Explore the SCP Forest

The One Planet campsite will be surrounded by 7-8 trees that create the SCP forest. With square bases made of upcycled or recycled materials (such as cardboard) and tree top made of upcycled materials (such as food wrappers) or hold facts or symbolic items to that theme or sector. The theme of the tree will be color-coordinated with the programme’s branding. There will be six programme trees (one for each programme) and 1-2 additional SDG 12 trees to showcase related work from our network (For example, 10YFP Secretariat’s and the UN’s contribution to SDG12).

Our SCP forest uses the entirety of its surface to communicate. The four sides of each upcycled 'tree trunk' presents multimedia content that was hand-selected by each of the trees’ curator teams. Curator teams will be members from the One Planet network as mobilized by the coordination desks and co-leads of the programmes. Depending on the individual programme’s selections, content may vary greatly. Tree exhibit materials may include posters, photos, brochures and multimedia that could be shown on a smart tablet with headphones that would rest in a shelf that can be build directly into the 'tree trunk'.

For more information on the six programmes who will be leading the selection of content for their tree in the SCP forest, please see ‘Meet the Forest Curators!’
Timing is strictly enforced!

Please suggest a solution for every challenge you present!

= the global commitment to SCP

= the people who are making the 10YFP agreement happen
...OR PAY UP!

Sing

Dance

Put 1 Euro in the jar
Pitch!

60 second
Groups

One planet eat with care
One planet live with care
One planet build with care
One planet handle with care
One planet inform with care
One planet travel with care
One planet procure with care
One planet handle with care

+ Cecilia
Yulia, Fabienne & Drew
+ Listya
Charlie, Hunter & Sofie
Are you more curious about their work after hearing their pitch?

What more do you need to know? Was there any missing information?

If you were going to repeat this pitch to someone else—what gaps would you fill?
10 minutes

Exchange

Work on the OTHER team’s messages and try to improve their pitch for them

What did you hear in their initial pitch? Do you feel differently about the programme after hearing their pitch? Do you want to know more?

What do you think will make their message stronger and more accessible?
60 second
Pitch Back!

Share your revision of your partner's programme

What changed?
What stayed the same?
Why?
Discuss with the other team how you feel about the way they interpreted and crafted your key messages

Did the other team misunderstand/misinterpret anything?

Are you impressed by something they picked up about your programme?

What can you learn from the way they interpreted your pitch and attempted to improve on it?

Do you actually know more about the other programme now? Are you inclined to learn more? (Have you been effectively ‘hooked’ by trying to improve their hook?)
10 minutes

Refine

Work on refining your own pitch

What did you learn from your partner’s interpretation?

What would you do to change their version of your pitch? (Was their work an improvement on your initial thoughts?)

Do you think others might interpret your programme the way your partner did?

What did you like about the way your work was interpreted? What would you like to change?

How can you use language to steer people to see what you want them to see?
60 seconds
Re-Pitch!
10 minutes

Vote & Share!

Go to www.menti.com and use the code 845159
60 seconds

Practise!

**ALL TEAMS to re-pitch at the Executive Meeting Tomorrow!**
THANK YOU!

SEE YOU SOON!