



**Manual for
production and
presentation of the
exhibition**

**Accepting the challenge –
Sweden and the 2030 Agenda**

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1. Project introduction

”Accepting the challenge” is a toolkit about the Agenda 2030 and the Sustainable Development Goals from a Swedish perspective, as regards to both challenges and opportunities. It aims to invite to discussions and cooperation on the Global Goals and their implementation. The toolkit consists of an exhibition and a booklet produced by SI.

The Sustainable Development Goals are a collection of 17 interrelated global goals agreed upon by the United Nations. Sweden, historically committed to international collaboration on global issues, is dedicated to doing what it can to make the world more socially, economically and environmentally sustainable.

The toolkit consists of the following material:

Booklet - Accepting the challenge – Sweden and the 2030 Agenda, 27 pages

Exhibition - Accepting the challenge – Sweden and the 2030 Agenda in two formats, 10 or 20 posters. Aluminum signs with stickers.

Promotion material – Count down calendar and support signs

The exhibition can be shown in two versions:

- 1) A small version with 10 Posters; 700×700 mm or
- 2) A large version with 20 posters; 700×1,400 mm.

These poster are to be produced locally and mounted on the exhibition module¹ or mounted on walls. The exhibition also contains aluminum signs with stickers which are mounted on the exhibition modules, these signs together with the stickers are shipped from SI to the Embassy. The aluminium signs can also be used for other exhibitions that are related to the Agenda 2030 The stickers can be removed from the aluminium sign and thus the aluminium signs can be reused.

¹ <http://sharingsweden.se/toolkits/exhibition-module/> The small exhibition is to be mounted on three modules and the bigger version needs five modules

The exhibition can be adopted to present local or international examples. Use the interactive PDF-file to add stories. It can be projects or initiatives from local or international partners or examples about how the Embassy works to support and implement Agenda 2030.

The exhibition can be shown in itself or in connection with seminars and talks on Agenda 2030 and the Global Goals for Sustainable Development. In the Toolkit you will also find promotion material that we recommend you to use in the exhibition. Promotion material is also produced by the Embassy locally. The Embassy may also apply for financial support for inviting Swedish guest speaker.

2. Aims, objectives and target groups

The aim is to invite for discussions and cooperation around the Global Goals and their implementation. It is also a possibility to spread knowledge about the Swedish situation connected to the implementation of the Agenda 2030 to generate discussions and awareness.

Target groups: Policymakers and shapers of public opinion, representatives from the non governmental sector, industry representatives, private sector, researchers, the media, youth, and citizens interested in the sustainable development goals.

3. Division of roles and budget responsibility

Roles

SI:

- Support to the embassy during the project process

The embassy:

- Examine local conditions/prospects
- Find a venue for the exhibition and local partners
- Contact Swedish participants such as guest speakers
- Marketing/invitations
- Set up the exhibition
- Report to SI after completion of the project

Financial distribution

The embassy applies for funding from SI via the online form in the toolkit with a maximum financial support of 30 000 SEK.

SI:

- Production support for printing
- Fee and travel- and accommodation costs for incoming Swedish speakers participants, where appropriate

The embassy:

- Locally incurred costs such as refreshments at the opening, any costs for technology etc.
- Any costs for the venue
- Any costs for local transport/communications

4. Step-by-step guide

| Step | Event | Timetable (Prior to implementation) |
|-------------------|--|--|
| 1 2 | <ul style="list-style-type: none"> <input type="checkbox"/> Contact SI <input type="checkbox"/> Identify local conditions/prospects | 2–3 months |
| 3 4 5 6 | <ul style="list-style-type: none"> <input type="checkbox"/> Find local partners/venue <input type="checkbox"/> Plan seminars and any other activities <input type="checkbox"/> Signs and stickers are shipped from SI <input type="checkbox"/> If you want to add local examples in the PDF and need help, kindly contact SI | 2 months |
| 7 8 9 10 | <ul style="list-style-type: none"> <input type="checkbox"/> If necessary, translate the booklet, the posters and the promotion material <input type="checkbox"/> Begin production of the booklet, the posters and the promotion material <input type="checkbox"/> Book travel for any extra activities and review whether any technology may be needed for implementation <input type="checkbox"/> Send out invitations to the opening/Communicate | 1 month |
| 11 | <ul style="list-style-type: none"> <input type="checkbox"/> Communicate via social media (Twitter, Instagram, Facebook) | 1–2 weeks and during implementation |
| 12 | <ul style="list-style-type: none"> <input type="checkbox"/> Follow-up and report to SI | Afterwards |

5. Planning and implementation

Step 1

Contact SI

Step 2

Identify interests, needs and target groups

Meet with people from the network to gain an understanding of the discussion around the Agenda 2030 in the region. It may be worthwhile trying to meet the following:

- Policymakers
- Civil society organisations
- Media representatives
- Representatives from the research community

Target groups for the exhibition

- Policymakers
- Youth organisations
- Representatives of NGOs
- Journalists interested in the Agenda 2030
- Industry representatives
- Social entrepreneurs
- The general public
- Schools and teachers

Also, look into the possibility of linking up with activities already taking place, conferences or summits connected to the Agenda 2030.

Step 3

Find local partners/venue

Partners

The following points are an attempt to identify relevant skills/assets in a potential partner:

- Interest in the Agenda 2030.
- Networks interested in the Agenda 2030.
- The ability to communicate the project through their own channels.
- Access to an attractive venue where the exhibition can be shown

Venue

The venue where the exhibition is to be shown could be a conference, an event, a summit etc. The Accepting the Challenge exhibition is flexible and can be adopted to be shown at different venues, and it is not necessary to show the entire exhibition if not possible.

Recommendations for the venue:

- Be able to accommodate the entire exhibition in the same room
- Possess the means to light the walls from above

Step 4

Plan seminars and other possible activities

Depending on which partners are brought in, different types of activities can be organised in connection with the exhibition showing. Examples of activities that SI can contribute to:

- Opening speech by Swedish experts
- Seminar/talk/panel discussion together with Swedish and local partners about the Agenda 2030

Step 5

If a local version of the booklet, posters and the promotion material is required, translation is possible.

The material is available in English at sharingsweden.se as well as files for translation from English into another language.

Begin production of the booklet, posters and the promotion material

See Appendix 1, Exhibition content and production, for details

Step 6

Book travel for any extra activities and check whether any technology needed for implementation is available.

Step 7

Send out invitations to the opening/Communicate

Adapt and dispatch press releases to media that report on social, economic or environmental sustainability.

Step 8

Follow-up and report to SI

Fill in the Evaluation form and return it to your contact at SI.

Appendix 1: Exhibition content and printing

Content and printing

The printing files can be downloaded from the link provided by SI via email. Please contact SI to complete with embassy logo, name of venue and dates for the exhibition. Translate the texts by using the text files in the toolkit. Send the translated texts to SI. SI's graphic designer will return the texts in PDF format with the correct graphic design for local printing.

- 20 posters to print, 700 x 1400 mm format. Printed on 5 mm Forex boards or 10 mm matte laminated KAPA foam board and mounted on the exhibition modules with Velcro. 5 modules will be needed, but the posters may also be mounted on walls.
- 10 posters to print, 700 x 700 mm format. Printed on 5 mm Forex boards or 10 mm matte laminated KAPA foam board and mounted on the exhibition modules with Velcro. 3 modules will be needed, but the posters may also be mounted on walls.
- 1 booklet to print, 210 x 210 mm format. Cover - 250 gram matte paper, Inlay - 150 gram matte paper.
- Countdown calander. Minimum 350 gram gloss or semi-gloss paper.
- Support signs. Printed on 5 mm Forex boards or 10 mm matte laminated KAPA foam board.
- Aluminum signs and stickers. These are sent out by the Swedish Institute

Appendix 2: Mounting – exhibition module version

Exhibition with 20 posters

The version of the exhibition with 20 posters 700 x 1400 mm format looks like this.

For more information about mounting please see page 17 in the manual Type C

<http://sharingsweden.se/toolkits/exhibition-module/>

Agenda 2030 700x1400mm 20 Units



Exhibition with 10 posters

The version of the exhibition with 10 posters 700 x 700 mm format looks like below.
For more information about mounting please see page 17 in the manual Type C
<http://sharingsweden.se/toolkits/exhibition-module/>



The booklet

The booklet is printed locally by the Embassy.

The format is 210 x 210 mm. Cover - 250 gram matte paper, Inlay - 150 gram matte paper.



Countdown calander

The countdown calander is printed locally by the Embassy.

Check this side to see how many days are left until the year 2030:

<https://www.timeanddate.com/countdown/generic?iso=20300101T00&p0=239&font=cursive>



Support signs

The support signs are produced locally by the Embassy. Use the support signs during events. Have visitors show their support by holding a support sign for one of the 17 goals.

