



UNIC introduces storybook about Frieda and the Sustainable Development Goals

30 August, Windhoek: The United Nations Information Centre (UNIC) Windhoek launched its children's storybook, Frieda and the Sustainable Development Goals (SDGs) at the UN Library in Klein Windhoek on Thursday, 30 August 2018.

Speaking at the launch on behalf of the Ministry of Education, Arts and Culture, Edda Bohn, Programme and Quality Assurance Director said, "The story book is an exciting way to make the Sustainable Development Goals (SDGs) and the message of sustainability resonate with an audience as young as 3 to 11 years of age."

The Director, together with the Resident Coordinator to Namibia ad interim (a.i.) officially launched the story book with media, teachers, UN colleagues, children and senior government officials present.

Speaking on behalf of UN Namibia, Bai Mankay Sankoh, World Food Programme Director said, "We recognise that the SDGs can only be achieved by tapping into the power of the youth, as the hopes and future of the world rest on the youth. This book is a powerful tool to increase understanding of the SDGs and advocate for a better world from a young age."

The story is about a young girl called Frieda who goes on an exciting adventure learning about the SDGs. The book was created by UNIC Windhoek and will be used as a tool to teach young children about the Global Goals. It is also a valuable tool for teachers to prepare the Namibian boy and girl child to take action for their future. "Frieda's story is meant to capture the imagination of children and encourage them to bring about positive change starting from when they are young," says UNIC Windhoek's Head, Anthea Basson.

UNIC Windhoek will distribute the book to primary schools in Namibia, and it will be a welcome addition to formal and informal school libraries and book corners. The book is supplemented by a parent/teacher guide which explains difficult concepts and is aimed at sparking conversations about a sustainable future with children.

Storytelling is an integral part of the all-round development of the child, and a large amount of pre-primary and primary level curriculum is dedicated to storytelling. The story is written in English, and UNIC Windhoek plans to translate it in other local languages over the next two years. It is currently being reproduced by UNICs across the globe and is also being translated into the official UN languages at UN Headquarters.

The illustrations and design were done by a Namibian woman, Nelett Loubser, owner of a local graphic design agency. Nelett cleverly used the SDGs as inspiration for Frieda's patterned African dresses and she subtly brought in accents of Namibia to give the story a Namibian feel. Loubser was instrumental in bringing to life UNIC's vision of the main character – Frieda, a curious Namibian girl, who is eager to change the world. Frieda's bright eyes, curly hair and excitement to learn and meet new people make her a relatable character to children from all walks of life. The story has a universal message – we can all help achieve the SDGs, no matter how young or old, by taking action.