MY 360°

MY WORLD 360°
EMPOWERING THE NEXT GENERATION OF SDG JOURNALISTS

MY World 360°, a partnership between the United Nations SDG Action Campaign, Digital Promise Global, and Oculus, invites young people (ages 5-24) worldwide to create immersive stories to share their perspectives and advance positive action toward the Sustainable Development Goals (SDGs).

360° film and photography capture every direction at once — up, down, and all around. Producing 360° media presents many new challenges and opportunities.

By participating in MY World 360°, young people have an opportunity to learn creative and technical skills, communicate their ideas, and make an impact on issues they care about.

Want to get involved?

- **Register** here **and visit** sdgactioncampaign.org/myworld360 for everything you need to get started, including this program guide, sample 360° media, submission deadlines and special opportunities.
- **Help us spread the word**: Encourage your networks to share their stories with #MYWorld360 and #Act4SDGs to inspire action for a better world.
    - Stay connected with us on social media.
        - Facebook: @SDGaction and @DigitalPromiseGlobal
        - Twitter: @SDGaction and @Global_DP
        - Instagram: @SDGaction and @DigitalPromise
- **Become a MY World 360° creator and share your media**
    - Submit your 360° media via the MY World 360° Submission Form to be considered for special screenings at upcoming UN events.
    - Share your work and inspire action through social media using the hashtags #MYWorld360 and #Act4SDGs.

Ready to become a MY World 360° Creator?

Step 1: Brainstorm issues that matter to you and your community
- Learn about the UN Sustainable Development Goals (SDGs). These 17 global goals affect every country on earth, including your local community. They cover issues ranging from health and environment to gender equality and social justice.
- Talk to people in your community and check out the MY World survey tool to help identify the issue you want to focus on and the story you want to tell. Through the MY World survey, you can be part of the global movement and add your voice to those of thousands of citizens around the world.
- State your goal. *The Sustainable Development Goal I want to make an impact on is _____.* The SDGs are interconnected, so feel free to pick more than one.)
- Personalize the SDGs by framing them around the local community issue you identified. For example, if your issue is teen mental health, you might decide that your challenge is something like: "Generate public support for the local teen center in my community," or "Help people at my school learn how it feels to have depression." Achieving this could further progress towards several Sustainable Development Goals, including SDG 3: Good Health and Well-Being, and SDG 4: Quality Education.

Step 2: Choose your tools and start experimenting with 360° media-making
- Pick the production tools you want to use to capture your story and start experimenting. Although you can use a 360⁰ camera to capture 360⁰ images and video, you can also create a 360⁰ story using free apps and a smartphone. For example, download Google Street View to capture 360° images and explore tools such as ThingLink and KnightLab's SceneVR for creating annotations and slideshows.
- Check out the 360° Production Guide to learn the skills needed to create 360° media with whatever hardware and production equipment you have available – from a 360° camera to a smartphone. Practice taking 360° photos with our quick-start 360° photography guides. To create a 360° video you will need to access a 360° camera – see more about equipment in this technical guide.

Step 3: Plan your story
You've explored the Sustainable Development Goals and discussed with your community what issues are most important. Now it's time to find the story you want to tell and how to tell it. Consider the following questions as you develop your MY World 360⁰ story:

- *Whose story do you want to tell?*
  - Will it be the story of an individual, group, or a community? What makes this individual, group, or community special?
  - From whose perspective will you tell the story?
- *How might you inspire ACTION for positive change?*
  - What issues does your community face? Who do these issues affect, and how?
  - What (if anything) is already being done to address them?

- ○ What more needs to be done? What could inspire action to make change?
- ○ Who could be part of taking action and finding solutions?
- *How might you help people learn something new?*
  - ○ What would you like to teach others about the issues featured in your story?
  - ○ How can you create an effective learning experience using 360° videos or photography?
- *How does the story you want to tell relate to the SDGs?*
  - ○ It may be helpful to imagine your story as one narrative or chapter in a larger collection of stories about people with similar experiences. What unique perspective do you think your story can add to the global narrative of stories about people with similar experiences?

Step 4: Produce your media

Once you have an idea of the issue you want to work on and the story you want to tell, it's time to create your media! When you think about media you would like to make, ask yourself or discuss with your peers:

- Why will this photo or video be better in 360° than as a traditional photo or video?
- What will a 360° format enable me to do that I wouldn't be able to accomplish with another medium?
- Does the viewer have something interesting to look at in all directions? What is happening in front, above, around and behind? Make sure your scene is more compelling in 360° than it would be in a traditional format.

Technical Tips for 360° Video:

- Keep the camera in one spot or provide very smooth, gentle movement. If using a 360° camera, it will capture everything, so you don't need to pan or tilt the camera. Doing so will likely make your viewer feel dizzy and cause motion sickness. Keep the camera still and use a tripod if necessary.
- Keep any action close to the camera. 360° video allows a viewer to experience intimacy with the subject. Keep the main activity comfortably close to the camera – within four feet is a good rule.
- Watch your video in a VR headset if you have one. While web-based 360° video players are useful, it's worth taking the time to import your footage into a headset to be sure that the experience will be comfortable for viewers. Are the captions readable in the headset? Are transitions effective? Do you feel immersed in the environment?
- Pay attention to audio. It's important to provide viewers with clear and true audio. Voice over is also an effective way to help guide the viewer and reinforce a scene.

Permissions & Copyrights:

- Be sure you have any needed permissions and paperwork for people who appear in your project. A few sample release forms can be found here.

- Do not include copyrighted material in your media. Review this page for an overview of copyright issues and resources for finding openly licensed resources or music.

Step 5: Share your message

Add your media to the global MY World 360⁰ collection. Share your media with us via the MY World 360° Submission Form to be considered for special screenings at upcoming UN events, and through social media using the hashtags #MYWorld360 and #Act4SDGs.

Launch an Action Campaign - You've created your MY World 360° media, but you're not done yet! For your media to make an impact, it's important to share it in a way that will get the result you want. This means creating an action campaign and thinking about:

- Inputs and resources: what you have on hand that could be useful in your campaign
- Actions: what you and your team do to run the action campaign
- Outputs: what results you know you can get from your actions (including targets numbers, etc)
- Impacts: the actual change you hope that will come from your actions and outputs (including how you will measure that the change is happening)

Remember the audience that you want your media to reach. If you already have access to them, they are an "input" or "resource." If you don't yet have access to them, what actions can you take that might get your media in front of them? Your Action Plan might look like this:

Inputs and Resources	Actions	Outputs	Impacts
Example - My media about the local teen center community - Friends and family - Local town council - Town announcement webpage - Online platforms	*Example* - Host an exhibition at teen center - Promote showcase via town council and webpage - Post media online - Invite everyone we know	*Example* - Media seen by visitors at showcase (target = 30) - Media shared online (target = 20 times	*Example* - Increase in volunteers for local teen center (metric = # of volunteers)

Create a Viewing Guide and Resources
Viewing Guide - Create a viewing guide and other resources to accompany your media. For example, 1-2 page flyer or poster to accompany your MY World 360⁰ media could include:

- Title of your 360° story.

- Image or screenshot from your 360° story.
- Brief Artist Statement with information such as: Why did you choose this topic? What impact do you want your media to have? What did you you learn from the experience.
- Discussion questions. What interesting discussions might be sparked by your media? Credits. Include a list of all the students who contributed to the project and their roles. This is also a great place to thank anyone else who contributed to its creation.
- Artist photo. A group photo or individual headshots of the 360° media makers.

Behind-the-Scenes Storytelling - Did you take photos or video footage while creating your media? Create a "making of" video or blog post. 360° is a new media format and stories are a great way to reach viewers who could be motivated to view your 360° media.

How-To Guides - Did you learn new skills while making your media? Help others by sharing your expertise in the form of a screencast or how-to guide to reinforce the skills you just learned.

Host a Local Showcase - You've worked hard on your 360° media project! Take time to celebrate your work. Below are some tips for creating a local exhibition or festival to share it.

- **Schedule** – Pick a time, date and location for your event.
- **Publicize** – Invite friends, family, and others from your community to attend. Create a poster or banner for the event, or for each of the media projects you will be sharing.
- **Set-Up** – Create a space that's conducive to having viewers engage with the media and interact with any producers who are there.
- **Share** – 360° media is new for most people. Consider how you will orient the group and individual viewers on how to interact with 360° media.
- **Connect** – Interact with participants. If using VR headsets, how will you support viewers to engage with each other when the headset comes off? Facilitate discussion to allow participants to ask them questions and discuss the experience as a full group.
- **Celebrate** – Have fun! Finishing your 360° media project was a big accomplishment!

Thank you for being part of MY World 360º and inspiring action towards a better world for all - we can't wait to see what you create next!

#myworld360 #Act4SDGs