

Workbook • Introduction

In this workbook, you can write insights, learnings, ideas, checkpoints och results from the workshops and exercises of LiveGreen's Masterclass. Some are mandatory for getting a diploma.

Create your own workbook by 1) **copying the document** to your own Google Drive account, or
2) **downloading** an editable version.

This is the introduction part of the Workbook. You will be able to download one for each module. At the end of the masterclass, you will be able to transform these workbooks into a sustainability plan.

Good luck! / LiveGreen Team

INTRODUCTION. WHY SHOULD WE CARE?

1. Mad World

Exercise: What drives me?

Time to look deep into yourself and think about what drives you.
Answer the following questions, individually:

1. Why have I chosen to work in this industry??
2. In what ways do I contribute to a better society?
3. What has motivated me to apply for the LiveGreen's Masterclass?

**Mandatory*

Write your answer here

2. What's Going On?

Workshop: The Global Goals

It's time for our first workshop and the aim is to select a number of global goals that you/your organization will focus extra on. The workshop should ideally be carried out with all or parts of the team.

Process

- 1. Read about the UN's various global goals.**
- 2. Select 3-5 goals that mean the most to you, and which you would like your organization / event to place a greater focus on in your sustainability work. Write these down on physical or virtual post it notes.**
- 3. Take turns and explain your individual choices. If you do the exercise individually – write down your motivation.**
- 4. Vote together for 3-5 goals through *dotmocracy*.**
- 5. Explain what global goals you / your organization selected in your. Write a short joint justification of 2-3 sentences for each goal.**

**Mandatory*

Write your answer here

3. Wind of Change

1. Workshop: Vision

Time to visionize for sustainability work!

We have created four different workshops that can help you on the way to defining your vision.

You choose how many you want to take part in.

For those participating in teams: workshop together!

Workshop 1: Newspaper

It's 2030, the year when the UN's global goals for sustainable development must be met. Your business has undergone major changes in recent years, and you are approached by a journalist covering the progress of the festival and event industry.

What does the article look like? Include a title, short introduction/quote and preferably a picture!

Paste your article here

Workshop 2: The headliner

Time travel three years into the future. The artist you always wanted to see on your concert stage – now the dream has come true and they have arrived.

The artist is very impressed by your successful sustainability work.

What does the artist tell us about their experience of, and impressions from your event?

Write a quote here

Workshop 3: Inner Development Goals

The IDGs consists of skills and qualities of human inner growth and development. They are a response to the disappointingly slow progress to reach UN's 17 sustainability goals.

This workshop consists of two parts.

1. **Select 10 skills and qualities** from the [framework](#) that are important for you (as a suggestion, 2 from each dimension)
2. Make a **joint decision about what values** you bring into the sustainability work through an open discussion and/or the dotmocracy method.

Write your answer here

Workshop 4: Story from the future

Write a story about how a visitor experiences your future, sustainable event.

How do they feel? What do they encounter? What happens at the event? What questions and thoughts are raised? What do they take with them from the experience? How does the event affect the visitor here and now, and in the future?

Write the story here

**Mandatory (chose one or several of the options)*

2. Writing assignment: Reflections and insights

Awesome!!! You have made it through the introductory part of LiveGreen's Masterclass.

Before we rush further into the first module on environment and climate, we want you to reflect a little on what you have learned during this first module.

1. What insights and lessons do I take away from the introductory part?

2. What do I want to implement in my future sustainability work?

3. What are my expectations and hopes for this masterclass?

You can answer individually or in teams.

See you in the next module, as we tackle the defining challenge of our time – climate change and ecological breakdown – and look at how the creative industry can take action!

Write your answers here