



**AIBD/EBU Presummit Regional Workshop on
Enhancing Sustainability through Digital Storytelling
02 September 2024
Kuala Lumpur, Malaysia**

PROJECT OUTLINE

Background

The workshop on enhancing sustainability through digital storytelling aims to bridge the gap between captivating audiences and promoting sustainability through digital storytelling. It will cover research, credibility, and audience perception, equipping participants to craft stories and contents that resonate with viewers and address the challenges of climate change and other sustainability topics. The workshop explores the potential and power of digital storytelling, research, interviewing, ethical considerations, and feedback to elevate the digital storytelling and impact on sustainability.

AIBD in partnership with European Broadcasting Union (EBU) will hold a one-day presummit workshop to help members understand digital storytelling for sustainability goals and influence viewers.

Objective

The workshop aims to achieve following objectives:

- Understanding the power of digital storytelling.
- Exploring different resources for developing compelling story concepts for sustainability advocacy.
- Understanding the ethical issues involved in creating stories on humane development.

Target Audience

TV Journalists/Content Creators with at least 2-5 years of experience.
New Media Content Creators with an interest in Sustainable Development issues.

Expected Outputs

This workshop of Digital storytelling aims to achieve the following outcomes;

- Improved understanding of digital storytelling for sustainability.
- Exploring different themes related to Human Development.
- Branding oneself as the advocate of sustainable development.

Speakers:

- Dr. Hemini Mehta – Sustainability Lead, European Broadcasting Union, Switzerland
- Dr. Youngyil Kim – Director/Researcher, South Korea
- Ms. Heidi Lorenzen, Executive Producer, The Humanity Code, USA (TBC)

TIME	PROGRAMME
	2 September 2024
08:30 – 9:00	Registration
09:00 – 09:20	Introduction of the Workshop <ul style="list-style-type: none"> • Objectives of the workshop • Rules of Engagement • Participants' Self-Introduction
09:20-10:00	Session 1: Narrative Building for Sustainability Related Topics Speaker: Ms Hemini Mehta
10:00 – 10:15	Coffee/Tea Break
10:15 – 12:00	Session 2 : Power of Digital Storytelling for SDG advocacy Speaker: Mr Kim Youngyill
12:00 – 13:00	Lunch Break
13:00 – 14:00	Session3: A.I Humane Perspective Speaker: Ms Heidi Lorenzen
14:00 – 15:00	Session 4: Group Activity
15:00– 15:15	Coffee/Tea Break
15:15 – 16:00	Session 5: Group Presentations
16:00 – 16:30	<ul style="list-style-type: none"> • Q&A & Recap of Day 1 • Closing

Programme Prepared by:

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