



UN Live Concept Sketchbook

February 2021

Museum for the
United Nations
UN Live 

IDEO

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0.0 Executive Summary

Imagine...

...a building where **young people** transform into **leaders**.

...a building that models regenerative living in the **world's most sustainable city**.

...a building that secures Denmark's place as the **global capital of sustainability** by sparking fresh ideas, engagement, and hope.

...a building in Copenhagen, that connects people everywhere and drives **global mass action** toward a more just, equitable, and sustainable world.

That building is **The Museum for the United Nations - UN Live**.

We live in an unprecedented time that calls for unprecedented action. The challenges we face, from loss of biodiversity, to poverty and COVID-19, are interconnected and interdependent. They cut across borders, they cannot be solved by one government or actor alone but require mass action and collaboration. The tools we currently use to drive progress and public engagement clearly are not enough. We need new ways to encourage and facilitate the masses towards action. And we need people everywhere—no matter their origin, background or beliefs—to work in solidarity and with hope to overcome the global crises of our time. The Museum for the United Nations - UN Live is uniquely placed to do just that, inspiring collective action to strengthen the Global We envisioned by the United Nations' founders.

The new Museum will build on three powerful existing foundations of **people, purpose, and place**.

Image Right: Abel Gashaw is an Ethiopian photographer based in Addis Ababa. For UN Live's My Mark: My City, he chose to document "Green Legacy", an ambitious tree planting project led by Ethiopian Prime Minister Abiy Ahmed.

Photo: Abel Gashaw



People, Purpose & Place

People: Building on the Foundations of the United Nations

UN Live is conceived as the 'People's House'. It is inspired by the founding spirit of the United Nations, and it is grown by, for and with the global communities that the UN serves. Through UN Live, people around the globe will come together to address how we can achieve the United Nations' Goals to 2030 and beyond. The new museum will be a powerful people-driven complement to the UN Headquarters in New York, and is supported by some of the most senior figures within the United Nations.

Where the UN Live building will be a testing ground of innovation for the globe, a place to collide ideas and to tangibly represent the Global We of our world's communities, the United Nations' New York Headquarters remains a crucial home for transnational agreements, diplomacy and political collaboration. UN Live will be a place that harnesses the best learnings from our Global Programmes and beyond— incubating new experiments to drive knowledge and unleash the power of culture.

The building will use the power of the museum space, together with the latest knowledge from behavioural science to explore how AWE, FICTION, and STORYTELLING can be tools to engage billions of people in positive action.

The Museum in Copenhagen is supported across the United Nations, from local field workers to former and current Secretary Generals. This support

and collaboration creates the foundation for UN Live to become a space where global citizens will gather to take action, innovate, play and celebrate the United Nations' values 24 hours a day, 365 days a year.

Image Right: Students from across universities in Varanasi joined UN Live's My Mark: My City event to develop action plans for tackling the city's poor air quality and unclean water. Photo: Ravi Shekhar



People, Purpose & Place

Purpose: Powerful Global Programmes Innovative, impactful and regenerative, UN Live's Global Programmes are already catalysing mass action around the world to help achieve the United Nation's Sustainable Development Goals:

- Launched in 2019, **My Mark: My City** invites people from over a dozen cities, from Anchorage to Amman, to imagine and then take actionable steps toward sustainable urban development.
- **7 Cities**, a Bollywood climate thriller series, produced in collaboration with Flipkart, will

address real environmental challenges affecting India's cities and reach up to 300 million viewers in India alone.

- In Colombia, thousands of Catholic parishes are reconnecting spirituality and ecology. Following the leadership of Pope Francis and his encyclical *Laudato Si*, **Eco Mass** aims to integrate ecological spirituality and action into regular Catholic practices, ultimately reaching 1.2 billion Catholics worldwide.

These among many more UN Live programmes will generate a growing body of content from which the UN Live building's activities and exhibits will evolve.

Place: Building As Beacon of Change The Burmeister & Wain Halls represent an important era in Copenhagen's history and they are now set to become a new home for future generations of changemakers. Located at the birthplace of Denmark's shipping industry—and a symbol of Denmark's engagements with the world—the Halls will be transformed into a physical manifestation of Denmark's leading role in sustainability. The reimagined Halls will exemplify creative re-use of the built environment, expressing their past while offering a vision of a regenerative future. They will be a place for Danes and visitors to connect, be inspired and take action with partners and people from around the world.



Olafur Eliasson has chosen UN Live to be the institutional host of his digital artwork, Earth Speakr, so that we can bring the power and prominence of children's voices from around the world to the world.

Photo: Olafur Eliasson Studio

The Experience

Imagine... A Collider

As a wholly new type of museum, **The Museum for the United Nations - UN Live** will be a collider that accelerates mass action from an ever-expanding community of change-makers. It will be a home for people to work, explore, invent, and play together as we build the solutions necessary to achieve the UN's Sustainable Development Goals.

UN Live will be a place where people and ideas — through physical structures, Platforms and tools — will bump against one another, creating a series of chain reactions that drive unexpected and new ideas, inspire courage and ultimately lead to lasting positive change.

Imagine... Modelling the Power of

Collaboration and Co-Creation We know that the most exciting ideas often come from creative collisions with unexpected partners. UN Live's Creative Impact Lab, co-developed with

IDEO, incubates new global programmes in order to catalyse new, impactful cultural engagements.

How? Through multidisciplinary partnerships, opportunities for scaling, and an R&D approach to leverage the power of culture for the Sustainable Development Goals and the work and values of the UN. Globally that means we create cultural experiences that are specific to people's passions, interests and cultural language. Starting where people are—physically and in their hearts and minds—enables us to move them with us on a journey.

Imagine... Creating a Global Exemplar for

Sustainability Creating a big impact does not mean creating a big footprint. We propose transforming an aging industrial site, the B&W Halls, whose purpose was linking the world through commerce, into a thriving cultural destination whose purpose is to connect people around the world through mass culture for action. The reuse of the B&W halls will set a new standard for sustainable urban development and placemaking, using green

infrastructure, sustainable materials and participatory community engagement.

Imagine... The Experience The building will be occupied by a network of adaptable physical and digital infrastructures. A playground, study space, film studio, makerspace, start-up community and more, the building will bring new hope, practical solutions, and constructive human connection to billions of people across the globe necessary to achieve the UN's Sustainable Development Goals by 2030 and beyond.

Our visitors will encounter a vast indoor/ outdoor campus populated by seven visually distinct spaces, or **Platforms**. Each Platform fulfils a specific storytelling function, while working in unison with the others to collectively energise the whole building. All Platforms are immersive, participatory and multi-sensory. They are designed to showcase UN Live's Global Programmes through unique, yet complementary, activities, installations, and experiences, and to inspire others to take action, transforming the curious into the bold, and bystanders into change-makers. They will collide the

knowledge of the UN and all its partners into dialogue in playful and engaging ways.

Our preliminary ideas for eight proposed Platforms, described on the following pages, are intended to spark imagination and demonstrate what is possible.

As a collider of people and ideas, a magnifier of collective action, an amplifier of our Global We, the building will pulsate on Copenhagen's skyline as a world-renowned exemplar of what a 21st-century museum is capable of achieving.

**There will be nothing in our
world quite like it.**

Audacious?

Fearless?

Ambitious?

Yes.

Joyful too.

Preliminary Ideas for Platforms



1. The Hive - Inspiring Awe Where we marvel

A tribute to the elegance and complexity of natural systems, The Hive is an aweinspiring, mixed-media installation set within a striking 10-storey structure. It lures visitors into the building and invites their curiosity and participation.

- Stunningly beautiful media performances are projection-mapped across its exterior.
- Inside, a maze of intimate, immersive, pocket environments unfold.
- A playful multi-storey slide winds through the structure.
- It is the first in a series of large-scale, multi-year artistic interventions rooted in the marvels of nature.



2. The Globe - Building Solidarity

Where we build trust and shared visions

The Globe is an explicit reminder of the one thing all humans share: our planet. It is a gateway to the United Nations and the Global We; it is a dramatic backdrop to large-scale events and gatherings.

- A glowing sphere 10 metres in diameter radiates within UN Live's vast Town Hall.
- Digital projections on The Globe's exterior map-out the UN's worldwide efforts.
- A 360-degree multi-media theatre inside The Globe shares the stories of everyday heroes working in solidarity and hope.
- Tele-presence Portals facilitate conversations between onsite visitors and others around the world.

Preliminary Ideas for Platforms



3. The Regenerator - Sensing Reciprocity Where we learn from nature

The Regenerator is an experimental model for sustainable living centred around the regenerative practices—and joy—of producing food. It invites visitors to explore the possibilities of a closed-loop resource system in which all waste is reused to fuel future meals.

- A complex of indoor/outdoor gardens, kitchens, and eating areas is a tangible expression of humans' connection to nature.
- Configurable pods can be moved, stacked, and conjoined to create spaces for cooking and eating, gardening, gathering and contemplation.
- An immense living wall climbs the full height of the building, extending into terraced vertical gardens.



4. The Studio – Asking the big questions Where we co-create the big answers

The Studio is a creative space for interpreting information and transforming it into action. Driven by AI software, the space responds to users' questions by pulling information from 'big data' sets provided by the UN and its partners from around the world.

- This multi-media exhibition space is supported by a web of interactive touchpoints that prompt visitors to ask questions.
- User-friendly tools translate data into music, art, or even movement that can be shared, duplicated, and built upon by others.
- The Studio's walls, furniture, media displays, and interactive elements are adaptable.

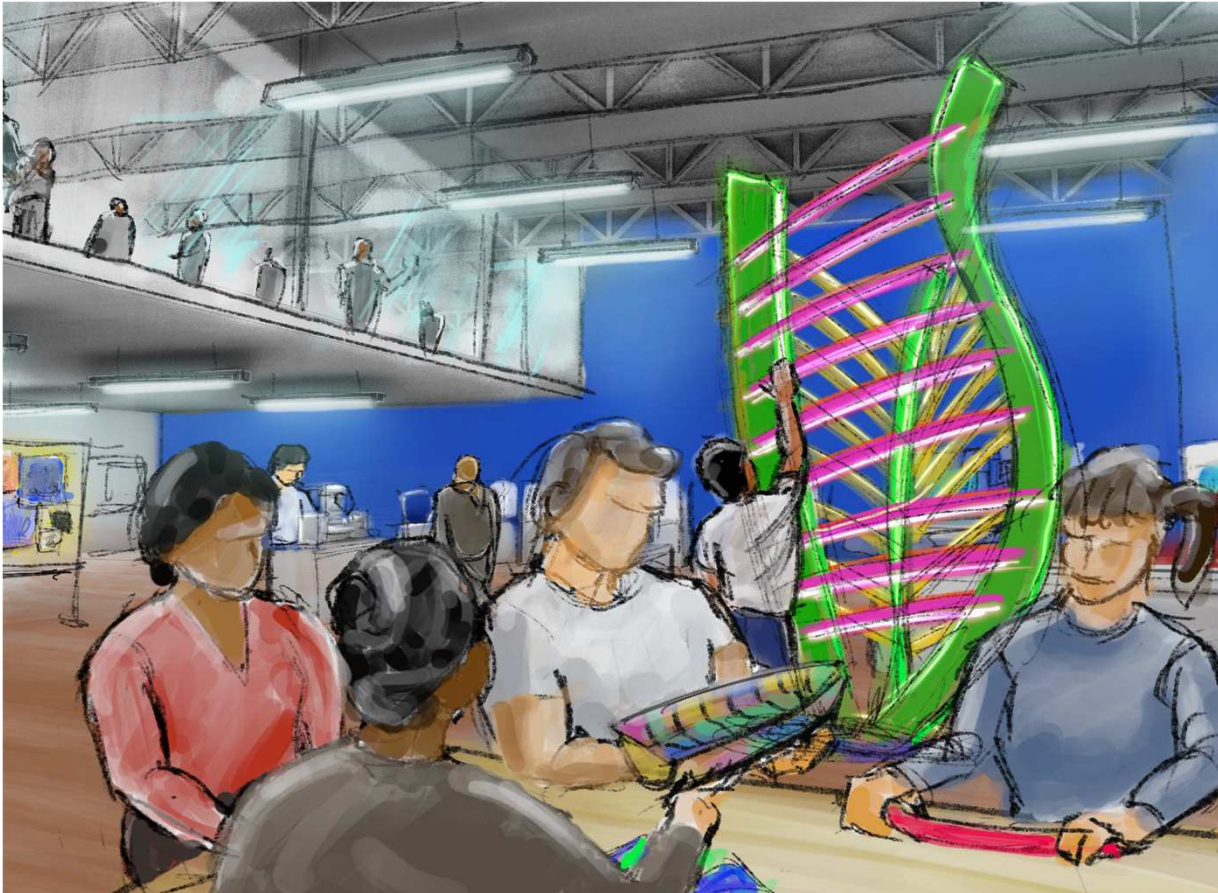
Preliminary Ideas for Platforms



5. The Stage - Leading with Fiction & Play Where we imagine and perform the reality we want

The Stage is a literal Platform for everyday experts to take the leading role in their own show. This highly flexible, rehearsal and performance space is an open venue for neighbours, students and performance professionals to convene and inspire across creative mediums.

- The digitally enabled theatre connects onsite performers with offsite audiences, and vice versa.
- Configurable performance spaces adjust to large and intimate events.
- State of the art back-of-house equipment supports cutting-edge, experimental and participatory performances.



6. The Workshop - Crafting real solutions Where we prototype and scale things that work

The Workshop provides its rotating team of Creators-in-Residence with the tools and inspiration for innovation. It exemplifies the Creative Impact Lab's method and values, which lead to surprising solutions.

- The space is fitted with digital and hands-on equipment, from music and film editing suites, to studios for carpentry, metal work, weaving, drafting and more.
- Reconfigurable rooms can be modified to accommodate users' needs.
- Creators-in-Residence work alongside students to nurture new ideas and uplift emerging talent.
- Visitors are invited to test prototypes and lend their own expertise.

Preliminary Ideas for Platforms



7. The Magnifier - Celebrating Individuals Where we amplify the power of people

The Magnifier transforms the B&W Halls from a static structure on Copenhagen's skyline into a glimmering beacon of global action for good. It is a vast canvas for magnifying people and action around the world.

- A digital mesh of shimmering LED lights enrobes the building, visible only when activated.
- An AI generator, collects and reinterprets stories gathered from global partners and visitors, and visualises those stories across the building's façade.
- Big data from UN partners is translated into colours, abstracted moving images, and even music that and fills the building's interior and exterior.



8. The Portals—Radically Accessible Where we nurture the Global We

Using existing digital tele-presence technology, The Portals connect real people in real time, regardless of location. For onsite visitors, The Portals are windows to the world outside. For offsite visitors, they are windows into the building.

- Portals are integrated throughout the building and comprise live-feed cameras, hi-definition screens, 3D audio feeds and simple two-way telecom feeds.
- Offsite pop-up Portals are made from locally-specific, sustainable materials that are easily assembled and disassembled at partner locations around the world.
- The Portals provide a safe place for connection, collaboration and mass-action.

Introduction

In this section we introduce UN Live's history—who we are and why we came to be, with a particular focus on empowering youth all over the world. We then describe how important creating a new sense of a Global We is to UN Live's mission.

This new sense of a Global We is nothing short of the world's largest behaviour change mandate—which is good news, because science is on our side. We describe UN Live's work with globally leading behaviour change scientists who indicate that culture is an untapped—and possibly unrivalled—tool in our toolbox that has never been harnessed at global scale.

We then introduce UN Live's new Creative Impact Lab methodology, which stems directly from the science of behaviour change and embeds constant prototyping into our Global Programmes around the world, to unlock the power of culture to drive local action and global change. And because we seek to build change and action in the world, we end this section with a description of a handful of UN Live's current Global Programmes—less than two years in the making—to inspire us all as to what is possible, and to provide the foundation for what visitors to UN Live's building in Copenhagen will encounter, in exciting and unexpected ways.

Image right: University students in Varanasi.

Photo: Ravi Shekhar



1.0 Why a Museum for the United Nations? / Continued

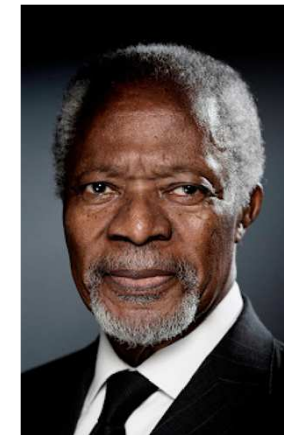
UN Live is an independent institution created to connect people everywhere to the work and values of the United Nations. Our goal is to dramatically increase the number of people who work to achieve the UN's goals. Through mass culture, play, adventure and emotional connection, we aim to mobilise one billion people to take positive action towards achieving the Sustainable Development Goals by 2030.

We are an institution that seeks to reach beyond where the UN can reach by empowering ordinary people to realise their own potential in driving positive change. We do so by meeting people where they are—both physically and mentally—and by connecting individuals, communities, neighbourhoods, cities and countries to the causes of the United Nations.

Since our official endorsement in 2016 by Secretary General Ban Ki-moon, and all the three then-living former Secretaries General, we have ceaselessly aimed to bring about positive change in provocative and bold ways. That future belongs to all of us, but most of all to young people who will play a huge role in all aspects of UN Live.

Kofi Annan, former UN Secretary General, and a believer in the importance of UN Live summed up this focus on youth best when he said:

“UN Live has the potential to offer a platform for all of us, particularly our youth, to connect with the United Nations and engage on the issues that matter to us. With UN Live, we can all engage and be part of the change we want to see.” Over the last several years, UN Live has wasted no time in beginning this work of connecting to youth. We've engaged directly with young people around the world, uplifting their voices and empowering them to take action toward building the sustainable world they dream of.



We started in a deliberately experimental and bold inaugural programme, My Mark: My City, by co-designing programmes to drive action on Sustainable Cities.

What did we spark?

In that first experiment, Patience Alifo, a student at the Ghana Institute of Management and Public Administration, mobilised a network of her student friends to resolve plastic pollution in Accra. Prajwol Bickram Rana, a 21-year old student at the Kathmandu School of Law, worked with fellow students to confront climate change in Nepal. In Tanzania, Maliha Sumar, with support from UN Live,

began creating a national movement to spur engagement with climate local issues, from flooding to waste-management and plastic pollution.

The vision, tenacity, and optimism of these young people, and thousands more, is precisely what The Museum for the United Nations - UN Live will catalyse and celebrate in its new building, inspiring others to take action in their own communities, and emboldening young citizens to be today's change-makers and tomorrow's leaders. You can see both Prajwol and Maliha leading the change they want to see on the right.



1.1 Our True Aim: A New Sense of The **Global** **We**

The mission of the United Nations has never been more pressing, nor more relevant to each and every one of us on Earth. The health, political and climate crises of 2020 tested our ability to problem-solve and work together in times of fear and anxiety. But from these challenges, we have learned that real human connection—a handshake, a smile, a hug—is not merely a nicety, but a necessity.

Digital connectivity has proven its value, but also its weakness as a substitute for the tangible connection we crave to reignite with friends and strangers alike, connection we can feel with all five of our senses.

The true meaning of global togetherness has emerged through the pandemic in ways no one had anticipated. While carrying immense hardship, the global virus has also built a global, shared experience leading many people to experience a powerful sense of a Global We for the first time. UN Live believes in the Global We as a powerful force for good. If we are to solve the challenges facing us now, we must seize this collective vulnerable moment in history, and use it to strengthen a sense of the Global We.

The UN Live building will connect people across our Global Programmes through being, thinking and feeling together. It will turn global patterns,

such as big data, into shared stories and paths of inquiry, connecting people through questions, curiosity, and the joy of discovery. It will create the experiences that help people understand what connects them to each other and to the globe.

With a strong physical presence in Copenhagen, and around the world through a network of physical Portals, the building will provide a welcoming space for the Global We unlike any other: a space that can be experienced viscerally—through sight, sound, touch, taste, and even smell.

1.2 What Science Says Will Move People to Act: **Culture**

UN Live's mission is to move billions into action to create a more hopeful world, to create this new Global We. While that may seem like an audacious goal, it is what the world needs—audacity and the optimism to believe we can make positive change, quickly.

Science is on our side.

Moving billions into action is really moving billions to open their minds to new ways of thinking, new ways of being, new ways of acting. Leading behavioural change scientists point to the untapped power of

mass culture, its ability to create the emotional connection the human mind needs before any behaviour can be influenced.

We are already working and will continue to work with leading experts in the field of behavioural change in the ongoing operations of the beating heart of UN Live: Our Creative Impact Lab.

Designed in collaboration with IDEO, UN Live's Creative Impact Lab is a unique method to quickly prototype and scale cultural experiences that lead

people to action. It embodies design thinking and prototyping through and through, together with deliberate collisions of people from different sectors with culture and behavioural science.

In the building, we apply the same method to our in-residence programmes, allowing scientists, creatives, artists, performers and chefs to develop their exhibitions, performances, dinners and innovations with the lens toward the UN's Sustainable Development Goals, focusing on behavioural change and impact.

1.3 UN Live's Creative Impact Lab Global Programmes

UN Live has already demonstrated our commitment to powerful programming that is threading across the globe. By creating a physical space to transmit, receive and collide ideas that emerge from our programmes, the UN Live building will accelerate mass action to shape the world we need and want to live in—together.

Our Global Programmes, now designed and nurtured through the Creative Impact Lab, are the foundation of UN Live. Their current success is an indicator of

their potential for much broader and deeper public engagement.

Using the methodology underpinning our Creative Impact Lab—to convene, collide, create, and catalyse—our programmes empower people to take unconventional steps towards solving everyday problems.

In conjunction with dozens of projects around the world, we are already prototyping creative solutions to the world's most pressing problems. From plastic pollution on Africa's East Coast to loss of biodiversity in Latin America, our programmes support people who are forging local solutions to global problems.

The goal is to test strategies for action sparked through cultural experiences that can be applied at the mass scale, slowly shifting habits towards behaviours that result in a more sustainable and equitable future.

Moving people from the inspiration scientists know can come from culture to action is our key goal. We will harness two powerful and interwoven digital engagement platforms to support our global audiences on their ongoing journeys of action, embedded in all of our Global Programmes. For youth and adults; Championed



by Cristiana Figueres and co-led by UN Live, **Count Us In** is a global action campaign and aggregator of other platforms to empower billions of people to take practical steps to protect the planet.

For children and youth; **Earth Speakr**, our first official museum acquisition, is a digital artwork installation by Olafur Eliasson, enabling children across the world to raise their voice and access the global conversation on climate change.

UN Live in Copenhagen is a vitally important tool to unlock, curate and amplify collective action across the globe. As collider and catalyst, the building itself is the most valued player in realizing our goal to

1.3.a My Mark:My City

Cities are home to the majority of the world's population. They are on the climate change frontline—both in how they fuel its progress and how

dramatically increase the number of people engaged in achieving the Sustainable Development Goals.

The following section provides examples of how UN Live's existing Global Programmes will provide foundational structures and content to activate the physical collider in the new building in Copenhagen.

See matrix on page 71 for a schematic illustration of how we are carefully considering the multitude of ways these— and future growing—Global Programmes can interact with the experiences inside the building.

they experience its impact. In 2019, UN Live launched **My Mark: My City**. Working in 23 cities across 18 countries, we brought innovative and dynamic



organisations together to tackle local environmental problems and co-create solutions that might have the potential to scale and transform city life worldwide.

In Amman, Jordan, a group of young Jordanians transformed their interest in the environment into practical plans for improving their city. Over three days, students visited different communities in Amman to see how different disciplines could inform sustainable urban design.

The result was a series of student proposals for greening the city. UN Live supported students whose ideas for greening Amman were rated the highest by local experts. Initially designed for a small number of students, other Jordanian schools and colleges are already requesting that the programme be repeated.

Imagine the impact this programme could have if it were extended to the entire country—and beyond.

Imagine...Jordanian students working together with Danish students, innovating together, learning from one another, and building, moment by moment, a new Global We.

Image Right: In São Paulo we worked with Pimp My Carroça, an art initiative raising awareness about Brazil's quiet—yet impactful—army of waste collectors who roam the streets day and night collecting recyclable material in carts called carroças and selling it to make a living. Thirty five young leaders, inspired by the programme, came up with new creative solutions for large cities in Brazil.

#MYMARKMYCITY



1.3.b Voz Terra

VozTerra is a multidisciplinary collective raising awareness and generating action around climate change and biodiversity loss. Their goal is to empower citizens to reach toward a more sustainable world by harnessing our sense of hearing: connecting people with ecology through the sounds of nature, and listening to the voices of people that inhabit these territories.

Closely connected to UN Live since our first participatory workshop in Latin America in 2019, VozTerra began as five disconnected individuals who were all passionate about sound and environment. Since their first creative collision in Bogatá, the team has initiated three major projects that harness the emotive power of sound. The most recent, “Sounds from your Window”, aims to keep people everywhere environmentally connected and active during the

COVID-19 pandemic by asking them to record sounds of nature from their homes.

These crowd-sourced recordings, in addition to a repository of sounds from earlier VozTerra projects, have since been offered to DJs and musicians all over the world to create new music. The result is hundreds of unique recordings and 50 songs that have been compiled into an experimental album and two multi-genre albums, available on Spotify and Soundcloud.

UN Live’s next programme with VozTerra’s is **Eco Mass**, a collaboration with Colombia’s Catholic Church to fuse the holy mass, as observed by thousands of parishes across the nation, with the sounds and songs of nature.

Image Right: Bird in the Van der Hammen Reserva where UN Live and VozTerra recorded sounds of biodiversity.

Photo: Daniel Bretón

Imagine... people all over the world recording the sounds of nature, inspiring dance club DJs and

supporting scientists tracking global biodiversity through acoustic ecology, made possible by UN Live.





1.3.c Bollywood : 7 Cities

Because of UN Live's Creative Impact Lab, when India's largest online retailer Flipkart goes live in mid- 2021 with its own media content, 350 million users will meet Amitabh Bachchan, one of Bollywood's biggest stars, in his latest role as he races against the clock to save Delhi from a climate disaster in Bollywood's first dedicated climate thriller. Released in 24 episodes, **7 Cities** will challenge viewers to help Amitabh in his quest via an interactive platform—learning about India's biodiversity and how they can protect it along the way.

The interactive series will be accompanied by shoulder campaigns designed and developed with local NGOs to deepen engagement with people who would not usually be interested in climate action. In addition to Flipkart, UN Live will be working closely with Fingerprint Content, a UK-based production company devoted to socially and environmentally responsible filmmaking, to produce the series as sustainably as possible.

Harnessing the power of mass culture in one of the world's most populous nations, 7

Cities is the first interactive entertainment event of its kind. Through an unlikely combination of star power, a whodunnit drama, and UN-backed scientific data, it has the potential to mobilise millions of people toward positive environmental action right on their doorstep.

Imagine... the power of film to motivate people to climate action.



1.3.d Earth Speakr

Earth Speakr, UN Live's first official acquisition, invites children to be artists for positive, global change. Created by renowned Danish-Icelandic artist, Olafur Eliasson, with support from the Goethe Institut, German Federal Foreign Office, and German Presidency of the Council of the European Union 2020, this online artwork magnifies the voices of those who will inherit our planet: our children.

Giving voice to young people aged 7-17, Earth Speakr invites them to speak up for the planet and asks adults to listen to what young people have to say. It is supported by an app accessible in 25 languages, which



provides multi-national digital platforms for young people to record and share ideas about the wellbeing of the planet, whether out of hope or concern. In turn, adults and decision-makers are encouraged to listen to the recorded messages to better understand what future constituents—and future leaders—have on their minds.

Olafur Eliasson has chosen UN Live to be the permanent host institution for Earth Speakr. He believes deeply in our mission and our ability to bring it to life for children. We will build Earth Speakr into our diverse Global Programmes, ensuring children's voices are heard loud and clear. We will promote learning from children's natural inhibition to jump in and create—what the world needs right now.

Imagine... a building that features the faces of children from Kigali to Jakarta and their messages of hope for the world.



1.3.e Eco Mass



UN Live and our partners at **VozTerra** are building on the momentum created by Pope Francis and his encyclical *Laudato Si* with a celebration of the sounds and songs of nature through **Eco Mass**. This global programme, piloted in Colombia, will meet Catholics in their most important and sacred ritual: Holy Mass. In partnership with the Conferencia Episcopal Colombiana, we are inviting musicians to compose a collection of liturgical songs based on four areas of climate action: food, water, air and friendship (Alimento, Agua, Aire and Amistad).

We will reach 6,000 churches, home to millions of Catholics in Colombia, inviting them to sing together on October 3, 2021 during the noon mass. Church leaders will then encourage their parishioners to get involved in one of the four areas of climate action, as recommended by scientists from the United Nations' Environment Programme (UNEP) and according to local context. Actions will be tracked via UN Live's online action platform powered by Count us In, and with Earth Speakr we will run a shoulder campaign encouraging children to record themselves singing the climate action songs.

In this first massive experiment, Eco Mass will collide cultures of faith and music with science. Over the coming years, we will expand this programme

to the 480 million Catholics across Latin America, then quickly to the 1.2 billion worldwide.

Imagine...

experimenting with people from other faiths, all of whom care for the environment and each other in their own sacred ways.



1.3.f Flipflopi

The **Flipflopi** is a Kenya-based initiative whose work has harnessed local cultural heritage to inspire people, policy makers, and businesses to engage in serious discussion, action and legislation on single-use plastic. The namesake boat 'The Flipflopi' is the world's first dhow (an East African boat) made entirely from plastic collected on beach clean-ups on the Kenyan coast. During its maiden pilot voyage from Lamu to Zanzibar in 2019, the Flipflopi gained significant attention, reaching more than 850 million people via global media. Within two months of this expedition, Kenya banned all single use plastics in national parks and Tanzania introduced a nationwide plastic bag ban.

In March 2021, Flipflopi, in partnership with UN Live, will be taking its message upstream to celebrate the innovators of Lake Victoria, who have found ingenious ways of promoting the local, circular economy. The seven-ton sailing dhow will sail around Lake Victoria, using the stopoffs across Uganda, Kenya, and Tanzania for major events that mobilise and engage local organisations, communities, policymakers, conservationists, and more. The events will highlight the impact of plastic pollution on Lake Victoria, discuss related environmental challenges such as biodiversity loss, and showcase local examples of the circular economy.

Addressing the problem of plastics in our marine ecosystems is critical for our health, our food security, and the biodiversity of our planet. If centuries-old traditions, such as dhow building, can inspire people to take action to support modern approaches to addressing climate change and biodiversity loss, then imagine what we can do when

we unlock other powerful forms of our heritage, from Danish langskips and knörrs to the enormous dugout canoes of Brazil.

Boats are metaphors and enablers of connection.

Imagine... unlocking the creativity of shipbuilding at UN Live from around the world to drive home just how interconnected we all are, in this growing Global We.

Image Right: UN Live is partnering with Flipflopi in engaging tens of thousands of school children in preparation for their upcoming voyage around Lake Victoria in East Africa.

Photo: Finnegan Flint



2.0 What Can We Learn and Prototype?

Introduction In this section we describe how design thinking and prototyping has been central to UN Live, and why we so value it, especially in this crucial decade for the planet. We describe what design thinking and prototyping means to our collective team, and how we've used that thinking to create our vision for UN Live's building and its experiences. We also describe how we will embrace prototyping and design thinking throughout the life of UN Live—of course in our first phase of experimentation in the B&W Halls, and throughout our possible permanent presence as well.

Prototyping

Prototyping means getting started, failing fast, learning, and adapting and has been at the heart of UN Live for the last two years, ever since we began our first series of Global Programmes.

Prototyping is such a value within UN Live culture that we commonly refer to our institution as being “always in draft.” Why? Because the only two things we can be certain of as we focus on our ambitious mission is the constancy of change and the need to get to work and not wait. Because there is—truly—no time to waste. It was why we were so delighted to partner with the world's leading organization on humancentred design, IDEO, in the strategy behind the Creative Impact Lab, and now in the strategy for how to maximize the potential of our physical building.





Image Right: A snapshot of design thinking in action:
IDEO and UN Live teams together in London in 2020

OFFER TO MARK
MAKERS?

AMBITIOUS TIMELINE

BOARD MEETINGS
EVERY
3 MONTHS
(BY MARCH 4)

FOUNDATION TOUR
(MID-APRIL)

Establishment
AUDIENCE

IUCN
CONF
BIODIVERSITY

MUSE
PARK

WANT TO BE
Consumer

APRIL
= EARLY

(JAN)
F.I.R.C.

Tommy, DANIELE, milly & Clio
TEAM NAME: MR MOTIVATOR

MILLY
CLIO



MEETING
SEHAJ
@14:30

CHALLENGE

HOW MIGHT WE CREATE A
MECHANISM TO ATTRACT,
ACTIVATE AND SUPPORT A GLOBAL
COMMUNITY OF MARK MAKERS?

BROKEN DOWN....

HOW DO WE
GET MARK
MAKERS TO DO
THINGS

GIVE IDEAS
VS.
NURTURE THEIR IDEAS

RISK OF
'ONE-SHOT'
OFFER

25 MARK
MAKERS
(ACTIVE)
IN
16 COUNTRIES

NOT JUST
'CLICKTISM'

WHAT COUNTS
AS AN ACTION?

WHAT DOES
ACTIVATE
SUPPORT
LOOK LIKE FOR
ALL TYPES?

HOW DO
WE DELIVER
SUPPORT

WHAT DOES SUPPORT
LOOK LIKE?
THIS YEAR DIGI



WHAT
SUPPORT DO
WE NEED TO
PROVIDE FOR
PEOPLE TO ACT?

HOW CAN
WE INSPIRE
PEOPLE
WHILE WE
ARE FAIL

CONCEPTS / PRO
IDEA
→ ACTION

WHAT
INTRODUCTION
ON BOARDING?
FOR A
MARK MAKER

WHEN DO
YOU CHOOSE
TO TAKE
SUPPORTING
BOARD AN IDEAS?

HOW DO YOU
CHOOSE AN
ACTION?

HOW MUCH
UN-LIKE
SUPPORT TO
THEN IDEA
INTO ACTION?

WHAT STAGE
OF AN IDEA
MOTIVATES YOU?
(WHAT'S
BEING
CONSIDERED)

WHEN DO YOU
REPEAT AN
ACTION OR START
A NEW?

CONTINUING
ACTION

WHO DO MM
WANT TO BE
CONNECTED
WITH?

COMMUNITY

WHAT ARE THE
MOST KEENLY FELT
NEEDS OF
MARK MAKERS?

WHAT ARE THE
BARRIERS TO
ACTION?

WHAT IS THE BIGGEST
FEAR THAT YOU FACE
WHILE ORGANIZING
AN ACTION?

How do you
PRIORITY
ACTION OVER
OTHER THINGS?

WHAT WOULD
YOU NEED TO
MAKE YOUR
IDEAS REALITY?

WHAT DO MM
GET OUT OF
ACTING?
(REWARD)

WHAT DO YOU
NEED TO TAKE
ACTION FOR
ABOUT
SOMETHING
YOU'RE DOING?

IS THERE A
PLACE THAT
YOU USE AS AN
IDEA PLACE?

WHAT IS THE
TIMELINE
FROM IDEA TO
ACTION?

HOW DO YOU
KNOW YOU ARE
AN "ACTIVE" MARK
MAKER?

WHEN DO YOU
KNOW IF AN
ACTION WAS
WORTH IT OR
IMPACTFUL?

MEASURING
IMPACT
OF ACTION

ROLE OF
CULTURE
X OTHER
ORGS

HOW DOES/CAN
CULTURE
SUPPORT MARKMAKERS?

Who do you
LOOK TO /
LOOK UP TO/
WANT TO MIMIC?

WHEN DO YOU
WANT TO
INVOLVE OTHERS
IN YOUR ACTIONS?

UN-DIRECTED
VS
MM-DIRECTED

OTHER ORG
COMMUNITIES
THAT MM ARE
INVOLVED WITH?

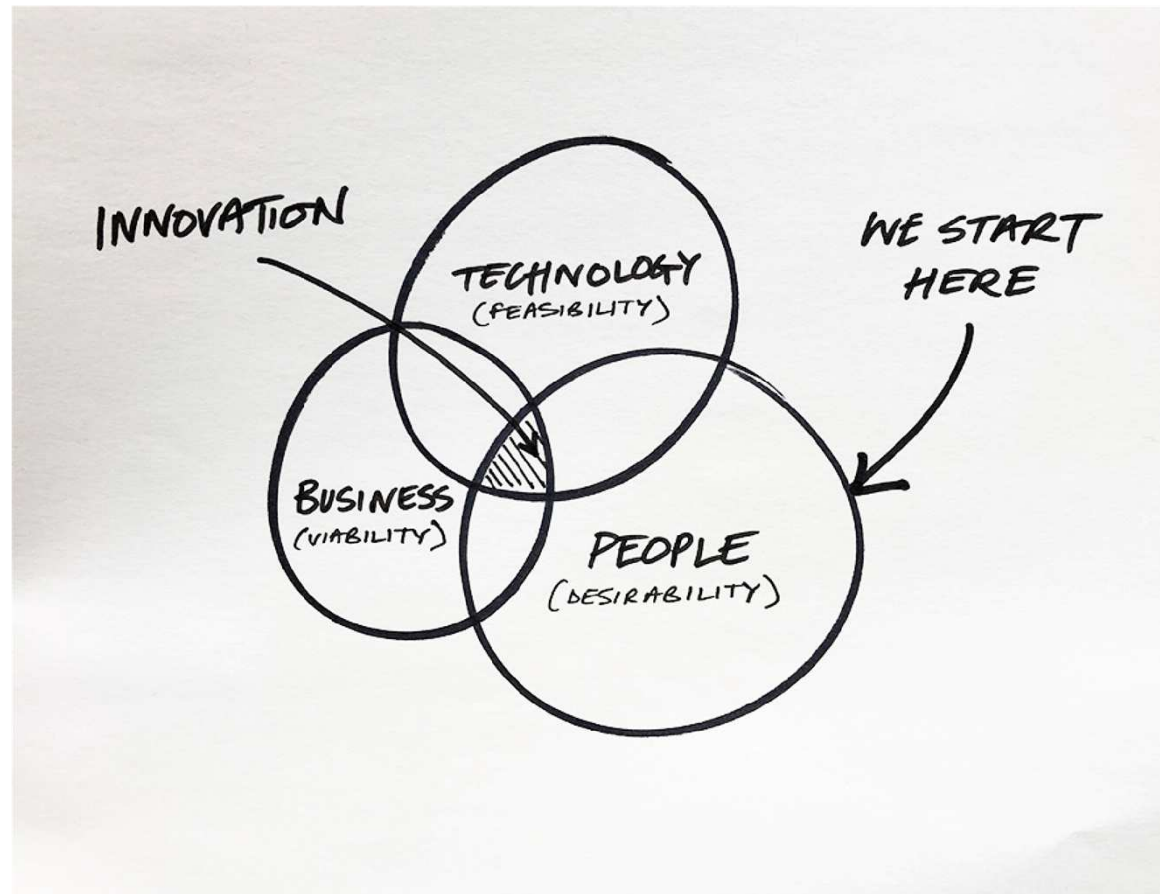
THE RIGHT
BALANCE BETWEEN
BELONGING X FREEDOM
INDEPENDENCE

IS THERE
HOW DO WE

2.1 Design Thinking & Prototyping Ethos

Design Thinking

Our human-centred approach to design prioritises the needs of our audiences, the possibilities of technology and the requirements for business success. On a deeper level, our design thinking relies on the ability to be intuitive, to recognise patterns, to construct ideas that are emotionally meaningful as well as functional, and to express ourselves through means beyond words or symbols.



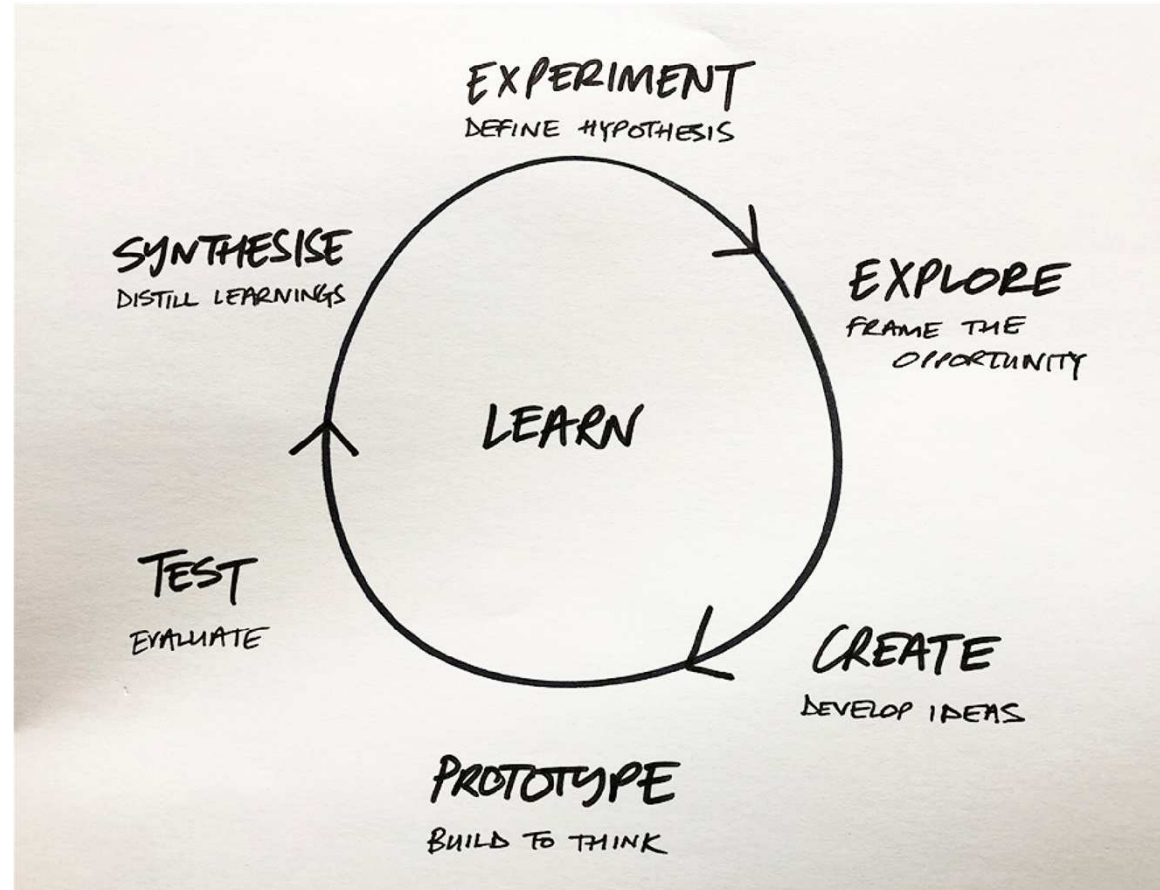
Our approach and process also values prototyping—a cycle of **exploring** opportunities through constant iteration, creating potential solutions and testing those solutions to quickly gather feedback, move ideas and implement plans.

The team at UN Live has adopted this process and mindset as core to its way of being. It forms the backbone of the team’s approach to everything we do, whether it is scaling up Global Programmes or defining the experience of a radically new type of museum. For us, it all starts with people and the desire to drive mass action around the UN’s SDGs.

2.2 How This Applies to the Museum

A phased opening provides us with a unique opportunity to apply the best learnings from the Creative Impact Lab, design thinking and prototyping to a defined space. Our method presents a fantastic opportunity to get closer to people’s behaviours and to learn how proposed concepts might affect them before we build in full scale.

In order to create the strongest foundation for the museum vision, the team will embark on a design thinking journey that starts with a central



question: how do we unleash the power of the museum space to foster a strong sense of a Global We and drive people to take action. The next step is to design and build an infrastructure of physical and digital platforms that allow the team test how effective the building and programme content can be in answering this question. The following pages describe a proposal for what this infrastructure

could be, and how we intend to install, prototype, and develop it.

During the initial testing and prototyping phase, we will zoom-in on the signature experiences of our concepts, the Platforms, to explore their effectiveness and value to drive change:

1. The Hive: Inspiring Awe

2. The Globe: Building Solidarity
3. The Regenerator: Sensing Reciprocity
4. The Studio: Asking the Big Questions
5. The Stage: Leading with Fiction & Play
6. The Workshop: Crafting Real Solutions
7. The Magnifier: Celebrating Individuals
8. The Portals: Radically Accessible

In the following phase, we aggregate what we have learned and develop the Platforms ahead of the next round of testing. This phase relies heavily on a clear and detailed test strategy that tracks changes in audience behaviour, the marks they made in the space and overall levels of excitement and empathy. We apply what we learn to the creative evolution of the Platforms and the overall infrastructure in the building.

3.0 The Building : Creative Reuse of an Icon

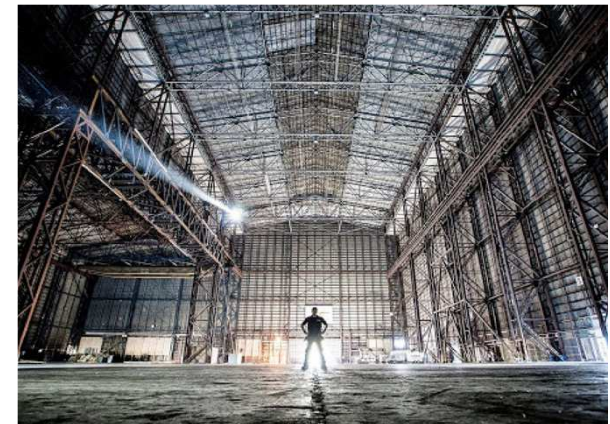
This 3-stage cycle of starting with a question, building a vision and testing and learning is core to a successful design thinking approach and core to how the Creative Impact Lab approaches all projects.

Prototyping or 'building to think' is not only a powerful creative process, but a smart commercial and strategic one that allows our teams and wider stakeholders to take confident steps towards building a radical vision.



Introduction

While UN Live is indeed a museum, we are not a conventional one. This section is intended to outline why we are delighted to be considering the B&W Halls in Copenhagen for UN Live's physical building—an unconventional museum needs an unconventional building. By embracing our identity as a museum, we will seek to help amplify the potential of museums everywhere—who already hold immense authority and welcome more than a billion visitors a year. We then underline why Denmark, and Copenhagen in particular, is such a natural fit for UN Live, and why Refshaleøen might just be the perfect location because it allows us to be part of anchoring a whole new area of urban development solidly with the values of the SDGs and the United Nations, right from the start. And of course, we describe why we are thrilled to have the opportunity to breathe new life into the Burmeister & Wain Hallerne—respecting their strong cultural heritage and bringing a new icon of Danish leadership on sustainability in view from nearly everywhere along the harbour in Copenhagen.



Harbour View and Interior shots of B&W Halle

3.0 The Building : Creative Reuse of an Icon / Continued

An unconventional museum needs an unconventional building. A building with space to grow, room to experiment, and a structural framework as raw and robust as the emerging ideas within it. It will be a 'People's House', a unique

environment for people and ideas to collide. It will be a monument for the future, recognising the unique agency in each of us to drive positive change.

The B&W Halls will provide the vital physical infrastructure and a powerful physical manifestation of a truly innovative and regenerative museum. A building that turns the traditional museum typology on its head, the reuse of these halls will set a new standard for sustainable urban development and placemaking, using green infrastructure, sustainable materials and participatory community engagement.

The unique volumes of the B&W halls and their stunning location on the waterfront in Copenhagen's emerging district of Refshaleøen will allow UN Live to reinvent the very idea of what a museum is and what it can do.

Embracing all of the UN's Sustainable Development Goals across design, construction and operations, the reimagined building will be a tangible expression of the United Nations' mission to bring humans together to find common purpose and mutually beneficial solutions. It will be a home for the Global We.

Breaking the Mould

A completely new type of museum...

Traditional Model

Collects objects from the past —→
Preserves what is disappearing —→
Creates collective pasts —→
Tells truths —→
Raises awareness —→
Adapts experiences to spaces —→
Values Performance —→

UN Live Model

Collect action for the future
Suggests what is about to appear
Creates collective futures
Listens to truths
Drives action
Adapts spaces to experiences
Values Growth and development

3.1 UN Live: Agent of Change in the Cultural Sector

Imagine...Supporting museums globally to become agents of change

Museums are among the most trusted institutions in our society. With more than a billion visits annually, museums around the world already play a key role in helping us understand who we are by creating physical experiences that make the complex, the invisible, and the far-off tangible and relatable.

We believe that the power of museums has not yet been fully explored.

Numerous global museum coalitions are already seeking ways to drive ambitious SDG change. However, none have truly unlocked the “how” to effectively drive action. The UN Live building in Copenhagen could become a beacon for museums worldwide. Locally, by pioneering new ways to connect audiences in Denmark to people across the world in collective efforts for SDG action.

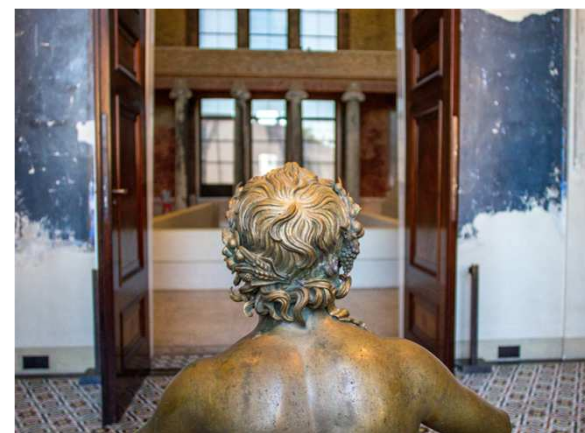
Globally, by sharing the key learnings, coproducing content and exhibitions and by asking bold questions to push the cultural sector at large.

UN Live will reach out to the museum sector, especially in the Global South, through grass roots projects, but will also collect and celebrate the knowledge, actions and insights of these partners in the building in Copenhagen.

In so doing, we will unite the reach and influence of the world’s museum sector, with a stronger focus on the promotion of action, and catalyse museums’ ability to play a key role in mobilising ordinary people to take action for the SDGs.

UN Live is already working with leaders across the museum sector who can drive new paradigms of action. From major museums in the Global North to lesserknown but perhaps even more powerful museums in the Global South, we will build coalitions

that push the boundaries—not of what museums can do, but what they must.



Globally, UN Live will:

- Lead by example and generously share key insights from Global Programmes and local exhibitions, to enable the sector to leverage the power of culture for mass engagement and mass action.
- Continue refining a radically decentralised approach to content production and collaboration. UN Live will both highlight stories of local individuals and partners committed to drive change, as well as enable Danes and international visitors to directly connect to realities of people in other geographies.
- Catalyse local partners and networks' ability to drive change, by continuously codeveloping new ways to drive action on the Sustainable Development Goals through culturally relevant experiences for local communities, especially in the Global South.

3.2 Why Copenhagen?

As the first global institution devoted to unleashing mass culture to further the UN's sustainable development agenda, the positive impact of UN Live will elevate the story of Copenhagen and Denmark,



and it will also anchor Refshaleøen's focus on sustainability and culture. It will house and build the nation's knowledge, expertise and reputation as a leader in sustainable living, entrepreneurship and

practical solutions to the world's most pressing challenges.

Former UN Secretary General, Ban Ki-moon, emphasised the importance of rooting the Museum for the United Nations - UN Live in a society with high levels of trust, ambitions for achieving sustainability and a solid track-record of achieving the UN's SDGs. The Scandinavian communities, and Denmark in particular, are widely considered frontrunners in meeting these goals, especially in terms of leadership in sustainability, social cohesion, equity and trust.

Home to UN City, Copenhagen is also the natural choice for the for UN Live, given that it already has a campus of 11 UN organisations and 1,500 staff members who represent over 100 countries.

A key motivator for UN Live is to provide a place where people can unite to overcome today's challenges, especially those that run across geographical and other boundaries. The mission is to benefit from one another and work collectively to rebalance our world.

And yet, while we are anchoring UN Live in Copenhagen, we have also designed the building to be a place where visitors can "come" from across the world, without ever leaving their hometown. This welcome and open-mindedness is core to our museum and also reflects Denmark's global generosity and humility.





3.3 Why Refshaleøen?

UN Live will be a catalyst not just for global change but, more immediately, for local change. It will create jobs, bring tourists, improve amenity and further grow the attractions of an emerging neighbourhood in Copenhagen. As little as 5 years ago, Refshaleøen was, to most people, a remote industrial area of Copenhagen, an artificial island with scant connection to the city, and few offerings to the broader public. But then the first cafe opened, the inner harbour bridge opened, creatives moved into offices, followed by a number of cultural initiatives, imaginative chefs and unusual start-ups. With the growth in footfall, bus routes began to connect the area to the city, the harbour buses ran more frequently, and hugely popular music and food festivals were born.

Only two years ago the world-renowned Noma opened nearby, Reffen launched its large-scale food market, and CPH Contemporary joined the growing cultural trend on the island. In the space of merely five years, Refshaleøen has become an international cultural hotspot with a special focus on food, art and sustainability and more than 2 million visitors annually. The development does not stop there.

With plans for reclaiming nearby green spaces, a new Metro station close to the B&W Halls, and new flood protection on the neighbouring island of Lynetteholmen, the connections to and the attractiveness of Refshaleøen as a dynamic, innovative, youthful and exciting neighbourhood are growing exponentially.

Its location on the water is an undeniable attraction, but its value as a burgeoning neighbourhood far outweighs the immediate location. With its rich naval past, its unique story as an important former shipyard, and its location on the waterfront, Refshaleøen straddles a wide range of cultures and stories. Given its history of innovation and its large-scale impact on the world beyond these waters, the growing neighbourhood is an ideal incubator for new ways to expand what life in the city can be. Leading by example, Refshaleøen is already an emerging catalyst for local and global change, and a role model for sustainable growth and regenerative urban living.

Selecting Refshaleøen as our future home has been intentional. The location reflects our values of sustainable development and social cohesion, of positive change and collective action. In choosing to creatively reuse the B&W Halls, in an area of hugely exciting buildings at massive scale, UN Live will demonstrate how our industrial past can be crafted into a model for our regenerative collective future.

3.4 A Good Neighbour

As a catalyst for sustainable development and green infrastructure in Copenhagen, UN Live will work with existing pioneers in the neighbourhood to embed them into the activities of the building for mutual benefit. UN Live has successfully laid the groundwork for partnerships with business owners and entrepreneurs whose innovation and regenerative thinking will extend our own organisational goals. Committed to being a good neighbour, we have space, energy, and resources to work, share and play with Refshaleøen residents and businesses.

With the Royal Danish Academy of Fine Arts, the Academy of Architecture, Design and Conservation, and the Danish National School of the Performing Arts, all around the corner, we aim to develop



testing grounds for young professionals who want to explore their work with a lens to the Sustainable Development Goals.

As an unconventional museum, UN Live will work with people and partners across political, cultural, religious, and other divides to bring forth

unconventional ideas. We aim to strengthen social ties within and between diverse communities and groups—paving a way for trust, reciprocity and cooperation where they are often desperately lacking.

By including those who currently don't think or do much about the Sustainable Development Goals, the building's exhibitions will host (and collide) new and old perspectives. They will bring both to bear on sustainable development in Denmark and will strengthen social cohesion across civil society.

UN Live will play an active role in greening and rewilding the city and spearheading sustainable growth across Denmark, as well as confirming the capital's leading role as an innovative and exciting space for cultural expression and experimental creativity.





3.5 Why Burmeister & Wain Hallerne?

Through careful and sustainable reuse of the B&W Hallerne in Refshaleøen, the UN Live building will turn an aging industrial site, whose purpose originally was linking the world through commerce, into a

thriving cultural site whose future purpose is to connect the world through mass culture.

Any museum, however innovative, is just an idea. It is this awe-inspiring building that will provide a sense of

place and a true identity. The B&W Halls are the vital tool that bring the institution to life, demonstrating the power of architecture to shape our thinking for the collective good. They will be a home for the

Global Programmes, which provide unprecedented means of curating a brighter future for all.

The site's prominent position on the waterfront, its visibility from the rest of the city, and its distinctive elevations all offer a unique canvas upon which the future of the world can be writ large.

By giving expression to the site's industrial history, retaining the interior volumes and industrial materiality of the structure, UN Live will harness the B&W Halls' power, celebrate their collective achievements and stand tall as a global beacon of

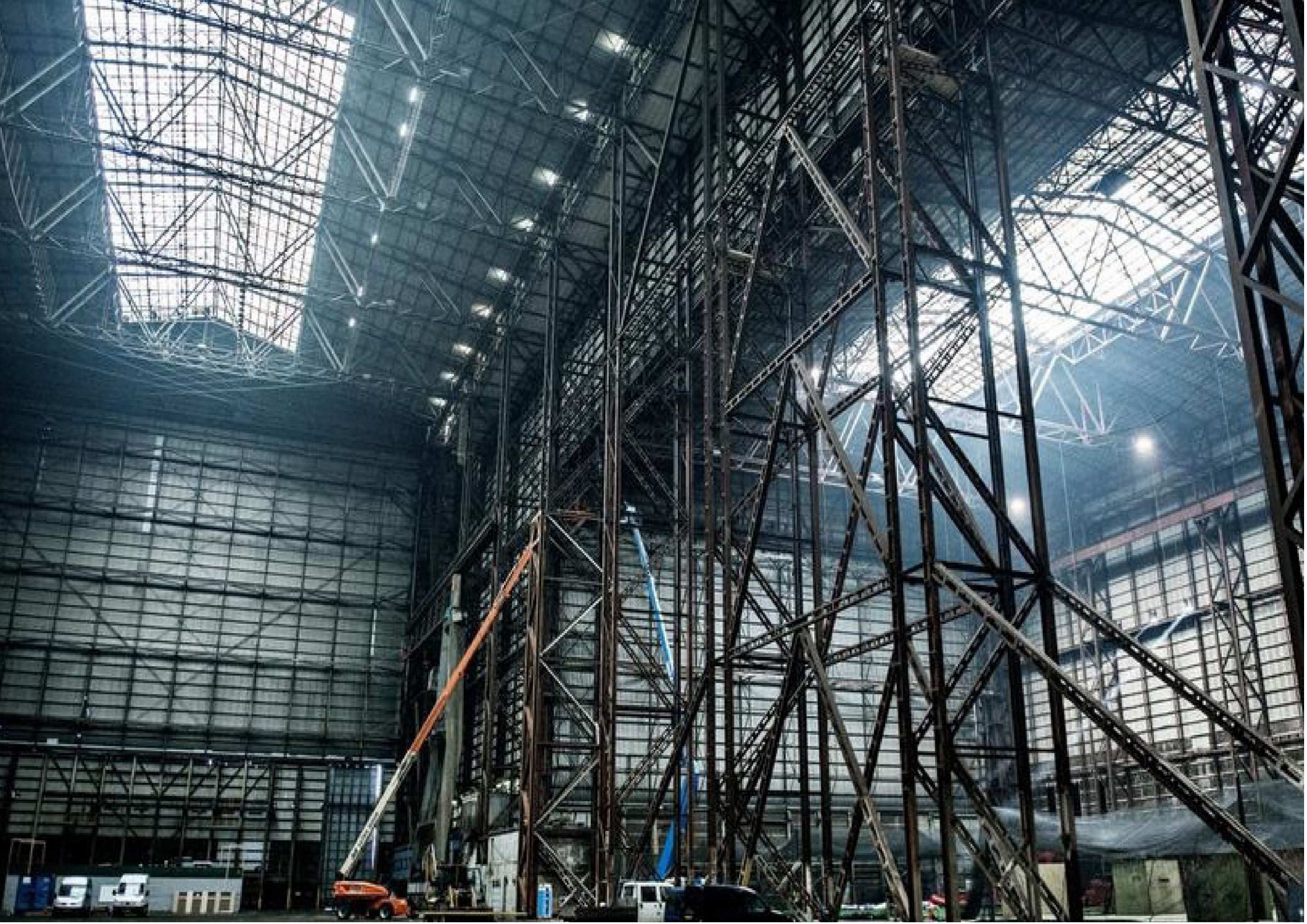
sustainable reuse and regenerative development. At the same time, the regenerated building will give voice to the 21st century, embodying a totally new kind of museum that is focused on creating the future rather than curating the past.

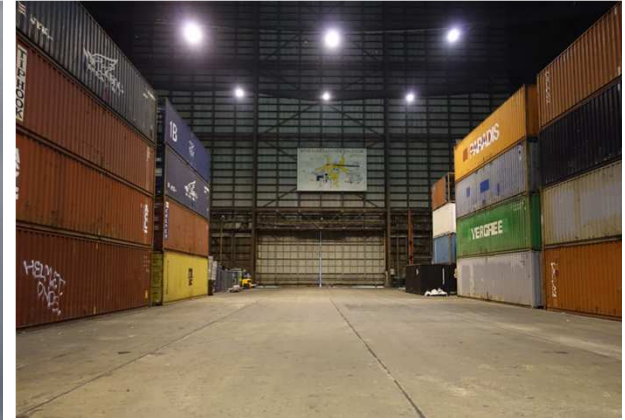
UN Live at the B&W Halls will be a place for locals and visitors to drop anchor, to relax and tune-in to what is most important. At the same time, they are a vessel in which to undertake a unique and extraordinary journey towards a better life for all. Finally, the Halls will be a visible magnifier of the power of collective action, pulsating on

Copenhagen's skyline as an inspiration for change and a world-renowned exemplar of what the 21st-century museum is able to be and to do.

It is easy to see how the B&W Halls bring value to UN Live. The value is reciprocal. UN Live will improve the aspect and amenity value of the site, adding a new plaza with southern exposure, providing a stimulus for a new metro station and driving positive change and development for an area, Refshaleøen, that already has momentum and appeal.







4.0 Audiences : Who Are We Designing For?

Introduction

We are proposing to imagine, build and sustain an entirely new type of museum that will bring together powerful cultural content from around the world. This content will live and breathe in different ways throughout the space— asking questions of our audiences, demanding attention, taking them on a journey of discovery and empathy and facilitating new conversations between the people.

If the content is the input into the space —then the primary output is behaviour change in the people. The building and all of its constituent parts have been designed with this in mind—to drive behaviour change in our audiences, taking them on a journey of awareness, understanding, empathy and action.

Any form of behaviour change is difficult— human beings are creatures of habit and it takes strong forces and deep emotional resonance to truly wake us up to change course, embark on a new journey and adapt our value systems. We know we are all at different stages of that journey and for some that journey hasn't even

started. We have designed the building with the intelligence and sensitivity to act as that initial trigger for change, and at the same time offering a powerful platform for sustained action and an amplifier of voices and global movements.

We are proud to conceive UN Live as a museum for the United Nations, and we know we will be attracting the so-called 'traditional' museum audiences: the school trips, the tourists, local families and social groups keen to just meet for a lunch and coffee. We are excited to disrupt these audiences' perception of what a museum can do in the world, of how it is crafted and of the content that lives within it.

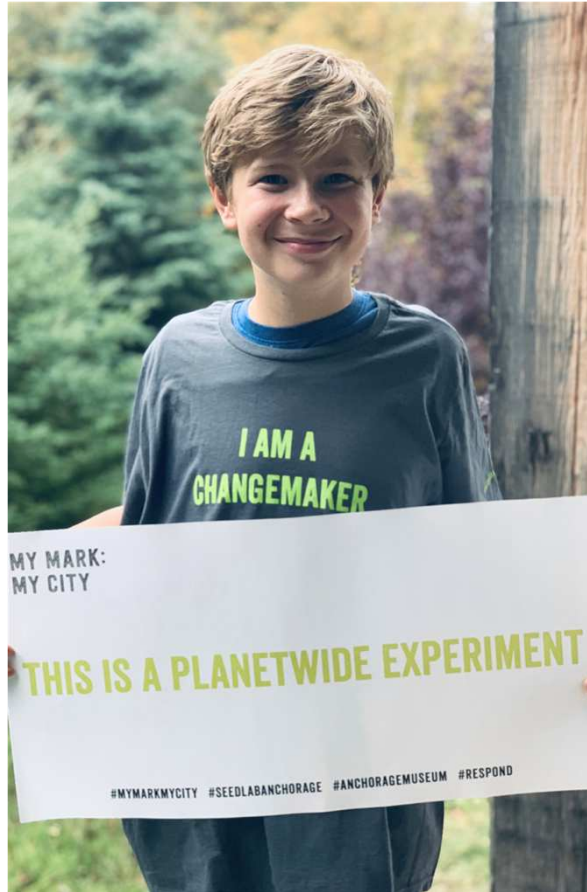
At the same time, we have intentionally focused on designing for new types of audiences—or example, people who are already heavily action-oriented and engaged who want a bigger platform to amplify their voices and actions. We want to activate the creative communities and entrepreneurs around the City of Copenhagen, drawing them in to challenge ways of thinking, offering skills and services and to be a second home where they can collaborate and shape future Global Programmes. We are equally excited to be the stage for senior UN officials, EU

Government figures and Danish Business Leaders to embrace new modes of leadership and demonstrate new ways of collaborating with the people to move together towards a regenerative world beyond the 2030 Sustainable Development Goals.

And for the 'yet to be engaged' amongst us— possibly yourself reading this book—we will demonstrate what the smallest, most incremental step change in behaviour can look like and how it can have a disproportional impact on people's lives. We are designing for you. We are crafting sensitive and empathic experiences that will empower you to make that first mark and meet fantastic new people around the world.

Lastly, we have intentionally looked 'beyond the building' when thinking about our global audience and the Global We. The building and all of its platforms will draw content from audiences far away, offer live connection to people within the building and drive a constant two-way conversation.

4.0 Audiences : Designing For?



We are excited to introduce you to this rich variety of audience types on the following pages and help you understand how our platforms will take them on that journey of change and action.

Who Are We

The Curious Family

The Nosey Neighbour

Tourists

Teachers + School Children

Traditional Audience Typologies

Museum as a Beacon

"We've come for day out - to see what all the excitement is about!"



Museum as a Perfect Neighbour

"This is a great space to connect with nature and others—a place that is giving back more to its locality than it is taking—I have no idea what else it's doing in the world and frankly I don't care...:)"



Museum as a Leader

"A museum that leads from the front and sets an example for me to follow"



Museum as Playground for Change

"We come here to learn, be inspired and foster a sense of action from an early age"



Museum as a Connector

"This is a place for me to meet change makers —a safe place for strong debate and eventual policy change"

Museum as a Catalyst

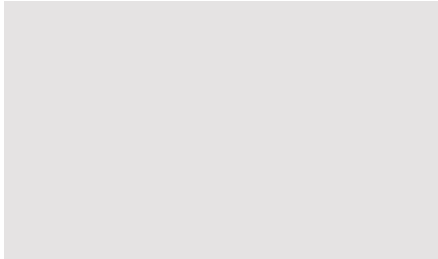
"A museum that drives positive movements around the world. A Museum that has no agenda beyond equality and progress for humanity"

Museum as a Convenor

"A museum that connects me with others around the world with authenticity + inspiration, and with one common goal: to drive"

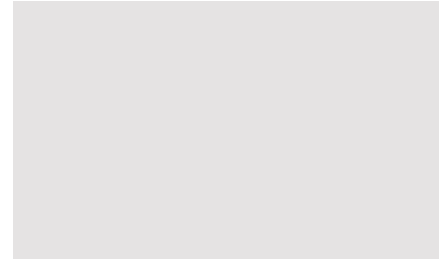
Museum as Higher Purpose

"I come here to add new dimensions to my understanding of the world and my role within it"



and planet"

change"



The Action-oriented & Intentional

The Challengers

The Active Activists

The Savvy Socialites

The Spiritual Seeker

The Creative & Hidden Communities

Hidden Communities

Local Creatives

Entrepreneurs

Museum as a Magnifier
"This Museum is a platform for us, a home for our opinions to be heard and actions to be seen and felt."



Museum as an Inspiration Board
"This is our second studio - where we come to develop SDG-focussed work."



Museum as a Lab
"We come here to foster new connections and develop radical new solutions."

