



**ELLEN MACARTHUR
FOUNDATION**

Welcome to the DIF Speaker Guide

This guide contains information about the different elements of the DIF for its contributors. Including, an explanation of the DIF, how to submit a session application, a description of the kind of sessions we are looking for, a comprehensive tech guide to support your session and the session requirements.

The essentials

What is the DIF?

What if we could redesign everything? The Ellen MacArthur Foundation's **DIF** is an interactive online event series that aims to shift mindsets and inspire action towards a circular economy by sharing and exploring disruptive ideas and stories across a range of topics.

Who?

The DIF is curated by the Ellen MacArthur Foundation, a charity established in 2010 with the aim of accelerating the transition to a **circular economy**. If you need to get in touch, email thinkdif@ellenmacarthurfoundation.org.

When?

Originally run for three weeks every November, the DIF is now distributed throughout the year with the following dates confirmed in 2019:

- **June 14th** • One day DIF hosted from a popup studio in London.
- **September 10th-12th** • Speakers to be announced soon on the website.
- **November 11th-15th** • This is your chance to [speak at the DIF!](#)

What's on?

- **DIF Studio** • Content curated by the DIF team around the latest big picture themes and trends, streamed live from the Ellen MacArthur Foundation on the Isle of Wight.
- **DIF on Air** • Live online conversation (15-45 minutes) started by innovators, designers, academics, startups and others from all around the world. The most successful sessions run for about 30 minutes and actively promote interaction both with the audience and multiple speakers/participants.

A DIF session should do one of the following:

Inspire

Share big ideas and visions that reshape people's perspectives and have the potential to catalyse change at the scale of whole systems. Our audience wants to hear inspiring stories, so think about your session as a narrative or collection of stories.

Showcase

Show innovation in action with examples of design, business models and technologies that have the potential to create positive disruption in the economy. If it's possible you should show the audience what you're talking about with imagery, film or physically on camera while filming or live streaming. Some of our audience are experts on specific topics, but many will have a more general knowledge, so focus on introducing the power of the innovation and telling its story, rather than on the technical detail.

Engage and Debate

Start a conversation or debate to flesh out different perspectives on a key issue or highlight the trade-offs and tensions. The DIF audience appreciates that very few topics are truly one-sided and they embrace and are energised by those critical discussion points. Bring multiple people into a session to show different angles. Set your DIF session up as a formal debate, or challenge the audience by inviting them to directly interact in some way.

Language

The DIF's working language is English. However, if you wish to have your session in your native language, please state it clearly in the **application form** and the DIF Team will discuss this option with you.

We're aiming to make the DIF an even more global event by translating our content into multiple languages. That is why we have set up an Amara volunteer platform which makes it super simple to translate and review our content. Find out more on our Translate the DIF page (link).

How can I host a session?

If you want to run your own DIF on Air in November, our team will help you on your way to hosting an event which will be featured on the full schedule. Before you register, please read through this guide to understand what is expected of you as a contributor - before and during the DIF.

How do I get started?

1. Download and read this guide.
2. Register online at thinkdif.co/contribute.
3. The DIF team will review your application.
4. Book a timeslot and a testing session for your event in the DIF schedule .
5. Prepare your session.
6. Join live during the DIF.

Things you should know about contributing to the DIF

- 1. Go big or go home.** The DIF particularly wants to share ideas that have the potential to catalyse systemic - big picture - change.
- 2. Surprise and delight your audience.** Had enough of Powerpoint? Try and get creative with the format, speakers and resources available to you.
- 3. Create new knowledge.** Will your session duplicate one person's knowledge of a subject, or does it have the potential to actually create new insight and understanding?
- 4. Timing is everything.** We've found that the ideal session length is up to 30 minutes, but however long you're online for, keeping

your viewers engaged is paramount.

- 5. Find your crowd.** All DIF sessions will appear in the schedule and have a dedicated session page. We'll highlight different sessions for specific attendee groups (e.g. designers, academics, businesses, etc), but you will need to promote your session to your networks too. This should include as many channels as possible, such as email, social media and news/links on your own website. We will provide graphics for this.
- 6. Get prepared.** Make sure you've read the Session Requirements, and the Tech Guide (both included in this document) in order to create accessible content that is enjoyable and interesting for the online audience.
- 7. Think DIF, not dollar.** When choosing content please bear in mind that this should not be used as a platform for profit-making or commercial activities.
- 8. Give credit where it's due.** It is important that you consider the copyright implication of any content you create or use, especially if you want to be eligible for inclusion on the DIF website. Please reference work correctly.



Promoting your session

If your application is successful, your session will be featured on the full schedule for the DIF, and may also be promoted as a featured event or hosted on the website after the DIF concludes. Now the real work starts! With so much on during the DIF, it's vital that you actively promote your session to people who might be interested in attending.

Top tips for promoting your session:

1. Download the Contributor Pack (available once your application is approved).
2. Add the banner to your website and your email signature.
3. Send updates on Twitter, Facebook, LinkedIn or social platforms telling people when they can see you host your session.
4. Tweet about the topic you are presenting and link it to <http://thinkdif.co> / @circulareconomy / #thinkDIF. Try to include an image that represents your idea of disruptive innovation, if possible.
5. Add information about the DIF to the events page of your organisation's website.
6. Use the personalised DIF graphic, and put it up online in your company or in community areas.
7. Add a news item to your organisation's newsletter with details about your upcoming session.
8. Please, avoid spamming.



Tech Guide for your DIF on Air

What is it?

DIF on Air sessions take place through Hangouts on Air - Google's video conference technology. This type of format enables up to 10 participants to share audio and video, while simultaneously allowing countless more to watch live through a YouTube Live window. When Hangouts on Air sessions end, they are automatically saved as a normal YouTube video, which means you can share and watch the recording over and over again.

As well as Google Hangouts, you may choose to incorporate an interactive graphic, like [RedPen](#), or an interactive document, like [Google Docs](#), to compliment your session. These features can be embedded onto your DIF session page, providing an additional level of interactivity with your online audience before, during, and after your session.

How can it be used?

DIF on Air sessions are ideal for dynamic conversations and discussions that incorporate question and answers (Q&A) from the audience through social media platforms or from the DIF session page. Google Hangouts can also provide a basic live feed from a physical event, though it is difficult to coordinate multiple video/audio capture devices from one location when using Google Hangout.

You can use imagery and props (sharing your screen) where appropriate to add extra life to what you are saying, but avoid using a deck of slides or a lecture-style.

What do you need to do it?

To run a DIF on Air, we recommend the following:

- Ensure that you have the most up-to-date version of a modern browser such as Google Chrome, Safari, or Firefox. We recommend avoiding Internet Explorer.
- Make sure you and all the speakers involved use a headset to send and receive audio. Relying on speakers and microphones that are built into a computer or laptop often result in significant audio problems.
- Use a webcam if you're planning on transmitting video. Most cameras on modern laptops should be sufficient.

- Ensure that you have access to high-speed broadband internet. A strong wired (ethernet) connection is much more reliable when it comes to streaming than a wireless connection. We generally recommend network bandwidth above 1Mbps (for both upload and download) per participant. Use speedtest.net to test your connection speed. See Google's website for full technical specifications for Hangout video calls: [https:// support.google.com/plus/answer/1216376?hl=en-GB](https://support.google.com/plus/answer/1216376?hl=en-GB)

Before carrying out your DIF on Air:

1. Make sure to practise using the platform in advance of you DIF session! [This link](#) shows you how Google Hangouts on Air work.
2. At least 45 minutes before your scheduled start time, you will receive a link from a DIF team member to your Hangouts on Air event.
3. The Hangout on Air will load in a new window or tab. Be aware that you are not live at this stage, you and the rest of speakers of your session can take your time getting acquainted with all the features.
4. As soon as your speakers or panelists have arrived and are connected, and you are ready to start your live broadcast, your DIF team host will click the green 'Start broadcast' button. You are now LIVE and this will also be the beginning of the recorded version, so make sure you are ready to begin your session. The audience can watch your session live on our website on the session page that will be created as part of our schedule. During the event, the DIF team will support with questions that come in from our audience.
5. When you've finished your Hangout, your DIF team host will click stop broadcast. The recording will be saved in the YouTube video manager of your YouTube account, and will also appear automatically on the DIF event page to share and watch again.



Session Requirements

Your role as a session organiser

Speakers

Session organisers have sole responsibility for their own speakers' arrangements.

Every session's content must be in compliance with copyright law. Speakers must inform the organiser beforehand of any third party material that will be used in their presentation(s) and seek written permissions to copyrighted materials when applicable. The DIF team cannot assist in this process.

As the session organiser, you will sign an agreement form as part of your application process. By signing this agreement, you commit to making sure that all your speakers or contributors have read it, understand it and agree to it. It also gives the right to make available video or audio of their presentation and content, including transcripts. The form also confirms the contributors have the copyright for any music/images/materials in their presentation.

Sponsors and Funding

You may not use your session to make money or to raise funds for charities or other organisations, however, you may enlist a sponsor to cover the cost of running your event. If you wish to have any sponsors, you must contact the DIF team first at thinkdif@ellenmacarthurfoundation.org for approval.

Media Requests

DIF and the Ellen MacArthur Foundation team are the sole official spokespeople for the DIF. If you are approached by a journalist seeking comment about the DIF or your session, please contact: thinkdif@ellenmacarthurfoundation.org.

If you are approached by the media or plan to send a news item about your session, please prepare a short text about it and include descriptions of the DIF to provide background information for journalists. Please send your text to: thinkdif@ellenmacarthurfoundation.org for approval.

Photos of sessions must be released under a Creative Commons licence (“Attribution - NonCommercial - NonDerivative”), so they can be freely shared. When using photographs clearly credit the photographer in metadata, captions and tags. If you use an image from another session, please contact the organiser to confirm that use of the image is authorised. If taking photos for your session, please shoot them with the highest possible resolution. For web use, please convert to 96dpi for ease of sharing and distribution. A resolution of 300dpi is required for print use. Do not put watermarks, text or other labels onto the photos. Do not superimpose your session or organisation logo or your photographer’s information.

If you are interviewed for broadcast TV or radio, clearly explain that your session is independently organised as part of the DIF. Please send interview requests for DIF staff to: thinkdif@ellenmacarthurfoundation.org.

Please add a customised version of the following copy onto the media section of your website:

“All press requests should be sent to [Name]. [Name] is the official spokesperson for sessions in [Organisation Name] as part of the DIF. Please note that session organisers are not able to speak for the DIF or the Ellen MacArthur Foundation. Any enquiry regarding the DIF or the Ellen MacArthur Foundation should be sent to: thinkdif@ellenmacarthurfoundation.org.”

Terms and conditions

Open sessions are independently organised and do not constitute a partnership between your organisation and the DIF or the Ellen MacArthur Foundation.

Please refer to your contribution to the DIF by stating that you are “contributing to the Ellen MacArthur Foundation’s DIF”, e.g.: “We’re hosting a session for the Ellen MacArthur Foundation’s DIF...”. You must not refer to yourself as a partner or member of the Ellen MacArthur Foundation or DIF.

DISCLAIMER: Your right to use the visuals received in the Contributor Pack provided by the DIF ceases when the DIF finishes. You may only use the visuals for the purposes of your presentation in, and promotion of, your participation in the DIF. All use must be in accordance with these terms and conditions and any other written guidance provided by the Ellen MacArthur Foundation.

Right to edit, redistribute or remove content:

The Ellen MacArthur Foundation reserves the right to re-edit, re-distribute and/or remove content we deem to infringe our communication guidelines, which are:

- No commercial agenda. Speakers should be sharing ideas or latest thinking and not commercial propositions.
- Sessions are platforms for ideas and insight in the context of the changing economy. Opinion and speculation are fine as long as it is clear that they fall into these categories, but speakers should avoid the misuse of scientific language to make unsubstantiated claims.
- No presentations with defamatory content or with an inflammatory political or religious agenda, or use of polarising language.
- Nothing illegal, offensive or which links to dubious third party websites.
- Nothing which could (in the reasonable opinion of the Ellen MacArthur Foundation) be detrimental or damaging to its business or reputation.

All your communications relating to the DIF must comply with these session requirements.

