



Expo2015 Social Media Storytelling

April 2014 | Milan



01 INTRODUCTION

In this document are included all the projects we are currently working on. It's a constant work-in-progress. Storytelling projects have been divided in three categories:

MAIN STORIES | Narrations that define the field of conceptual action of our storytelling project. In relation to content and communicative methods. If it was a map, it would be landmarks from which the success of the work depends on.

IN-DEPTH STORIES | After defining main stories, we set up a series of secondary stories that allow us to further analyse priority themes. A list of thematic follow ups that give each time further form and substance to main themes.

OTHER STORIES | It's a third branch of stories, that will shape up in the next few months. In this moment we point them out to better understand project's horizon to lean to.

02 SOME STORIES TO GET STARTED

03 MAIN STORIES

03.1 Going Around + Pictograms

03.2 Mascots on Tour + Mascots

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05.1 Welcome to Italy

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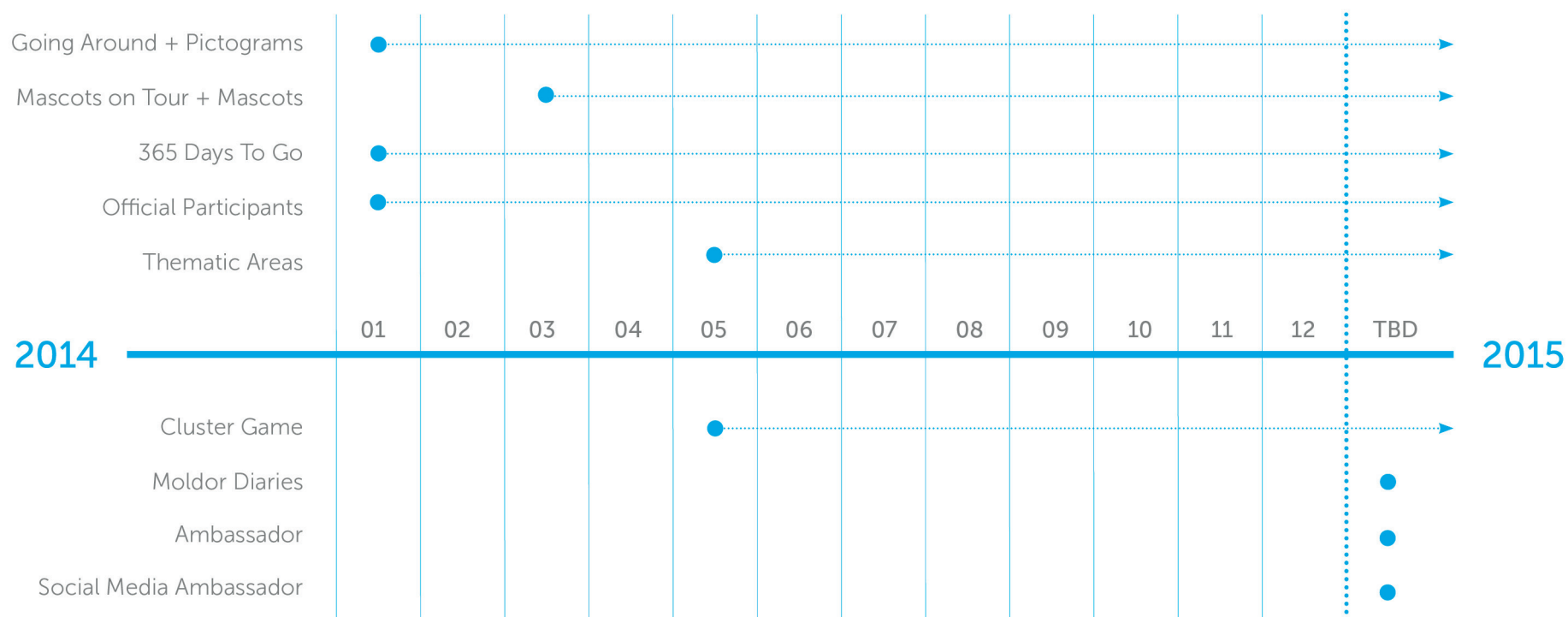
05.4 Crowd: Flower Power

05.5 Open Culture

05.6 Talks

05.7 Wunderkammer

03 MAIN STORIES: TIMELINE



03.1 GOING AROUND

January 2014 | Expo2015 preparation generates a huge amount of travelling and occasions to go around the world. These are national and international relationships, a thick network that will define the supporting structure of Expo2015 meaning.

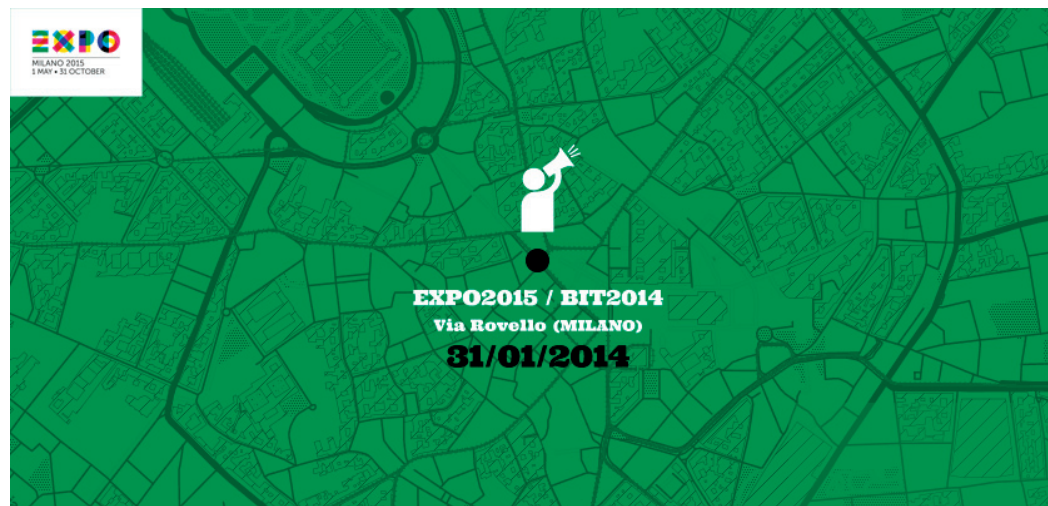
Given the importance, a specific project is dedicated for this activity. Every time such an event occurs, it's all transported in a map drawn ad hoc where the main data are summarized.



*Map drawn for the
Social Media Week,
in Milan.*



Maps made ad hoc
for Expo2015 events.



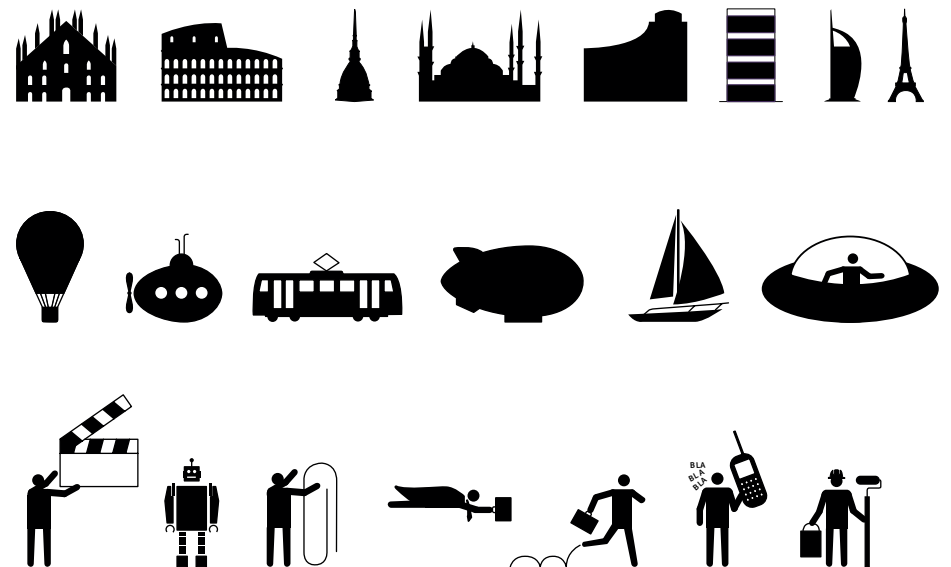
03.1 (B) PICTOGRAMS

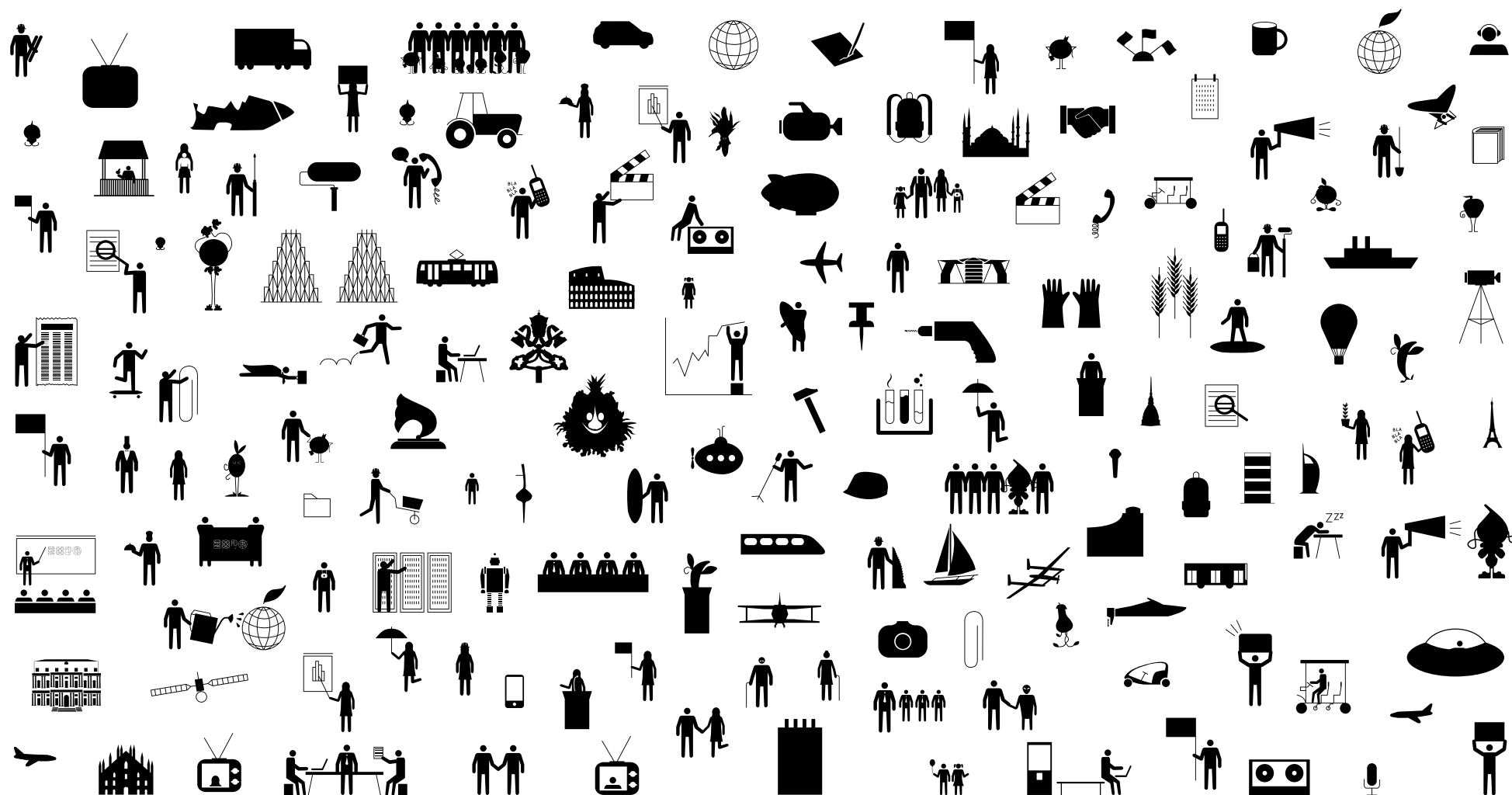
January 2014 | The whole visual story of Social Media Expo2015 is created in-house by a team of young visual designers on paid internships. Among the projects in progress is the realization of a gallery of pictograms which will be shared with the community under a Creative Commons license.

Pictograms are prepared according to *Going Around* maps (see previous project) thus becoming an independent shared collection.



*Pictogram
examples.*





April 2014 | Milan

03.2 MASCOTS ON TOUR

March 2014 | Every time an opportunity presents (new participating countries, international meetings) our mascots leave for an imaginary trip that takes them in the most incredible and the farthest places. It all shapes up as Facebook headers drawn ad hoc.



*"Greetings from Austria",
Facebook header.*



"Greetings from New York",
Facebook header.

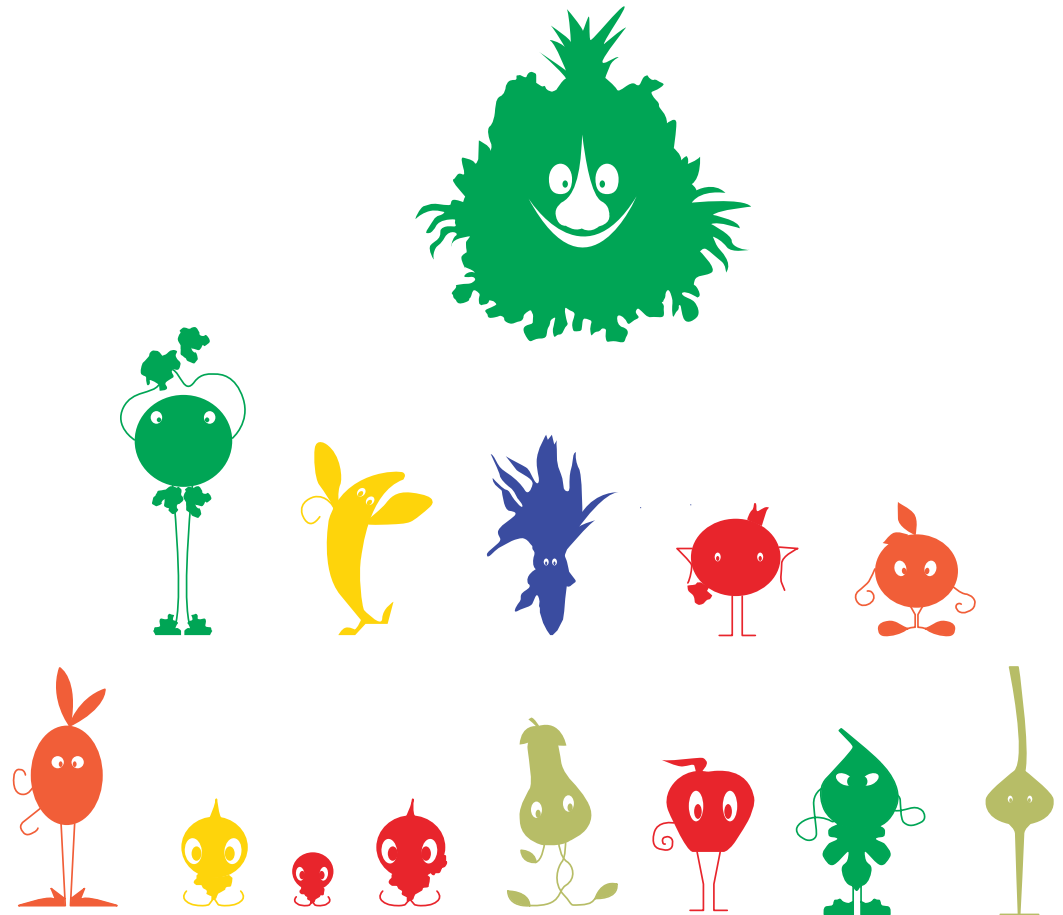


03.2 (B) MASCOTS

March 2014 | As for *Pictograms*, also *Mascots* become an independent and shared collection.

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*Foody and his friends
in vectorial version.*



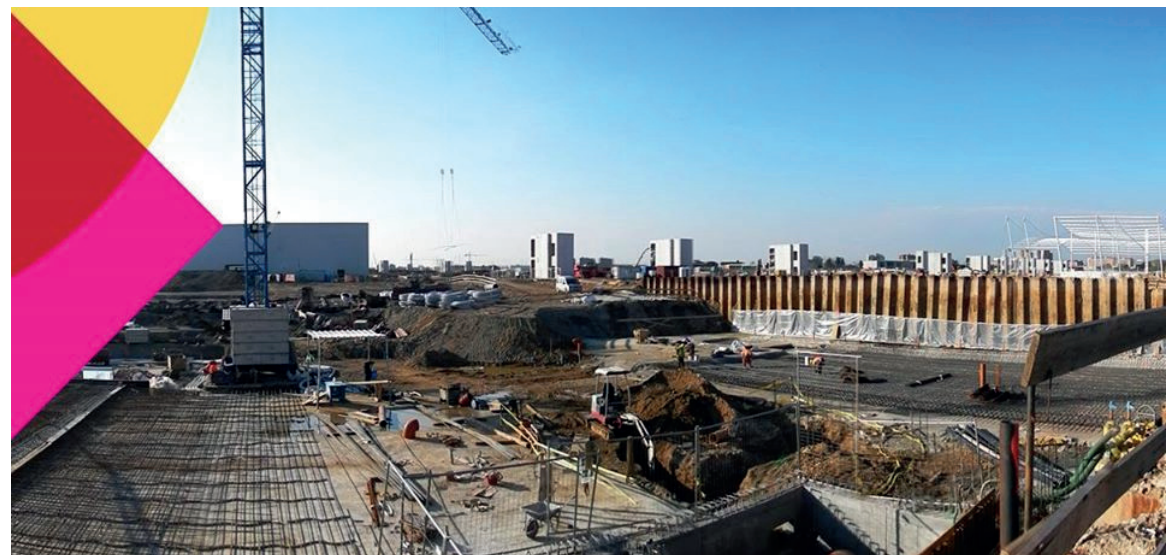
03.3 365 DAYS TO GO

January 2014 | Expo 365 Days To Go is the story in progress of the Exposition Site.

From 1st May 2014, there will be a day-to-day flow of information on the Site, with a countdown ending with the inauguration of the event.



Expo2015
construction site.

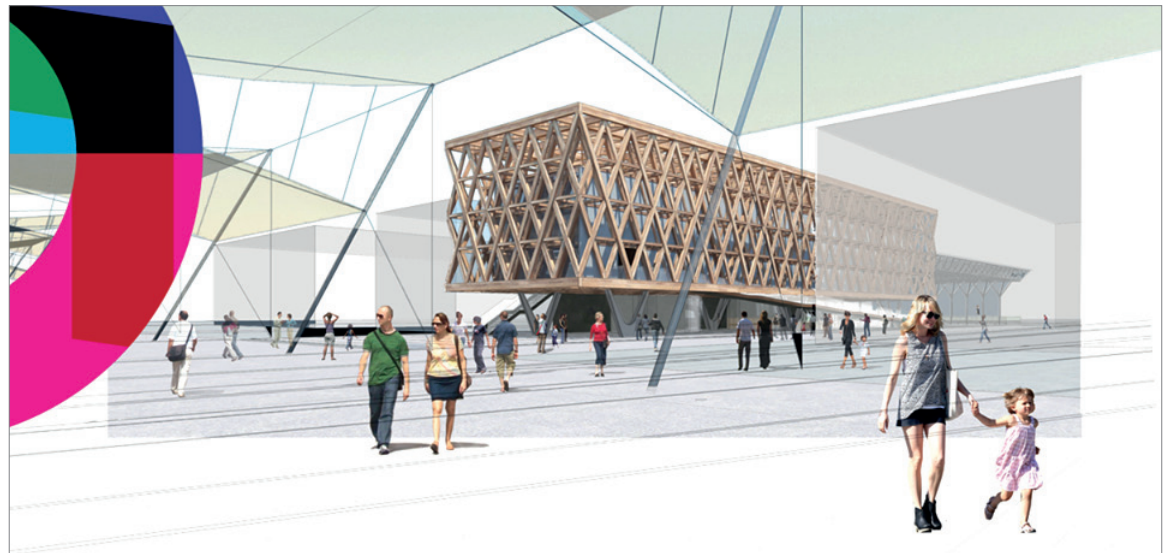


03.4 OFFICIAL PARTICIPANTS

January 2014 | While the previous strands set out to communicate Expo2015 through its cultural legacy, *Official Participants* describes the extraordinary presence of 147 Countries to the Universal Exposition in Milan. It anticipates the visitor experience over the whole period.



Expo2015
Pavilions' renderings.



03.5 THEMATIC AREAS

May 2014 | Five thematic areas, narrated by involving curators and designers that are working on Thematic Pavilions. Interviews, thoughts, images, quotes.

To understand what Zero Pavilion, Future Food District, Biodiversity Park, Children Park and Food and Art Pavilion are.



*Thematic Areas:
Biodiversity Park
Pavilion's rendering.*



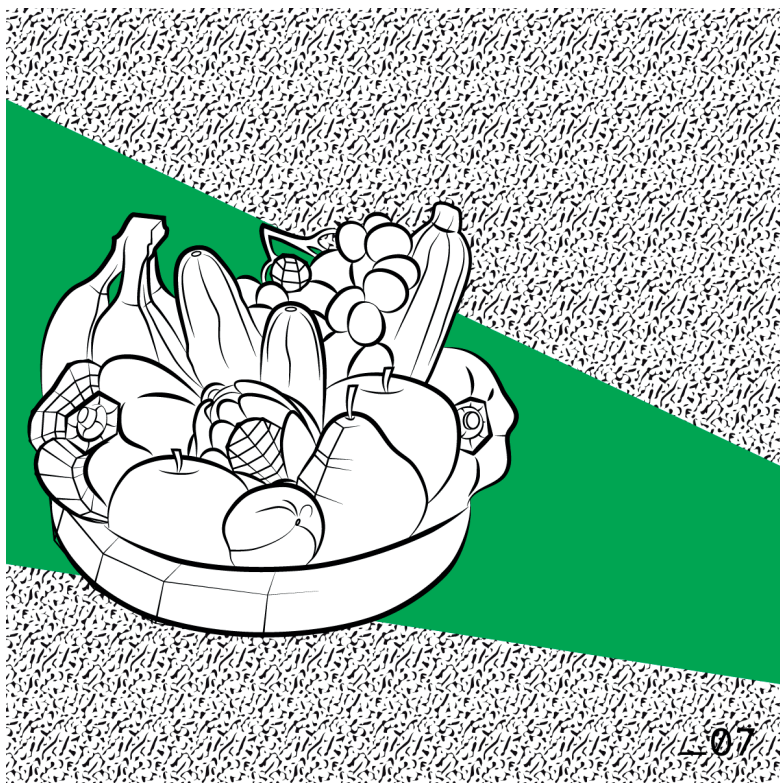
03.6 CLUSTER GAME

May 2014 | Expo2015 is the first Universal Exposition that implements a new model of participation: Cluster Pavilions. For this storytelling strand - next to the information given by the progress - a gamification has been designed, aiming to explore and communicate thematic contents of Clusters with a series of questions on nutrition, history, science, geography etc...

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*Leonardo da Vinci,
Fruits and Legumes
Cluster.*





Fruit basket, Maximinus
Thrax: Fruits and
Legumes Cluster.



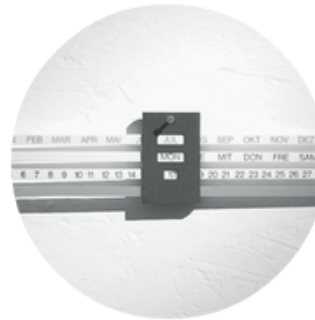
03.7 MOLDOR DIARIES

TBD | It's a diary, set in the MolDor world (Molino Dorino, or Expo2015 headquarters).

These are secondary thoughts, pictures taken on a cigarette break or when meetings become too long and boring. A backstage, where the back is rather in our heads than a in physical place.



*Some logs from MolDor
Diary homepage.*



03.8 AMBASSADOR

TBD | A series of important people that accept to become Expo2015 ambassadors. Different areas of activity, Italians but also foreigners. An significant help to spread Expo2015 messages and communication.



*Monica Kristensen,
Ambassador Expo2015.*



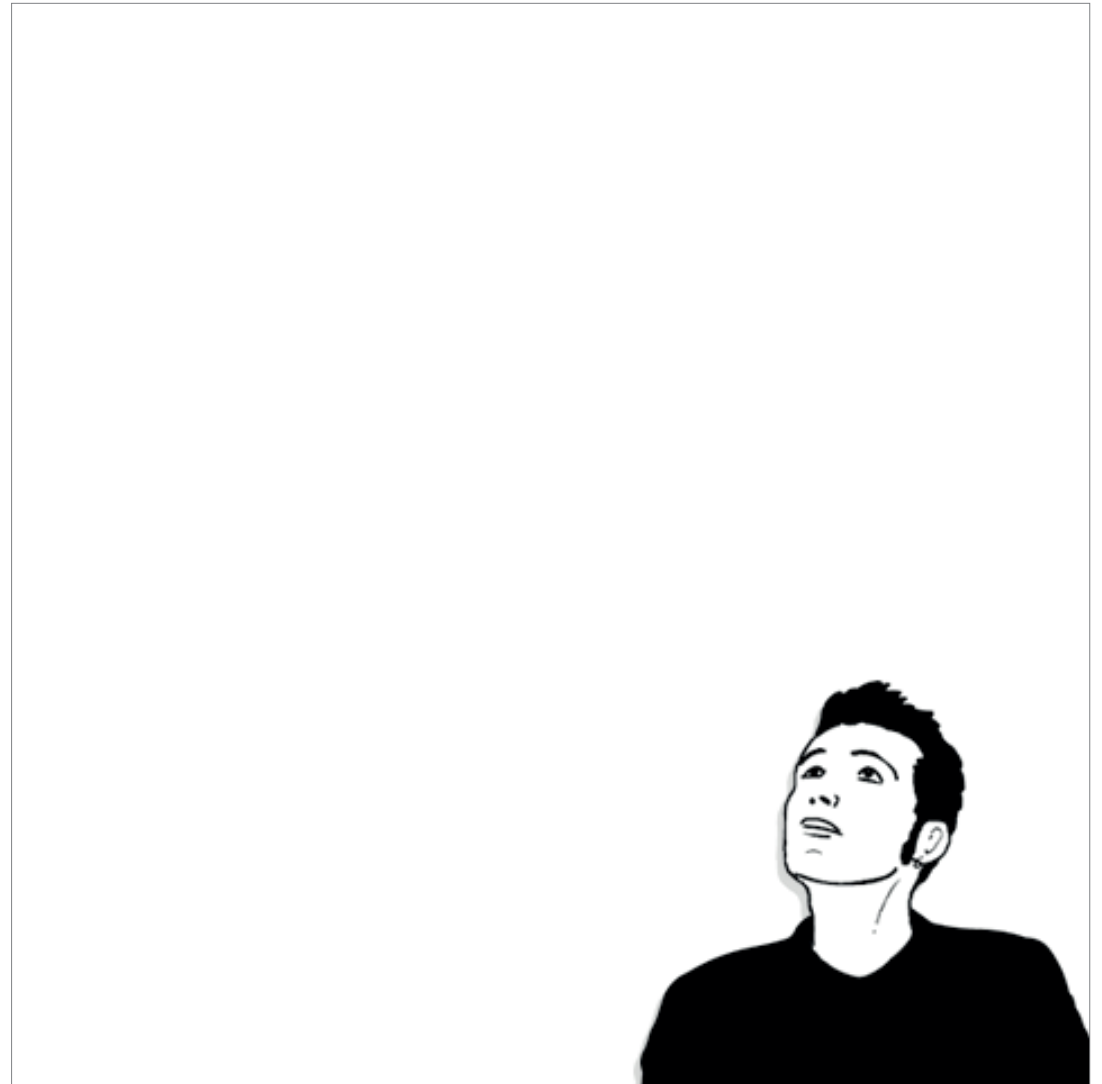
03.9 SOCIAL MEDIA AMBASSADOR

TBD | A series of special ambassadors that mainly act in the social media world. Italian and foreign influencers that collaborate to spread Expo2015 messages and communication.

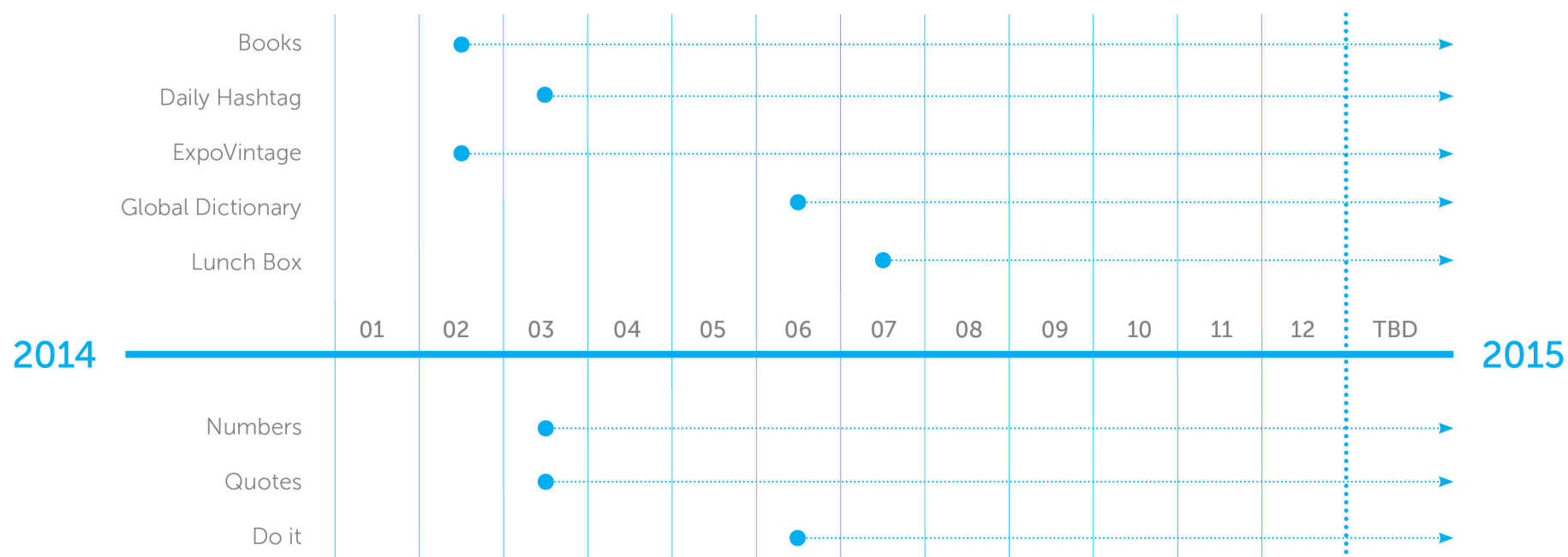
Different ambassadors for different social media. In Italian and English.



*Social Media
Ambassador sketched.*



04 IN-DEPTH STORIES: TIMELINE

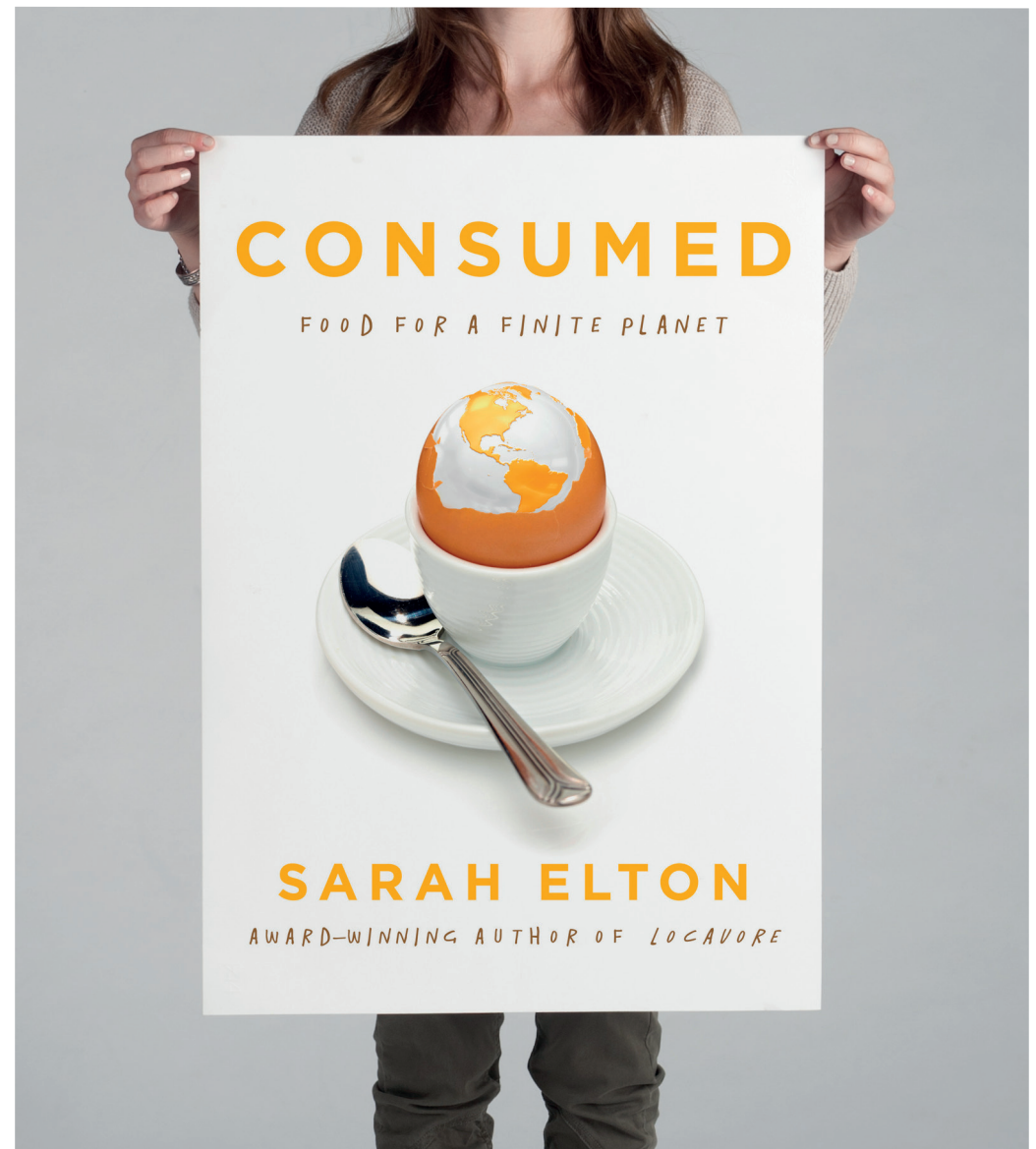


04.1 BOOKS

February 2014 | *Expo Books* is a weekly column of books, essays, pictorials and publications of a scientific nature. The titles chosen represent a broad exploration of the Expo2015 theme. There are two calls: the first is addressed to the Expo2015 actors, the second to the whole community.



Consumed: food for a finite planet,
Sarah Elton.





*Inventario Illustrato
dei Frutti e degli
Ortaggi, V. Aladjidi,
E. Tchoukriel.*

*Cause and
Effect: Visualizing
Sustainability,
R. Klanten, S. Bohle.*



04.2 DAILY HASHTAG

March 2014 | Expo *Daily Hashtag* gathers news items on innovative best practices: scientific research, service design, art and technology, cooperation. There will be two calls: the first one to the Expo2015 actors; the second one to the community which will be asked to report items they think are most significant.



*Coleoptera,
Aagje Hoekstra.*



#Bioplastic



#SustainableEducation



#Nutrition

Makoko
Floating School,
Nlé Architects.

Peelpride,
Rianne Koens.

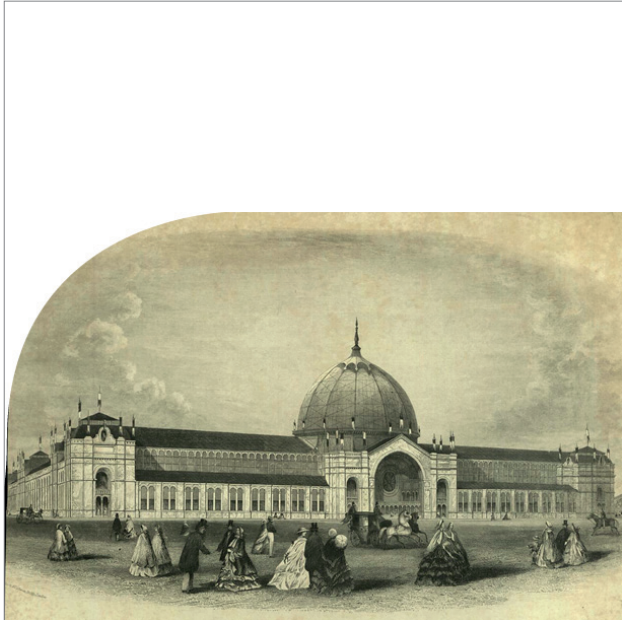
04.3 EXPOVINTAGE

February 2014 | *ExpoVintage* is the first storytelling project using Instagram. The idea is to tell the history of the Universal Expositions through cards, photographs, souvenirs, passports and historic documents.



ExpoVintage
homepage, Instagram.





London, 1862.



Chicago, 1893.



London, 1851.

04.4

GLOBAL DICTIONARY

June 2014 | *Global Dictionary*, halfway between knowledge telling and knowledge transforming, sets out to produce a participatory social media dictionary to host and reflect the views of all the players involved in Expo2015. All the keywords are strictly connected to the theme “Feeding the planet, Energy for life”. Nutrition is obviously a given, but resources, sustainability, Smart City, cooperation, etc are also possibilities. There are two calls. The first is an invitation to all Expo2015 stakeholders (Curators, Third sector, Countries and Partners, Inclusivity Projects). The second - via a call to action - will involve the whole community. Expo2015 as a bearer of collective thinking; “user writers” as bearers of meanings.



*Example of a Social
Media oriented word.*

**smart
city** [loc. s.le f.]

*Città caratterizzata
dall'integrazione tra saperi,
strutture e mezzi
tecnologicamente avanzati,
propri della società della
comunicazione
e dell'informazione,
finalizzati
a una crescita sostenibile
e al miglioramento
della qualità della vita.*



04.5 LUNCH BOX

July 2014 | Where do we eat lunch break? What relationships preside over it? How we consume it? *Lunch Box* is an international call to action designed to focus attention on eating habits, daily life and work through the sociological frame "Lunch Break", a part of daily life shared across a various array of organisations and structures.

The goal is a social atlas, where ideally the entire community will document and share images of interactions among locations, food and people. The call to action asks users to document their own lunch breaks in one or more images. The photos may then be uploaded directly onto a dedicated website or posted with #expo2015_lunchbox hashtag, georeferencing the location where the photo was taken. The photos may be voted and shared. A map in progress will landmark all the ima-

ges. The final goal is to publish an eBook containing the most 1000 voted images. The eBook - as an app - will be release for free through the App Store.





*Lunch break
on a skyscraper,*
Charles C. Ebbets,
1932.



04.6 NUMBERS

March 2014 | *Numbers* is a strand which explores the theme “Feeding the Planet, Energy for life” through numbers. The goal is to use social media to tell the story of the numbers of the planet but also the concrete experiences of individual players, with numbers on projects/campaigns/actions/studies that testify to a real commitment to creating new models for a better future.



*Numbers from FAO
and International
Energy Agency (IEA).*

“SUGAR AND SWEETENERS
CONSUMED PER PERSON
PER YEAR: **23,5^{KG}**”

FAO

“**1,5 BILLION**
PEOPLE WORLDWIDE
**STILL LIVE
WITHOUT
ELECTRICITY**”

INTERNATIONAL ENERGY AGENCY (IEA)

“ BY 2025 TWO-THIRDS
OF THE WORLD’S POPULATION
5,5 BILLION
PEOPLE
WILL LIVE IN AREAS FACING
WATER STRESS”

WWF

“**FUEL WOOD**
SUPPLIES 10%
OF GLOBAL ENERGY
NEEDS”

FAO

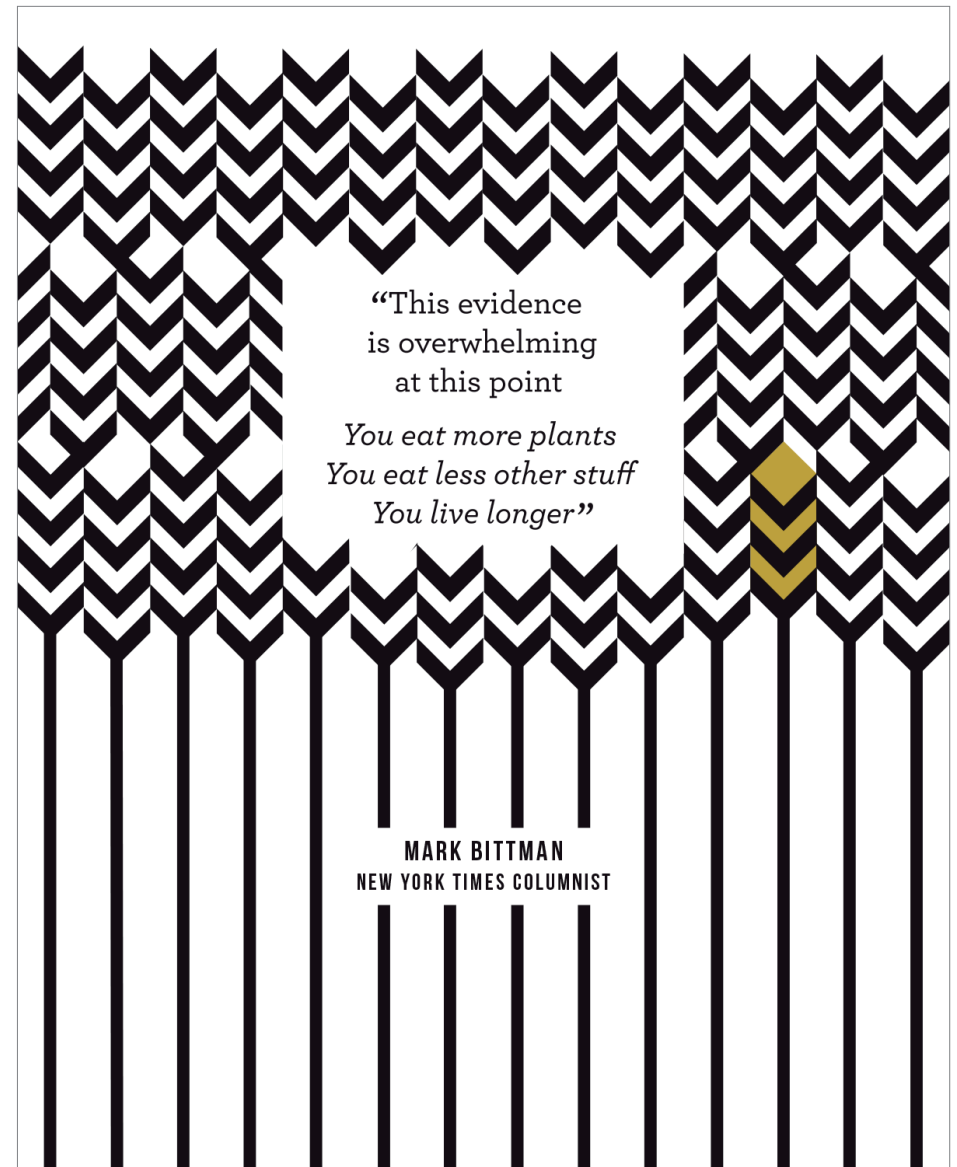
Numbers from
WWF and FAO.

04.7 QUOTES

March 2014 | *Quotes* is a storytelling project on the Expo theme. The goal is to fill out the collection of "quick thoughts" from opinion leaders (or celebrities) with quotes from event participants. Here again the story can be as broad as you like, on the overall vision of commitment of the Expo2015 protagonists to the theme or the meaning and value of an individual project/campaign/action.



Quote by
Mark Bittman.



**"I HIDE
MYSELF
IN FOOD"**

GORDON RAMSAY
SOMEWHERE ALWAYS NEAR FOOD

Quote by
Gordon Ramsay.

Quote by
Miguel Altieri.

"Any method of boosting
food production
that deepens
inequality
will fail to reduce
hunger"

MIGUEL ALTIERI
PROFESSOR AND LEADING EXPERT
ON AGROECOLOGY

04.8 DO IT

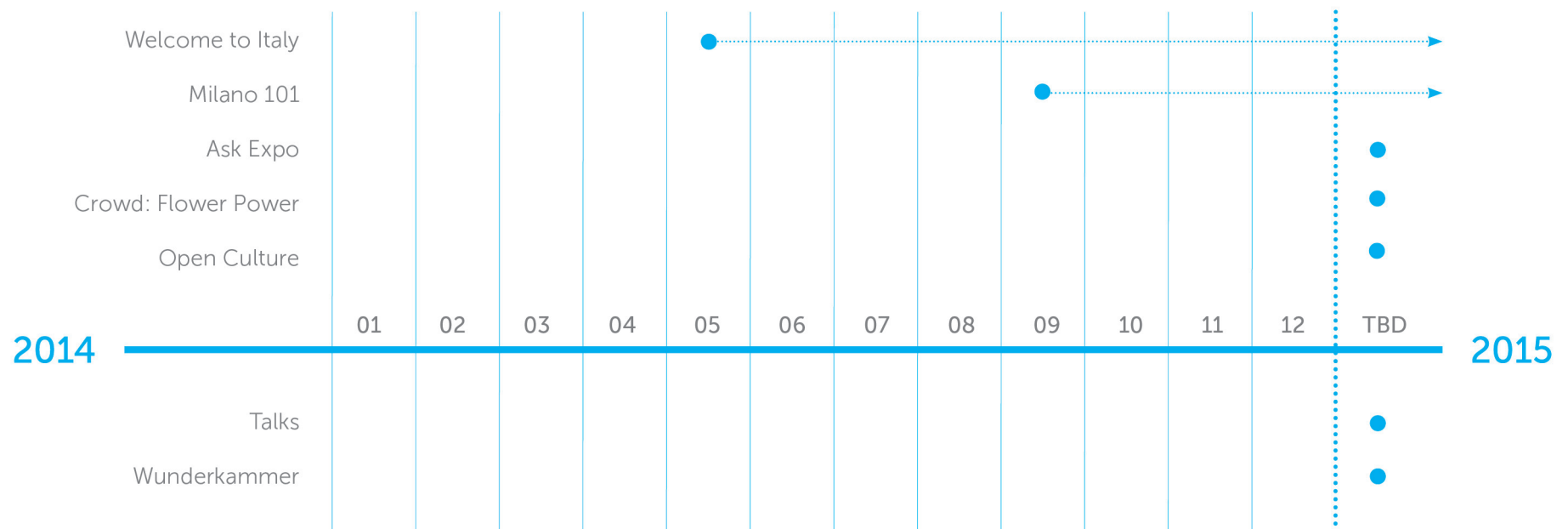
June 2014 | All stakeholders involved in the Expo2015 six months can contribute best practices. The aim of Expo *Do It* is to collect these specific skills in a set of user-oriented manuals to raise awareness among the Social Media Expo2015 community on the Universal Exposition theme "Feeding the planet, Energy for life". In terms of storytelling, the project consists in writing a series of instructions on a theme (see image on the left) designed to stimulate concrete suggestions of a general nature (e.g. water emergency) or instructions for a specific community of interest (e.g. use of running water in school canteens) or individual (e.g. saving water at home).

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*Food Decalogue, U. S.
Food Administration,
1917.*



05 OTHER STORIES: TIMELINE



05.1 WELCOME TO ITALY

May 2014 | *Welcome to Italy* is a strand of the territory's reevaluation through the Social Media. The project sets out to engage Expo2015 community in a virtual tour of our historical villages in Italy (Anci/Enit). On an international scale, Italy of the "small numbers" represents a part relatively unknown of the historical heritage: Welcome to Italy every week will present a selection of small villages.

The engagement on social media will devise the design of a visual storytelling with "postcard" style.

A supporting platform completes the project for the users to share images or to send them through email. Expo2015 Social Media community is also asked to suggest significant landmarks, sharing pictures and short videos with #Expo2015_LoveItaly hashtag.



Old pictures
of Bologne
and Florence.



05.2

MILANO 101

September 2014 | *Milano 101* is a great photographic album dedicated to Milan, Expo2015 city. The project is a part of Social Media territory's reevaluation that, starting from Milano, will involve in further steps Lombardy and then Italy. The project embraces the collective gaming formula. Number 101 refers to 101 good reasons to visit Milan, expanded in as many historical and contemporary places, accompanied with a cross look. The selection of the 101 references will be made in partnership with IULM Milano, through a co-planned workshop by Social Media Expo2015 and IULM Master in Journalism. Once the 101 landmarks have been chosen, for each of them a picture and an open question to the community will be associated. The Social Media involved are Facebook, Twitter and Instagram. Facebook will host the game; Twitter will relaunch it, Instagram will encourage the community to take

photos and share with the #Expo2015_Milano101 hashtag the most significant spots of the city. As a support, a website will be implemented that will work both as a showcase for Milan, and as a container in progress for the answers to the quiz.

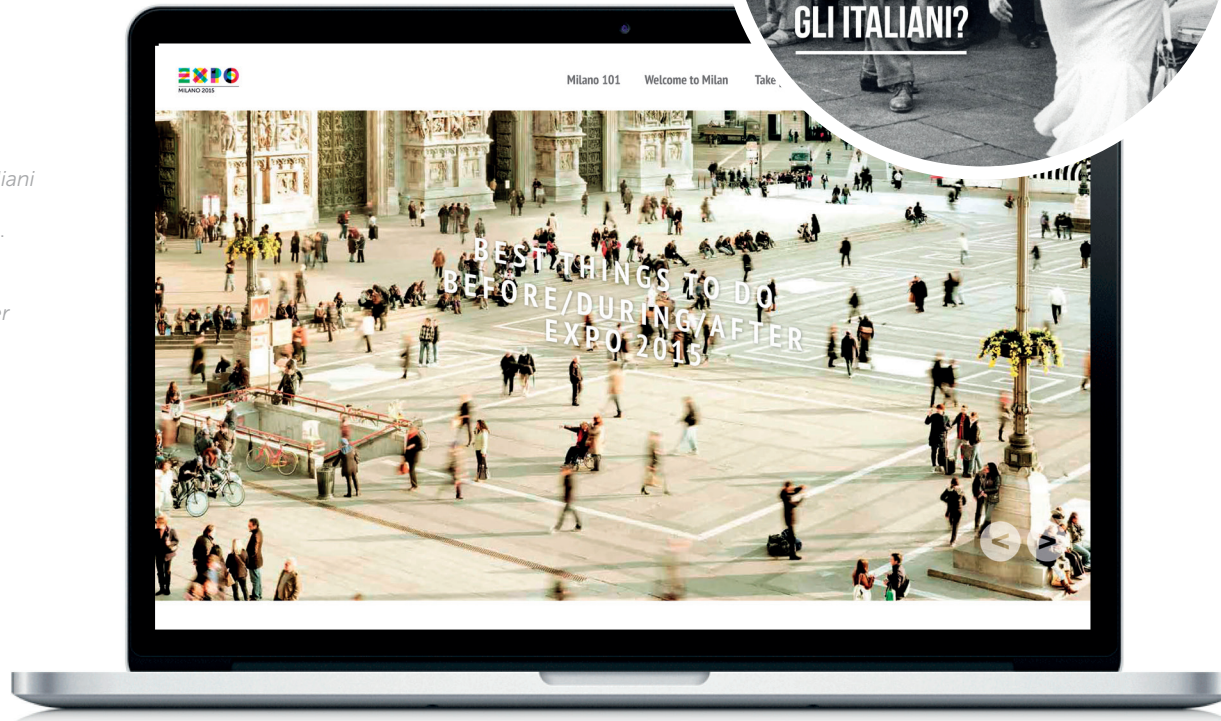




On the left,
header from
Milano 101 website.

At the center, *Gli italiani
si voltano*,
Mario De Biasi, 1954.

On the right, another
example from
Milano 101 website.



05.3 ASK EXPO

TBD | A weekly schedule. Two hours a week where citizens can make their questions to Expo2015 managers. On Google+ hangouts, an open dialogue between Expo2015 and the community. An important communication channel to create an empathic feedback to the event.

g+



05.4

CROWD: FLOWER POWER

TBD | A crowdsourcing project. Collective intelligence at work on Expo2015.

Crowdsourcing is a model where an institution entrusts design, realisation and development of a project, object or idea to an indefinite group of people. This process is helped by web tools. A great common project: a flowers collection. The biggest collection in the world: thousands and thousands of flowers, drawn by whoever wants to participate in the big game. A set of simple rules: draw a flower. Leave the background white. Put it in your favorite position inside a big digital meadow. Once you've done it, you can see what other people have drawn. Every flower will be tagged with the author's name.

A herbarium open to everyone.

Artists, amateurs, students, elderly. With contributions coming from the five continents in real time.

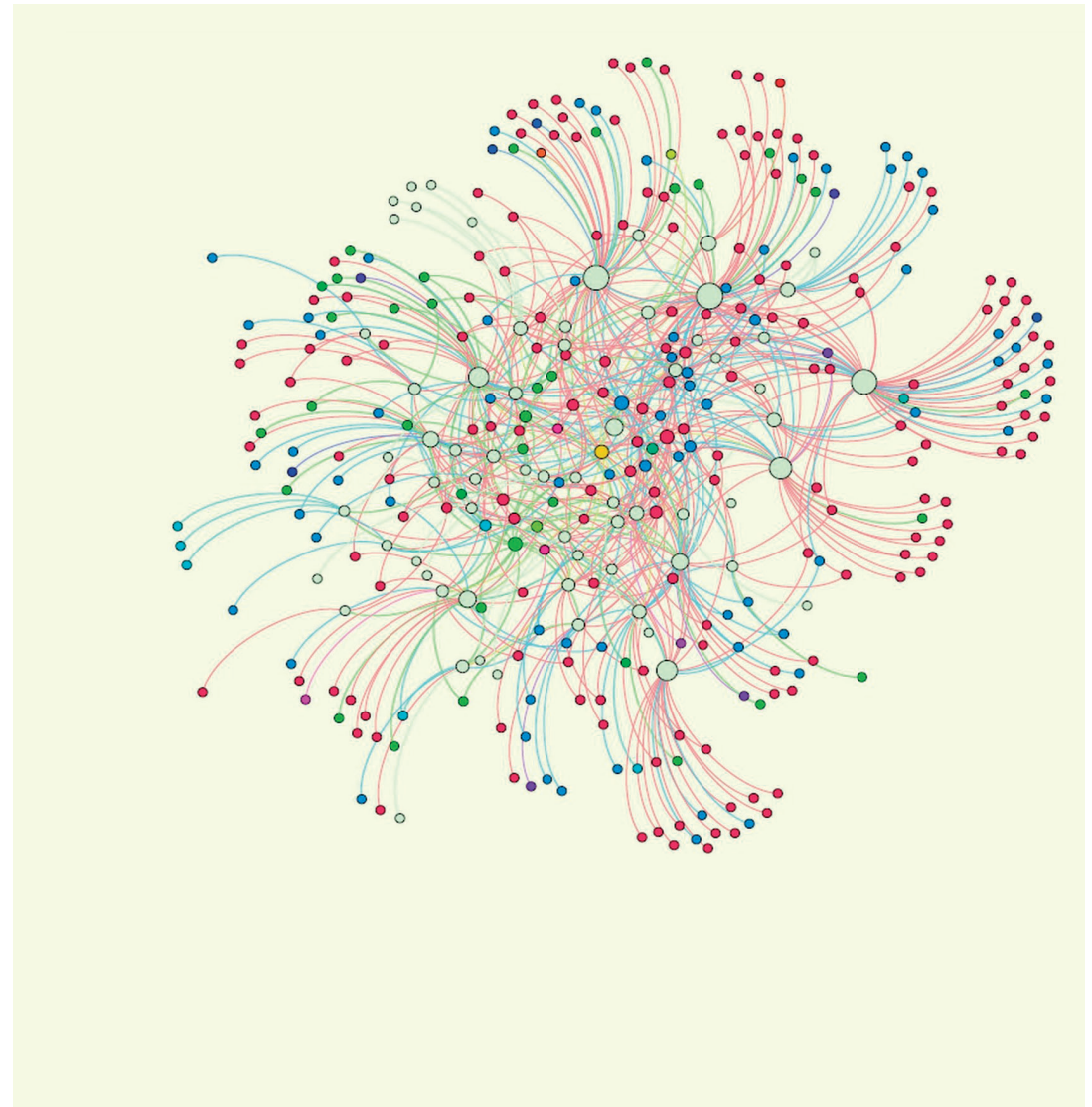




Some floreal
examples.

05.5 OPEN CULTURE

TBD | A project where Expo becomes a support; a digital platform to learn, to teach, to share knowledge. Using typical tools of MOOC (massive online open courses), supposing a partnership with one of the great international institutions active in these areas (Coursera, MITX or SkillShare), a series of basic courses referred to the great Expo themes can be imagined: nutrition, food, energy, international cooperation. Free courses, open to everyone, thousands of participants to make Expo2015 a chance to share knowledge. The aim is to generate a global community around the event's themes.



05.6 TALKS

TBD | A great global conversation, developed through a collaboration with Facebook italia. Using features and means of the medium: a page, a group, dedicated to woven conversations, working on a series of special tabs developed ad hoc for the project. Everyday a theme and a special guest that answers to Expo2015 staff but that is also available to interact with questions and trivia from people online. 365 dialogues that build the narration that prepares Expo2015.

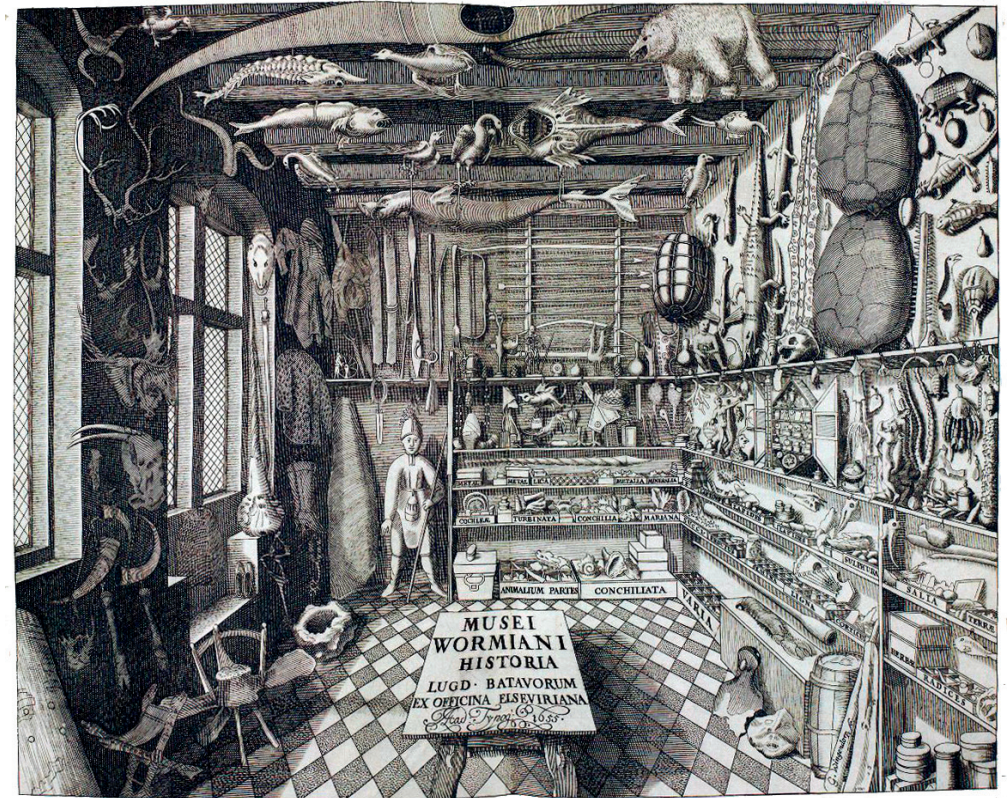
Questions, answers, conversations and discussions. Just like a traditional radio format (anchorman interviewing guest, radiolistenters calling to add questions), but thought for the communication features of the medium. Multiple conversations, links, openings towards other themes. A two people conversation that quickly becomes a conversation open to thousands of people, ideas and comments.



*An example
of global conversation.*

05.7 WUNDERKAMMER

TBD | Starting from the event's themes (nutrition and food), global digital community is called to share their collections. Of tools related to food and eating. Important collections but also everyday life tools' collections. How do you eat? What do you use to eat? How can you describe visually your collection? A special project to pass on design academies and schools. Milan is the international capital of design, thus a special project dedicated to design students all over the world. A collection of collections. Organized in themes and sub-themes, a description of the world starting from tools used to eat. During Expo's six months there might be a physical place (on site or in the city) where to account for the amount of collections gathered during previous months.



An example of
"wunderkammer".



Expo 2015 Social Media Team

Credits

Susanna Legrenzi e Stefano Mirti
Head of Strategies

Franz Gorla
Digital Art Director

Alessandro Mininno
Senior Consultant Web Marketing

Contact at
socialmedia@expo2015.org