Objectives and Guidelines for digitizing
Blir Världen Bättre?

OBJECTIVES

In the following order, UNDP Sweden's main objectives with digitizing *Blir världen bättre* are to:

1. Increase *awareness* of central themes in sustainable development, multilateral cooperation and the Global Goals.
2. Increase *knowledge* in key sustainable development topics, past and previous trends in global development, as well as the challenges and opportunities that lie ahead.
3. Increase *engagement* in sustainable development issues.

All of these objectives relate to the target audiences. The awarded contractor is not required to have expertise in the thematic areas, this will be provided by UNDP.

Why digital?

A digital format for *Blir världen bättre* opens new possibilities for learning and conveying information around sustainable development. Central aspects considered by UNDP Sweden when deciding to make *Blir världen bättre* digital were to:

- Make the latest data and statistics available to users and always keep numbers up to date by connecting them to open API's.
- Increase the interest in global development topics by presenting information in interactive, dynamic and engaging ways.
- Sustain the user's motivation to keep learning by involving elements of gamification.
- Use various mediums to convey information and stories of global development, such as audio and video, and adapt the information after the user's learning preferences.
- Have the ability to track and monitor user's activity and engagement.
- Explore the use of digital pedagogy.

Guiding elements

To achieve these main objectives and ensure a successful digitization of *Blir världen bättre*, UNDP Sweden have listed elements that can serve as a guide for the development process:

Innovative, modern and intuitive design – With intuitive design we refer to the structuring of the tool in such a way so that it is streamlined and easy for the user to navigate and interact with. User research and testing will be key in identifying and defining a design that is grounded in familiar and recognizable design patterns for the intended users and resonates with their digital habits. The tool should have a design that feels modern, innovative and creative.

Learning adaptability – The learning experience should include multimodal forms of learning and be responsive and adapt to the to the needs of differentiated learners. This could for example be to designing systems to detect the experience level of the user or conform to their learning pace and mode. To support various modes of learning, we aim to blend the use of text and as much as possible with use audio and video clips, animations, pictures and infographics. Insights for how to best achieve adaptability will be derived from user research and analysis of different learning

modes.

Digital pedagogy – A clear pedagogical perspective and strategy for learning should be in place. It is the responsibility of the awarded contractor to design and develop a simple yet effective plan for the tool's method of learning.

Interactive elements – The informational content should be presented in formats that allow for the users to interact and engage with it in various ways. Knowledge about sustainable development will be communicated via *statistics* and *stories*. The awarded contractor will provide ideas for how data and statistics can be made interactive and visualized in a way that sparks the user's attention and curiosity. The aim is to have the users explore the data and engage with it. The awarded contractor will provide ideas for suitable formats in which to communicate stories of global development, i.e. reporting/narrations/exposures.