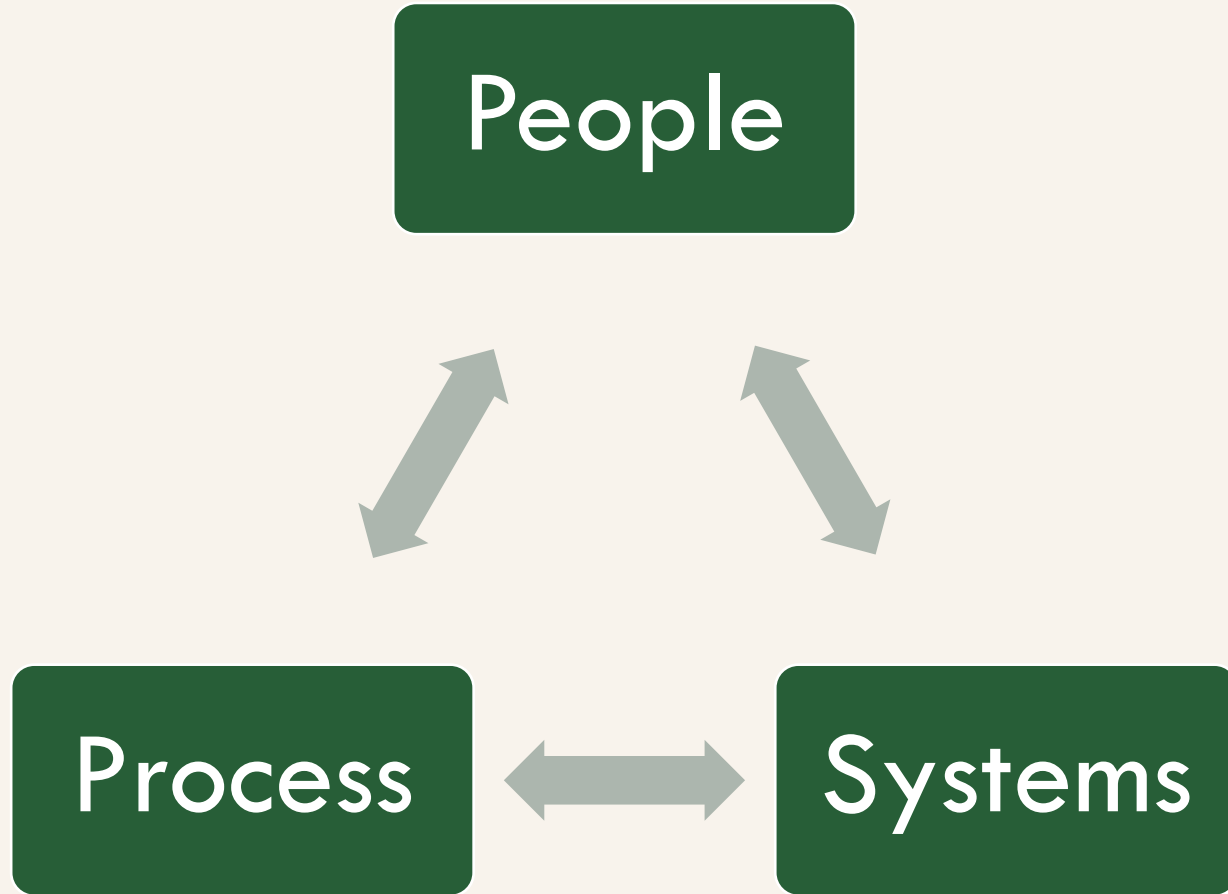


# Making the IP Knowledge Platforms “Interoperable”



Co-creation	Sharing	Application
<i>Data</i>	<i>Joint convenings</i>	<i>Implementation</i>
<i>Tools</i>	<i>Communities of Practice</i>	<i>Influencing</i>
<i>Practices</i>	<i>South-South Exchanges</i>	<i>Etc....</i>
<i>Products</i>	<i>Training and Capacity Building</i>	
<i>Etc....</i>	<i>Field Visits</i>	
	<i>Etc.....</i>	

# *What it is going to take.....*

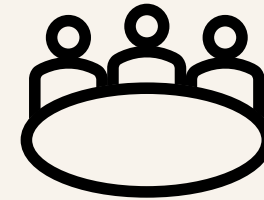


***GEF Secretariat role → I&K Division***



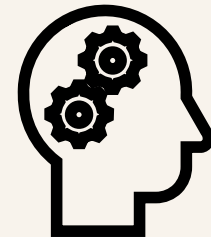
***“Time”***

***“Money”***



***“Collaboration”***

***“Mind-set”***





# Principles for IP Platforms

**Strengthening Operation  
and Interoperability**



**SÖDERTÖRN UNIVERSITY**  
sh.se



**Trinity College Dublin**  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin



**UNIVERSITY  
OF AMSTERDAM**

**HARTMUT KOENITZ**

**THE POWER OF INTERACTIVE DIGITAL NARRATIVES**

**A TOOL FOR UNDERSTANDING COMPLEX ISSUES**

# ACADEMIC

MA IN INFORMATION SCIENCE, GERMAN  
LITERATURE, POLITICS (FU BERLIN)

CERTIFICATE IN MEDIA RESEARCH (FU  
BERLIN)

PHD IN DIGITAL MEDIA (GEORGIA TECH)

PROFESSOR MEDIA TECHNOLOGY

## BACKGROUND

VIDEO PRODUCTION (DIRECTOR VIDEO LAB)

JOURNALIST (TECHNOLOGY, 13 YEARS)

CTO OF A STARTUP ([DESIGNNET.DE](https://www.designnet.de))

DEVELOPER AUTHORIZING TOOL ASAPS (150 PROJECTS)

MEDIA ARTIST

# THE POWER OF NARRATIVE



WHO WE ARE

OUR REALITY

OUR MEMORY

HOW WE TRANSFER

KNOWLEDGE AND LEARN

# **IDN: INTERACTIVE DIGITAL NARRATIVE**

**DIGITAL WORKS IN WHICH THE  
AUDIENCE INFLUENCE THE NARRATIVE**

# IDN: INTERACTIVE DIGITAL NARRATIVE

**WHAT CAN BE INFLUENCED VARIES** (OUTCOME, PROGRESSION, CONTENT, PERSPECTIVE ETC) **AS DOES THE SPECIFIC FORM** (VIDEO GAMES, INTERACTIVE DOCUMENTARIES, JOURNALISTIC INTERACTIVES, MR/XR EXPERIENCES, BRAIN-COMPUTER INTERFACE APPLICATIONS, ETC.)

**IDN TO REPRESENT  
COMPLEX ISSUES**

**TRADITIONAL  
NARRATIVE FORMS  
HAVE LIMITATIONS**

THEY ARE IMMUTABLE AND  
NON-COMPLEX



Durant/James: MVP preview? 1C

PETE SEEGER 1962-2014  
America's singer of conscience, 1D

STATE OF THE UNION ADDRESS

“Those at the top have never done better. But average wages have barely budged. Inequality has deepened. Upward mobility has stalled.”

“Wherever and whenever I can take steps without legislation to expand opportunity for more American families, that's what I'm going to do.”

Make this a year of action'

Obama pledges to



"All the News That's Fit to Print"

The New York Times

Washington Edition  
Today, turning out mostly sunny, cold, high 27. Tonight, clear, very cold, low 14. Tomorrow, sun and partly clouds, not quite so cold, high 22. Weather map, Page A16.

WEDNESDAY, JANUARY 29, 2014

\$2.50

AN ADVERTISING SUPPLEMENT TO THE WASHINGTON POST

Washington Post

WEDNESDAY, JANUARY 29, 2014

STATE OF THE UNION

■ President makes pledge to expand Americans' opportunities — with or without Congress.

■ He challenges lawmakers to raise minimum wage, extend long-term jobless benefits.

■ Speech sets stage for a more forceful use of executive actions to bypass political gridlock.

Obama: I won't stand still

BY DAVID NAKAMURA AND DAVID A. FARRENTHOLO

President Obama sought Tuesday to restore public confidence in his presidency after a dispiriting year, pledging to use his White House authority with new force to advance an agenda that Congress

HI

washingtonpost.com • \$1.25

TODAY IN PERSONAL JOURNAL

The Cashmere Catastrophe

PLUS Cures for a (Parent's) Tantrum

THE WALL STREET JOURNAL

NO. 23 WSJ.com

DL \$97.41 • EL \$1.00 GOLD \$2,251.00 • P \$12.40 • EUR \$1.3670



DOW JONES

Obama Seeks To Jump-Start Stalled Plan

President Vows Executive Action on Savings; GOP Warns He's Overreaching

By Cass E. Lee and Peter Nickolas

WASHINGTON—President Barack Obama, seeking to restore confidence in his leadership, declared in his State of the Union address Tuesday that he would use executive power to try to narrow the gap between rich and poor and speed the nation's economic recovery.

Mr. Obama's speech was essentially a manifesto designed to inject new vigor into his languishing agenda and guide his presidency through the partisan divide in the capital. The goal was to position the president as the champion of struggling Americans fed up with the bickering in Washington, marshaling an array of policy proposals aimed at helping them save money, earn more and find work in a sluggish economy.

Corporate profits and stock prices have rarely been higher. Those at the top have never done better. But average wages have barely budged. Mr. Obama said inequality has deepened.

OBAMA TAKING UP ECONOMIC ISSUES ON HIS AUTHORITY

TARGETING DISPARITIES

Pledges 'Year of Action' Without the Need of Congress's Help

By PETER BAKER

WASHINGTON — After five years of fractious political combat, President Obama declared independence from Congress on Tuesday as he vowed to tackle economic disparity with a series of limited initiatives on jobs, wages and retirement that he will take without legislative approval.

Promising “a year of action” as he tries to rejuvenate a presidency mired in low approval ratings and stymied by partisan stalemates, Mr. Obama used his annual State of the Union address to chart a new path forward relying on his own executive authority. But the defiant “with or without Congress” approach was more assertive than any of the individual policies he advanced.

“I'm eager to work with all of you,” a confident Mr. Obama told lawmakers of both parties in the 85-minute nationally televised speech in the House chamber. “But America does not stand still — and neither will I. So wherever and whenever I can take steps



Mr. Obama, in which he outlined goals on jobs and wages.

...ption, but It Comes With Limits

much can be delivered through the president's pen if he is not using it to sign legislation. He cannot raise the minimum wage for most workers, overhaul the Social Security system, grant legal status to millions of un-



MeTV

Global



FOX

BBC WORLD NEWS

Daughter cannot watch execution of Kevin Johnson, judge rules

Militärausbilder für Mali



de Maizière

tagesschau 03.02.2013



RUSSIA INVESTIGATION

SEAN SPICER LASHES OUT AT VETERAN REPORTER OVER RUSSIA

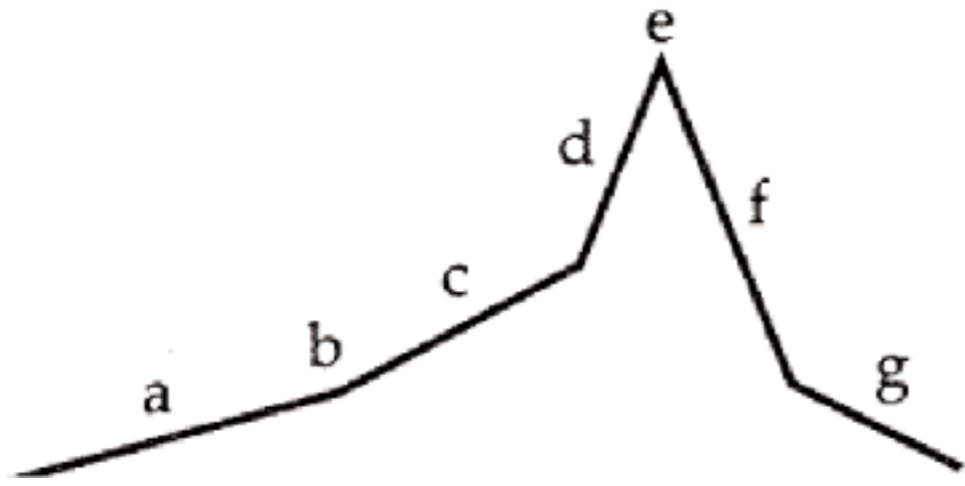


CNN

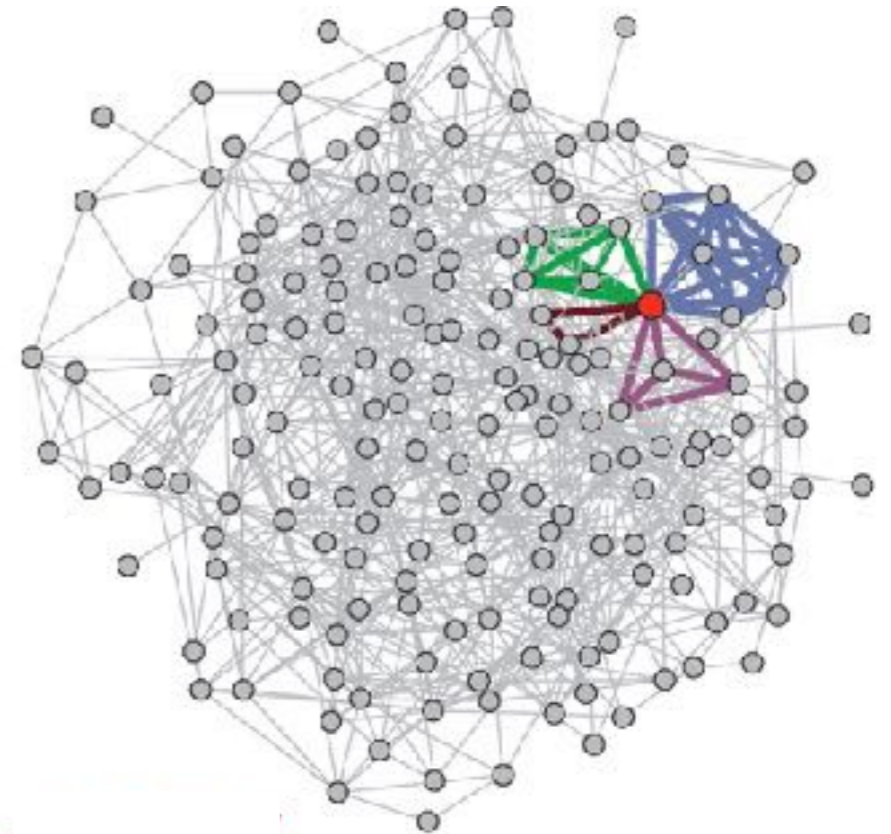
8:35 PM PT

DON LEMON





**CANNOT  
REPRESENT**



# COMPLEXITY REQUIRES NEW NARRATIVES

**David Rejeski, Heather Chaplin, Robert Olson 2015**

TRADITIONAL NARRATIVES ARE  
**NO LONGER ABLE TO**  
ADEQUATELY REPRESENT OUR  
**COMPLEX REALITY**

**COMPLEX TOPICS**

**MULTIPLE, OFTEN COMPETING PERSPECTIVES**

**MANY FACTORS AND DECISIONS LEAD TO AN OUTCOME**

**SCIENTIFIC KNOWLEDGE IS CHANGING, SOMETIMES  
RAPIDLY**

**SOLUTIONS OFTEN HAVE TO BE PERSONALIZED**

**LEARNING ABOUT THESE TOPICS  
IS DIFFICULT WITH TRADITIONAL  
MEANS OF TEACHING**

**IDN SOLVES THIS  
ISSUE**

**INTERACTORS**

**LEARN ABOUT**

**DIFFERENT PERSPECTIVES**

# GAMING FOR PEACE

## TRAINING PEACE KEEPERS



Abdullah

I work with your CIMIC office as a language assistant.



UNITED NATIONS MISSION





IDN AS SYSTEMS CAN

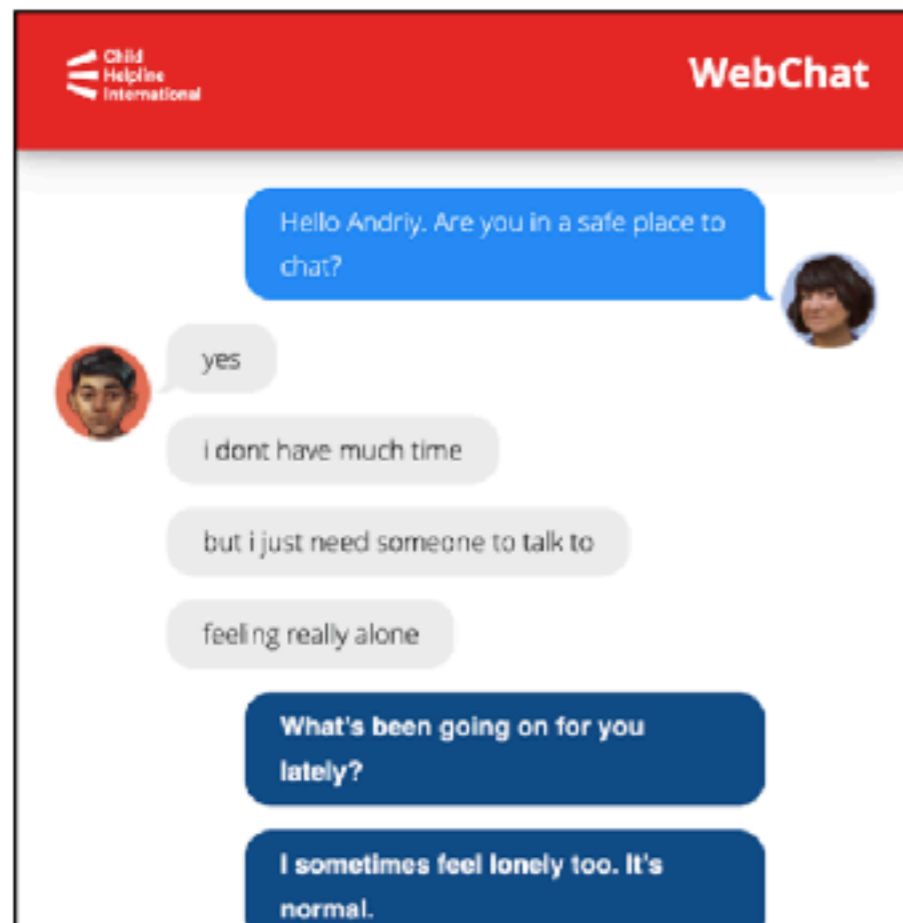
REPRESENT COMPLEXITY

AND LET LEARNERS EXPLORE

AND EXPERIENCE IT

## Starlight Stadium: Episodes

# TRAINING UN HUMAN RIGHTS MONITORS



Child Helpline Training Game

TRAINING CHILD  
HELPLINE WORKERS  
TO RECOGNIZE CASES  
OF HUMAN  
TRAFFICKING AND  
CHILD SEXUAL ABUSE

INTERACTORS  
LEARN ABOUT DECISIONS  
AND CONSEQUENCES IN  
COMPLEX SITUATIONS

# Preparing NGOs for infectious disease outbreaks

---



## TEACHING STUDENTS ABOUT DIFFICULT MORAL DECISIONS DURING COMMUNIST RULE IN HUNGARY



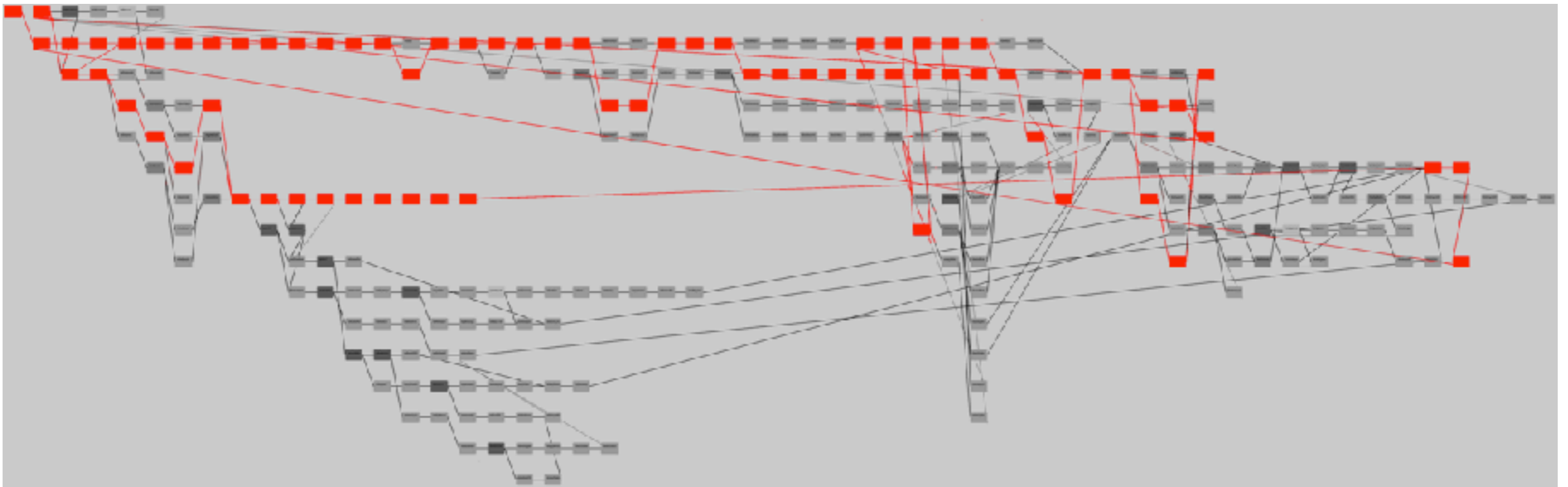
# THE SIMS



LEARNING  
ABOUT THE  
NEED TO EARN  
A LIVING



IDN ENABLE UNDERSTANDING BY TEMPORARILY  
COGNITIVELY REDUCING COMPLEXITY, BUT NOT  
ELIMINATING IT.  
COMPLEXITY IS PRESERVED IN THE SYSTEM



**IDNS**

**COMBINE**

**THE POWER OF SYSTEMIC COMPUTATIONAL  
EXPRESSIONS**

**WITH**

**NARRATIVE, THE ESSENTIAL HUMAN FORM OF  
COMMUNICATION AND KNOWLEDGE TRANSFER**

# IDN

**SUPPORTS MULTIPLE, OFTEN COMPETING PERSPECTIVES**

**FEATURE DECISION MAKING AND LET INTERACTORS  
EXPERIENCE HOW A SERIES OF DECISIONS LEAD TO AN  
OUTCOME**

**ENABLE REPLAY FOR EXPERIENCE DIFFERENT OUTCOMES**

**INTEGRATE LIVE, CHANGING DATA**

**PERSONALIZED AND CULTURALLY SENSITIVE SOLUTIONS**



**IDNS FACILITATE  
EXPERIENTIAL LEARNING**

**RESULTING IN**

**INCREASED SYSTEMIC THINKING**

**UNDERSTANDING OF COMPLEX TOPICS**

**WRAP UP**

INTERACTIVE DIGITAL NARRATIVE (IDN)

CAN REPRESENT COMPLEX TOPICS  
AND CREATE LEARNING EXPERIENCES  
WHICH IMPROVE UPON TRADITIONAL  
FORMS OF TEACHING THROUGH SELF-  
GUIDED EXPERIENTIAL LEARNING

**INTERACTIVE DIGITAL NARRATIVE (IDN)**

**PRODUCTION COSTS AND  
CUSTOMIZATION OPTIONS PROFIT FROM  
THE USE OF GENERATIVE AI – CHATGPT  
ETC. MAKE IDNS MORE ACCESSIBLE  
AND CHEAPER TO PRODUCE**

HARTMUT KOENITZ

# UNDERSTANDING INTERACTIVE DIGITAL NARRATIVE

Immersive Expressions for a Complex Time



# BOOK



**Routledge**  
Taylor & Francis Group

# THANK YOU – QUESTIONS?

[HKOENITZ@GMAIL.COM](mailto:HKOENITZ@GMAIL.COM)

@HKOENITZ

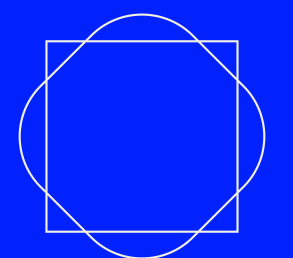
@HKOENITZ.BSKY.SOCIAL

[HTTP://HARTMUTKOENITZ.COM](http://HARTMUTKOENITZ.COM)

# Bridging the intention to action gap

## Harnessing Emotion-Driven Narratives for Circular Economies

Vrinda Mathur | Design, Strategy, Stories



# It's all in the words

“Sometimes, it’s about framing sustainability in a way that highlights the benefits rather than focusing solely on the sustainability aspect.”

Solitaire Townsend, Chief Solutionist at Futerra



Image: Fashion Revolution Berlin



Image: <https://www.fashionrevolution.org/whomademyfabric/>

<https://www.forbes.com/sites/solitairetownsend/2023/07/26/busting-the-sustainability-value-action-gap/>

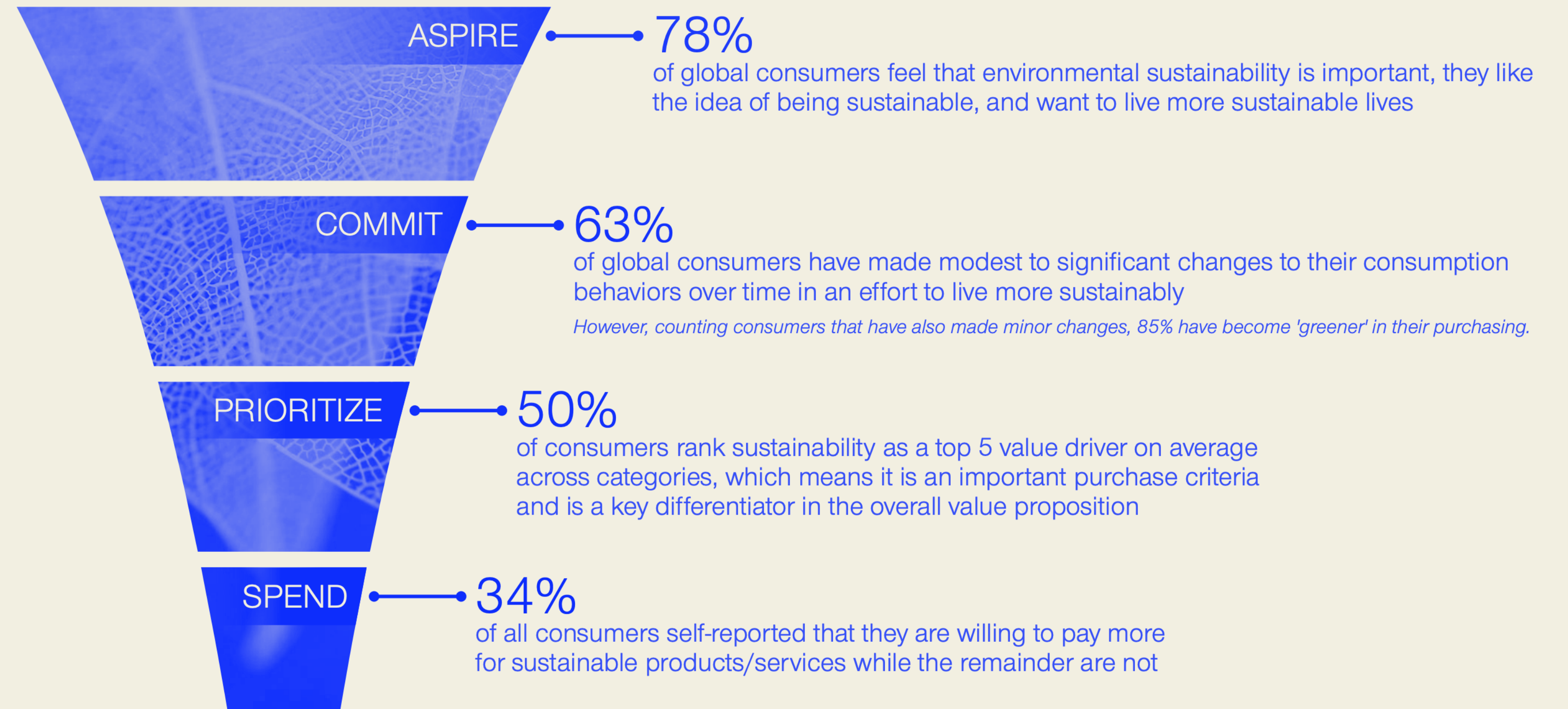


# What are the consumers asking?

This 2021 study shows that Sustainability will continue to become the “expectation” rather than the “exception”. As consumers demand more information and knowledge, the industry has to pave the way for it through their communication strategies beyond frills and greenwashing.

## Consumers send a clear signal: Sustainability will continue to become the expectation rather than the exception

SIMON • KUCHER & PARTNERS  
Strategy & Marketing Consultants



Source: Simon-Kucher & Partners; Global Sustainability Study 2021 (N=10,281) | Image: COLOURBOX/-

Simon-Kucher & Partners | Global Sustainability Study 2021 | Consumers are key players for a sustainable future

4

How might we\* leverage this intention through emotion driven narratives to advance circularity goals and inspire meaningful action?

\*“How might we” becomes a tool in itself

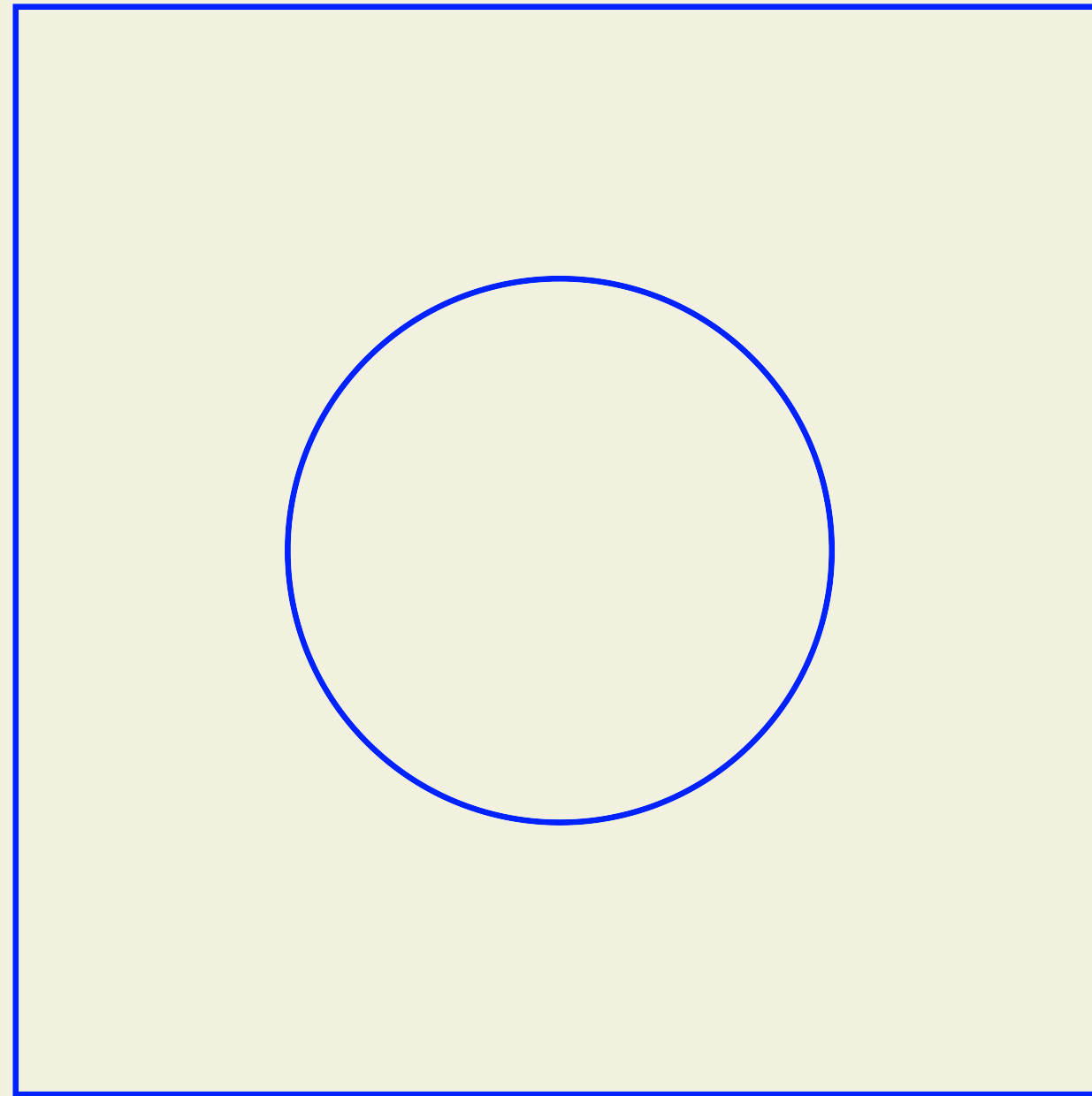
## Why do these alternate approaches matter?

- Evoke powerful emotions that spark awareness, shift perspectives, and drive meaningful action
- Offer new ways of thinking that transform complex climate research into engaging, relatable narratives that inspire understanding and action
- Foster deeper connections with scientific climate research, paving the way for sustained behavioral transformation and long-term impact
- Inspire and empower audiences to make informed choices that contribute to a sustainable, pollution-free future
- Opens new economic opportunities by fostering innovation, building consumer trust, and aligning industries with sustainable market demands



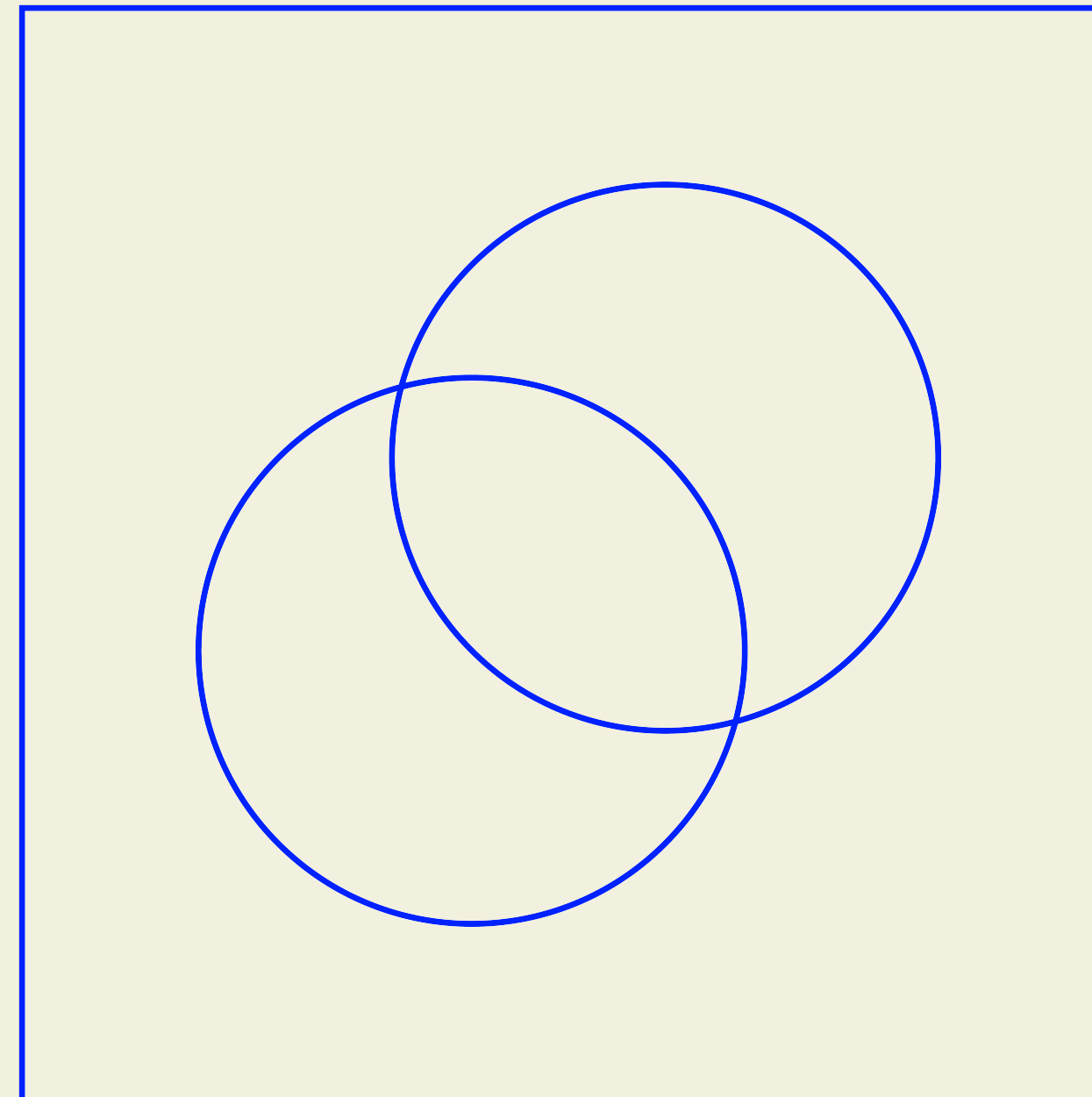
# Fundamentals of human-centered storytelling

In order to build a human-centered experience, some fundamentals or must haves in my design-led approach include: Context & Adaptability, Community, & Creativity.



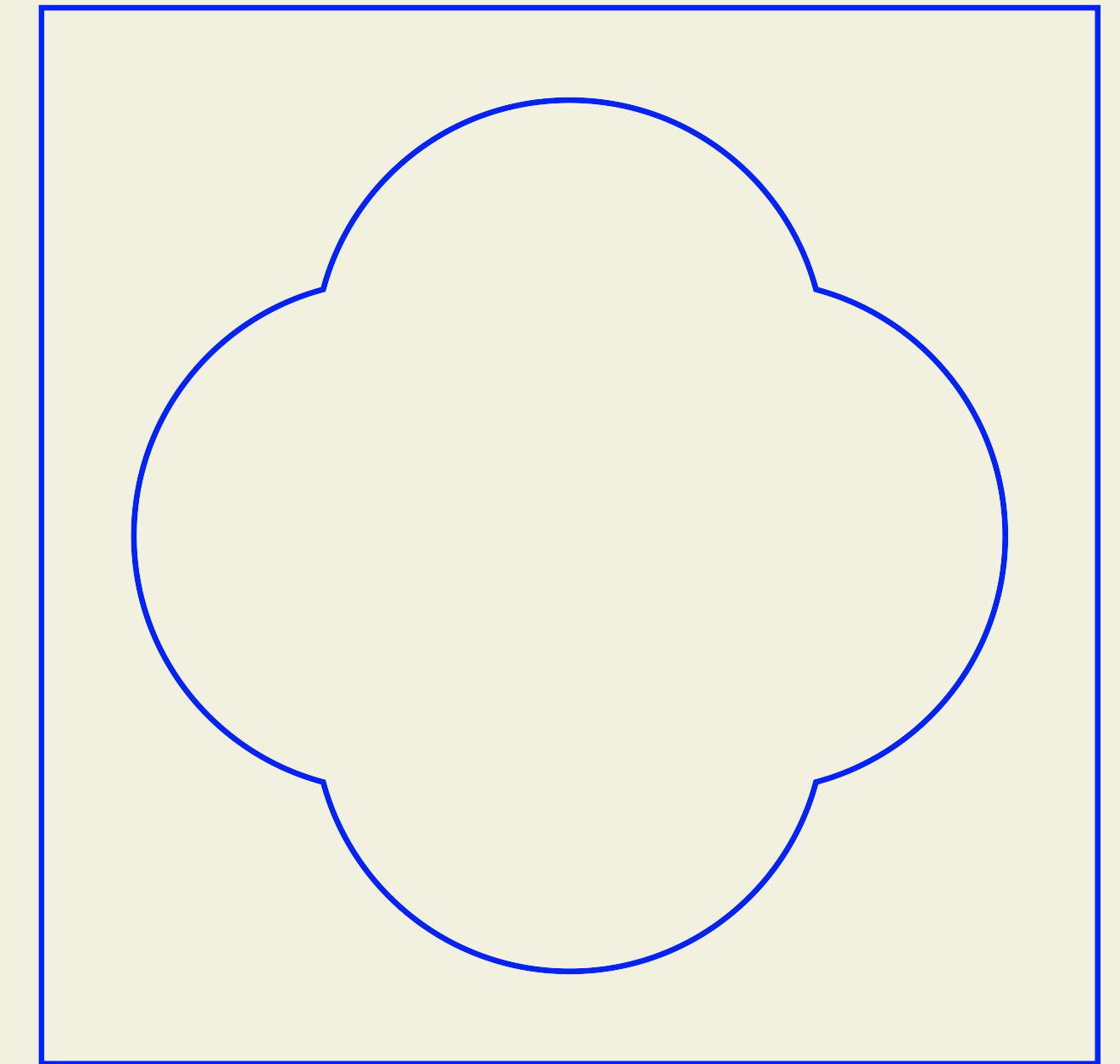
## 1.Context & Adaptability

- Understanding of “place”
- Recognizable and familiar elements
- Understanding of spoken languages
- Familiarity of mediums of communication
- Converge cultural practices with knowledge distribution
- Unique to each region



## 2.Community

- Establishing the audience - industry, consumer, financial institutions
- Ensure that the community is an equal partner in solution making and information sharing and not just as the “end point in the value chain”\*\*
- Lived experiences do not go unnoticed
- All voices are heard



## 3.Creativity

- Think
- Ideate
- Brainstorm
- Question
- Promote free-thinking
- Design is storytelling!

\*\*<https://sustainablebrands.com/read/developing-a-circular-narrative-the-case-of-relooping-fashion>

# Aayushman Bharat Branding System Design

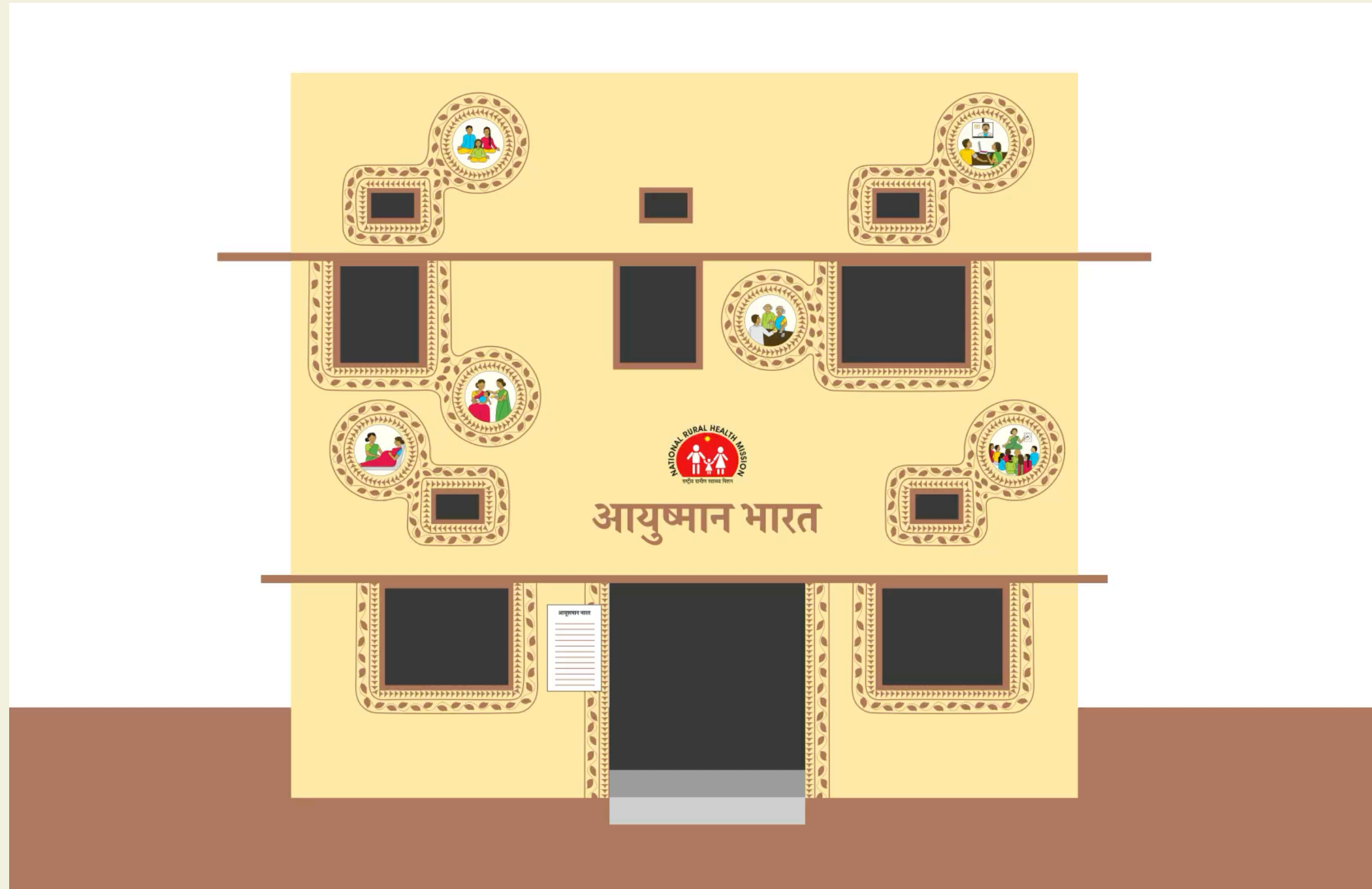
A unique people-centric and humanistic system that embraces and celebrates India's diversity to make health centers more accessible and inclusive. Keywords: Familiarity, Inclusivity, Agency, Upliftment



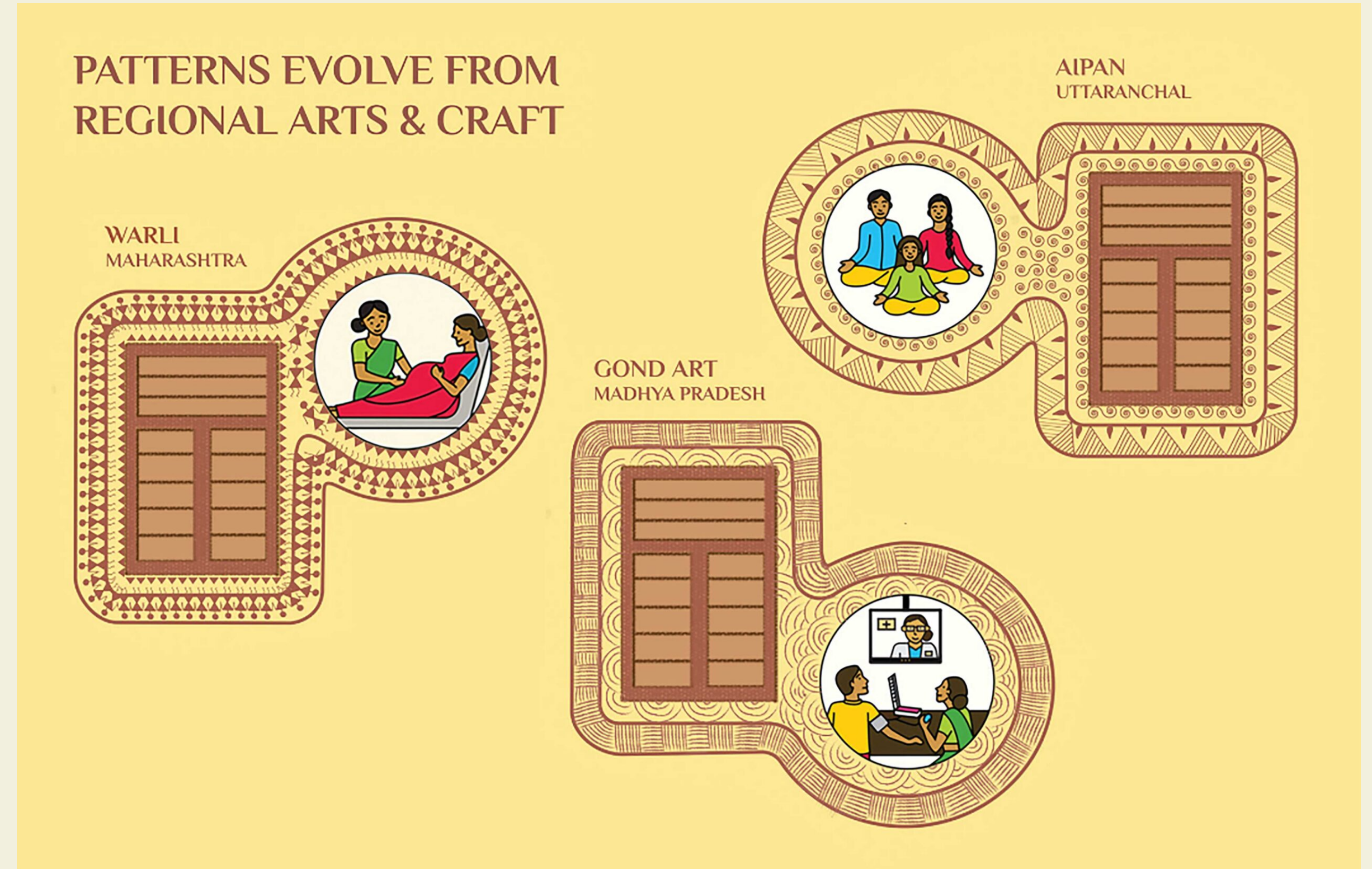
Image from a health center in Rajnagar, India



Image from a health center in Mizoram, India



An interactive video showing different placement options for local artists and communities to consider.



The artist has to replicate a given template by encircling available windows or doors.

# Key Strategies for human-centered storytelling

Introduction to key strategies in my design-led approach that have highlighted empathy, connection, and emotion to drive change at a personal level for the audience including: Reconnecting with nature, making the invisible-visible, and flipping the narrative.



1.Reconnecting with nature



2.Making the invisible-visible



3.Flipping the narrative

“I grew up in a strong connection with trees, gathering their autumnal nut bounty, climbing their blooming branches in the spring and summer, watching their limbs against a winter sky. Although I spent much of my childhood in cities, these opportunities were available to me. I can't imagine life without trees around.”

Student at Brown University, US





1.Reconnecting with nature

Project “Treeggered” a participatory sculptural design project based in Providence, RI, United States



Rebuilding degraded tree stumps and bringing them to the forefront of the audiences’ conversations, thereby providing an opportunity to learn, contribute and collaborate towards land redevelopment efforts in their city.



A bare Black Oak tree spotted in the city's conservancy park



After a week-long guerrilla intervention and messaging, locals got together to rebuild the stump using found stems and branches



At the end of three-weeks, the tree became a sculptural refuge in the park with the audience participating as hidden artists.

“All water has perfect memory and is forever trying to get back to where it was.”

Toni Morrison, “The Site of Memory.” In *Inventing the Truth: The Art and Craft of Memoir*, 2nd ed., ed William Zinsser (New York: Houghton Mifflin, 1995)



## 2. Making the invisible-visible

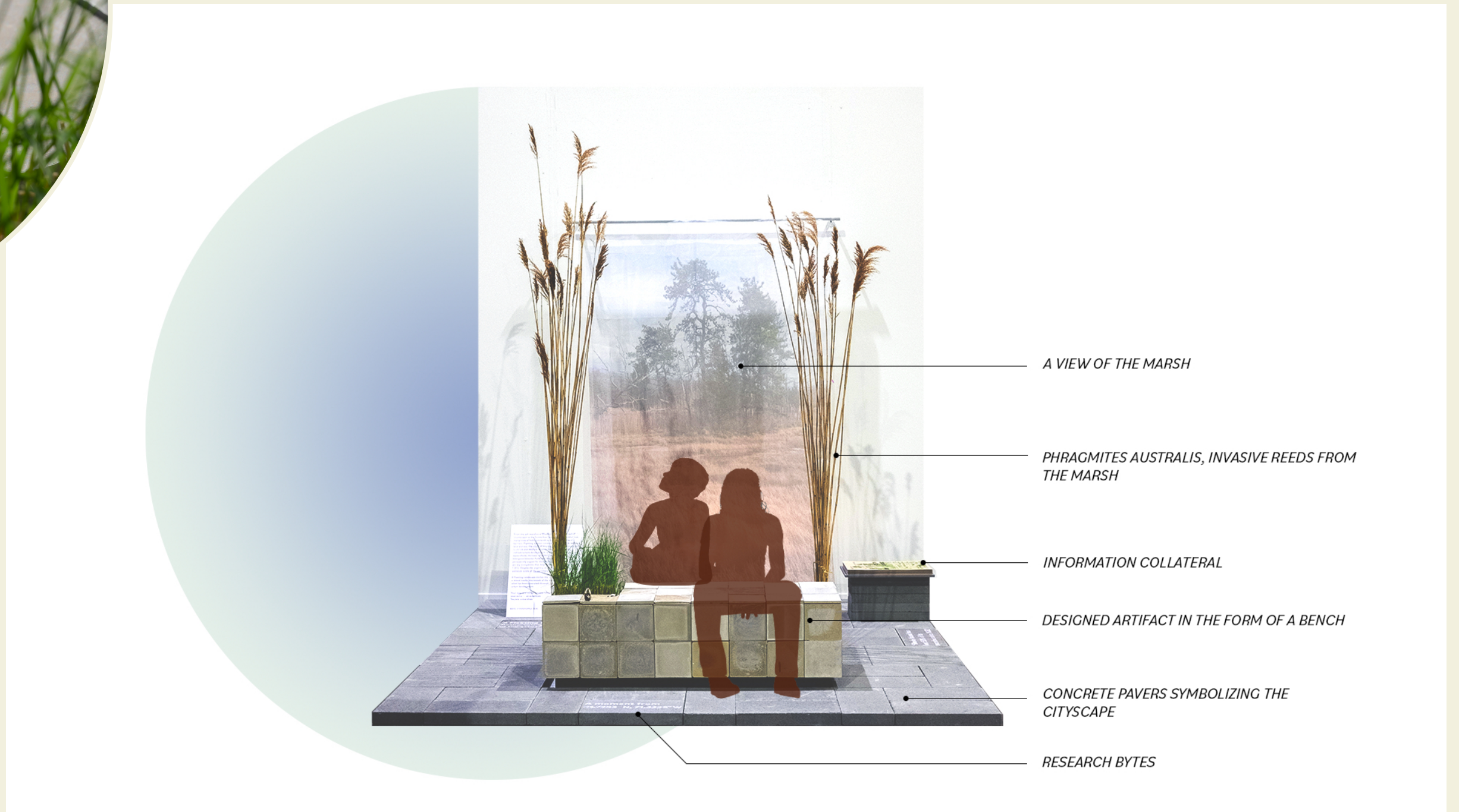
A Fleeting Landscape an academic project in collaboration with the Rhode Island School of Design



Wetlands are the world's natural barriers. Fighting against extreme weather events between land and sea, the edges of this fragile ecosystem continue to shrink and degrade as anthropogenic stressors (infrastructure development, unsustainable land use, and aquaculture) increase.



The proposed design becomes a physical embodiment of historical research and scientific evidence set to activate community response and recognition for unappreciated wetland ecosystems.



Public infrastructure becomes a medium to educate the local population and bring stories of lost ecologies to the forefront.

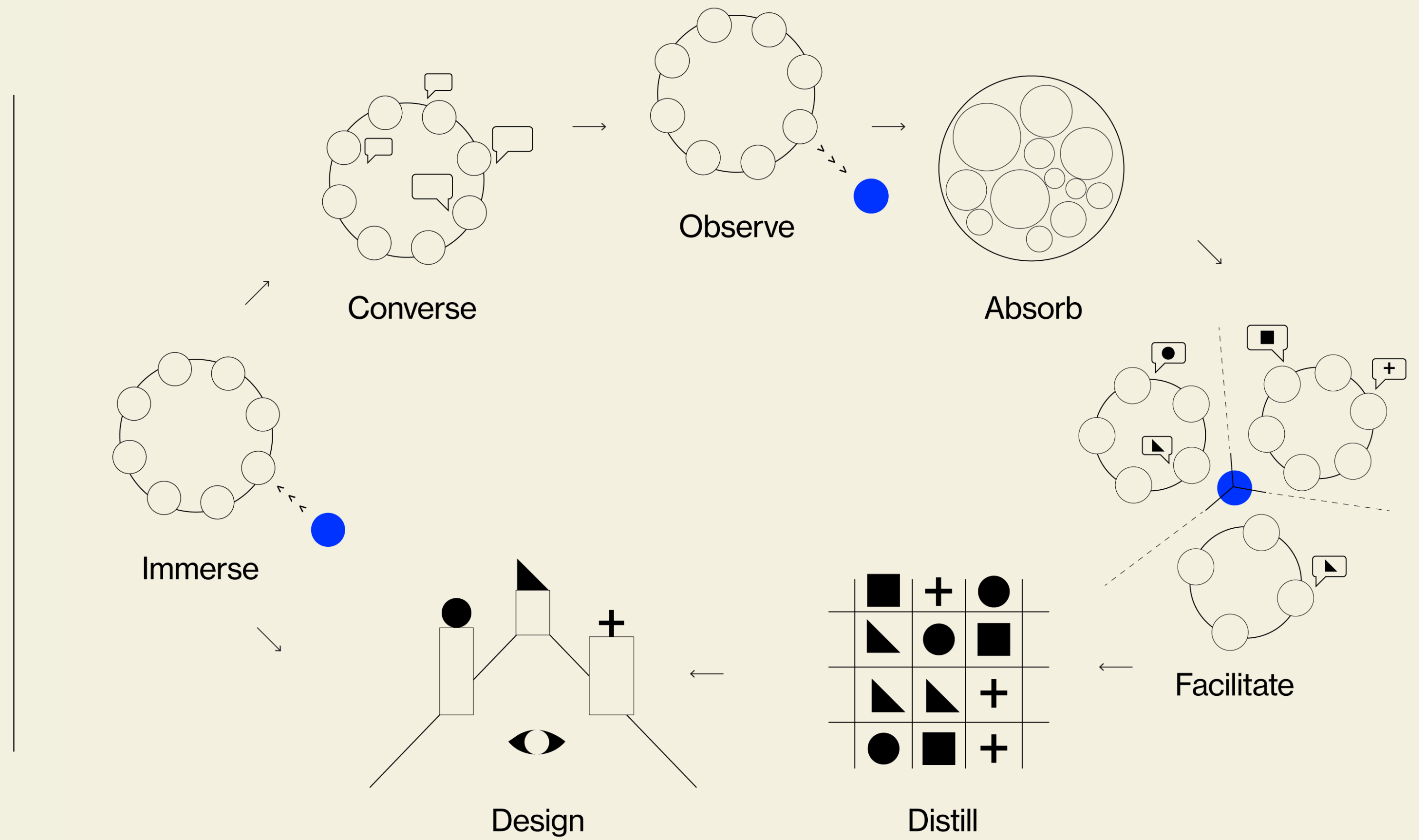
“Anytime something is positive, you have to be in the right state of mind mentally to grasp for it. If you don't, you're not going to never connect with it.”

Participant at the Hope Bodega workshop



### 3. Flipping the narrative

Hope Bodega, a project in collaboration with Mount Sinai Health Systems & The New York Community Engagement Alliance



A participatory project that encourages community members to gather stories of resilience through objects, photographs, scents, and sounds for a multi-sensorial exchange. These objects are meant to hold meaning for the community members, of peace, grounding and upliftment.



Story-sharing workshop in session at Osborne Association inviting formerly incarcerated community members to share their stories of resilience and offering hope to others in the room.



The stories were presented in an exhibition of audio experiences with each speaker receiving a customized album artwork and playlist of all the stories creating a Hope Bodega Listening Nook.



# A Quick Recap

## Fundamentals of human-centered storytelling

- Context & Adaptability
- Community
- Creativity

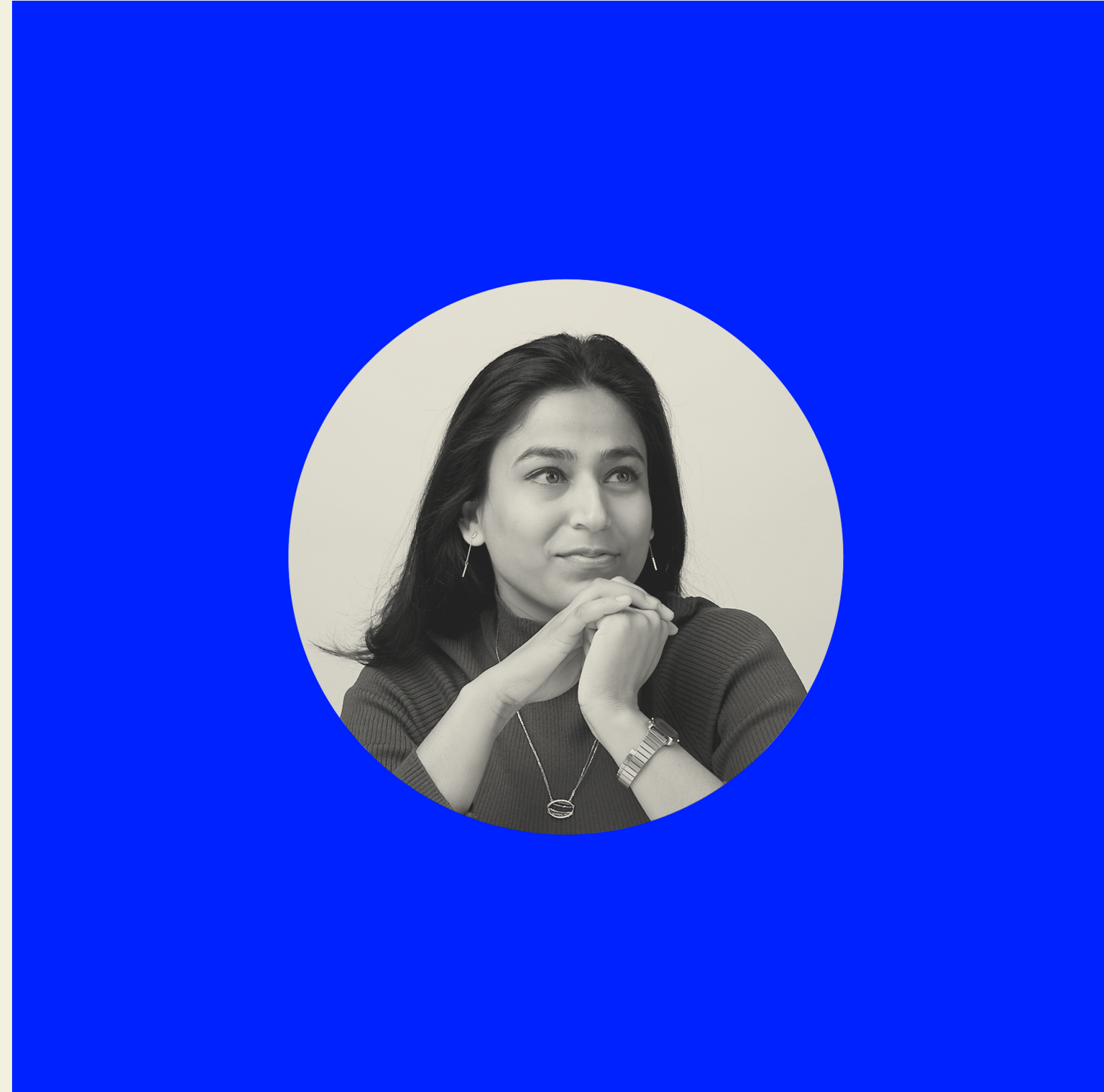
## Key Strategies for human-centered storytelling

- Reconnecting with nature
- Making the invisible-visible
- Flipping the narrative

## Why do these alternate approaches matter?

- Evoke powerful emotions that spark awareness
- Engaging, relatable narratives that inspire understanding and action
- Sustained behavioral transformation and long-term impact
- Inspire and empower audience
- Fostering innovation, building consumer trust, and aligning industries with sustainable market demands

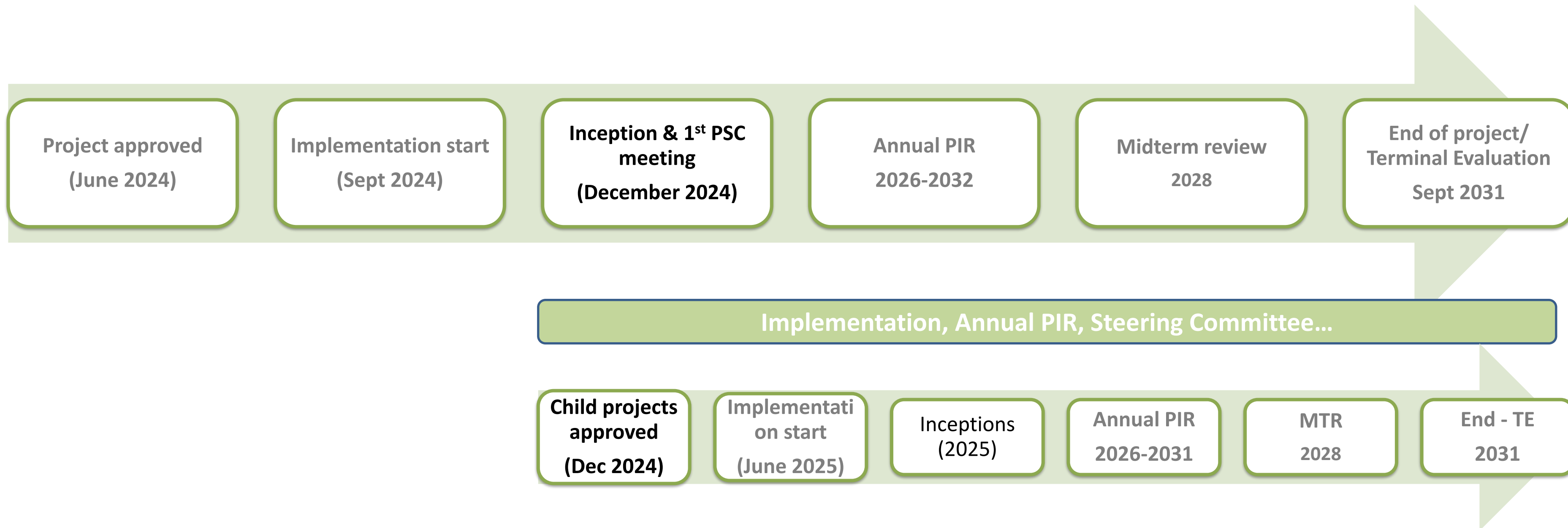
What's your next step  
towards change?



[www.vrindamathur.com](http://www.vrindamathur.com) | [work@vrindamathur.com](mailto:work@vrindamathur.com)

Let's stay connected.

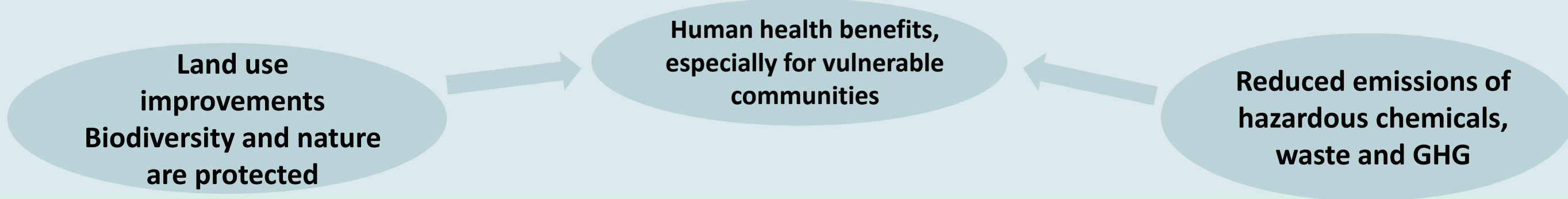
# Global Coordination Project cycle





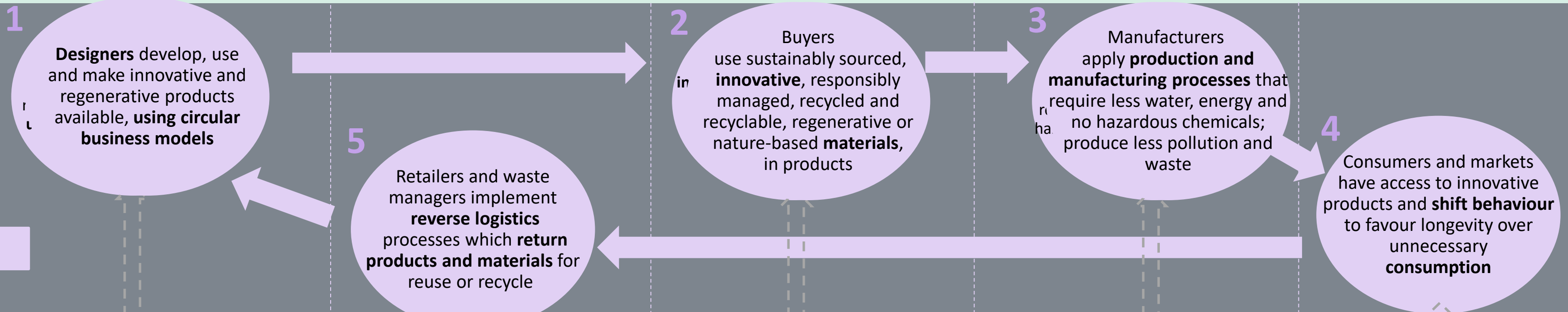
# Programme level M&E

# Impacts



# Intermediate State

## Transition Fashion and Construction supply chains toward green by design and strengthen the enabling environment necessary to support this transformation



# Outcomes

## Outputs

- a) Circular business model policy
- b) Eco-design policy
- c) Circular design standards/certification
- a) Coordinated waste management regulations
- b) EPR infrastructure and environment
- a) Supplier reporting (reporting tools or self-assessment)
- b) Standards/ certifications for innovative materials
- a) Supplier reporting (reporting tools or self-assessment)
- b) Environmental permitting
- c) Enforcement capacity
- d) Standards/certification for clean production
- a) Trade controls on POPs treated materials
- b) Sustainable public procurement
- c) Ecolabels and consumer information

## POLICY COHERENCE

- a) Tax incentive circular business models
- b) Incubator/finance hub for circular businesses
- c) Green credit/loan facilities

## LEVERAGE FINANCE

- a) Green credit and loan facilities to develop reverse logistics/collection infrastructure

- a) Sustainable/ innovative lending/investment criteria
- b) Government subsidy creation/reform
- c) Incubator/finance hub for innovative materials
- d) Green credit/loan facilities

- a) Clean production lending/investment criteria
- b) Government subsidy creation/reform
- c) Incubator/finance hub for innovative clean production
- d) Green credit/loan facilities

- a) Competitions/awards

## INNOVATION & LEARNING

- a) Use of existing/introduce new knowledge related to 'raw material production'
- b) Increase capacity of designers/architects

- a) SME pilots/demonstrations on reverse logistics

- a) SME pilot/demos on innovative materials scale up/capacity
- b) Production of innovative products and use of existing knowledge

- a) SME pilot/demos on innovative clean production scale up/capacity building
- b) Capacity of inspectors/ enforcement

- a) Education (youth/kids) related to consumption

## PARTNER-SHIPS

- a) Incentives for brands to meet circular business targets
- b) Competitions/awards

- a) Platforms connecting value chain actors (waste repurpose)
- b) Competitions and awards

- a) Standards/ certifications for innovative materials
- b) Platforms connecting value chain actors (waste repurpose, innovative materials)
- c) Brands incentives for innovative material use to meet sustainability targets & reporting
- d) Competitions/awards

- a) Standards/ certifications for innovative clean production
- b) Platforms connecting value chain actors
- c) Brands incentives for innovative clean production reporting
- d) Competitions/awards

- a) Consumer focused campaigns
- b) Platforms connecting value chain actors

# Programme level M&E

- Mitigate **7.9 million** tons of GHG emissions
- Improve the lives of **1.5 million people** globally
- Reduce and/or avoid **107 gTeQ emissions** of persistent organic pollutants (POPs) into air
- Reduce **34,589 tons** of chemicals of global concern and their waste
- Restore **317,000 hectares** of land and ecosystems



Objective: “transition the fashion and construction supply chains toward **green by design** and strengthen the **enabling environment** necessary to support this transformation”

Green by design:  
 Production & uptake of innovative materials  
 Circular business models and products  
 Reduce pollution

Enabling environment:  
 Leverage finance  
 Innovation & learning  
 Policy coherence  
 Stakeholder dialogues

*Child project 1 logframe (outcome indicators)*

*Child project 2 logframe (outcome indicators)*

*Child project 1*

*Child project 2*

# Possible programmatic indicators (Green by Design)

Indicator type	Headline expected result	IP Programmatic Indicator
Value-chain transformation:  'Green by design' covers three aspects of sustainable supply chains impact we are striving for, linked to the five value chain stages (the 'what')	1. Growth in the production and uptake of innovative materials in supply chains	1A Number/ proportion and types of product lines made using innovative or sustainable materials or to new standards/ norm; 1B Amount/value of innovative materials sourced by companies.
	2. Transition to circular business models and redesigned products	2A Number/ proportion and type of products designed to be circular or businesses that adopt circular business models; 2B Number of markets and volumes of innovative products incubated 2C New finance available for new businesses/ models: proportion of revenues and consumption levels of circular products; 2D New or repurposed jobs in those businesses (disaggregated by gender, e.g. women owned businesses)
	3. Reduction of environmental degradation in the two supply chains	3A GEBs on hazardous chemical use, GHG, biodiversity and land degradation 3B Co-benefits – chemicals and waste emissions to air / water/ soil, water quality and water use 3C Kunming-Montreal Global Biodiversity Framework (GBF) targets 7, 15, 18, 19



# Thank You

**Eloise Touni**

---

Programme Management Officer/  
GEF Task manager

---

[Eloise.touni@un.org](mailto:Eloise.touni@un.org)

**Neha Dharmshaktu**

---

Programme Management Officer

---

[Neha.Dharmshaktu@un.org](mailto:Neha.Dharmshaktu@un.org)

# Contact Us

For any questions or clarifications