

NORDIC
TALKS

INSPIRE TO ACT
ACT TO INSPIRE

Visit
nordictalks.com

Join the conversation
[#nordictalks](https://twitter.com/nordictalks)

NORDIC TALKS THE HANDBOOK

On the following pages, you will find all the information you need to help you plan and hold a best-in-class Nordic Talks event.

Find all the materials you need in our toolbox on goolge drive:
"The Nordic Talks toolbox for embassies and content producer"

[GO TO GOOGLE DRIVE](#)



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INSPIRE SUSTAINABLE ACTION WORLDWIDE

Join Nordic Talks!

Nordic Talks is designed to support the Nordic Council of Ministers' vision towards 2030; that the Nordic region will become the most sustainable and integrated region in the world.

Join the conversation

Website
www.nordictalks.com

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

LinkedIn
[@NordicTalks](https://www.linkedin.com/company/NordicTalks)

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



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THE CONCEPT EXPLAINED



WHAT IS NORDIC TALKS?

Creative minds & inspiring leaders

Nordic Talks is bringing together some of the brightest minds in the Nordics and their counterparts from around the world. With a common motivation to share inspiration on how citizens can take concrete action on sustainability.

UN Sustainable Development Goals

All Nordic Talks are dedicated to addressing the United Nations' 17 Sustainable Development Goals (SDGs).

Concrete action on sustainability

We start conversations about the challenges we face as a global community such as climate change, social inequalities and biodiversity loss. In short, we want to inspire each other to act – for a better, more sustainable future.

Join our worldwide community

Nordic Talks occur worldwide, 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.

THE FOUR DOGMAS

1. The Nordics in dialogue with the rest of the world

A Nordic Talk is a conversation between at least one Nordic citizen and at least one speaker holding a passport from outside the Nordic region. By bringing together people from around the world with different perspectives, we ensure curious conversations in which we exchange thoughts and ideas.

2. Facilitate dialogue

Nordic Talks is about starting conversations, not monologues. We believe that action and inspiration thrive in a setting that facilitates an open and curious conversation.

3. 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.

4. 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.

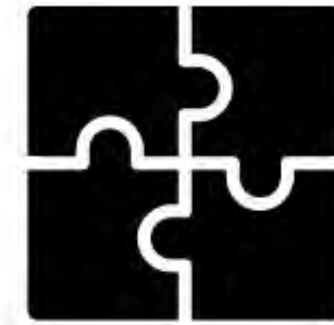
Learn more about the UN Sustainable Development Goals

[Go to UN Sustainable Development Goals](#)

SCALABLE EVENT CONCEPT

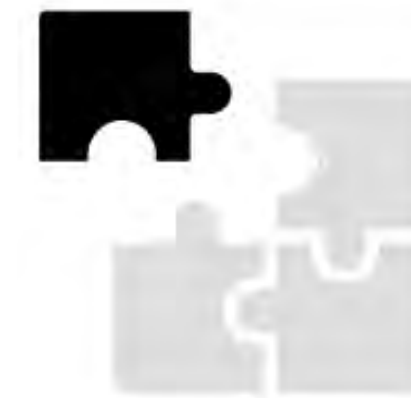
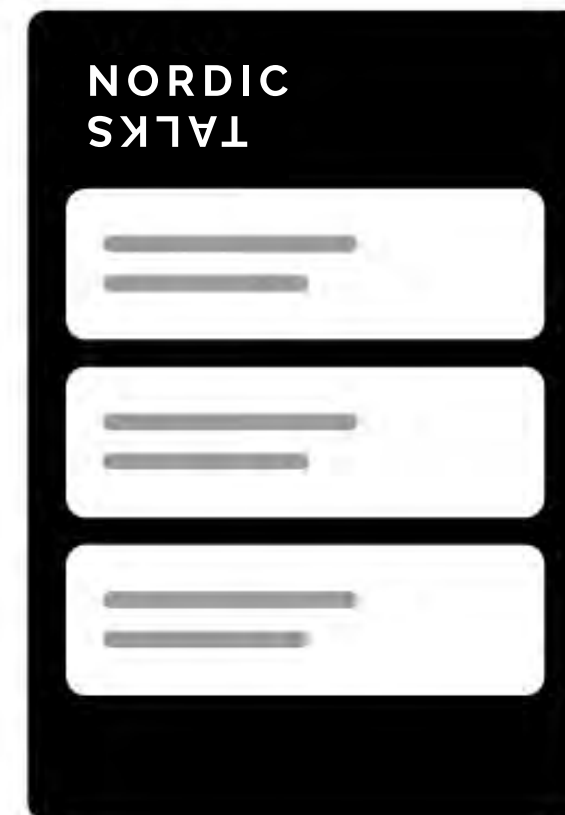
Your Nordic Talk can be an intimate event with a handpicked audience or a huge event with hundreds of guests, and it can take place in real-life or online.

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.



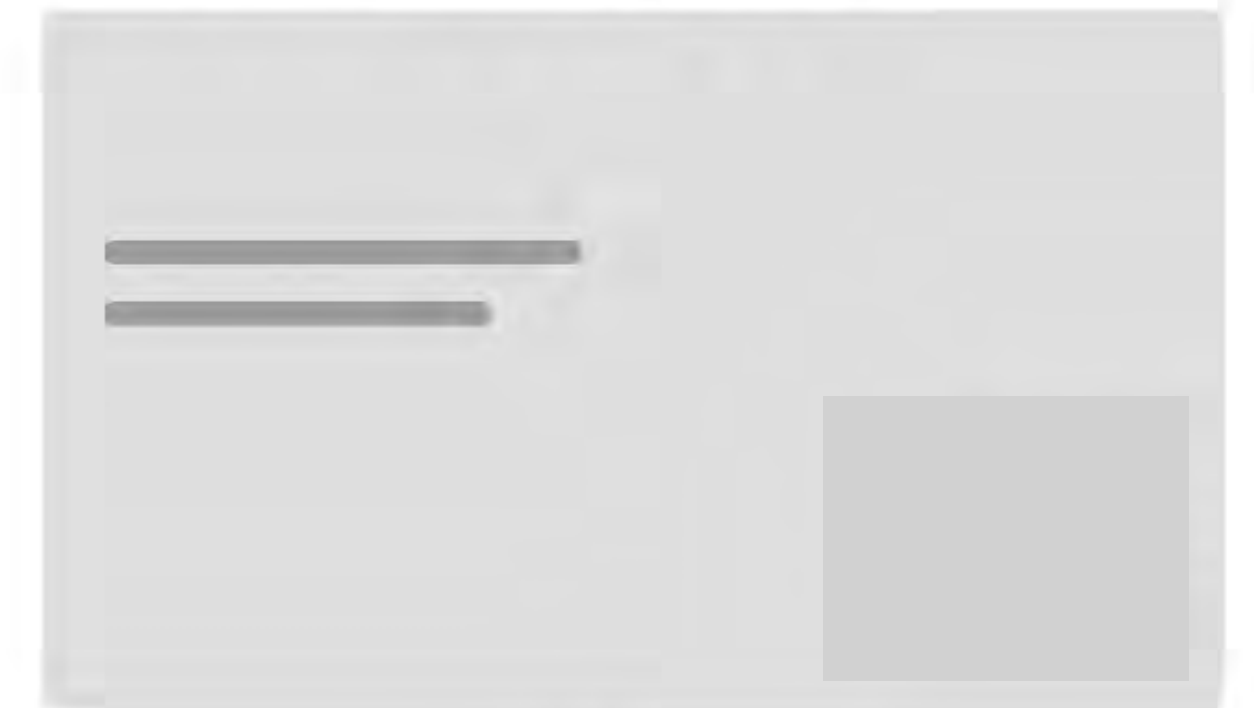
FULL

Organized as a full stand-alone event



PLUG IN

Part of an existing event/festival/conference



WHAT FUNDING OPPORTUNITIES DO I HAVE?

Decide on the scale of your Nordic Talk and apply for the type of grant that suits it best.

FUNDING OPPORTUNITIES

	SMALL	MEDIUM	LARGE
GRANT SIZE	DKK 100.000	DKK 200.000	DKK 400.000
Min. 50% self-funding required		●	●
3 or more confirmed partners, whereof		●	●
- 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)	●	●	●
Use of Nordic Talks brand material	●	●	●
Follow Nordic Talks dogmas	●	●	●
That something extra which makes it "large grant worthy"			●

● Mandatory

SPEAKERS & PARTNERS

Speakers

Your speakers are the people who are talking at your live event. Being an expert, someone with a personal interest in the topic, a politician, a representative from an NGO or someone with a completely different perspective.

Partners

Your partners are the people and organizations with whom you cooperate to arrange the Nordic Talks live event. These people are not on stage, but still they impact how the events take shape.

"It is for us
– in the democracies –
to make the decisions
that shape our society.
It is not for
the board rooms"



MARGRETHE VESTAGER
EXECUTIVE VICE-PRESIDENT OF
THE EUROPEAN COMMISSION
FOR A EUROPE FIT FOR THE DIGITAL AGE

"Even a few years of
quality education
matters – it means more
for development than
almost anything else."



BÅRD VEGAR SOLHJELL
DIRECTOR-GENERAL OF THE
NORWEGIAN AGENCY FOR
DEVELOPMENT COOPERATION (NORAD)

"We need to engage
with the fact of life that
women need freedom
over their bodies"



DR. NATALIA KANEM
EXECUTIVE DIRECTOR OF
THE UNITED NATIONS
POPULATION FUND (UNFPA).

"The tech giants
are creating
unprecedented
concentrations
of knowledge
- and that gives
them vast power"



SHOSHANA ZUBOFF
SHOSHANA ZUBOFF, PROFESSOR EMERITA AT
HARVARD BUSINESS SCHOOL AND THE AUTHOR
OF "THE AGE OF SURVEILLANCE CAPITALISM"

PLANNING AND ORGANIZING



HOW TO BECOME AN ORGANIZER

These are the steps you need to remember if you want to qualify for becoming an organizer for Nordic Talks.

Sign up for our
newsletter

[Sign up here](#)

STEP BY STEP GUIDE

1 ISSUE OR TOPIC
Find an issue or topic that fascinates you. And make a list of speaker suggestions, relevant partners, and other ideas that might convince the committee

2 OPEN CALL
Keep an eye out for our open calls by signing up for our newsletter here or follow us on social media

3 FUNDING
Get approval and funding

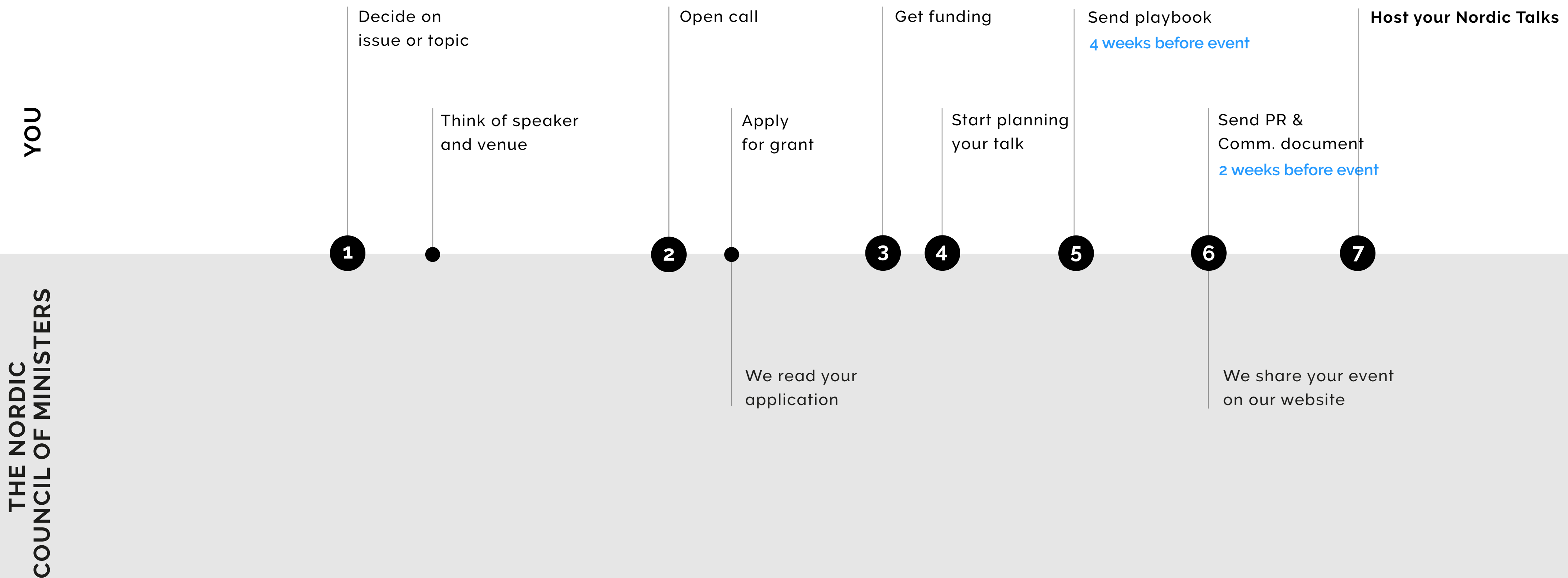
4 MAKE A PLAN
Start planning your Nordic Talk
[See chapters for important deliverables](#)

5 PLAYBOOK
Send the completed playbook to us
[See chapters for important deliverables](#)

6 PR & COMMUNICATION
Send the PR & Communication document to us
[See chapters for important deliverables](#)

7 EVENT
Host your Nordic Talk

THE PROCESS OF ORGANIZING A NORDIC TALKS EVENT



WE EXPECT HIGH-QUALITY CONTENT

When talking about curious conversations, we mean great, entertaining dialogue built up around in-depth, reflective questions. When creating a great and inspiring talk, ask yourself these questions

CREATE CURIOUS CONVERSATIONS

1 Why?

Should anyone listen to this talk?

2 Who?

Can make this conversation interesting?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

3 What?

Should listeners take home from the event?

GIVE YOUR AUDIENCE SOME SPECIFIC KEY TAKEAWAYS

Inspire to ACT! We want to inspire our listeners to ACT on the UN Sustainable Development Goals (SDGs).

So, explain – as precisely as possible: What are the one or two action points that your audience can apply in their daily lives after they leave the talk?

Visit our instagram
for more inspiration

[@nordic.talk](#)

INSPIRE TO ACT

Let your garden
grow wild
- Go chemical free

ACT TO INSPIRE

15 LIFE ON LAND



INSPIRE TO ACT

Give 5G a chance.
It might break
down social barriers

ACT TO INSPIRE

4 QUALITY EDUCATION

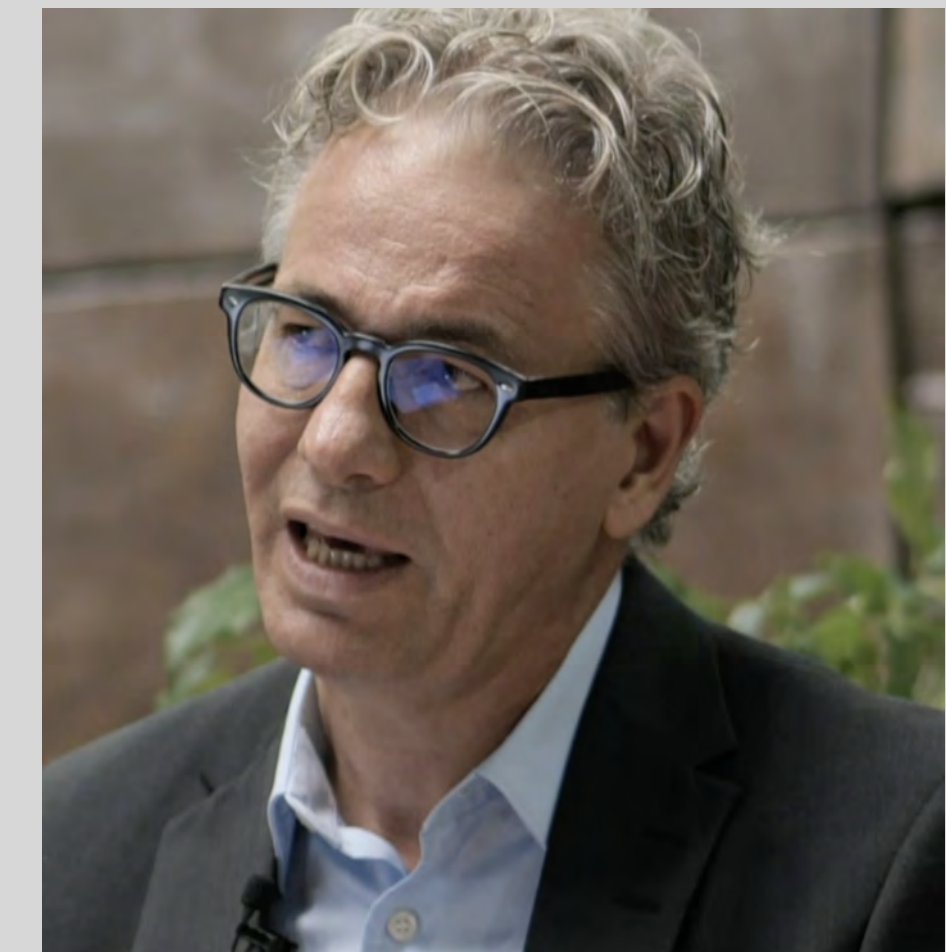


INVITE REMARKABLE SPEAKERS

You can enable lively conversations by giving the floor to individuals with different perspectives and points of view. A great Nordic Talks speaker is passionate, curious and knowledgeable – and can communicate their opinions in a clear, reasonable, and reflected way. Therefore, ask yourself: Why should anyone want to listen to these speakers? 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 both a Nordic angle and an international angle?

Diversity

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.



THE PLAYBOOK

Here is a tool for planning your talk!

When setting the framework for your Nordic Talk, we want you to use the playbook and follow the guidelines it provides closely. It will help give a good structure for your talk and take the conversation to exciting places.

You can download
the playbook template

[Download here](#)

NORDIC TALKS

PLAYBOOK

The playbook is an important working document for you as a Nordic Talk producer. It is a dynamic document that should be updated in collaboration with the moderator as you prepare for your Nordic Talk event, so please fill it out below in as much detail as possible. The playbook must be sent to info@nordictalks.com as soon as possible and no later than 28 days before your event. This allows our team to help you assess if there are any final tweaks needed before the event.

Project ID [see your contract]

[NAME OF YOUR NORDIC TALK]

What key issue will the talk will be addressing and why is this relevant for the audience?

[What is the new angle you are bringing to this agenda and why should we have this conversation now?]

Which UN Sustainable Development Goals does the talk address?

[We explore solutions to SDG #X,..]

Date of the event: [Insert date]

Event location: [Insert address or URL]

Dates for pre-interview with participants:

[We strongly recommend that the moderator conducts pre-interviews with the talkers. Both so they can get to know each other, but more importantly so the moderator can get an understanding of the talker's viewpoint on the key issues to be covered]

Moderator:

- [Name, title, nationality]

Talkers:

- [Name, title, nationality, bio]

... and interest, educational background, etc.

Below is an example of a structure.
[Key points of the dialogue and the
issues]

Begin with the Nordic Talks brand
and how we can act on the issues discussed.
What key action point do you want to
address?

Recommendations for how we, as individuals,
can act on the issues discussed.

Impact?
Why element of a Nordic Talk: A
call to action for listeners can act on the issue in their
own lives. This is to encourage them to think
about their own lives.]

SETTING THE SCENE FOR YOUR NORDIC TALK

Book 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.

Print the moderator
checklist

[Download here](#)

WE EXPECT MODERATORS* TO

PREPARE BY	CHECK LIST
Conducting pre-interviews with the speakers	<input type="checkbox"/>
Making sure the speakers are prepared for the final question and can deliver a strong action point	<input type="checkbox"/>
Taking part in the preparation of the playbook (see "Important deliverables")	<input type="checkbox"/>
<hr/>	
ON STAGE	
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	<input type="checkbox"/>

WHAT ALWAYS HAPPENS AT A NORDIC TALK?

This list will help you remember the four steps which are always part of any Nordic Talks.

Print the event
checklist

[Download here](#)

NORDIC TALKS

EVENTS

WHAT ALWAYS HAPPENS AT A NORDIC TALK

CHECK LIST

- | | |
|---|--------------------------|
| 1. Start with a screening of the brand video | <input type="checkbox"/> |
| 2. At the beginning: Turn on the video backdrop provided in the toolbox, during the event | <input type="checkbox"/> |
| 3. The speakers are all asked to introduce themselves | <input type="checkbox"/> |
| 4. At the end: All speakers share a specific action point | <input type="checkbox"/> |

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



1. THE PLAYBOOK

The deadline to hand in your playbook is **4 weeks before your Nordic Talk**

To ensure that your Nordic Talk is well structured, 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 with your moderator to get a good structure for the talk.

[Download here](#)

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

NORDIC TALKS

PLAYBOOK

The playbook is an important working document for you as a Nordic Talk producer. It is a dynamic document that should be updated in collaboration with the moderator as you prepare for your Nordic Talk event, so please fill it out below in as much detail as possible. The playbook must be sent to info@nordictalks.com as soon as possible and no later than 28 days before your event. This allows our team to help you assess if there are any final tweaks needed before the event.

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[We strongly recommend that the moderator conducts pre-interviews with the talkers. Both so they can get to know each other, but more importantly so the moderator can get an understanding of the talker's viewpoint on the key issues to be covered]

Moderator:

- [Name, title, nationality]

Talkers:

- [Name, title, nationality, bio]

2. PR & COMMUNICATION

The deadline to hand in your PR & Communication document is 2 weeks before your Nordic Talk.

Before the event takes place, we want to help you promote your event by adding it to our Nordic Talks calendar on our website. Also, remember to tag us in your posts on social media and we will do our best to amplify your voices by re-sharing.

For this reason, please fill out the PR & Communication document 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 here](#)

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

NORDIC TALKS

PR & COMMUNICATION

We kindly ask you to fill out the form below to provide us with the information needed to help promote your event on our communication channels and in press outreach. Also note that this information is required if your talk is selected to be part of the **NORDIC TALKS PODCAST**. The file must be sent to info@nordictalks.com as soon as possible and no later than 1 week before your event.

Project ID [see your contract]

[NAME OF YOUR NORDIC TALK]

Short description [Max 150 words. This text should sell your event.]

Which SDGs does the talk address: [SDG #X,..]

Event date: [Insert date]

Event location: [Insert address or URL]

How can I join? [Is the event open to the public? Link to ticket sales? Link to sign up? A Facebook event? etc. Insert information]

Where can I learn more? [Website? Facebook event? etc. Insert information]

Hashtags: [Insert hashtags]

Images for press: [minimum 300 dpi and max 10 mb]
Must be sent to info@nordictalks.com

Other visual or video material: [Is there any promotional material you've produced for the event? Please describe and send.]
Must be sent to info@nordictalks.com

Contact person for all PR & communication: [Insert name, e-mail, telephone]

Host:

- Name of organization
- Short description
- Social media handles

TOOLS & GUIDES

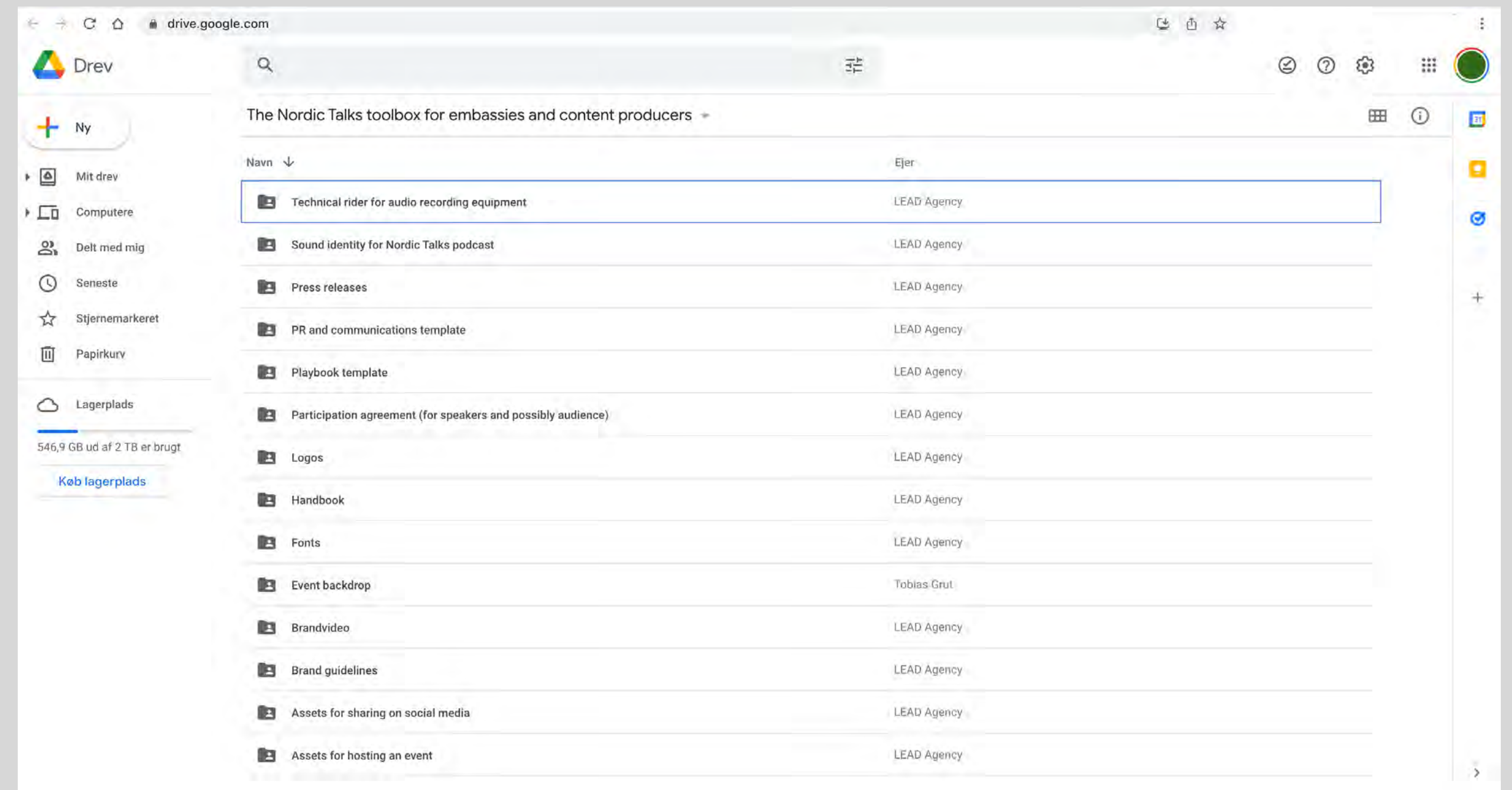


TOOLBOX

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.

[Find the toolbox here](#)



CONTACT

If you have any questions regarding the content of the handbook, please reach out to us by email

info@nordictalks.com

Sign up for our newsletter

[Sign up here](#)

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