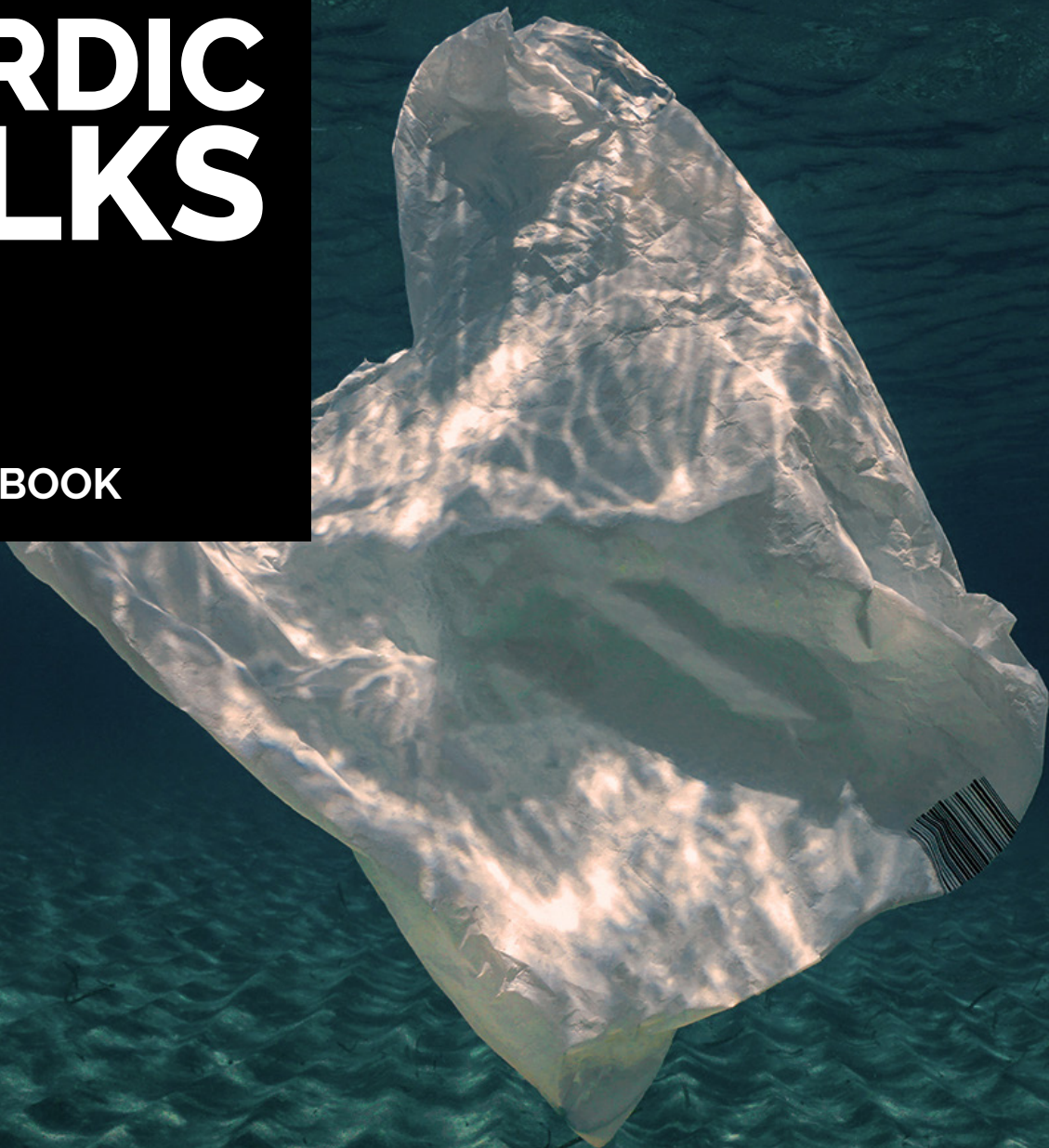


NORDIC TALKS

THE HANDBOOK



INSPIRE TO ACT ACT TO INSPIRE

Inspire sustainable action worldwide: Join Nordic Talks!

On the following pages you will find all the information you need to help you plan and hold a best-in-class event with the potential to grow into a Nordic Talks podcast!

CONTENTS

THE CONCEPT EXPLAINED

- WHAT IS NORDIC TALKS?
- THE FOUR DOGMAS
- WHY BECOME A HOST?
- A SCALABLE EVENT CONCEPT
- WHICH TALKS WILL BE MADE INTO PODCASTS?

PLANNING AND HOSTING

- HOW TO BECOME A HOST
- THEME, SPEAKERS AND KEY QUESTIONS
- SETTING THE SCENE FOR CURIOUS CONVERSATIONS
- WHAT ALWAYS HAPPENS AT A NORDIC TALK?
- IMPORTANT DELIVERABLES & TOOLS
- CONTACT

THE CONCEPT EXPLAINED

WHAT IS NORDIC TALKS?

Nordic Talks is a series of live talks and podcasts addressing the biggest global challenges.

Through conversations with some of the brightest minds in the Nordics and their counterparts from around the world we want to inspire each other to act – for a better, more sustainable future.

Nordic Talks is designed to provide a space for contemplation and to share inspiration on how to take action on sustainability issues in our everyday lives. All Nordic Talks are dedicated to addressing the United Nations' 17 Sustainable Development Goals (SDGs) and all talks provide specific ideas on how we as citizens can take concrete action starting today.

A Nordic Talk can take place anywhere in the world and anyone with a good idea for a talk can apply for funding. We welcome both online and offline events, and encourage both independently organized talks as well as plug-ins to existing events, such as festivals or conferences.

A small selection of talks are turned into podcasts and made available on all leading platforms. We aim high and our goal is to become the number one producer of Nordic inspirational podcasts on sustainability. Previous topics include food waste, the potential of green protein, and the difficulties of balancing kids and career. Listen to the podcast [here!](#)

Nordic Talks is brought to you by The Nordics, a project under The Nordic Council of Ministers.

Join the conversation

Website: www.nordictalks.com

Instagram: [@nordic.talks](https://www.instagram.com/nordic.talks)

THE FOUR DOGMAS

These four dogmas form the backbone of a Nordic Talk.

Dogma #1: Address the Sustainable Development Goals

Both the topic and the event must reflect the SDGs and their message. We want to inspire action and should lead by example. Think about this when choosing your venue, transportation, catering and before you print marketing material.

Learn more about the UN Sustainable Development Goals [here](#).

Dogma #2: Inspire to act!

How can we act on this issue? Your talk must provide the audience with tangible actions that they can implement in their daily lives starting right now.

Dogma #3: Facilitate dialogue

We believe that action and inspiration thrive in a setting that facilitates open and curious conversation. So a Nordic Talk is a moderated dialogue between the Nordics and the World with a maximum of three speakers, with at least one being a Nordic citizen and at least one holding a passport from outside the Nordic Region. Lectures and PowerPoint presentations should be saved for another time.

Dogma #4: Based on the Nordic values

The Nordic values* act as our guidelines and must be incorporated in all aspects of a Nordic Talk:

- **Openness** and a belief in everyone's right to express their opinions.
- **Trust** in each other and in the leaders in society.
- **Innovation** and new ways of thinking.
- **Sustainable** management and development of natural resources.
- Conviction that all people are of **equal** value.

* as described in the Nordic Council of Ministers' Strategy for International Branding

WHY BECOME A HOST?

As a Nordic Talks host you will provide your audience with knowledge, inspiration and advice on how to act on important, global issues.

By joining Nordic Talks as a host, you will become part of a global community of people who want to make a difference on global sustainability issues. The most important part of being a host is that you are just as enthusiastic about the sustainability agenda and as dedicated to inspiring change as we are.

Our hosts are handpicked because they have a unique take on one of the SDGs or an idea for a conversation that offers new perspectives. They either work on a specific sustainability issue or have come across experts, activists and innovators who offer solutions and context to our shared challenges - and they want to provide these thinkers and doers with a platform. If selected, your talk will reach an even broader audience through the globally distributed Nordic Talks podcast.

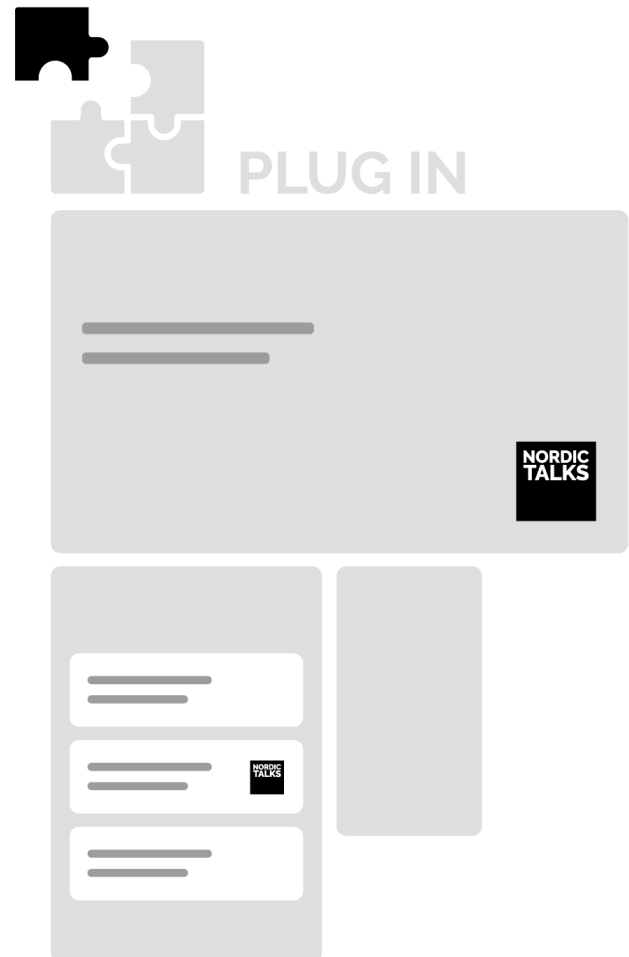
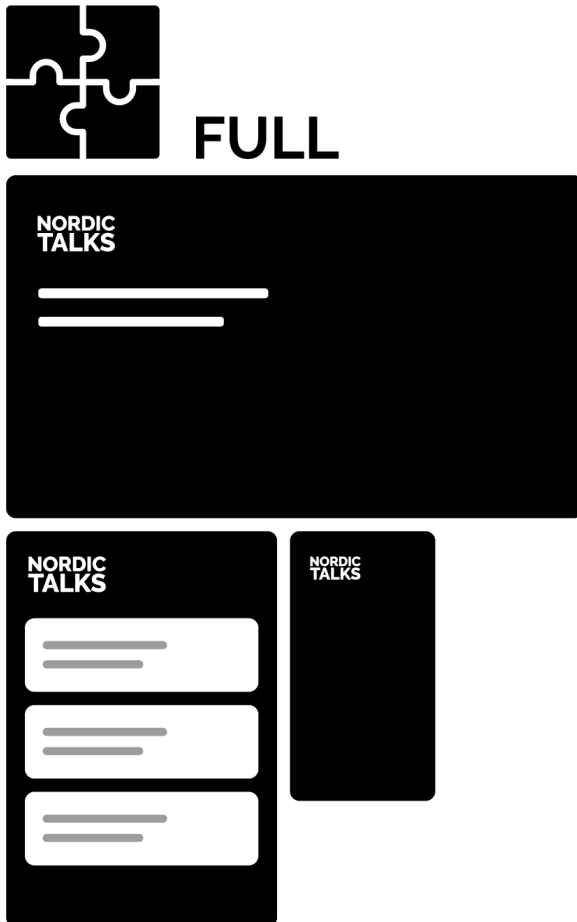
A SCALABLE EVENT CONCEPT

Your Nordic Talk can be an intimate event with a handpicked audience or a huge event with hundreds of guests and it can take place in real-life or online. Regardless of the size or setting, all Nordic Talks must be recorded in high-quality sound suitable for podcast production. Decide on the scale of your Nordic Talk and apply for the type of grant that suits it best. What size fits your talk?

	SMALL	MEDIUM	LARGE
Grant size	DKK 50.000	DKK 100.000	DKK 195.000
Min. 50% self-funding required		●	●
3 or more confirmed partners, whereof: <ul style="list-style-type: none"> • Minimum two partners are from different Nordic countries • Minimum one partner is from a non-Nordic country • One partner is a Nordic embassy/ diplomatic mission, from outside of the Nordic region 		●	●
Live event (on/offline)	●	●	●
Audio recording	●	●	●
Use of Nordic Talks brand material	●	●	●
Follow Nordic Talks dogmas	●	●	●
2 or more Nordic Talks sessions		●	●
That something "extra" which makes it a Large grant worthy			●

● Mandatory

Your Nordic Talk can be organized as a full stand-alone event or as a “plug in” to an existing event, such as a festival or a conference.



WHICH TALKS WILL BE MADE INTO PODCASTS?

A small selection of the best Nordic Talks will be turned into podcast episodes and form part of the international podcast series, Nordic Talks. The podcast is available globally on www.nordictalks.com and on all leading podcast platforms, such as iTunes and Spotify.

For your talk to be eligible for post-production and release, the number one criterion is that your subject is very specific, represents a new and surprising angle on the matter and has news value. For example, "Can we store data in plants?" is a more compelling headline than "How can we reach SDG #13?"

It is also important that you are well prepared and stick to your playbook, and that your talk stays true to the four dogmas. Furthermore, it is a good idea to obtain permission from your speakers to record the talk. Use the template in deliverables & tools for this purpose. The talk must be held in English and the sound recording of your talk must meet the criteria outlined in the technical rider (see tools). Without a high-quality sound recording, post-production cannot take place. Please note that part of your funding is tied to this deliverable.

The editorial team decides which talks will be turned into podcasts.

- Make sure you inform your speakers that you are recording the talk
- Instruct the speakers on how they can help ensure a great recording
- Make sure that the speakers are not interrupted while talking and that background noise from the audience is kept to a minimum

AFTON HALLORAN

HOST OF THE PODCAST



Dr. Afton Halloran is the curious and engaging voice of the Nordic Talks podcasts. She is an independent consultant and transdisciplinary scientist working on sustainable development issues for organizations such as the Nordic Council of Ministers, the World Health Organization and the World Bank. While her name means "evening" in Swedish, Afton is originally from Canada. She has lived in Norway, Tanzania, Kenya, Ghana, Uganda, Japan and Thailand, but now calls the Danish capital, Copenhagen, home.

PLANNING AND HOSTING

HOW TO BECOME A HOST

1. Find an issue or topic that fascinates you
2. Keep an eye out for our open calls by signing up for our newsletter [here](#)
3. Get approval and funding
4. Start planning your Nordic Talk (see deliverables & tools)
5. Send the completed playbook to us (see deliverables & tools)
6. Send the PR & Communication document to us (see deliverables & tools)
7. Host your Nordic Talk and record the audio
8. Send the recorded audio material to the Nordic Talks team as soon as possible after the event (see deliverables & tools)

THEME, SPEAKERS AND KEY QUESTIONS

To create a great and inspiring talk, ask yourself:

- **WHY** should anyone listen to this talk?
- **WHO** can make this conversation interesting?
- And **WHAT** should listeners take home from the event and ultimately a podcast episode?

Theme: Remember, a Nordic Talk is 10% form and 90% brilliant topics and angles. Think of yourself as a news editor creating the perfect headline and sub-headline: Is this new? Is it unusual? Is it relevant? Is it interesting?

Speakers: Why should anyone want to listen to the speakers you invite? Do their achievements or stance on the issue make them stand out from the crowd? Do they offer different angles on your topic? Together do they represent a Nordic and an international angle?

Key questions: Once the headline and speakers are chosen, ask: What are the most interesting issues to investigate?

Inspire to act! Give your audience specific key takeaways: We want to inspire our listeners to ACT on the UN Sustainable Development Goals. So, explain as specifically as possible what are the one or two action points that participants can apply in their daily lives after they leave the talk?

We ask all hosts to fill out a playbook for their event. It will help provide a good structure for your talk and take the conversation to interesting places. Please consult the above guidelines before you fill out the playbook.

SETTING THE SCENE FOR CURIOUS CONVERSATIONS

Nordic Talks bring together inspiring people from the Nordics and around the world in curious conversations on sustainability. By curious conversations we mean great, entertaining dialogue built up around in-depth, reflective questions. We want to enable lively conversations by giving the floor to individuals with different perspectives and points of view. Therefore, please consider the following when you set the scene for your Nordic Talk:

Invite remarkable speakers

A great Nordic Talks speaker is passionate, curious and knowledgeable. The speakers should be eager to share, fully engaged in the sustainability topic and acknowledged as an expert or frontrunner in their field. Furthermore, it is essential to consider their ability to communicate their opinions in a clear, reasonable and reflected way.

Please think of diversity both in terms of approach and lived experience: A mix of thinkers and doers such as politicians, scientists, entrepreneurs and activists, but also in terms of gender and ethnicity. Do not have an all-female or all-male line-up of speakers – and if you do, please let us know why. Meet all the previous speakers in the podcasts [here](#).

A professional moderator

Picking the right moderator is crucial to keeping the conversation on track and ensuring a high-quality talk. A great moderator is engaged with the topic, well briefed and prepared. Preferably they also have a background in journalism or solid experience of moderating live talks.

Use the playbook

When setting the framework for your Nordic Talk, we strongly advise you to use the playbook and follow the guidelines it provides closely. You can download the playbook template [here](#).

PRO TIPS FOR YOUR MODERATOR

Preparations

- Conduct pre-interviews with the speakers
- Make sure the speakers are prepared for the final question and can deliver a strong action point
- Take part in the preparation of the playbook (see deliverables)

During the talk

- Moderate with the podcast in mind
- Try not to interrupt, this might ruin great quotes for the podcast
- Make the final action points as concrete as possible. E.g. ask the speakers how they themselves take action on this issue in their everyday lives
- If the audience is participating, keep questions to the end of the talk to avoid interruptions

WHAT ALWAYS HAPPENS AT A NORDIC TALK?

1

The talk starts with a screening of the brand video

2

During the talk, the branded backdrop provided in the toolbox is used

3

The speakers are all asked to introduce themselves

4

At the end, all speakers each share their specific action point on the issue at hand: How can we act on this issue?

The glitter check

What can you do to wow your participants? Give everyone a warm welcome and a good reason to remember the talk. Add an extra element like food, music or art to make your event memorable. Keep in mind that these elements also send a message, so make sure they are in line with your concept, our values and the SDGs.

IMPORTANT DELIVERABLES & TOOLS

DELIVERABLES

1. The playbook

To ensure that your Nordic Talk is structured in a way that will also fit a podcast, we ask you to fill out the playbook. This is the backbone of your talk and it will also support you when briefing your moderator and speakers. It is a good idea to complete the playbook together with your moderator in order to get a good structure for the talk.

*Download the template [here](#). The deadline to hand in your playbook is **4 weeks before** your Nordic Talk.*

2. PR & Communication

We want to help you promote your event on our communication channels and in press outreach. For this reason, please fill out the PR & Communication template with the necessary information. Expenses covering all marketing materials for the live talk are your responsibility as the host of a Nordic Talk. Due to our sustainable standpoint, please keep in mind that all printing and shipping should be done as sustainably as possible.

*Download the template [here](#). The deadline to hand in your PR & Communication document is **2 weeks before** your Nordic Talk.*

3. Sound recording

After your Nordic Talk, you must send the audio recordings to the editorial team.

*The deadline to hand in your sound recording is **2 working days after** your Nordic Talk.*

All deliverables are to be sent to: info@nordictalks.com

TOOLS

4. Technical rider for live events & online events

Recording your Nordic Talk is mandatory and it is crucial that you record the audio according to our standards, so that we are able to edit the live talk into a podcast to be shared and listened to globally.

For live events: Please share the tech rider with a sound technician who can make sure that you meet the audio recording requirements during the event.

Download the tech rider for live events [here](#). And watch the video on recording online talks [here](#).

5. Visual identity

To ensure a uniform visual style, please make use of the visual elements from the toolbox. The toolbox includes our font, logos and assets for sharing on social media.

You find the complete toolbox [here](#).

6. Participation agreement

To make sure that you have permission from your speakers to record the talk, please remember to obtain written permission.

Download the participation agreement template [here](#)

CONTACT

If you have any questions regarding the content of the handbook,
please reach out to us by email at [**info@nordictalks.com**](mailto:info@nordictalks.com)