

# ANIMA ODS

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Animation as a device for social  
transformation

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# Introduction

- Short presentation: background, expectations
- Objectives of the session. *“Life is an onion”*
- Results: a storytelling
  
- Report (2021)
- <https://www.youtube.com/watch?v=Cj-VqSPecfA>
  
- Webs
- <https://www.un.org/sustainabledevelopment/>
- <https://sdgs.un.org/goals>

- Sustainable Development Goals explained with 3 useful tips | Environment SDG Sustainability
- <https://www.youtube.com/watch?v=qfOgdj4Okdw>
- IIED
- <https://www.youtube.com/watch?v=hhKIIQIyl6s&feature=youtu.be>

# EXAMPLES OF ANIMATION:

- Goal 1: End of Poverty
- <https://www.youtube.com/watch?v=rfTSjLwcWdo>
- Goal 2: Zero Hunger
- [https://www.youtube.com/watch?v=W\\_NUWV7qgk0](https://www.youtube.com/watch?v=W_NUWV7qgk0)
- Goal 5: Gender Equality
- <https://www.youtube.com/watch?v=FUbA0VTykRk&list=PLVpRlgPG0eJmXSEnHuS2J92WVlzBNdxDV&index=11>
- Goal 7: Affordable and Clean Energy
- Can 100% renewable energy power the world? - Federico Rosei and Renzo Rosei
- <https://youtu.be/RnvCbquYeIM>
- Goal 11: Sustainable Cities
- *Paper City: an urban story*
- <https://youtu.be/-Bqx2BuFjik>

# EXAMPLES OF ANIMATION: Goal 13

## Climate Change

- International Day of Forests 2019: Forests and Education
- <https://www.youtube.com/watch?v=Mt8N-sZPVuk&feature=youtu.be>
- Angry Birds 2 PSA in support of the ActNow Climate Campaign
- <https://www.youtube.com/watch?v=b87dhOFKRps>
- WHO: Breathe Life – How air pollution impacts your body
- <https://youtu.be/GVBeY1jSG9Y>

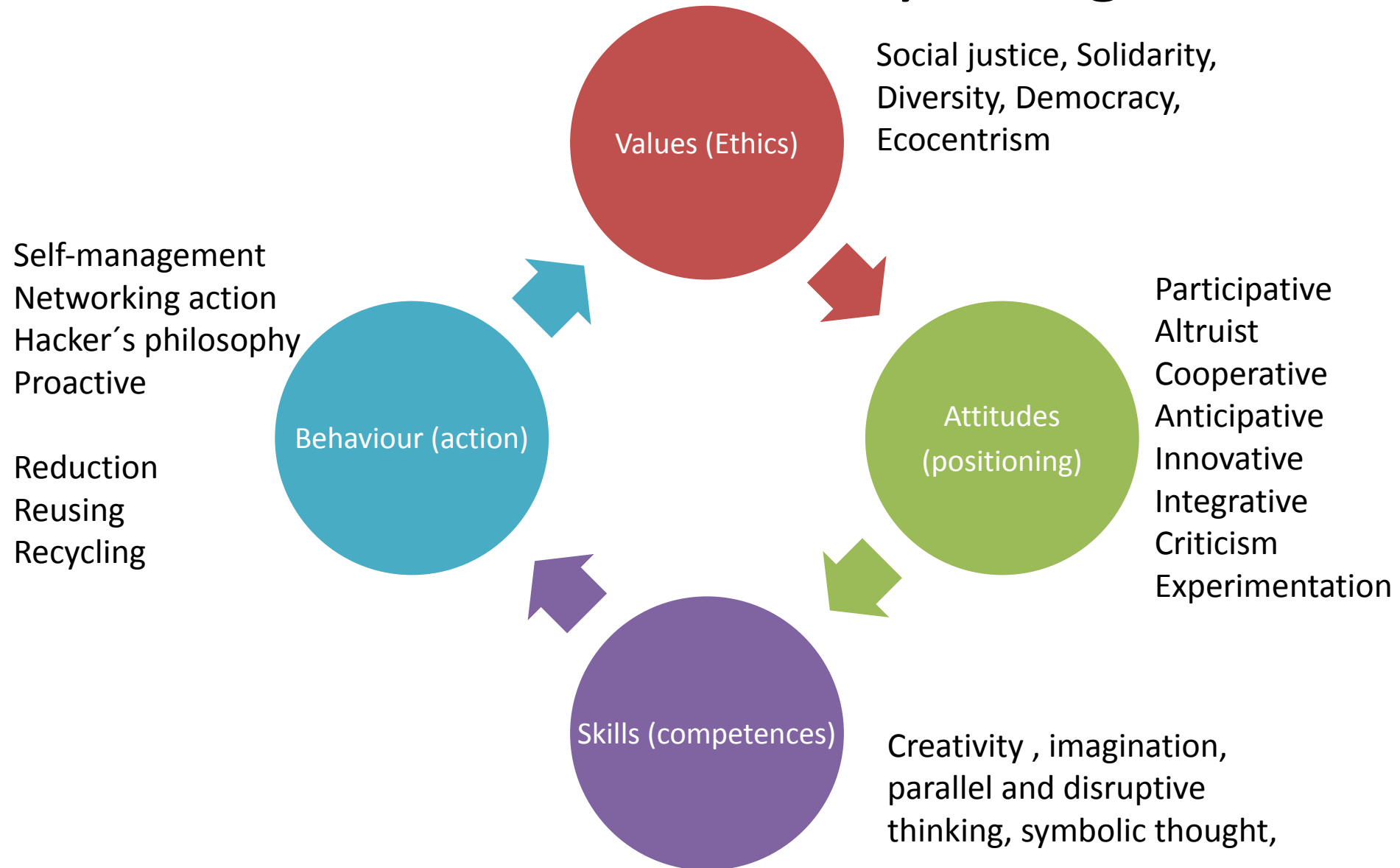
# QUESTIONS

- BACKGROUND
- Sustainable development is the overarching paradigm of the United Nations. The concept of sustainable development was described by the 1987 Bruntland Commission Report as *“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*
- Global. Ambiguity and consensus. Intergeneration equity. What model of needs?
- <https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf>
- Club of Rome Report: The Limits to Growth (1972)
- <https://www.clubofrome.org/publication/the-limits-to-growth/>
- 50 Years Later
- <https://www.clubofrome.org/publication/earth4all-ltg-model/>
- Capitalism is not sustainable: against the inner logics (limits) Greenwashing capitalism
- <https://thewire.in/environment/ipcc-warns-that-capitalism-is-unsustainable#:~:text=A%20second%20leak%20from%20the,model%20based%20on%20perpetual%20growth.>

# Storytelling

- Culture and lifestyles: values. Economic organization (Modes of production –labour- and consumption) / social and institutional organization (democracy, commons) / territorial relationships (ecosystems, rurality)
- Social imaginary: Utopia and distopia
- The storytelling and the storyteller: identity (WASP) and the need of other voices (diversity for complexity)
- Cultural rights: identity (individual and collective), memory, freedom of speech (public space and democracy)

# Elements for a Storytelling





# Cooking Utopia

- Common goods
- Community
- Freedom
- Basic Needs
- Coliving
- Redistribution
- Cooperation, participation
- Social justice
- Society, State and Market

- VoC: CULTURE AND THE SUSTAINABLE DEVELOPMENT GOALS
- <https://voicesofculture.eu/wp-content/uploads/2021/02/VoC-Brainstorming-Report-Culture-and-SDGs.pdf>