

Global Goals Week 2026

Storytelling for Hope



In partnership with



How to use this toolkit

1. Introduce Storytelling for Hope

✓ Slides 3-7

- **What is storytelling?**
- **What is storytelling for hope?**
- **The impact formula**
- **Your inspiration**
- **The Global Goals**

Before running the activities, set the scene and introduce the theme of this Global Goals Week Toolkit:
Storytelling for Impact.

Use the Global Goals as the starting point, so that students know what they want to create stories about.

2. Choose Your Classroom Pathway

Option A: The 5-Step Journey

Sequential

- ✓ **Work Sequentially:** Through steps 1-5
 - Subject • Structure • Audience • Medium • Human Touch
- ✓ **Final Outcome:** Create stories and develop an overall storytelling skillset.

Option B: Pick and Choose

Pick & Choose

- ✓ **Flexibility:** Pick and choose any single activity. Fit them into your schedule with no prep needed.
- ✓ **Build specific skills:** Complete exercises focusing on the skills and topics most useful to your students.

What is Storytelling?

Since the earliest cave paintings and campfire gatherings, storytelling has been central to human culture. Some Indigenous stories are tens of thousands of years old, passed from generation to generation.

Over time, storytelling evolved, from epic oral traditions like Homer's 'Odyssey', works of art like the Bayeux Tapestry and ancient religious texts to modern books, films and TV. Today, stories on our screens reach billions around the world.



Whether written, drawn, sung, or performed, stories do far more than just entertain. They trigger powerful emotions, pass on critical messages and shape the world around us.

“

"Stories are how human beings understand our world. They have the power to move people."

— AKO Storytelling Institute

What is Storytelling for Hope?

Using stories to spread a hopeful message: that we can change the world.

Hopeful stories can help people understand the Global Goals and feel inspired to take action.

Hope Storytellers combine two different roles.



The Changemaker:

Identify a problem you want to fix and show your audience how to take action.

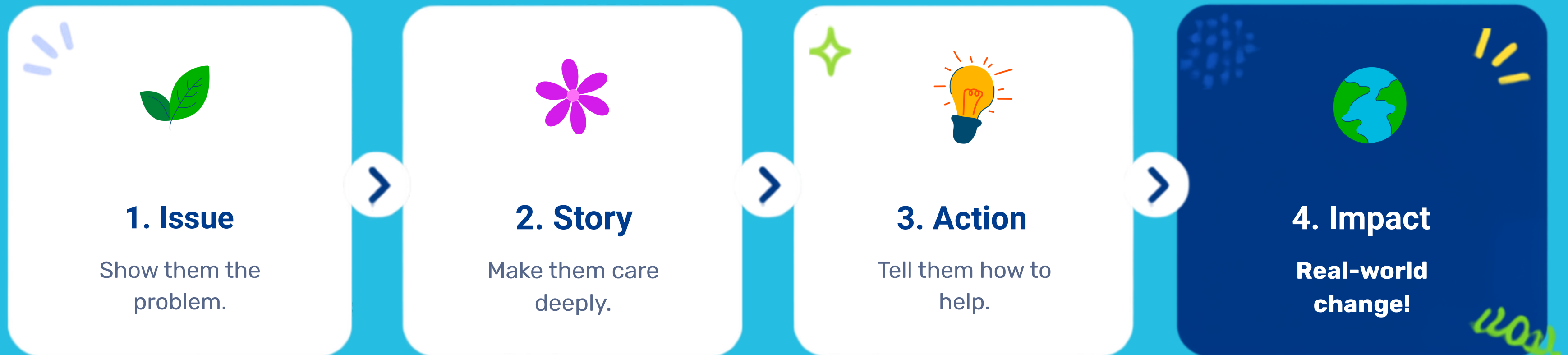


The Artist:

Make people feel something powerful using your words, art, or videos.

The Impact Formula

How Stories Create Real-World Change



A great story acts as the bridge that connects awareness to tangible action.

Your Inspiration **Start With What You Care About**



As always, we use the Global Goals (SDGs) as our inspiration.

But no one is inspired by just a number or an icon. Storytelling is all about feelings!



Personal Connection

Which Goals do you personally care about the most? Why do you care about this specific goal?



Memory

Is there a memory or a personal experience connected to this issue in your life?



Sharing the Spark

How could you help someone else care about this goal just as much as you do?



Emotions

Emotions make ideas memorable. Connect the head to the heart to inspire your audience.

THE GLOBAL GOALS

For Sustainable Development



Think about which Global Goal means the most to you personally and why. Use this Goal as the inspiration for your story creation.

STEP 1: SUBJECT

Object of Hope



Use a symbolic object to identify a personal connection to a Global Goal, and bring it to life for others.



1



Pick Your Goal

Think about why you care about that Goal. A feeling, memory, an experience. Why does it matter?

2



Find Your Object

Pick an everyday object that somehow represents or symbolises that Goal, and why you care about it. You can choose any object at all. Get creative!

3



Find Your Spark

Invent a story about your object, that connects to your chosen Goal. It can be based on reality, or completely made up.

4



Share

Present your story to your classmates. Can they guess what Goal your story is about? What was the spark that made you choose that Goal?

STEP 2: STRUCTURE

Story Structure



Learning Objective: Structure a personal story about a Global Goal using a clear journey of change.



Story structure

Once there was... → Every day... → Until one day... → Because of that... → Until finally... → Every since...

1



Use Story Spine

Structure a story about your chosen Goal using the story structure above.

2



Focus on Change

Show what changed in your understanding, community, or the world.

3



Make it Vivid

Make it as descriptive, emotional, interesting as possible. How can you make it interesting to the reader?

4



Share

Read your story and then listen to others. What were your favourite parts? Was it impactful?

STEP 3: AUDIENCE

Who's Listening?



Learning Objective: Adapt a story for different audiences by deciding what you want each audience to feel, understand, or do.



1



Tell it Twice

Write a speech about your chosen SDG, twice.

- 1: For a young child
- 2: For a Leader e.g. Headteacher or President

2



Define the Goal

First, for each audience, write down what you want them to **FEEL**, **UNDERSTAND**, and **DO NEXT**.

3



Write + Compare

Then write your two speeches. They should feel very different. Make sure you include what you want them to FEEL, UNDERSTAND and DO NEXT.

4



Share

Present one of your speeches to your classmates. Imagine they are your target audience. Did they like the speech? Did it have the effect you wanted on them?

STEP 4: MEDIUM

Choose Your Channel



Learning Objective: Understand how different channels, platforms, and formats help a story reach different audiences effectively.



CHOOSE YOUR STORY CHANNEL:

Assembly

Classroom Wall

Podcast

Social Post

Newspaper

Video

Letter

1



Pick Channel

Select where your story needs to go to make the biggest impact.

2



Explain Why

Why have you chosen this channel? Who is the target audience? How can you make your story interesting to them?

3



Create your story

Plan how you'd make your story, or if you can, go ahead and make it!

4



Share

Explain your story idea to your classmates, and why you picked that medium. Get feedback and more ideas on how to improve it.

STEP 5: HUMAN TOUCH

Me vs. The Machine



Learning Objective: Understand the value of human authenticity and lived experience so your story feels genuine and trustworthy.



1



Write & Highlight

Write a short story and highlight details only YOU could know. What did you see? What did it feel like? What did you think?

2



Add Human Detail

Add at least one real detail - a moment, memory or feeling that AI could never invent.

3



The Voice Test

Read it out loud. Does it sound like you? How could you make it feel even more authentic?

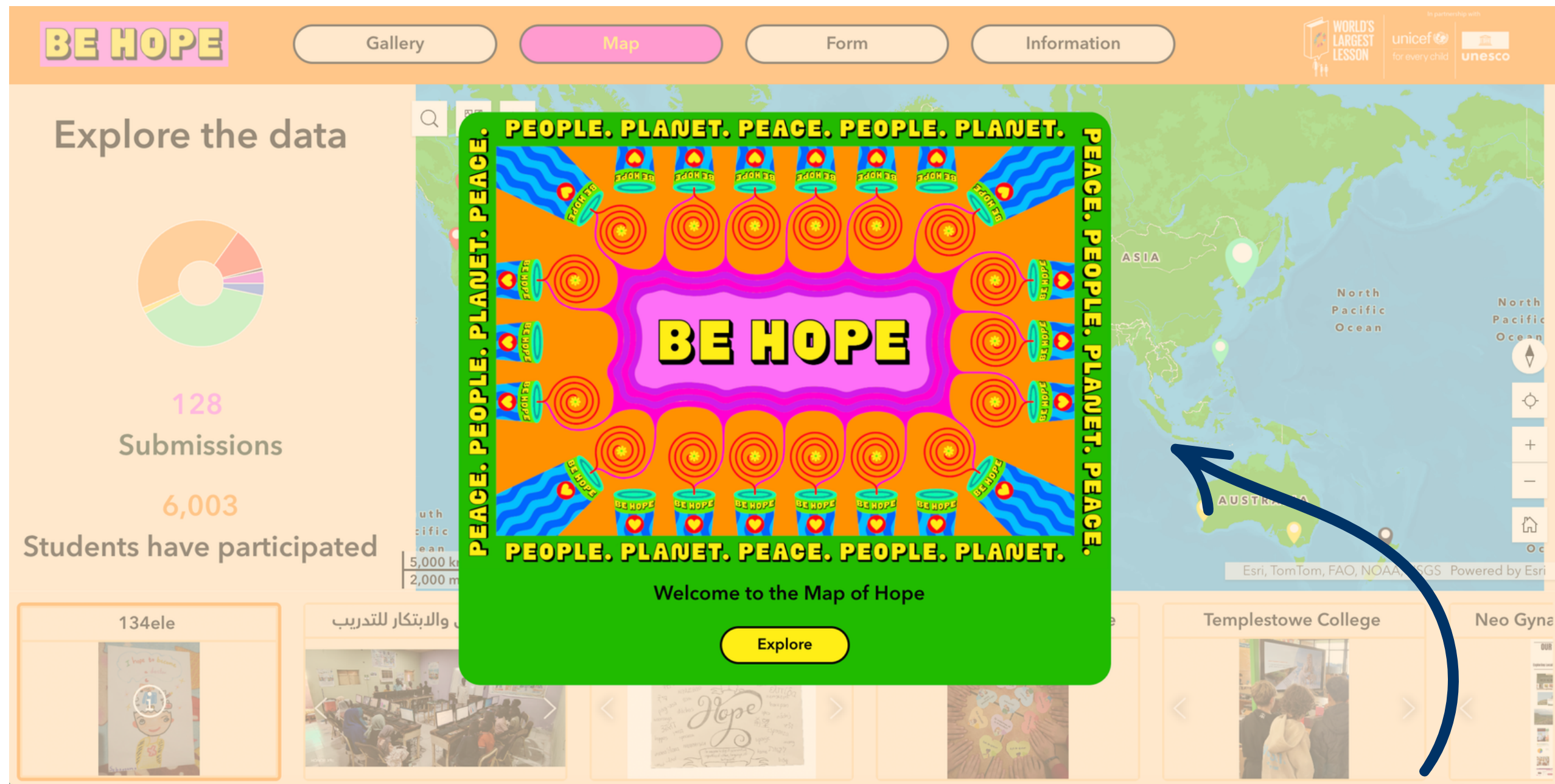
4



Share

Share your story. Do they think it sounds like you? How did the listener feel hearing it?

Spread hope around the world!



Thank you for getting involved with the Global Goals! We hope we've sparked a storytelling journey. When you're ready, upload your stories to the Map of Hope so they can inspire others.