



THE GLOBAL GOALS



# Here's life



United Nations  
Educational, Scientific and  
Cultural Organization



Biosphere  
VÄNER ARCHIPELAGO  
KINNEKULLE

## THE PROJECT HERE IS LIFE

Here's life is a communications project run by the UNESCO Lake Vänern Archipelago and Kinnekulle Biosphere Reserve, together with a wide range of stakeholders, the University of Skövde amongst others.

From 2017 to 2019, the project has inspired, animated and brought attention to good examples of sustainable initiatives throughout the biosphere area, to promote the development of a sustainable community.

Two app-based games have been developed as part of the project: the Map Game and the Superpower Game. Here's life has helped people learn more about our planetary boundaries, the role of the Biosphere Reserve as a model for sustainable development, and it has inspired actions to reach the goals of the UN 2030

Agenda.

Photo: Katarina Sundberg

## THE UNESCO LAKE VÄNERN ARCHIPELAGO AND KINNEKULLE BIOSPHERE RESERVE

This Biosphere Reserve offers a unique natural and cultural landscape, from Läckö Castle and Hindens rev in the west to Torsö and the Göta Canal in the east. At its centre lies the table top mountain Kinnekulle, in the midst of Sweden's historical cradle. You can experience it by hiking and cycling along the biosphere trail, and by travelling along Sweden's most beautiful section of railroad. There are 7 Biosphere Reserves in Sweden and 701 on Earth.

Photo: Johanna Olsson





## SWEDEN'S BIOSPHERE RESERVES

"The success of the Biosphere Reserves rests on collaboration, learning, and a holistic view of man and nature, bringing local and global perspectives together. Their extensive experience of practical and integrated work with sustainable development within a particular context, makes them interesting as strategic areas to learn from, support and invest in as the 2030 Agenda for sustainable development is being implemented in Sweden."

*From Sweden's Biosphere Reserves  
— arenas for implementation of the 2030 Agenda*

Photo: Katarina Sundberg



## THE LIMA ACTION PLAN (LAP)

This is the global action plan for UNESCO's biosphere network. The "Here's life" project has, amongst other things, contributed to the following goals:

"The Biosphere Reserve actively contributes to the UN 2030 Agenda [...] in a way that can be quantified and scaled up. Results of project initiatives are publicised." (LAP A1.1 & A1.2)

"The Biosphere Reserve carries out and promotes initiatives for sustainable development which are inclusive and integrating from an environmental point of view. These green, sustainable, economic initiatives are highlighted as good examples." (LAP A1.5)

"The Biosphere Reserve establishes collaboration with universities and other institutions of higher education." (LAP A4.1 & A4.2)

"The Biosphere Reserve creates broad collaborative initiatives for development and execution of projects which promote knowledge about sustainable management and development" (LAP A4.5)

"The Biosphere Reserve publicises good examples of sustainable development." (LAP A4.4)

Photo: Katarina Sundberg



## GOALS AND RESULTS

**PROJECT GOALS:** To reach 150,000 people with the exhibition and the contents of the project and to create 10 arenas for dialogue and collaboration between various stakeholders in the community.

**RESULTS:** The exhibition and the contents of the project have reached more than 765 000 people: More than 100 000 visitors to the exhibition and the activities, and more than 650 000 have been reached by articles, through social media, via the website, films etc. 42 arenas created in total. Photo: Katarina Sundberg

# THE SUPERPOWER GAME



THE GLOBAL GOALS



## Here's life

*Try one of the games!*

### WHAT ANIMAL'S ABILITIES ARE MOST LIKE YOUR OWN?

Play the game and find out how you can help make our planet a great place to live, now and in the future, by using your very own, natural superpower.

**THE SUPERPOWER GAME CAN ALSO** be played on the Nature Trail near the Naturum at Läckö Castle. The Nature Trail is 1.4 kilometres. It is easy to follow, along the water's edge and into the forest, regardless of whether you walk or are in a wheelchair.

**BY PLAYING THE SUPERPOWER GAME**, you will learn more about ecosystems and biodiversity, the UN's 15th global goal as part of the 2030 Agenda.

### HERE'S HOW TO DO IT:

- 1 Download the free app Here's life
- 2 Start the app using a smartphone or tablet
- 3 Tap 'OK' to allow the app to access your camera
- 4 Choose 'Play the Superpower Game!'
- 5 Read the introduction. Tap 'Start Game!'
- 6 Now you can play the game

**SCAN THE EIGHT ICONS** in the image to the left and answer the questions. Once you have answered a question/an icon, you will find out which animal characteristics are most similar to yours.

*Good luck!*



*Ps. Scan the QR code and find out about Miras story about our second game "The card game".*



[www.vanerkulle.org](http://www.vanerkulle.org)

## WORKING MODEL

- 1 Needs (Intentions, Goals, Ambitions, Methods)
- 2 Survey of assets
- 3 Working group for ideas
- 4 Positions and project description
- 5 Additional competencies, applications and formal approval
- 6 Funding
- 7 Productions
- 8 Collaborative creation and execution
- 9 Respons
- 10 Publicising of results

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## NEEDS

To increase involvement in the 2030 Agenda and spread knowledge about the role of the Biosphere Reserve.

**INTENTIONS:** To counter climate change, strengthen ecosystems and biodiversity. To increase the attractiveness of the region. To strengthen local councils and businesses in sustainable restructuring.

**GOALS:** To reach 150,000 people and create 10 arenas for dialogue and collaboration.

**AMBITIONS:** We wanted to do something new, something different – of a high standard – in order to reach the goals.

**METHODS:** Communications project.

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Photo: Daniel Strandroth

## ASSETS

A project manager, a network, and access to a popular exhibition hall at the Naturum Vänerskärsgården Victoriahuset, near Läckö Castle.

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## WORKING GROUP FOR IDEAS

The project manager assembled a dynamic group, rich in competencies, and began brainstorming. An interesting idea came up at an early stage. An app-based game could be a new and different way for us to reach our target groups. This, in combination with lectures and other activities held throughout the Biosphere Reserve and the Skaraborg region, could be an inspiration to many. We quickly established collaboration with Skövde University and other educational institutions.

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## POSITIONS AND PROJECT DESCRIPTION

The project manager brought the ideas back to the Biosphere Reserve organisation, where a decision was made to proceed. A project description was drafted.

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## PUBLICISING OF RESULTS

We can see that the 2030 Agenda is steadily becoming better established. About two-thirds of the population in the Biosphere Reserve are currently aware of it. This document is a way to publicise our working model and to inspire additional 2030 Agenda projects.

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## RESPONS

We have gotten a lot of positive respons. The project has given us new and improved networks as well as opportunities on which to build in the future.

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## COLLABORATIVE CREATION AND EXECUTION

We had an exhibition at the Naturum Vänerskärsgården Victoriahuset, containing information signs, the Map Game, a slideshow and a touchscreen. The Superpower Game took place near Läckö Castle's Nature Trail. A hiking exhibition was held in the biosphere area. Lectures and other activities were held together with other stakeholders. Everyone was invited to participate!

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## PRODUCTIONS

Manuscripts were written for the app Here's life, the Map Game and the Superpower Game. The aim of the Map Game was to inspire joyful play and sustainable action. It was also to spread knowledge about the 17 UN Sustainable Development goals in the 2030 Agenda and to exhibit good examples from the Biosphere Reserve.

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## ADDITIONAL COMPETENCIES, APPLICATIONS AND FORMAL ANCHORING

What would the productions of the exhibition, the app and the activities cost? External providers gave input on marketing. Applications for funding were drafted by the project manager, formally approved and submitted.

## FUNDING

Following positive responses from several financial backers, we saw that the project was viable.

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