



Worldwide Fairy Tales

Concept Note

1. Introduction

Background and rationale

The first ever publication produced by the Perception Change Project was "Fairy Tales for a Fairer World". This children's storybook is based on a handful of classic tales from around the world, which have been adapted to fit into modern day times. The characters in "Fairy Tales for a Fairer World" are from well-known tales (such as Little Red Riding Hood and The Three Little Pigs) and they have unforeseen obstacles to overcome: current global challenges! It's not just about catching the bad wolf, or evil witch, but about tackling issues like hunger, lack of women empowerment and climate change. This children's book aims to shed light on the Sustainable Development Goals in a way that engages the youth whose future depends on how we look after our planet today.

Three years have passed since launching "Fairy Tales for a Fairer World" in 2016, yet the book continues to generate a lot of interest and spark conversations around unique tales, myths and legends originating from different countries. This led to the idea to collect fairy tales from all the permanent missions in Geneva.

2. Aims & Means

What will be achieved and how

The goal is to increase the youth's awareness of the Sustainable Development Goals through creative forms of communication, namely through a collection of multicultural fairy tales. The fairy tales also aims to unite countries by creating an understanding of and appreciation for each others' cultures.

3. Target Audience

Children age 8 - 12.

4. Specifications and requirements for Missions

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| What | One popular fairy tale, legend or myth from each mission in Geneva chosen from their country of origin and adapted to fit into modern day times in a way that highlights one or more of the SDGs. |
| How | <ul style="list-style-type: none"> • Each mission selects and rewrites one popular fairy tale from their own country. • Needs to include a minimum of 1 SDG (SDG of choice. *PCP may influence some missions' choice of SDG depending how evenly they are distributed). • 1 information box: 2-3 sentences briefly explaining the global challenge mentioned in each mission's chosen fairy tale in light of the related SDG(s). • Missions send the adapted story to PCP who upload it online to their website. |
| For who | <ul style="list-style-type: none"> • The youth (ages 8-12) • PCP partners • General public – local and international • Missions' networks - local and international |
| Where | www.sdgstorybook.com |
| Writing Style | Simple, narrative and entertaining for a young audience |
| Written language | Native language, or any of the official UN languages |
| Word count | 1,000-2,000 words or 1-3 pages (Times New Roman, font size 12) |
| Illustrations | <ul style="list-style-type: none"> • The first 30 missions to submit their stories to PCP will receive one illustration that best represents their fairy tale, designed by students (broadening on an existing collaboration PCP has with students). • Optional: Missions can provide their own illustration to represent their own fairy tale. 1 illustration per fairy tale. *illustrations must respect all cultures |
| Timeline | <ul style="list-style-type: none"> • Drafted stories emailed to PCP over the course of 2020, bearing in mind that the first 30 submissions will be illustrated. |
| Distribution | <ul style="list-style-type: none"> • PCP advertise the online stories on social media: GenevaImpact twitter account • Missions share the online link to their stories on their social media platforms (optional) for their audience |
| Contact | perceptionchange@un.org or kirsten.deall@un.org for more information and to send drafted stories. |