

Our Countries

For 11 to 16 year-olds

Screen-free learning resources that build multiple skills.



Introduction

By completing this workbook, you will learn the following about your host country:

Topic	Project	Week
Geographical Location	My Home in My Country	1
Weather and Natural Disasters		
Key geographical and political features		
Currency and Local Bills	Pop Up Restaurant	2
Major Crops in your Host Country		
Local Cuisine		
How to order in a restaurant		
Language spoken and 10 important words	Grandmother's Tales	3
Popular Sports		
Cool Folk Stories		
Local Dress	Designing your Country Brand	4
Important Customs		
Governance and Political Values		
Famous People and Local Leaders		
National Holidays		
Climate and major climatic issues		

Note for Educators:

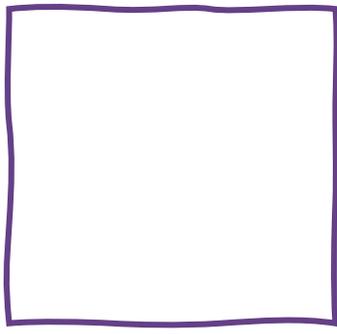
Some of the activities in this workbook require learners to walk around and work with food. In the case that this is not possible, **we suggest the following accommodations:**

WEEK 1: Instead of walking around to observe, learners may interview locals and imagine places based on descriptions. If possible, locals can take pictures and learners can use reference materials such as Google Maps. If none of the above is possible, learners can explore their home and street and do everything else based on their imagination.

WEEK 2: Instead of cooking their own meal, learners can just follow the steps for designing a restaurant. Learners can interview locals to understand local cuisines and create their own business plan and fusion recipe for their final day.

My Learning Journey

Name: _____



Draw yourself here.

Week 1



Day 1



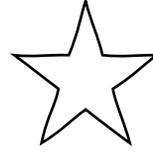
Day 2



Day 3



Day 4

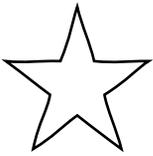


Day 5



DONE!

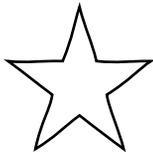
Week 2



Day 1



Day 2



Day 3



Day 4



Day 5



DONE!

Week 3



Day 1



Day 2



Day 3



Day 4



Day 5



DONE!

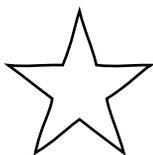
Week 4



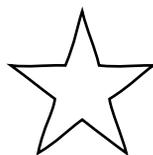
Day 1



Day 2



Day 3



Day 4



Day 5



Week 1 Overview



Project

My Home in My Country

Find yourself in your host country.

Letter Writing

Reflect on what's new about you in your new country.



5

Your New Country

Wander around in your new country!

4

Your New District/State

Tour around to spark creativity!

3

Your New Home and Street

Explore your new home!

1

2

Your New City or Village

Explore the village or city your new street is in

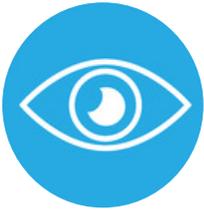
Materials Needed

- Paper
- String / Stapler
- Pencil/Pen
- A map of your host country

The Present Moment



Everyday, sit quietly for 5 minutes, pay attention to what is going on right now using your five senses and note the following:



Right now, I see...



Right now, I hear...



Right now, I taste...



Right now, I smell...



Right now, I feel...



My Home in My Country

Can you draw your home in your country?

In this project we will explore our location at different scales and make a flip book to show where we are now.

1. What does your new home look like from the outside?
2. Once inside, how can someone identify your living space?
3. What are other details that are unique to your home?



- Cut out a small 10 cm by 10 cm piece of paper and label "Page 1"
- Use the questions above to draw your new home with as many details as possible.
- Write a 5-sentence paragraph about your home where you *vividly* describe key features of your new home.
- Don't forget to start each sentence differently!

You may use some of these sentence starters!

Sentence Starter	Example
Two adjectives	A brown, angry dog...
Prepositions	Around the corner....
This	This was an old building...
Participial Phrases	Sitting by the window, I Entering the room,

- Cut out a larger piece of paper of 12 cm x 12 cm
- Label it as “Page 2”

1. What are some features (at least 5) of your street?
(Eg: shops, places of worship, a school, a park, etc.)
2. What is the predominant nature of the street?
(residential, office, etc.)
3. What words or **adjectives** can describe what your street looks/feels like?
(crowded, quiet, steep, busy, residential, industrial, etc.)



- Draw the street your new home is on and draw your new home on the street.
- Write a 5-sentence paragraph about your home where you vividly describe key features of your new street.

You may use some of these sentence starters!

Sentence Starter	Example
Describe what you hear	Standing quietly, you may notice that.... I hear....
Describe what you see	When you glance/peek... You may be surprised to see...
Describe what you smell	The aroma of... The air smells like...
Describe what you feel	I enjoy the feel of... I feel like a...

WHAT MAKES A HOME?

What is a home?

What do we do at home?

When do we come home?

Who are the people that live at home with us?

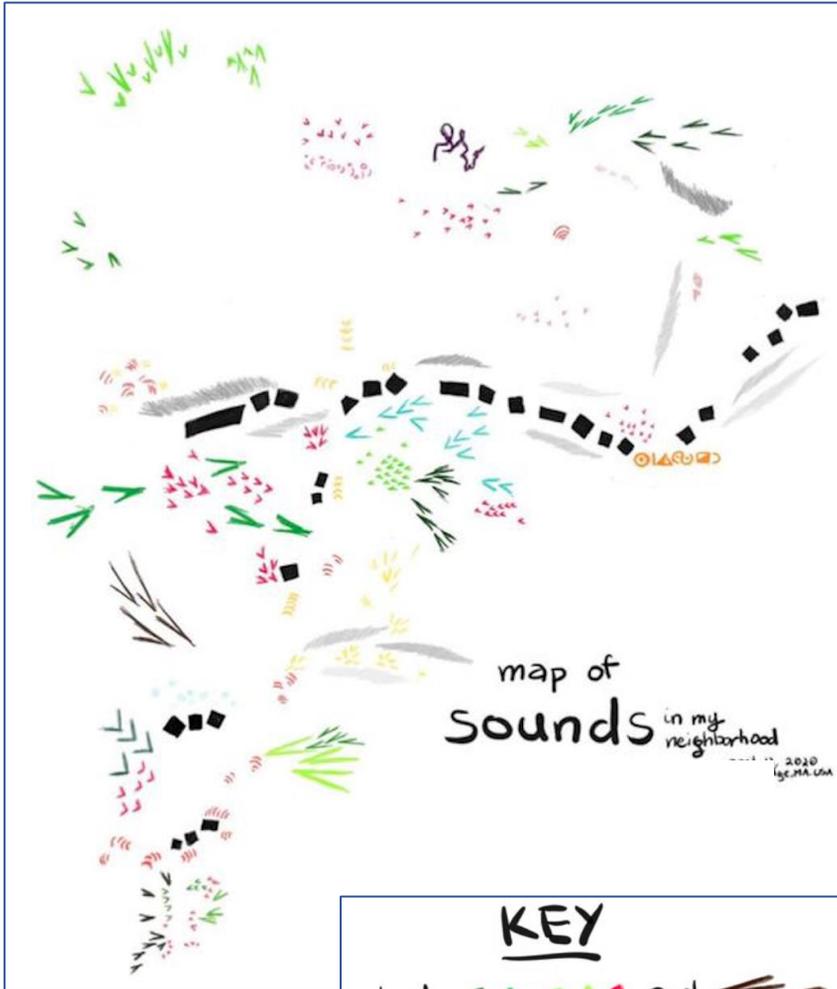


Discuss this with others and write a short paragraph (or draw) about what makes a house, a 'home'.



MAKE A SOUND MAP!

Look at this "Map of Sounds" and its key.



- What do you see?
- What do you think about what you see?
- What does the map of sounds make you wonder about?

KEY

birds		owl		sparrows		jays	
wind							
chimes							
bikes							
cars		trucks					
talking		english		french		children	
sprinklers							
dogs							
mysterious creatures?							

Create your own map of sounds, textures, colors, and/or smells of your city or village!



My Home in My Country

Map your new city/ village!

1. How crowded is your city or village?
2. Are there specific landmarks that are worth knowing?
(the hospital, the police station, a historical monument, etc.)
3. What are your favourite spots in the city or village?
(school, playground, restaurant, etc.)



- Cut out a slightly larger piece of paper of 15 cm x 15 cm.
- Label it 'page 3'.
- Imagine you are looking at your city from above. Draw the **village** or **city** your new street is in. Include as many details as possible.
- Write a paragraph about your city or village on page 3.

Try starting each sentence differently!

How does this map compare to your own map of sounds, textures, colors, or smells?



Locate and mark on your map the following places or landmarks:

Place	Found it?	Key
Your home and street	✓	
Hospital or Medical Centres and pharmacies		
Police Station		
Supermarket		
Schools		
Libraries		
City landmarks		
Bus or Train Stations		
Visitor Center		
Parks and Recreational Areas		

Imagine walking from your home to the nearest pharmacy or supermarket and back. Recall the **routes** and steps you took to get there and draw them on the map.



Mark the three most important routes that you would have to follow on a regular basis.

My Home in My Country



1. What are the key geographical or natural features (e.g. rivers, mountains, hills, trees/plants) of your new state?
2. Are there other big cities/villages you can mark besides yours?

- Cut out a slightly larger piece of paper of 17 cm x 17 cm.
- Label it as 'page 4'.
- Draw the **district or state** your new city/village is in. Include as many details as possible!
- Locate your home in the state/district and draw it.
- Write a paragraph about your new state or district.



Weather

- Have you heard about weather related natural disasters? Find out what these words mean →
- Interview people about the weather, climate, and related natural disasters in your state.
- Write a report (3 paragraphs) on the most troubling natural disaster(s) in your state and some ideas on how to solve it. Use these words:

- Thunderstorms
- Flood
- Hurricane
- Tornado
- Drought
- Tsunami
- Avalanche
- Forest Fires
- Sandstorm

Sudden Economic Destroyed Prevention Resources
 Severe Loss Conditions Risk Preparation

- Find a map of your host country* and look at it closely. (Sample →) Write down your answers to the following questions:

What do you notice? (Describe colors, shapes, lines, etc.)

What do you think about what you notice? (e.g. what do think the colors represent?)



What does the map make you wonder about your host country?

- Take another look at the page from **Host Country Level 2** and fill out the following table:

Physical Features	Most Important in My Host Country
Rivers	
Lakes	
Mountains	
Borders (Ocean or Land)	
<i>(space for an additional one)</i>	
Political Features	In My Host Country
Capital City	
Other Major Cities	

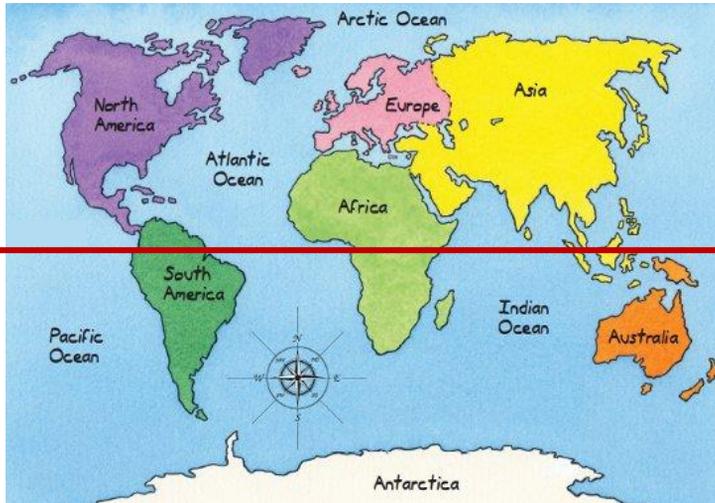
* The world map is provided on Pg. 16 of this book.

My Home in My Country

1. Where on Earth is your country located? Which of the 7 continents (*shown below*) is it in?
2. Is it in the southern or northern hemisphere? Is it close to the Equator (*the line that equally divides the globe into two hemispheres and is at 0-degree latitude*)?
3. Is it an island or is it landlocked (*landmasses on all sides*) ?
4. Are there other big cities besides yours that you can mark ?



Equator



Northern Hemisphere

Southern Hemisphere

- Cut out a slightly larger piece of paper of 20 cm x 20 cm.
- Label it as 'page 5'.
- Draw your own map of your new country.
- Locate your home in the map.
- On page 5, write a paragraph about your new country and about the map that you decided to draw.

Use these sentence starters to show examples of the features in your map :

For example...

Such as...

For instance...

As an example...

For one thing...

As an illustration...

In this case...

This can be seen...

Specifically...

Especially...

Do some research or inquire around to obtain the following data for your host country.

General Data

Variable	Number
Total No. of People	
Men	
Women	
Children (< 18 years)	
Elderly (> 60 years)	

Occupations

- List the 5 most popular occupations in your country. Are they traditional or new occupations?
- Make a bar graph to show the approximate % of people involved in each occupation. (Include a bar for 'others'.)



Basic Statistics

Mean

7, 3, 4, 1, 7, 6

Sum of numbers divided by the total numbers

$$\text{Mean} = (7+3+4+1+7+6)/6 = 28/6 = 4.66$$

Mode

7, 3, 4, 1, 7, 6

Most common number

7, 3, 4, 1, 7, 6

Mode = 7

Median

7, 3, 4, 1, 7, 6

Arrange in order and pick the middle value

1, 3, 4, 6, 7, 7

Median = (4+6)/2 = 5

Range

7, 3, 4, 1, 7, 6

Difference between highest and lowest

Range = 7 - 1 = 6

- Ask 10 locals around you the number of hours they work/study a week. Make a list with their answers.
- Find out mean, median, range, and mode of this list of numbers.

Report

Write a short report to the district administrator to inform them of the analysis you have done of the population. Include your graphs too!

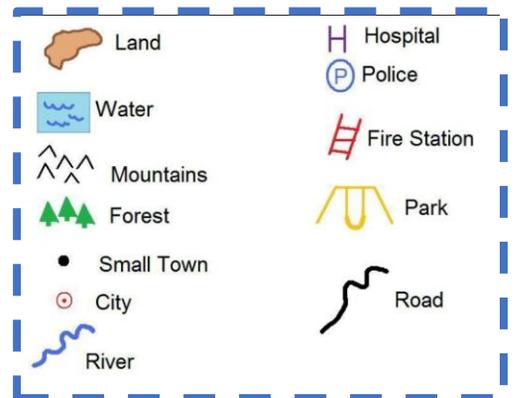
Some Question Prompts:

- How many older people need some extra care?
- How crowded are the streets?
- What is the most common job on done by people?

My Home in My Country

Making Your Flipbook

- Make a list of the information that you have included on your flip book. Include at least 10 things on your list.
- Imagine that the flip book you created will be used by people arriving to your new country for the first time.
- Create a legend on a page for your flip book. Label it as 'Page 6'. use symbols and colors to represent different information, as shown.



Now, attach all the 6 pages using a string/thread or by stapling it together.

Share your Flip Book with family and friends.
They can ask questions about it.



LETTER WRITING

Write a short letter addressed to someone who has never been to your host country.

Choose elements of your home, street, city/village, state, and country that you would like to write about, such as population, natural features, people, important places, etc.

Put the letter in an envelope and write your new address for the cover as shown below:



- How has this project helped you to understand your new place?
- How has this project changed your perspective about your new place?

Appendix

A Map of the World



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Weekly Reflection

Did I enjoy learning this week?



What are some new things I learned?

What did I do well?

What can I do better next week?

Week 2 Overview



Project

My Pop Up Restaurant

Prepare a meal from your host country and set up a restaurant!

Cooking and Serving!

Cook and serve a meal.



5

Marketing Plan

Communicate your concept to the guests.

4

Business Plan

Calculate costs/expenses and profit

3

Local Dishes and Ingredients

Explore popular dishes and restaurants in your host country

1

2

Logistics and Menu

Produce your list of guests and your menu.

Materials Needed

- Paper
- Pencil/Pen
- Local ingredients
- Recipes from your host country

My Pop Up Restaurant

1. Have you tried food from your host country?
2. What did you like the most?
3. Was there a flavour or ingredient that surprised you because it was new or because it was familiar?



Explore reasons for going to a restaurant:

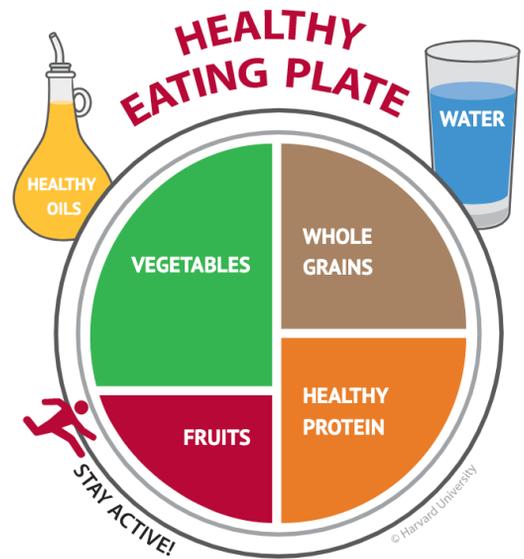
What do people like about restaurants?

What do people like about eating at home?

Ask questions to friends and locals about local *cuisine* and produce a list of 10 ingredients/crops from your host country.

Use the **Healthy Eating Plate** as a guide for sorting these ingredients and assessing how healthy and balanced the food is!

1. What are some examples of vegetables, whole grains, fruits, and healthy proteins?
2. Can you think of a healthy and balanced meal using only these local ingredients?



How healthy are the local dishes that people normally eat?

**In this project you will create your own pop-up restaurant!
What do you need to do to create a successful restaurant?**

A business plan answers the important questions you need to know before starting a business. Below are some questions you will think about while setting up your pop-up restaurant:

Section	Questions to Think About
Section 1: Concept of the pop-up restaurant	What is the name of the restaurant? What will make the restaurant special and unique?
Section 2: Logistical Plan	Who are the guests? When, where, and how will the meal be served?
Section 3: Food Plan	What dishes will you serve? What are the ingredients? How will you source the ingredients? How will you make the dishes?
Section 4: Pricing Plan	What are all your costs? How much will you charge?
Section 5: Marketing, communication, and decoration plan	How will you communicate and share information? What will the menu look like?



Section 1

My Concept of a Pop-Up Restaurant

Think about your favourite restaurants. What do you like about them?
(food, environment, familiar faces, a specific dish, etc.)

What will make my Pop Up Restaurant Special or Unique? →

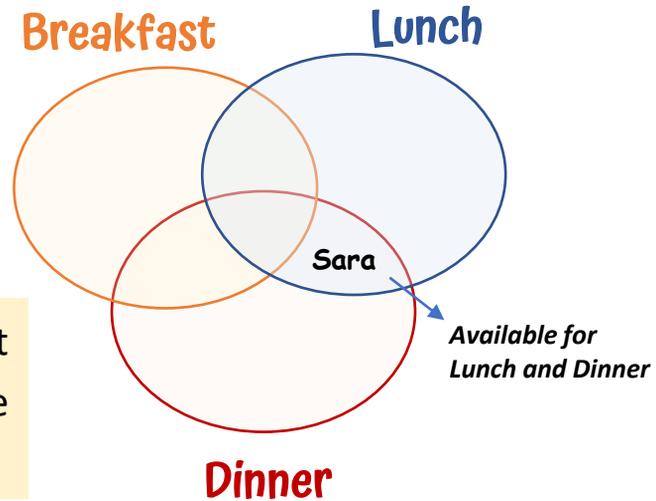
1. _____
2. _____

My Pop Up Restaurant

Section 2

Logistical Plan

1. Make a list of 3-5 potential guests for your restaurant..
2. Use a **Venn Diagram** to sort their availability and decide when would be a good time to open your restaurant.



Based on your Venn diagram, what time would be the most appropriate for you to open your restaurant?

Section 3

Food Plan

1. Look up recipes from your host country.
TIP: In the case that there are no recipe books around you, you can write recipes based on interviews with people from your host country.
2. Identify **3 simple dishes** (with maximum 45 minutes of preparation time) to make that you can manage from start to finish. Draw the dishes below!

<div style="border: 1px solid blue; background-color: #e1eef6; padding: 5px; width: fit-content; margin: 0 auto;">Dish #1</div> <div style="border: 1px solid blue; height: 150px; width: 100%; margin-top: 10px;"></div>	<div style="border: 1px solid blue; background-color: #e1eef6; padding: 5px; width: fit-content; margin: 0 auto;">Dish #2</div> <div style="border: 1px solid blue; height: 150px; width: 100%; margin-top: 10px;"></div>	<div style="border: 1px solid blue; background-color: #e1eef6; padding: 5px; width: fit-content; margin: 0 auto;">Dish #3</div> <div style="border: 1px solid blue; height: 150px; width: 100%; margin-top: 10px;"></div>
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3. Write down the titles, a list of all the ingredients, and illustrate the steps to make 3 of the dishes.

My Pop Up Restaurant

Section 4

Pricing Plan

1. Make a list of “needs” in your restaurant, including ingredients, marketing materials, staff, paper, utensils, etc.
2. Identify the cost of the ingredients *(based on price tags, grocery bills or interviews)*
3. Make a table as shown below (add as many rows as necessary):

in local currency of your host country

Type		Quantity	Individual price	Total cost
Ingredients				
Dish #1	- Sugar - Eggs	1 pound 3 eggs		Individual Price x Quantity
Dish #2				
Dish #3				
Kitchen Supplies				
Napkins		20		
Other				
Total Operational Budget				

4. Determine the **final price** for each dish by adding a **markup** of 10 - 30% of the **total cost** per dish in order to ensure that you make some **profit** (gain).

Use these formulae:

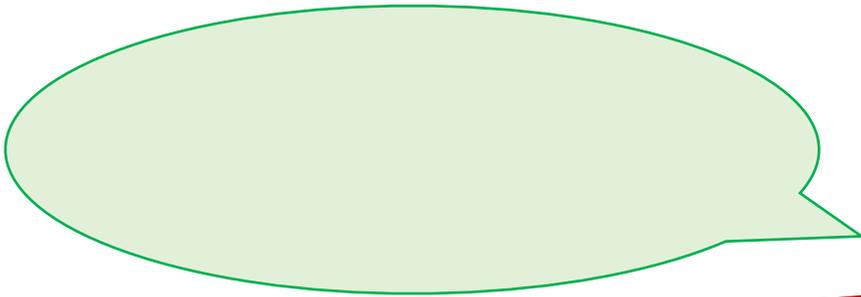
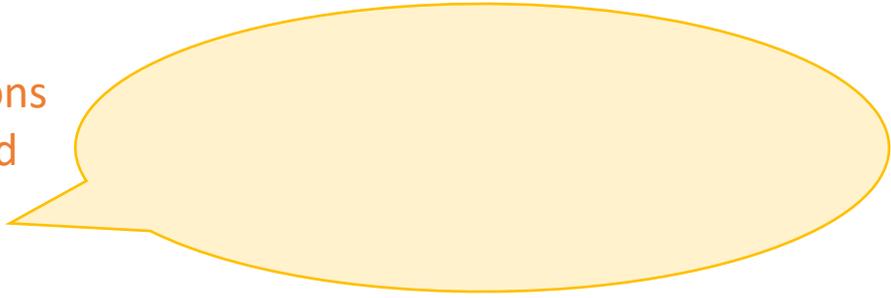
Profit = 30 % x Total Cost of the Dish

Price of the Dish = Total Cost + Profit



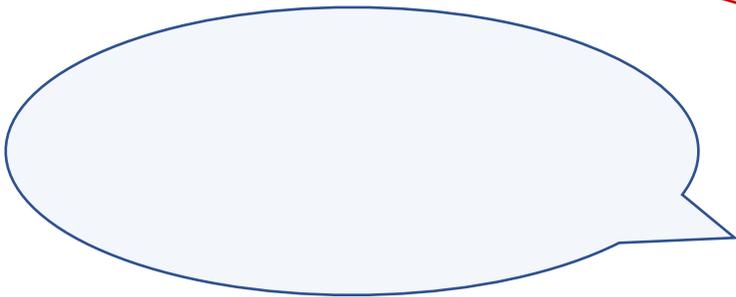
Explore words and customs around food in your host country!

What are some traditions or customs around food in your host country?



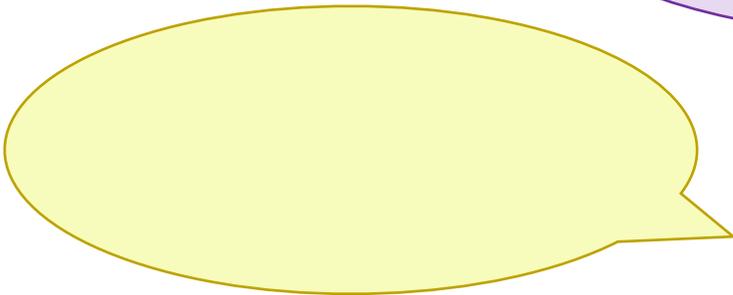
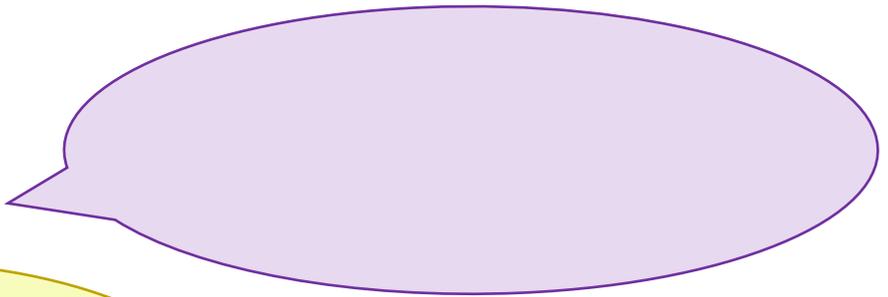
What do people eat in special events or celebrations?

How do you say or express that something is delicious in your host country?



What is a polite way of saying that there is something that you don't like about your plate?

How does a waiter/waitress ask what you would like to order?



How do you order food?
How do you ask for the bill?

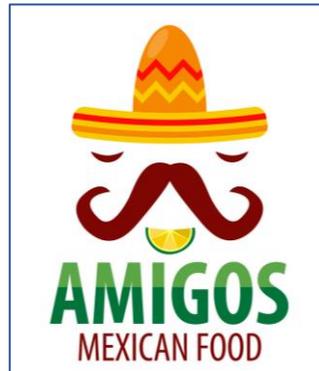
My Pop Up Restaurant

Section 5

Communications Plan

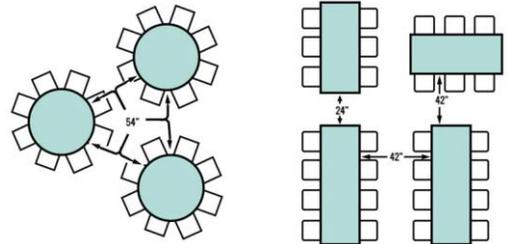
1. Think of a 'catchy name' for your restaurant that is related to your host country and make a **banner** with the name.

(Add some drawings too!)



2. Design the **invitations** for the guests for the opening of your restaurant. Include the date, place, and time of the meal!

3. Plan the decoration and tableware, including **seating plan** (i.e. where will people sit?), cutlery, drinking glasses, etc.



Sample Seating Plans

4. Design and illustrate a **menu** with all the dishes, its description, and cost.



TIPS FOR YOUR MENU

- Use **adjectives** to describe your dishes (i.e. "salty", "delicious", etc.)
- Incorporate diets and **customs** (i.e. "usually enjoyed during the evening, in x celebration, etc.)
- Create a **backstory** (i.e. How did you learn about the dish?, What did you like when you tried it?)

PREP-TIME!

Design Your Feedback Form!



- Write down 5 questions that will help you know whether the guests enjoyed your restaurant.
Examples: *How much did you enjoy the food?, How would you rate the service?*
- For each question, define the type of question it should be. Here are some **options**:

Open-ended

Let people tell you in a few lines and in their own words what they think

Multiple Choice

Offer people some predetermined choices for answers
Eg: How was the food?

- I liked the food a lot.
- The food could taste better
- I did not enjoy the food at all.

Numerical Range

Define *numerical range* and what the extremes will represent .

Eg: On a scale from 1 to 5, how would you rate the service? (1 = Poor, 5 = Excellent)

Create the Currency!

- Ask people around about the local currency.
 - What types of bills or coins are there?*
 - What amounts do they represent?*
- Calculate** the amount of money someone will need in order to eat a meal in your restaurant.
- Draw** the bills and/or coins that your guests would need to buy food.
Draw additional bills/coins to keep for change.



My Pop Up Restaurant

Today you will set up the restaurant!

1. Prepare the dishes or support the 'chef' in creating the dishes.
2. Put the decoration, banner, and table set-up together.
3. Practice how to order and serve in the local language!
4. Let the guests enjoy the meal! Collect the money using the bills/coins you made.
5. Share the feedback form with the guests.
6. For the multiple choice/range questions, create a **tally chart** representation of the feedback responses



Question	Tally of Positive answers	Total
Question #1		
Question #2		
Question #3		
Question #4		
Question #5		



Let's
Reflect!

- How has this project helped you understand your host country better?
- How has this project helped you understand the cuisine of your host country?

Weekly Reflection

Did I enjoy learning this week?



What are some new things I learned?

What did I do well?

What can I do better next week?

If you liked this, go to our IFERB website for hundreds of more such resources. Visit <https://resources.educationaboveall.org>

Week 3 Overview



Project

Grandmother's Tales

How can we tell meaningful stories?

The Final Moral

Draft a folk tale that tells a message of hope to future generations!

5

A Different Story

Learn about a folk tale of your host country.

4

Translate your Folk Tale

Use words and idioms from your host country to adapt a folk story.

3

Recall a Folk Tale from Home

Remember a traditional story from your home country.

1

2

How Do You Feel?

Explore the mood a folk story creates and the role language has to play!

Materials Needed

- Paper
- Pencil/Pen
- Bag / plate

Grandmother's Tales

Let's brainstorm answers to this question:

What can we learn from our elders through stories?

***Folk stories** have been told again and again through generations. Many of these are passed down orally rather than written down. Most folk stories have a non-specific setting, talking animal characters, a happy ending for the main character and a lesson to be learned.*

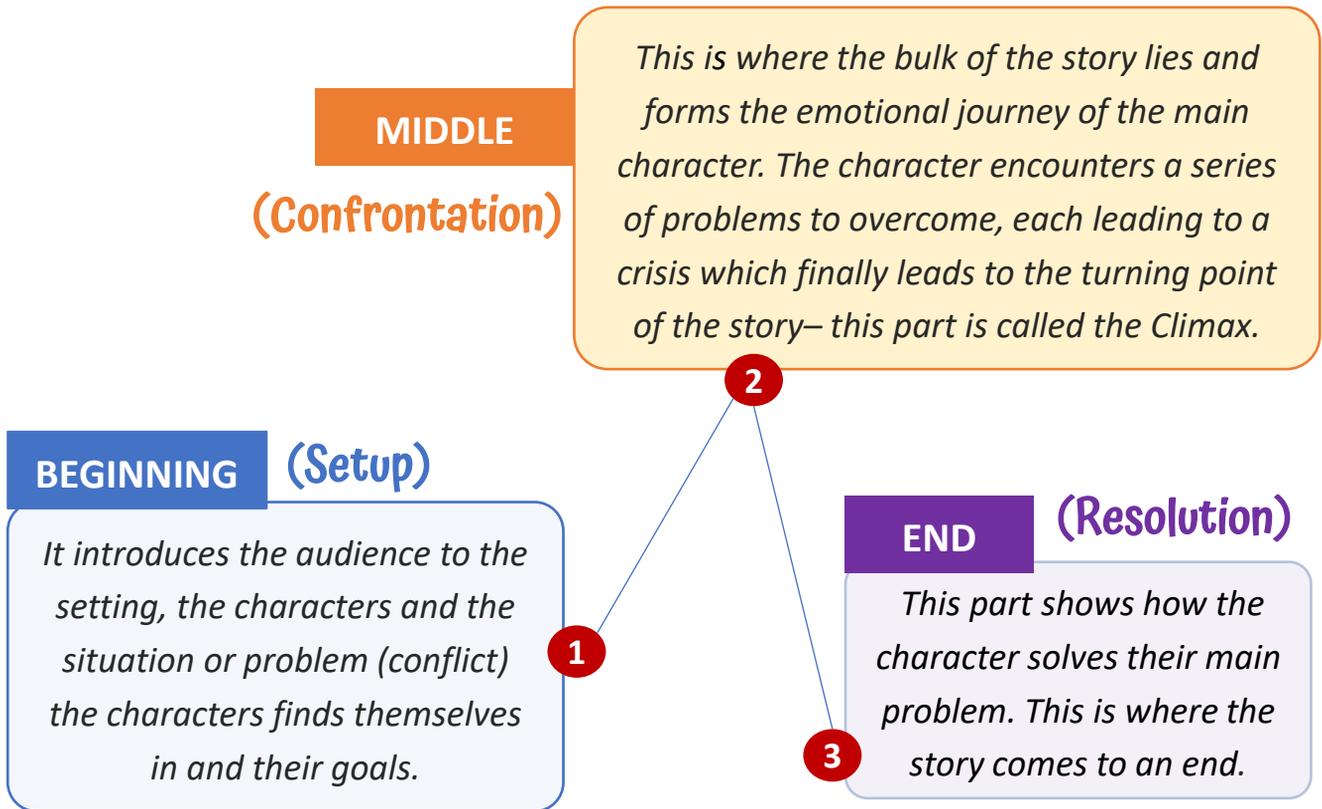
Think about your favorite folk story from back home (it could be from a book you read, or a story you've heard).



If you can't remember one, ask someone to share one story with you. Some of the questions you can ask to find their favorite folk story are:

- What story did your parents or grandparents tell you when you were my age that you never forgot?
- What is the story you enjoyed listening to as a child?

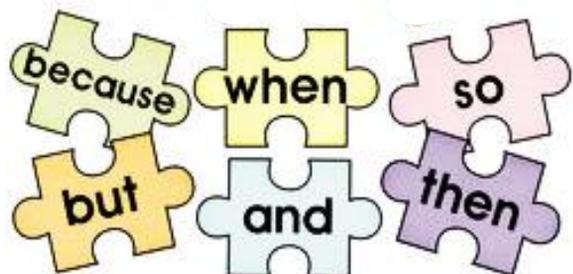
Analyze the structure of your folk story using the Three Act Structure



For the story you heard, write what happened in the Beginning, Middle, and End (6 to 8 sentences each).

- Describe the characters, setting, and events in great detail.
- Make sure each sentence has a **verb** and an **adjective**.
- Make sure that you use **conjunctions** to connect sentences.

Some conjunctions you can use in your sentences:

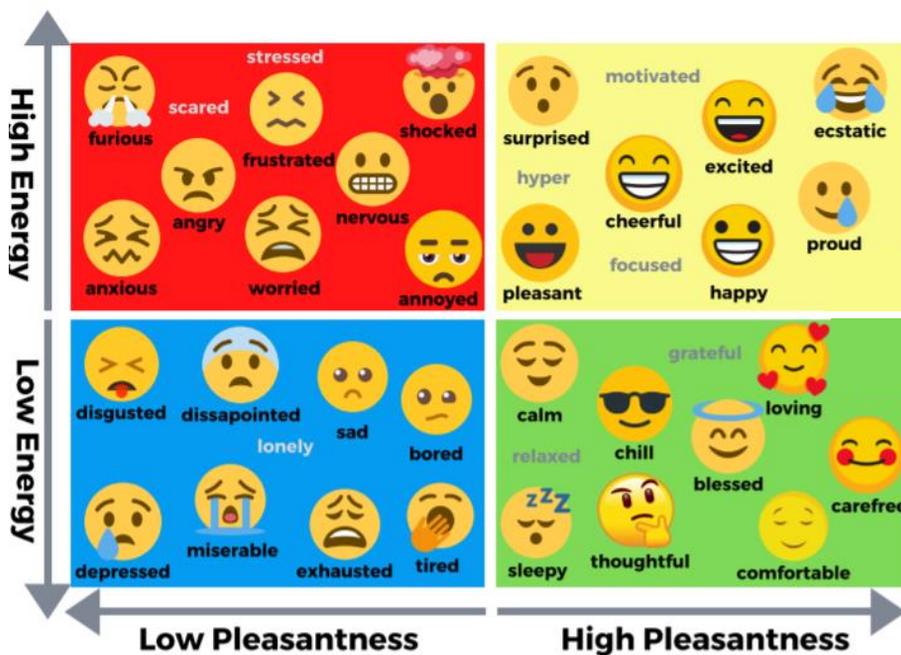


Grandmother's Tales

Retell the folk story you heard on the previous day.

Close your eyes. How did the story made you feel? Give yourself some time to think.

Open your eyes. Find a word below that describes how you felt.



What elements of the story (Eg: specific words, characters, magic, etc.) do you think made you feel that way? Give three examples.

1. What do you think is the **moral** of this story?
(Eg: "I've learned that sometimes it is hard to be brave" or "It's ok to be scared sometimes").
2. Do you think that someone with a different life experience or someone who has grown in a different country would understand the same moral? Why/Why not?

IDIOMS

An **idiom** is a group of words in a fixed order that have a particular meaning that is different from the meanings of each word on its own. Eg:

Cat got your tongue?

Can't you speak?



Snug as a bug in a rug

Warm and cozy



Go the extra mile

Make an extra effort



Butterflies in my stomach

Feeling nervous



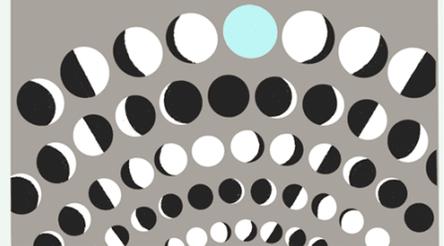
To go down in flames

To fail spectacularly



Once in a blue moon

Rarely



What idioms do you know from your home country?

Why do you think people use idioms?

- Come up with a list of 10 words, phrases, or idioms that people often say in your host country. You can do this by interviewing people in your host country!
- Write the words on small pieces of paper and put in a bag.
- A player picks out a piece of paper without the others seeing it.
- The player creates a dialogue or short skit that includes the word used in the correct context. Locals can verify the correct use!

Grandmother's Tales

Bring your favourite folk story to where you are today!

1. If this folk story was set in your host country, what are 3 to 5 things would change?

Think about names of people and things, clothing, settings, dialogues, words and idioms that characters would use, etc.

Original version

New version

	→	
	→	
	→	

2. Rewrite the key parts of the story (*Beginning, Middle, and End*) based on the changes you identified.

Grandmother's Tales

Learn about a folk tale from your host country!

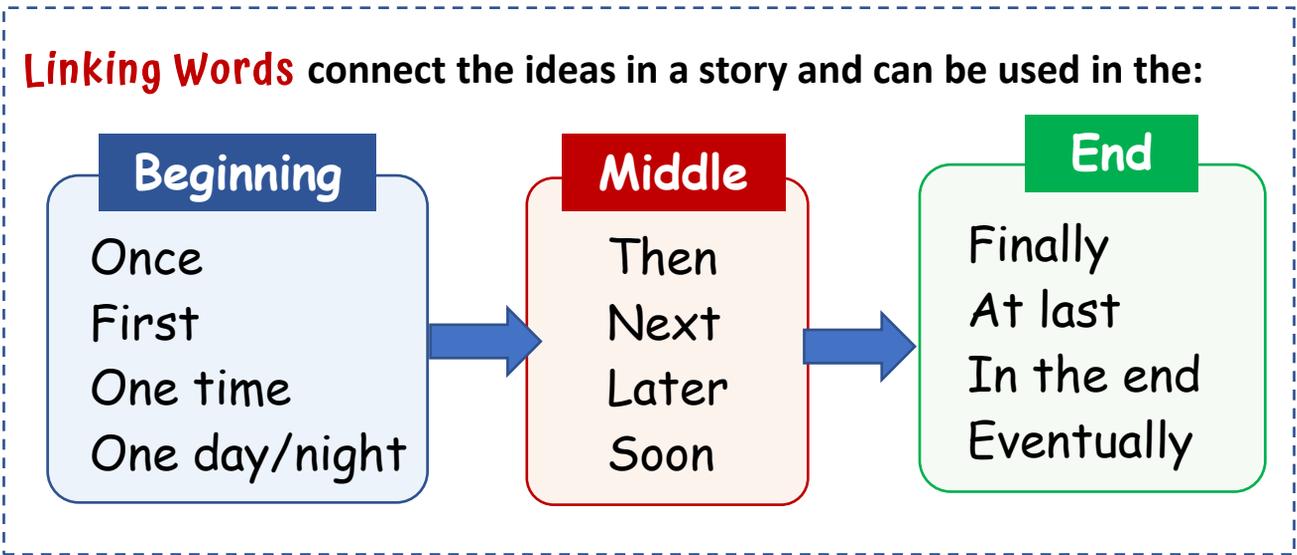
Ask someone from your host country to share one folk story with you.

Also, ask:

- What story did your parents or grandparents tell you when you were my age that you never forgot?
- What is the story you enjoyed listening to as a child?
- What story do elders always tell in this country?



Write down the story as they tell it to you. Use different colors to identify the beginning, middle, and end. Use at least 5 linking words:



- Compare your home country's folk tale to that of your host country's →
- Cover 5 at least 5 different aspects (Eg: tone, moral, characters, setting, etc.)

Aspect	Home Country Folk Tale	Host Country Folk Tale

Grandmother's Tales

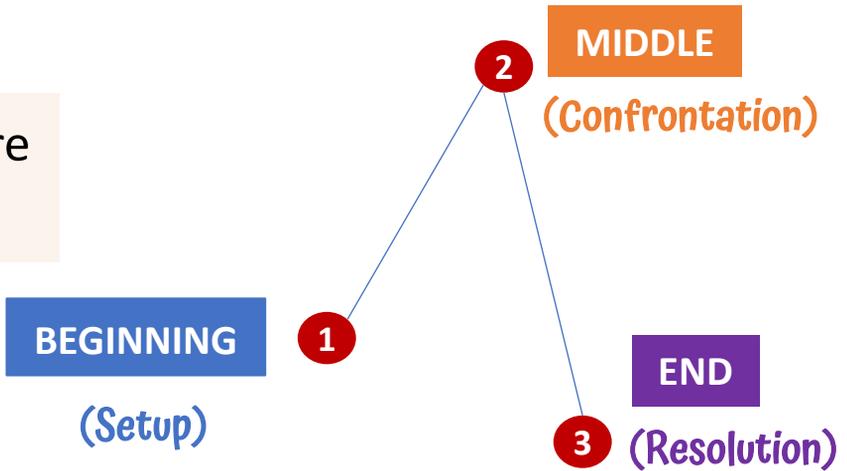


What makes a story interesting?

How do you think this story relates to culture?

Draft a folk tale/song (in 3 paragraphs) that combines elements from the two stories you have studied and tells a message of hope for future generations

Use the 3-act structure to get started!



My Message of Hope:



- Share your folk story with your peers.
- What did other people like about the story?
- What changes would you make to your story to make it better?

Choose any one character from your folk story.

Nouns

(Naming words)

Make a list of 5 to 8 **features** you can think about in relation to your character.

(E.g. personality, physical features, clothing, etc.)

Adjectives

(Describing words)

Describe each of the things you listed,.

(E.g. narrow nose, resilient personality, etc.)

Verbs

(Action words)

Note down how the character **acts**.

- What are they doing?
- How does it affect the story?

Draw your character and write the details above.

The Wizard

Example

Features

Magical Powers

Long beard

Deep voice

Flowy robe

Wise Person



Impact on Story

Advises the prince

Makes a magic sword.

Adds mystery to the tale!

Use this strategy to describe other characters in your folk tale!

Explore popular sports in your host country!

1. Interview locals to learn about the most popular sports or games in your host country.

Which one do you like the most from your home country?

2. Imagine that you are explaining that game to someone that hasn't played or seen the game in action, how will you do it?
3. What are the rules of the game? Write them down!
4. Invite friends and locals to play the game and have fun!



- How did playing the game made you feel?
- What does this game tell you about the people who play it?
- What makes you say that?

Weekly Reflection

Did I enjoy learning this week?



What are some new things I learned?

What did I do well?

What can I do better next week?

Week 4 Overview



Project

Designing A Country Brand

How can you design a new and playful brand for your host country?

Share your Country Brand

Create a communication campaign for radio and print



5

Slogan and Logo

Design your country's visual identity and key message.

4

Cultural Challenge

Explore culture in your host country.

3

What's in a Brand?

Learn what a country brand is.

1

2

Historical Events

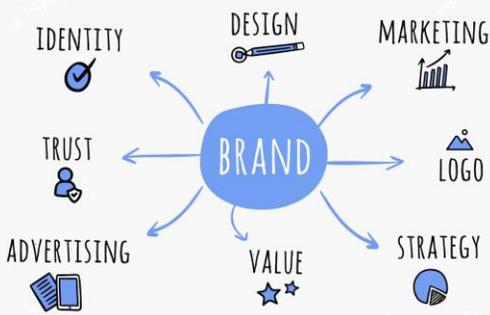
Interview people to know about your host country's past!

Materials Needed

- Paper
- Pen or Pencil

Designing A Country Brand

- What does the word 'brand' mean to you?
- What kind of things have brands? (Eg: clothes, shoes, gadgets, etc.)
- What is the role of a brand? (Eg: it gives confidence to buyers, etc.)



Countries are a brand too! When a country has a strong and **positive brand** in the international arena, it will be more attractive to tourists, skilled workers, and investments.

1. Think about the following examples of country brands that include a logo and a tourism slogan (you may also research other examples):



South Africa

"Inspiring New Ways"



Australia

"There's nothing like Australia"



Ethiopia

"Land of Origins"

2. What do they make you think about? How would the country brand of your host country look like?
3. Does your host country have a country brand?
Ask people around you about it.

In this project we'll create a country brand for your host country!

Flags usually have different colours, shapes, and symbols that mean something.

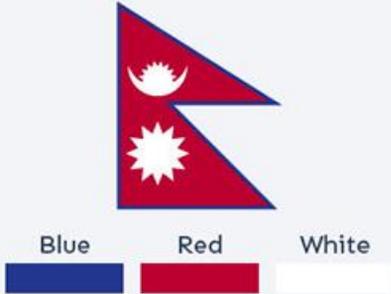
Eg:

NIGERIA



The green stripes represent Nigeria's wealth, lush vegetation and agriculture industry, with the white indicating their desire for peace and harmony. The flag was designed by a 23-year old student Michael Taiwo Akinkunmi and was first officially used on October 1st 1960.

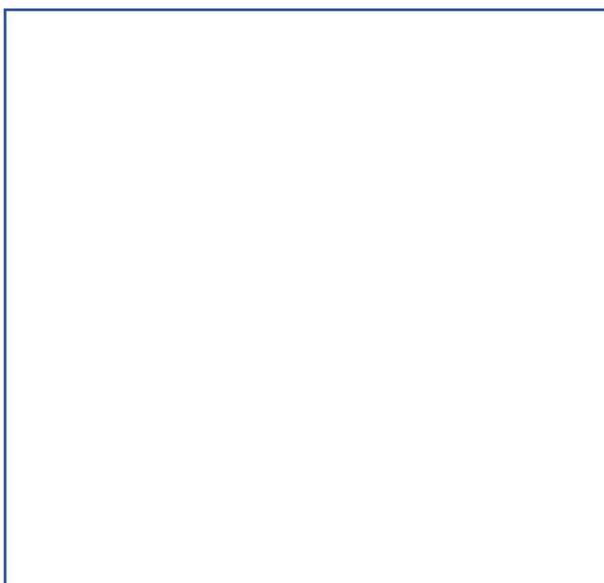
NEPAL



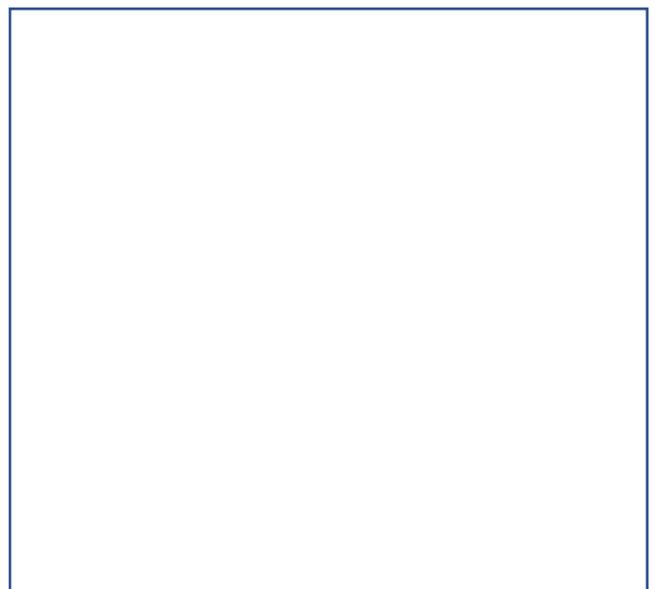
The unusual shape symbolises the peaks of the Himalayas, with the sun and moon symbols representing calm and resolve. Its crimson red is the colour of the rhododendron, the country's national flower, and the blue border signifies peace.

Similarly, explore and draw the flags of your home and host countries.

HOME COUNTRY



HOST COUNTRY



- What are some similarities and differences between the 2 flags?
- Write what you find most meaningful about your host country's flag. This will be a source of inspiration for the country brand.

Designing A Country Brand**Unveiling Stories**

Interview 1 or 2 people in your host country to find out important historical events that took place in the country.

1. Try to ask open-ended questions.
2. Engage in active listening and be mindful of body language.
3. Provide wait time for silence/thinking.
4. Take notes and/or record interviews.

Identify and draw 2 events in your host country's history that your country brand might want to evoke.

Event 1**Event 2**

Designing A Country Brand

1. Walk around and interview 2 to 3 locals to learn about:



Cultural Practices

What are some habits and customs?
Eg: It is uncommon for Thai people to greet each other using handshakes; they bow instead.
What's the most unique practice you can find?



Popular Activities

What do people like to do for fun?
What are some big festivals? Design an invitation for a weekend with friends!



Famous people

Who are the celebrities (*athletes, movie stars, artists, writers, journalists*) **that people admire and why?** Make a poster of one celebrity that you find interesting!



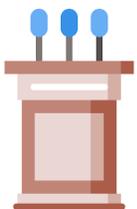
Popular Songs

What is the most popular song or poem?
Can you learn 2 lines and translate it into your language? What do the lyrics mean?



Local Outfits

What do people wear in different parts of your country? Draw it out!
How traditional are these outfits? What materials or techniques do people use?



Politics and Governance

Who are the most important political leaders in your host country? What is the *governance system* here? Write 2 questions you would ask a political leader to better understand the political system.

2. List everything you learned from the interviews in 10 sentences.

Identify your host country's cultural DNA!

Eg: India

A cultural DNA is the basis for your country brand personality and identity. It shows us what the country is all about!



- Based on your interviews/research, write **5 positive adjectives** that may describe your host country, its people, its landscapes, etc.
(Eg: India – Rich history, Diverse cultures, etc.)

- What are 5 things that you would like people to associate your host country to? (Eg: India – Greenery, Taj Mahal, etc.)

- Use the above to write 5 overall goals of your host country's brand.
(What are some important elements of your host country's culture that people should know about? How should it make people feel? etc.)

This paragraph will be your **design brief** and will frame what your country brand will be about.

Designing A Country Brand

Design the logotype and slogan of your host country!

Logotype

is a **graphic representation** or symbol often uniquely designed for ready recognition.



Japan.
Endless
Discovery.

Slogan

Is a memorable **phrase** used as a repetitive expression of an idea or purpose

1. What are some examples of logos that you are familiar with? What makes them successful? Some popular logos:

JUST DO IT.


open happiness™ 


Think different.™

2. Sketch at least 5 different logos for your host country.
If you have come up with a lot of logo design concepts, focus on the stronger ones and discard the weak ones.
3. Share it with your peers and collect their feedback.

TIP: Don't take critiques personally. Be open-minded to the opinions of others and experiment with the suggested changes.

Repeat the same process to create a slogan for your host country.

Designing A Country Brand

Draw your final host country logo on a fresh page. Then, let us make a communications plan for our host country!

1. Write the script for a **1-minute radio advertisement** inviting people to your host country.
2. Sketch and draw a **Flyer or Brochure** inviting people to your host country. Example →



Include:

- Pictures and information about historical and natural tourist sites.
- Ways to reach and travel
- Which local cuisines should be tried?
- Your country logo and slogan.

Presenting the Country Brand

Share your country brand, the radio ad, and flyer with others. Encourage people to ask questions about your host country. Collect feedback on the radio ad and flyer.



Let's Reflect!

- How do you feel after making your own country brand?
- What was easy? What was challenging?
- What are some things you did to make your brand interesting?



Reflection

- *What is the most important thing I learned personally?*
- *How will I use what I have learned in the future?*
- *What are some aspects of my host country that I still have questions about?*
- *How have these projects helped me connect with people in my host country?*

Attributions

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Pg. 8: Neighborhood maps featured by Bloomberg Cities at <https://www.bloomberg.com/features/2020-coronavirus-lockdown-neighborhood-maps/>

Pg. 17: World Map - © 2020 Geology.com

