



Participation Guide

Welcome to **School Chameleons Season 3!**

This year, we invite schools across the country to share powerful, real stories that connect with the **United Nations Sustainable Development Goals (SDGs)**.

Whether you're a student, teacher, principal, or staff member, your story matters.

Story Themes

All stories should be connected to one or more **UN Sustainable Development Goals (SDGs)**.

Examples include: (for more goals, visit <https://sdgs.un.org/goals>)

- Quality Education
- Gender Equality
- Climate Action
- Good Health & Well-being
- Reduced Inequalities
- Sustainable Communities

Choose the theme that best fits your story.



Categories

Each school can submit:

- **Students:** Up to 15 stories
 - **Teachers / Non-Teaching Staff:** Up to 5 stories
 - **Principals:** Up to 5 stories
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Story Format

- **Length:** Maximum 600 words
- **Language:** English only
- **File:** Word document (.doc / .docx)
- **Formatting:**
 - Font: Times New Roman
 - Size: 12
 - Spacing: 1.5
 - Alignment: Justified

Supporting Media:

- Photos and/or videos are strongly encouraged.
 - These can be original, recreated, or created from scratch to illustrate your story.
 - Acceptable formats: JPG, PNG for images; MP4 for videos.
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Story Tips

1. Keep it real – share true experiences from your school or community.
2. Focus on people – highlight the students, teachers, or communities at the heart of your story.
3. Show impact – what changed because of this action or idea?
4. Add details – quotes, small moments, or specific examples make a story memorable.
5. Be authentic, avoid using AI if possible – use your own voice and perspective

Deadline: September 31, 2025

Judging Criteria

Student Stories

Component	Weightage	What We're Looking For
Originality & Creativity	30%	Is the story fresh, unique, and told in an imaginative way?
Authenticity (Human-ness)	25%	Does it feel heartfelt and personal—reflecting real effort and impact?



Impact on School/Community	20%	How meaningful is the change created? Is it aligned with UN SDGs?
Storytelling Quality	15%	Is it engagingly told—clear flow, emotional connect, and relatable?
Supporting Media (Pics/Videos)	10%	Are there photos/videos that add value or bring the story alive?

Teacher / Non-Teaching Staff/ Principal Stories

Component	Weightage	What We're Looking For
Innovation in Approach	30%	Did the teacher use unique methods or ideas to inspire change?
Leadership & Initiative	25%	Did they show leadership in mobilizing students/colleagues/community?
Impact & Sustainability	25%	Was there a measurable or lasting effect on students/school/community?
Storytelling Depth	15%	Is the narrative reflective, inspiring, and well-structured?
Supporting Media (Pics/Videos)	5%	Do photos/videos add depth or evidence to the story?

What happens after you submit your story?

1. Jury Selection

A panel of esteemed jury members will review all stories.



Shortlisted ones will be chosen for *Stoffees (Stories-over-Coffee)*.

2. Online Stoffees

Selected principals and teachers will be invited to share their stories in our online sessions.

3. Story Coach Training

Finalists will get the opportunity to train with an eminent Story Coach.

4. Finale Event

12–15 top stories will be showcased and recognized at the finale event (date & venue to be announced).

5. Sharing Stories

All submitted stories will be celebrated on our website and social media platforms.