Presentations that Make a Splash

一石激起千层浪
——中国环境NGO沟通知能力建设培训会
The curse of knowledge

“碟碟”不休
K.I.S.S. Principle
Keep it simple, stupid.
MAIN CHALLENGES

◆ Water shortage and water use competition

<table>
<thead>
<tr>
<th>Province</th>
<th>Qing-hai</th>
<th>Sichuan</th>
<th>Gansu</th>
<th>Ningxia</th>
<th>Inner-Mongolia</th>
<th>Shaan-xi</th>
<th>Shanxi</th>
<th>Henan</th>
<th>Shan-dong</th>
<th>Jin-Ji</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quota</td>
<td>14.1</td>
<td>0.4</td>
<td>30.4</td>
<td>40.0</td>
<td>58.6</td>
<td>38.0</td>
<td>49.1</td>
<td>55.4</td>
<td>70.0</td>
<td>20.0</td>
<td>370.0</td>
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<tr>
<td>2005 estimated</td>
<td>15.6</td>
<td>0.2</td>
<td>30.3</td>
<td>48.1</td>
<td>79.5</td>
<td>47.9</td>
<td>29.8</td>
<td>13.1</td>
<td>363.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demand in 2030</td>
<td>12.5</td>
<td>0.4</td>
<td>27.0</td>
<td>35.5</td>
<td>32.0</td>
<td>33.7</td>
<td>38.3</td>
<td>49.2</td>
<td>62.1</td>
<td>17.8</td>
<td>328.4</td>
</tr>
</tbody>
</table>

Projected water shortage in 2030

<table>
<thead>
<tr>
<th>Province</th>
<th>Demand (water-saving)</th>
<th>Surface WS</th>
<th>GW WS</th>
<th>Total WS (water supply)</th>
<th>Shortage</th>
<th>Shortage ratio (%)</th>
<th>Surface WS consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qinghai</td>
<td>14.84</td>
<td>3.27</td>
<td>18.11</td>
<td>9.32</td>
<td>34.00%</td>
<td>12.51</td>
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<tr>
<td>Sichuan</td>
<td>0.4</td>
<td>0.42</td>
<td>0</td>
<td>0</td>
<td>0.00%</td>
<td>0.36</td>
<td></td>
</tr>
<tr>
<td>Gansu</td>
<td>35.66</td>
<td>41.34</td>
<td>25.17</td>
<td>38.00%</td>
<td>26.98</td>
<td></td>
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</tr>
<tr>
<td>Ningxia</td>
<td>61.54</td>
<td>74.92</td>
<td>6.48</td>
<td>8.00%</td>
<td>35.5</td>
<td></td>
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</tr>
<tr>
<td>Inner-mongolia</td>
<td>60.83</td>
<td>83.91</td>
<td>24.29</td>
<td>22.00%</td>
<td>52.01</td>
<td></td>
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<tr>
<td>Shaanxi</td>
<td>39.95</td>
<td>29.51</td>
<td>69.46</td>
<td>28.53</td>
<td>29.00%</td>
<td>33.73</td>
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<tr>
<td>Shanxi</td>
<td>21.06</td>
<td>66.02</td>
<td>8.07</td>
<td>11.00%</td>
<td>38.25</td>
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<tr>
<td>Henan</td>
<td>51.5</td>
<td>76.05</td>
<td>7.88</td>
<td>9.00%</td>
<td>49.17</td>
<td></td>
<td></td>
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<tr>
<td>Shandong</td>
<td>63.56</td>
<td>10.58</td>
<td>12.00</td>
<td>62.13</td>
<td>328.4</td>
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<tr>
<td>Hebei-Tianjin</td>
<td>17.75</td>
<td>0</td>
<td>17.75</td>
<td>0</td>
<td>0.00%</td>
<td>17.75</td>
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<tr>
<td>Total</td>
<td>396.46</td>
<td>128.96</td>
<td>525.42</td>
<td>117.82</td>
<td>18.00%</td>
<td>328.41</td>
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</tbody>
</table>
成功的关键原则包括：简单、意外、具体、可信、情感和故事。
What's your story?

你有什么要讲的故事？
Sun Qingwei  
Greenpeace

Jia Yangwen  
China Institute of Water Resources and Hydropower
Water-energy conflicts and water right transfer

- Water demand of 7 large bases of coal mining in the middle and upstream of the Yellow River

### Large coal bases water demand in mining and washing process at different level years

<table>
<thead>
<tr>
<th>基地</th>
<th>名称</th>
<th>2010-2014年</th>
<th>2015-2019年</th>
<th>2020-2025年</th>
<th>2026-30年</th>
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<tbody>
<tr>
<td>1</td>
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<td>6</td>
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<tr>
<td>7</td>
<td></td>
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</tr>
</tbody>
</table>

**Total:** 187,827

*Note: The water demand is measured in $10^3 m^3$.*

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**Reference:**
1. 中国水利水电科学研究院. 流域水资源管理与调控国家重点实验室. 北京: 100038.
2. 中国水利水电科学研究院. 国家水文水资源与生态环境安全研究中心. 北京: 100038.
Thirsty Coal

干渴的煤矿产业
A picture is worth a thousand words.
Our goals in this session

- Design
- Deliver
- Compelling Story
1 Design
构想一个故事
Creating your story
Define your topic

⊙ What is your key message?
你要传递的关键信息是什么

⊙ Audience take away?
观众能获得什么样的信息

⊙ What was Chai Jing’s topic?
柴静的主题是什么？

Photo Credit: Under the Dome // The Guardian
-know your audience-

- Who is your audience?
- How much do they know?
- Formal or informal talk?

Photo Credit: Bizzmark Blog

Photo Credit: Project Asia
What information do you need to gather?

你需要哪些信息

Photo Credit: Under the Dome // Think Progress
Deliver
Framing your story
设计一个故事
Quickly introduce the topic
快速引入主题

Explain why you care so deeply about it
说明你关注该主题的原因

Convince the audience members that they should, too
说服你的观众，让他们也关注这个主题

Framing your story
设计故事
- Why should the audience care?
  观众为什么要关注你的话题

- What insights do I bring?
  你能提出什么新鲜观点

- Less on the problem, more on the solution
  少讲问题，多说办法

Photo Credit: Under the Dome // Gabriel Diego Valdez
Define the solution

○ What are you proposing?
针对你提的问题，你的解决方案是什么？

○ Leave a positive vision for the future
对未来给出积极预期

Photo Credit: Under the Dome // 逸见
Now YOU create a 10-minute STORY presentation!

Define your topic
Know your audience
Do your research
Frame your story
Outline the problem
Define the solution
Next steps…
Engage with audience
Special shout-out to my interns, Joyce and Zhou!