

A DownToEarth ANNUAL



15 Chapters  
42 Infographics  
176 pages

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Down to Earth

## Why we do it

- Move from generic to specific
- real-time assessments and corrective projects/policies have to be based on more than emotions and general narration
- There are millions of hidden stories in the meta-data

# How we find data-driven stories

- Step 1: Identification of focus areas
- Step 2: Identification of resource platforms and persons
- Step 3: Data access and sorting
- Step 4: Data visualization
- Step 5: Fine-tuning and analysis

## Why it matters

- Make the data into actionable substance
- Essential data made accessible through stories to the common reader
- Everyday life impact of these policy decisions
- Learning to read data