



**EUROPEAN
CLIMATE
PACT**

MASTERING EFFECTIVE CLIMATE COMMUNICATION

Developing
storytelling techniques

Monday 18 November 2024

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy



A FEW BITS AND PIECES BEFORE WE START



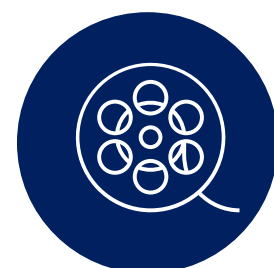
Use the **Q&A function** to ask our experts and speakers questions.

You can also **vote for the question(s)** you'd like to see covered during the **Q&A**.



This webinar is interactive!

Be ready to respond to live polls and quizzes!



Recording and materials will be shared after the webinar!

WHAT'S THE EU CLIMATE PACT?

"My World. My Action. Our Planet."

- Initiative launched by the European Commission aiming to create a movement of people, communities and organisations united around **climate action**.
- As part of the European Green Deal, it is helping the EU meet its goal to become climate-neutral by 2050.

800+
Climate Pact
Ambassadors
in all MS

52
Climate Pact
Partners

6
group activity
ideas for citizen
engagement

142
Climate action
resources on
website

200+
events in EU
Member States





**EUROPEAN
CLIMATE
PACT**

**STORYTELLING AS A TOOL
TO TALK ABOUT CLIMATE CHANGE
AND ENCOURAGE ACTION**

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

BEFORE WE START: OVER TO YOU...

How comfortable do you currently feel using storytelling to talk about climate change?

- Not comfortable
- Somewhat comfortable
- Comfortable
- Very comfortable

A QUICK INTRODUCTION

What do I bring to a conversation about storytelling and climate communication?

Suzanne Whitby

Founder of SciComm Success

+

Science & climate communicator

+

Researcher

+

Oral storyteller



(Phew!)

WHAT ARE WE GOING TO COVER TODAY?

- Why storytelling works
- The elements of a good story
- Narrative structures
- Storytelling and emotion
- Types of climate stories
- Using stories in social media



INSPIRING STORIES FROM:

Isabel Moreno

ECOLISE

**María Sánchez &
Nina Klein**





**EUROPEAN
CLIMATE
PACT**

WHY IS STORYTELLING SUCH A POWERFUL TOOL TO TALK ABOUT CLIMATE CHANGE?

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

OVER TO YOU...

Thinking about the story I've just shared with you, and powerful stories that you have heard or that you know about relating to climate change, what do you think makes storytelling such a powerful communication tool?

What is it about "stories" that affects us?

We're "wired
for story"

National
Portrait
Gallery

PRESENTED BY
HRH THE DUCHESS OF CAMBRIDGE
NATIONAL PORTRAIT GALLERY

HOLD
STILL

CO
OP

A PORTRAIT OF OUR NATION IN 2020
EXPLORING THE FINAL 100 PORTRAITS
NPS.ORG/UK/NO/2020

SUPPORTED BY
COOP'S FAIRER SOCIETY

Stories, told well,
are memorable.

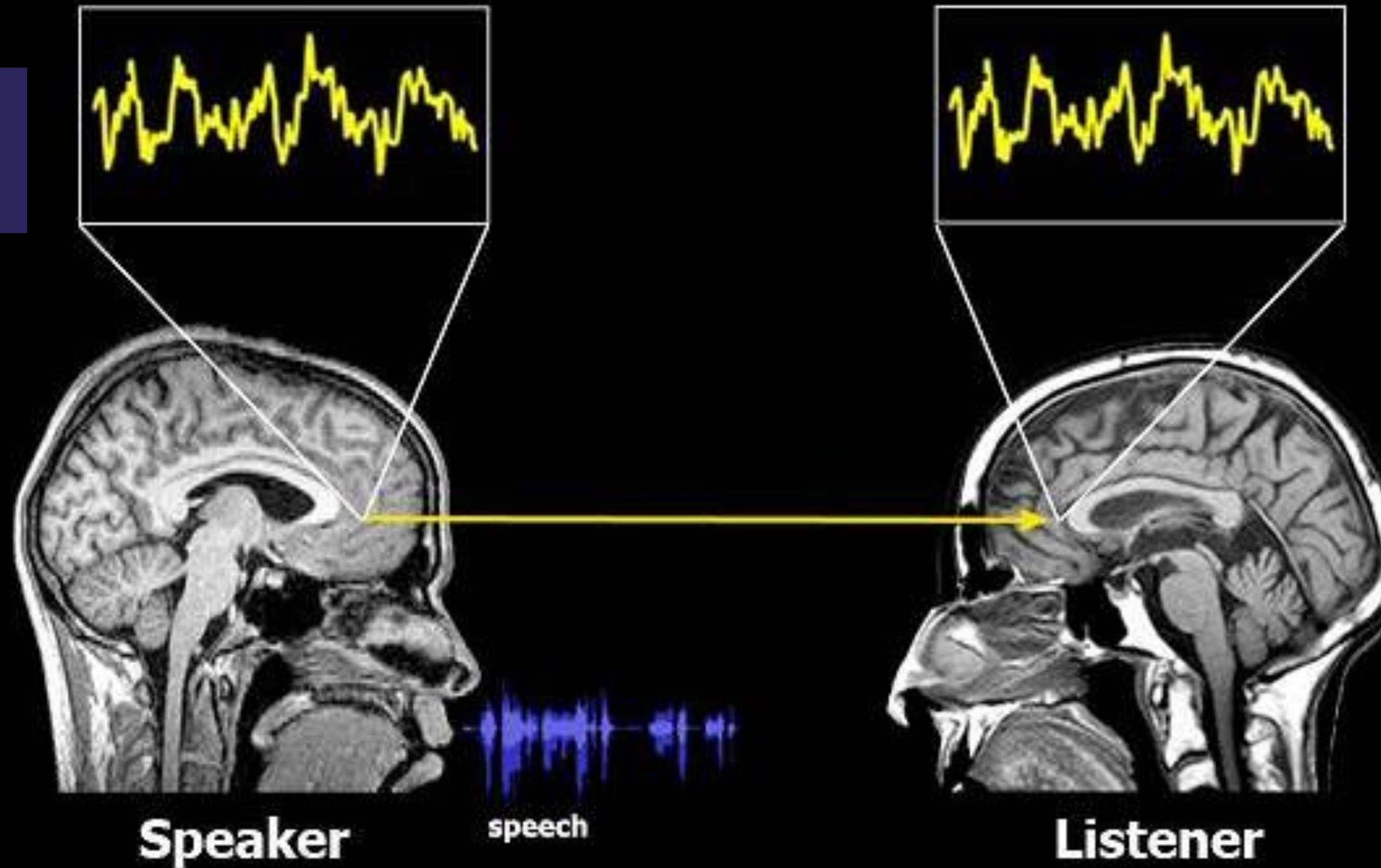




Stories
are accessible.

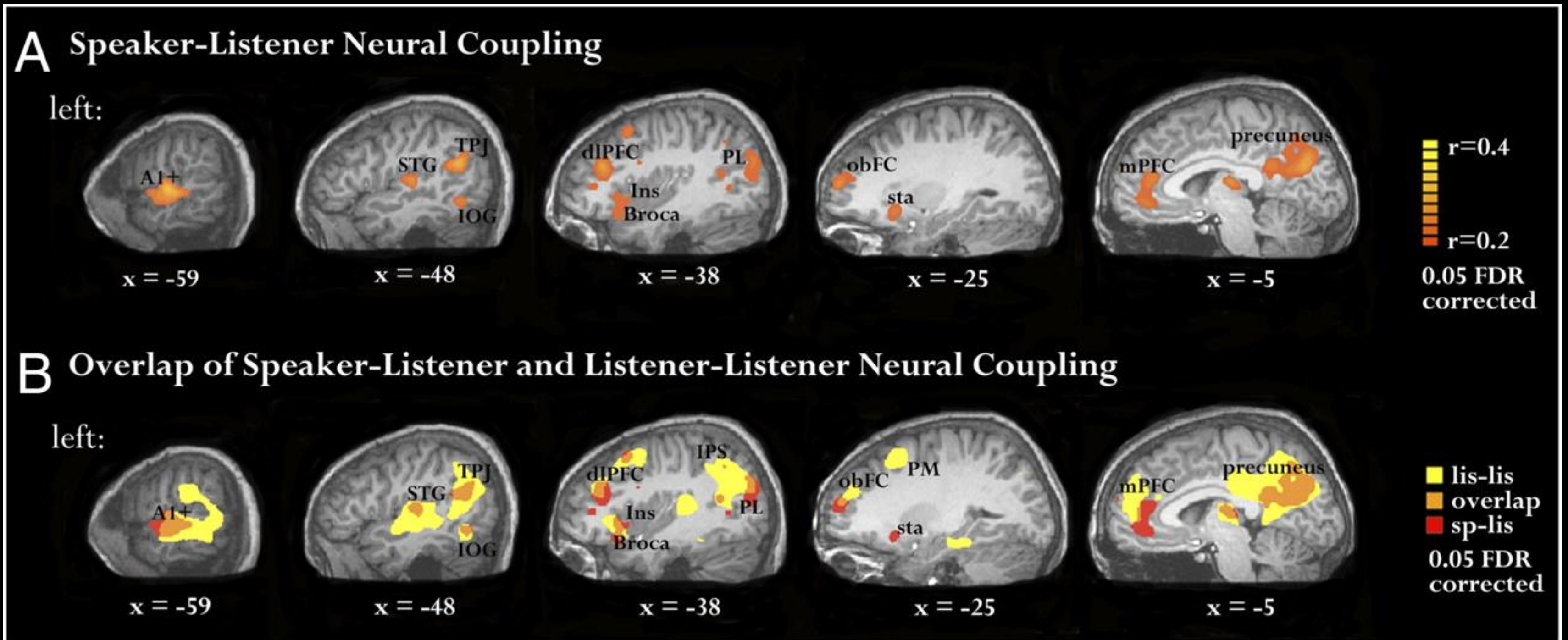
And it makes it easy for us to **TUNE IN.**

Stories
align us.



1. Greg J. Stephens, Lauren J. Silbert, and Uri Hasson (2010) Speaker–listener neural coupling underlies successful communication. *PNAS* 2010;107:32:14425-14430
2. Hasson U, Ghazanfar AA, Galantucci B, Garrod S, Keysers C. (2012) Brain-to-brain coupling: a mechanism for creating and sharing a social world. *Trends Cogn Sci.* 16(2):114-121. doi:10.1016/j.tics.2011.12.007

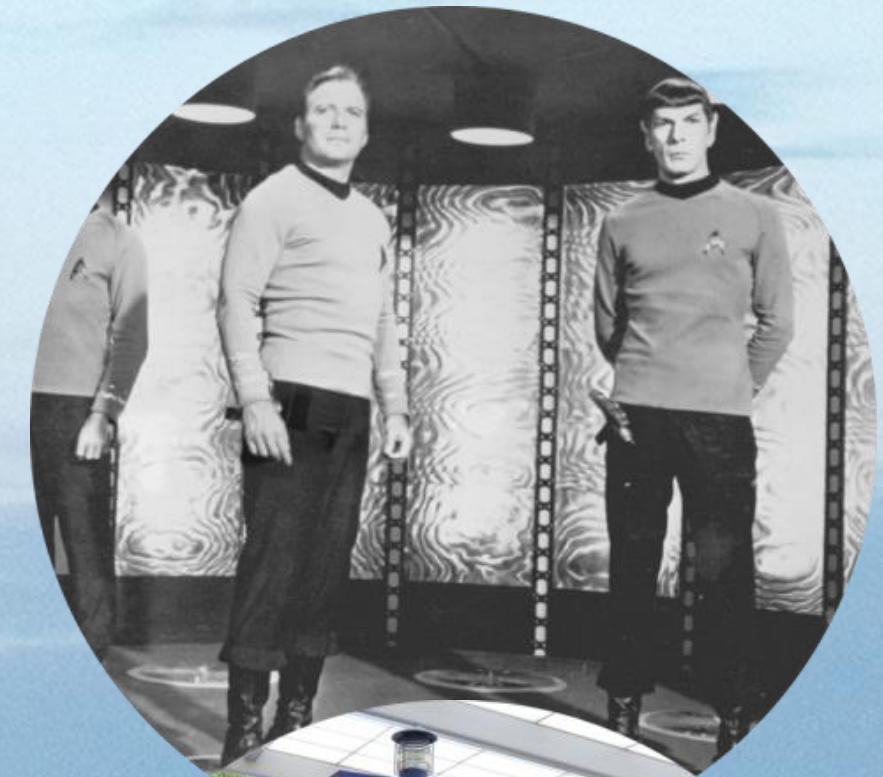
SPEAKER-LISTENER NEURAL COUPLING



1. Greg J. Stephens, Lauren J. Silbert, and Uri Hasson (2010) Speaker–listener neural coupling underlies successful communication. *PNAS* 2010;107:32:14425-14430

2. Hasson U, Ghazanfar AA, Galantucci B, Garrod S, Keysers C. (2012) Brain-to-brain coupling: a mechanism for creating and sharing a social world. *Trends Cogn Sci.* 16(2):114-121. doi:10.1016/j.tics.2011.12.007

Stories
transport us.



Stories, make us
FEEL something.





“

Specifically, narrative communication often improves comprehension (Graesser, Olde, & Klettke, 2002), generates more interest and engagement with a topic (Green, 2004, 2006; Green & Brock, 2000), increases self-efficacy through modeling (Oatley, 1999; Slater & Rouner, 2002), influences real-world beliefs (Dahlstrom, 2010; Slater, Rouner, & Long, 2006), and can be more successful for persuading an otherwise resistant audience (Moyer-Guse & Nabi, 2010).

IN SHORT:

RESEARCH TELLS US THAT STORIES ACTIVATE EMOTIONAL AND COGNITIVE AREAS IN THE BRAIN, MAKING THEM...

- more interesting
- more understandable
- more believable
- more persuasive
- more memorable

...than facts alone.

SO WHAT ABOUT THE DATA?

THE FACTS AND FIGURES?

*Data informs but **stories** move people.*



**EUROPEAN
CLIMATE
PACT**

THE ELEMENTS OF A COMPELLING STORY

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

OVER TO YOU...

In your opinion, what elements or components are **essential** to a good story?

What **MUST** a story have to make it a story?

STORIES HAVE:

**A start,
middle,
end**

Characters
(they don't
have to be
human)

Situation -
current
world/status quo

**A conflict or
complication**
that that
challenges the
status quo

**One or more
things that
happen,** some or
all of which are
related to each
other

Change -
a different or new
(and sometimes
better) world

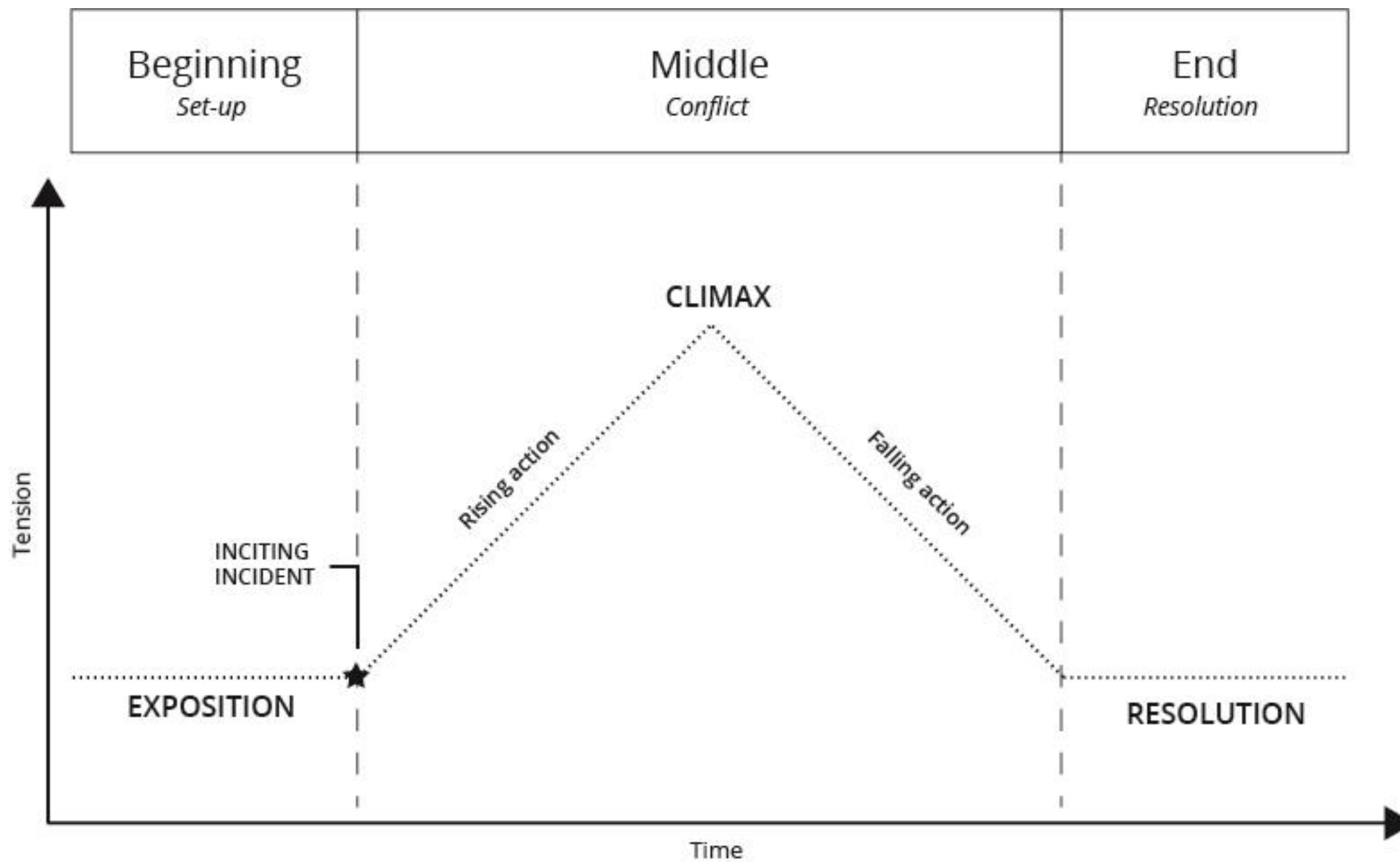
OVER TO YOU: IS THIS A STORY?

A

Two years ago I moved to QLD. In that short time I have seen the natural environment struggling with reduced rainfall and higher than average temperatures. I have witnessed coral bleaching first hand.

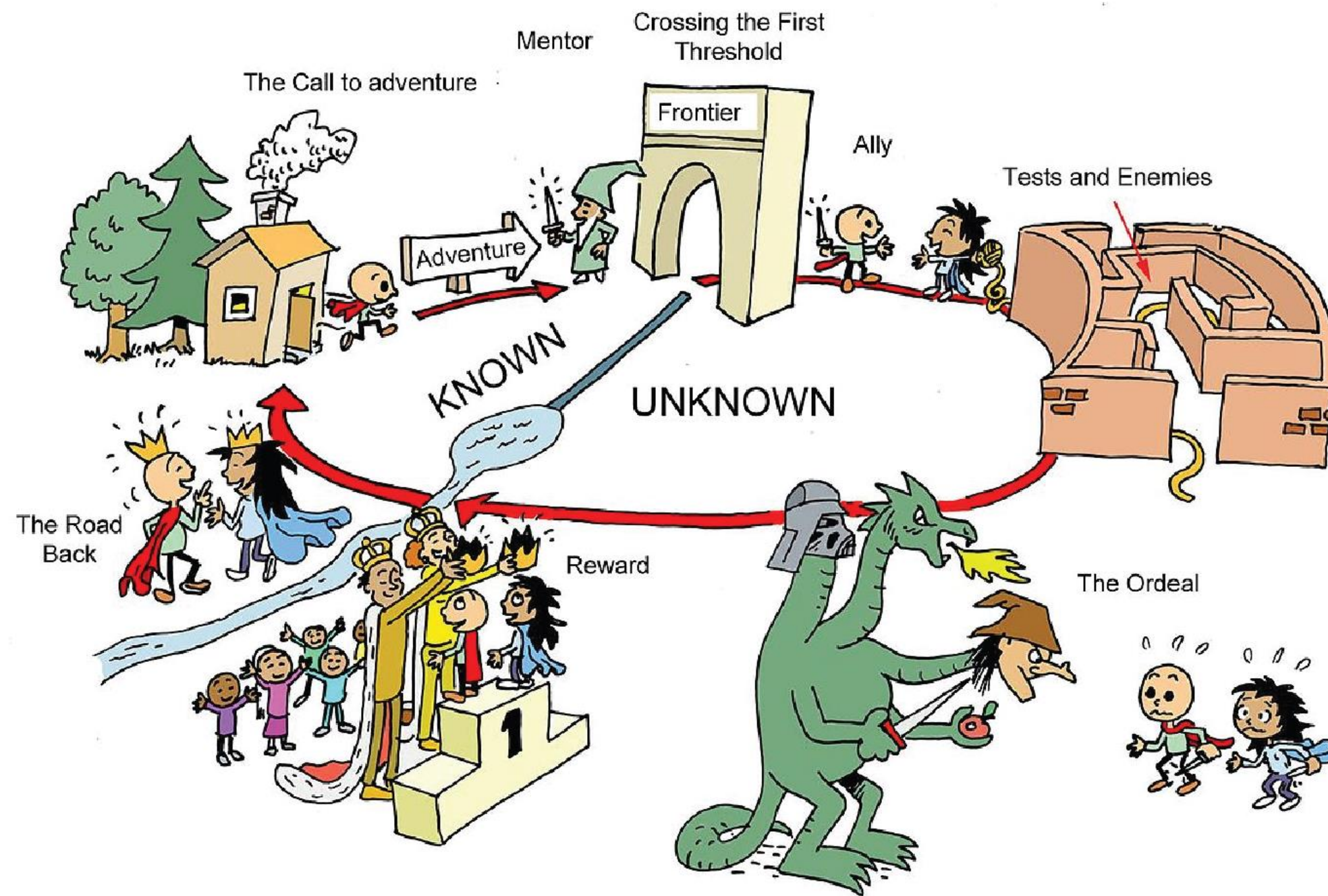
B

I live on the south coast, where I've always loved nature. I thought the world was perfect until I learned about climate change in year 7, which was a shock. Then the bushfires came. The fires threatened our home. We evacuated multiple times. I felt helpless. I decided to act do something to address the problem.. Now I organise cleanups, encourage my family to go solar, and urge leaders to do more for the planet.



Adapted from: Freytag G. 1900. Freytag's technique of the drama: an exposition of dramatic composition and art. 3rd ed. Chicago (IL): Scott, Foresman and Company.

THE DRAMATIC ARC



THE (DIVISIVE) HERO'S JOURNEY

Adapted from: Campbell, Joseph (1949). The Hero with a Thousand Faces (1st ed.). Princeton, NJ: Princeton University Press.



AND, BUT, THEREFORE (+RESOLUTION)

_____ and

BUT _____

Therefore _____



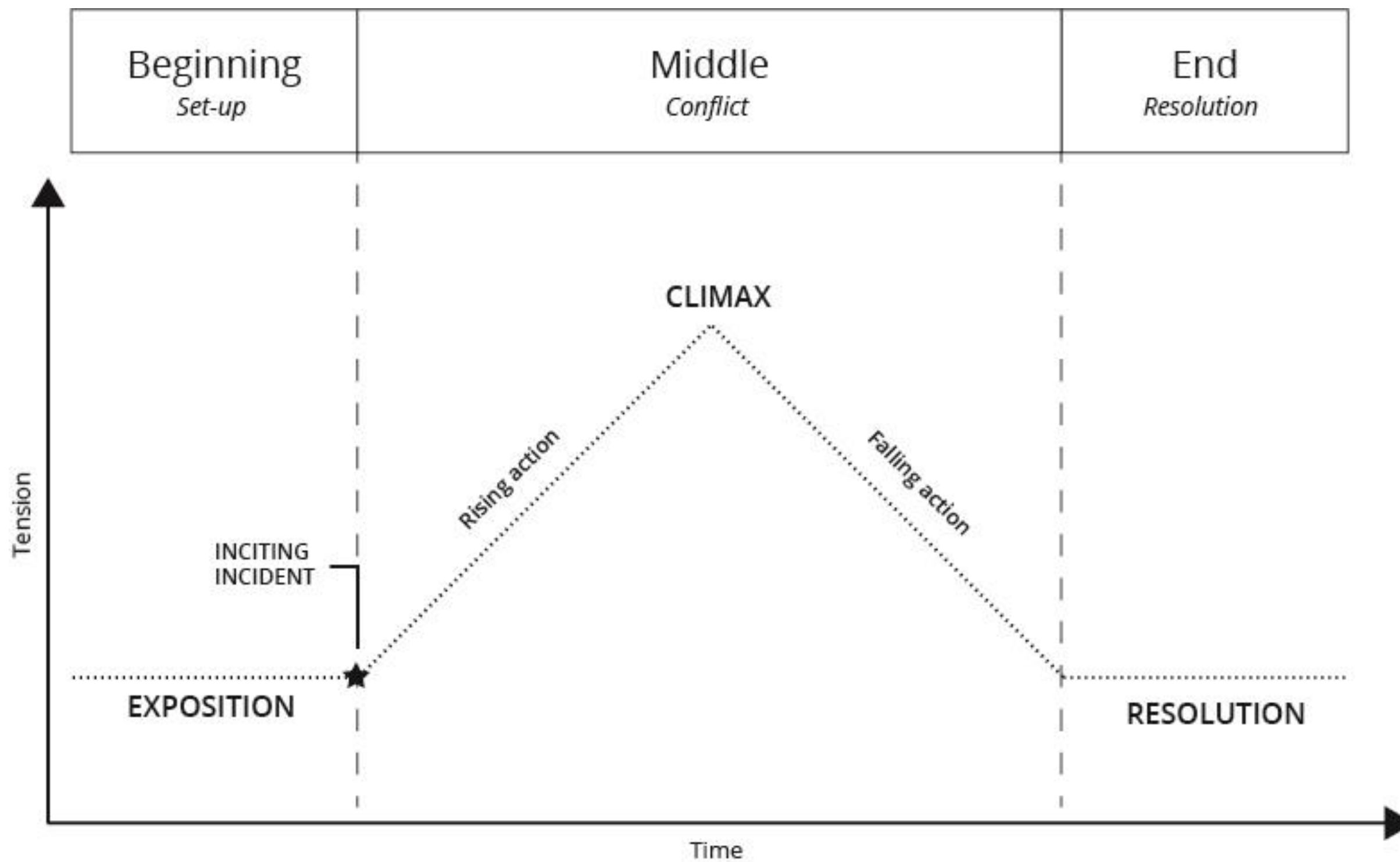
OVER TO YOU: IS THIS A STORY?

A

Two years ago I moved to QLD.
AND In that short time I have seen the natural environment struggling with reduced rainfall and higher than average temperatures. **AND** I have witnessed coral bleaching first hand.

B

I live on the south coast, where I've always loved nature. **AND** I thought the world was perfect until I learned about climate change in year 7, which was a shock. **BUT** Then the bushfires came. The fires threatened our home. We evacuated multiple times. I felt helpless. **THEREFORE** I decided to act do something to address the problem.. Now I organise cleanups, encourage my family to go solar, and urge leaders to do more for the planet.



Adapted from: Freytag G. 1900. Freytag's technique of the drama: an exposition of dramatic composition and art. 3rd ed. Chicago (IL): Scott, Foresman and Company.

THE DRAMATIC ARC

AND, BUT, THEREFORE (+RESOLUTION)

[This is situation] **and** [this is current],
but [there is a problem], **therefore**
[this is what I'm doing to address this].

**(What we hope will happen is/what
is happening now is/what needs to
happen is...)**



ANOTHER EXAMPLE

Ireland faces a dual crisis of biodiversity loss and climate change **AND** in the face of this, we're on a mission to connect people with nature **AND** restore natural habitats across Ireland by bringing more trees to the landscape.

BUT many people feel disconnected from the land and powerless to help.

THEREFORE we're creating spaces where people can come together, get their hands in the soil, and be part of nature-based solutions.

[RESOLUTION] By involving communities in hands-on climate action, we're fostering ecological change, social inclusion, and personal well-being—all while helping people feel hopeful and empowered in the fight against climate change.

- Adapted from a video story from Sarah Broderick of Hometree Ireland (<https://www.hometree.ie/>)

SCQA – ABT WITH A BIT MORE STRUCTURE

SITUATION

COMPLICATION

QUESTION

ANSWER

SCQA – ABT WITH A BIT MORE STRUCTURE

SITUATION

Ireland has a dual crisis of biodiversity loss and climate change and we're on a mission to connect people with nature and restore natural habitats across Ireland by bringing more trees to the landscape.

COMPLICATION

Many people feel disconnected from the land and they feel powerless to help.

QUESTION

How can we help people re-connect with the land so that they can be part of nature-based solutions?

ANSWER

By creating spaces where people can come together, and get their hands in the soil, we can help them be part of nature-based solutions. Through hands-on community climate action, we're doing our bit to tackle climate change, and we're fostering ecological change, social inclusion, and personal well-being, too.

THE STORY MOUNTAIN

Climax:

- Turning point
- Solution
- Idea

Rising action
as result of
complication
...

Next steps:
towards
resolution

Set the scene:

- Who
- What
- When
- Where?

Complication:

- Challenge?
- Problem?
- Opportunity

Resolution:

- Changed world

Set the scene:

I live on the south coast of New South Wales, where I've always loved nature **and** I thought the world was perfect until I learned about climate change in year 7, which was a shock.

Complication:

BUT then the bushfires came.

- Threatened home
- Multiple evacs.

Next steps:
towards resolution

Climax:
THEREFORE I decided to act.

Resolution:

Now, I organise cleanups, encourage my family to go solar, and urge leaders to do more for the planet.

OVER TO YOU

Which of these structures do you think might be useful for you in creating outlines for your climate stories?

- ABT
- SCQA
- The Story Mountain



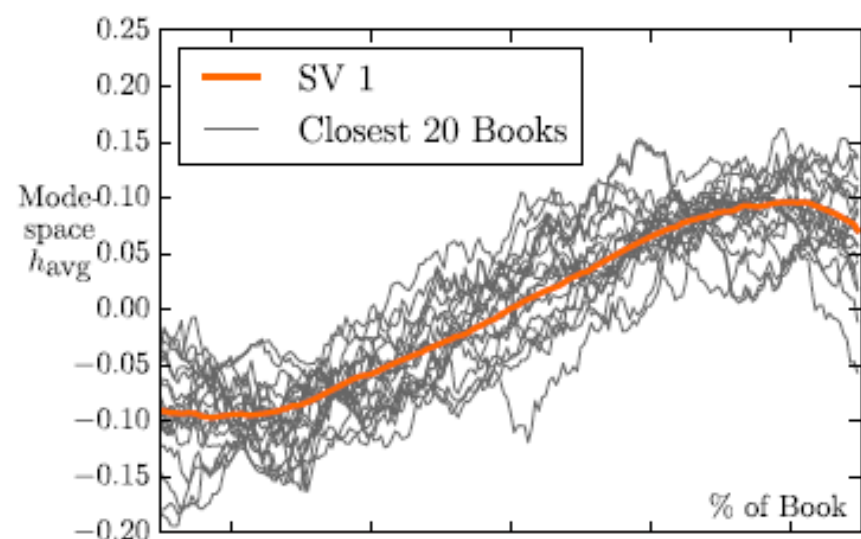
**EUROPEAN
CLIMATE
PACT**

**MAKING PEOPLE FEEL
SOMETHING**

#MyWorldOurPlanet

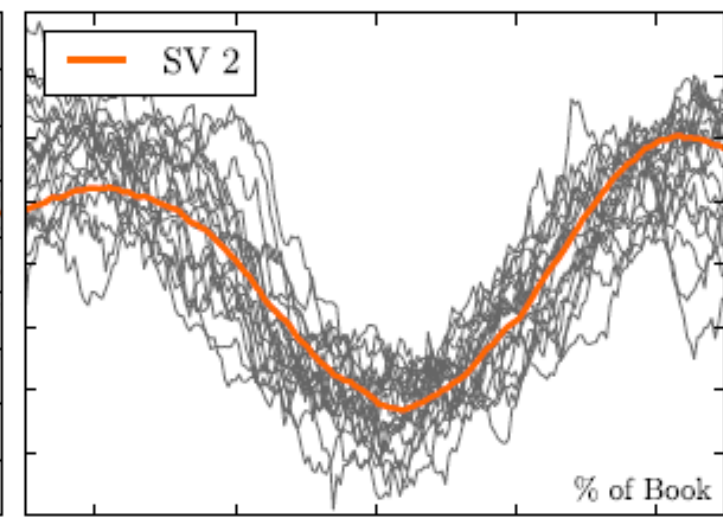
#EUClimatePact

EU
climate action
academy



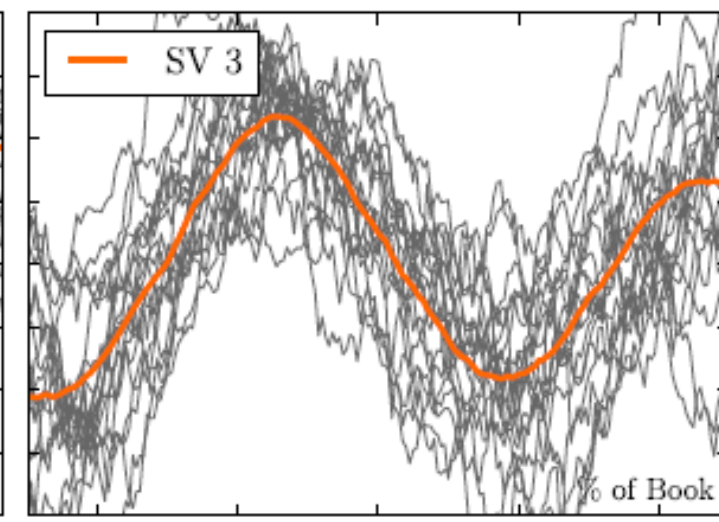
Top Stories:

- 1: The Winter's Tale (1539, 73)
<http://hedonometer.org/books/v3/1539/>
- 2: Oscar Wilde, Art and Morality: A... (33689, 88)
<http://hedonometer.org/books/v3/33689/>
- 3: The Terror: A Mystery (35617, 61)
<http://hedonometer.org/books/v3/35617/>
- 4: The Pilgrim's Progress in Words ... (7088, 55)
<http://hedonometer.org/books/v3/7088/>
- 5: The Road to Oz (26624, 68)
<http://hedonometer.org/books/v3/26624/>



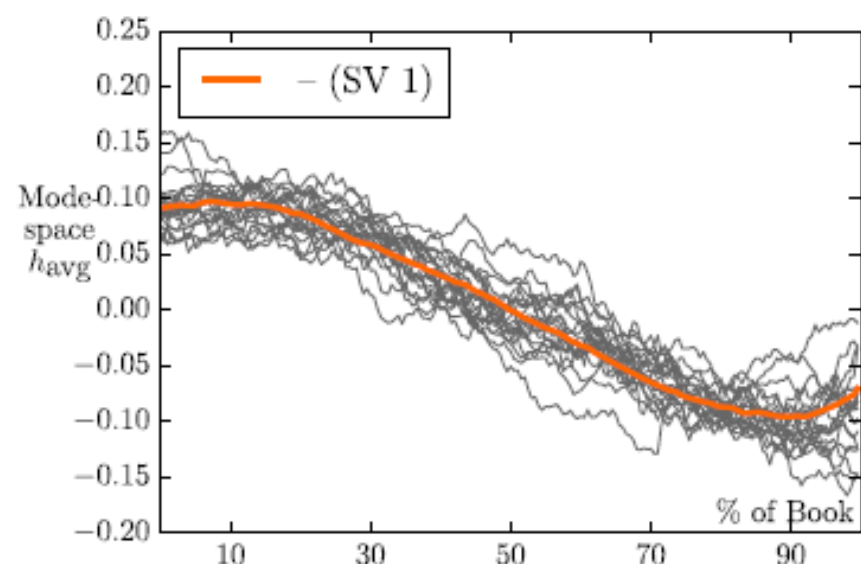
Top Stories:

- 1: The Magic of Oz (419, 186)
<http://hedonometer.org/books/v3/419/>
- 2: Children of the Frost (10736, 82)
<http://hedonometer.org/books/v3/10736/>
- 3: Tamburlaine the Great — Part 1 (1094, 474)
<http://hedonometer.org/books/v3/1094/>
- 4: The Life and Adventures of Santa... (520, 76)
<http://hedonometer.org/books/v3/520/>
- 5: Justice (2911, 50)
<http://hedonometer.org/books/v3/2911/>



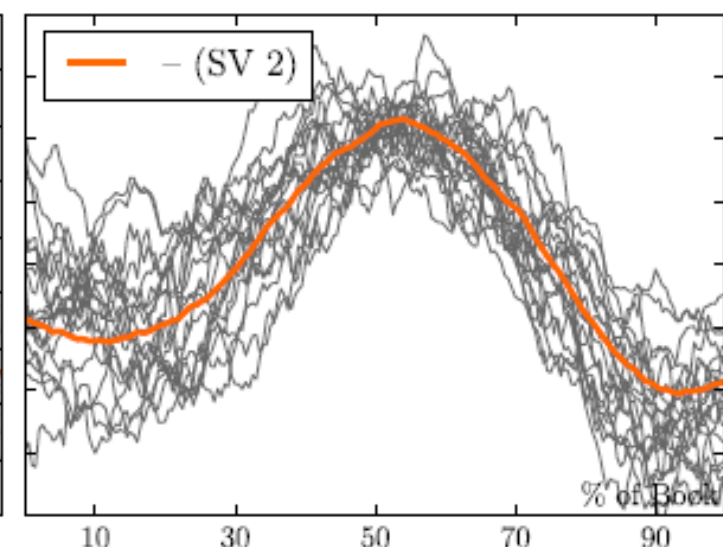
Top Stories:

- 1: The Mystery of the Hasty Arrow (17763, 93)
<http://hedonometer.org/books/v3/17763/>
- 2: Through the Magic Door (5317, 81)
<http://hedonometer.org/books/v3/5317/>
- 3: After London; Or, Wild England (13944, 146)
<http://hedonometer.org/books/v3/13944/>
- 4: The Shadow of the Rope (12590, 75)
<http://hedonometer.org/books/v3/12590/>
- 5: That Affair at Elizabeth (35247, 62)
<http://hedonometer.org/books/v3/35247/>



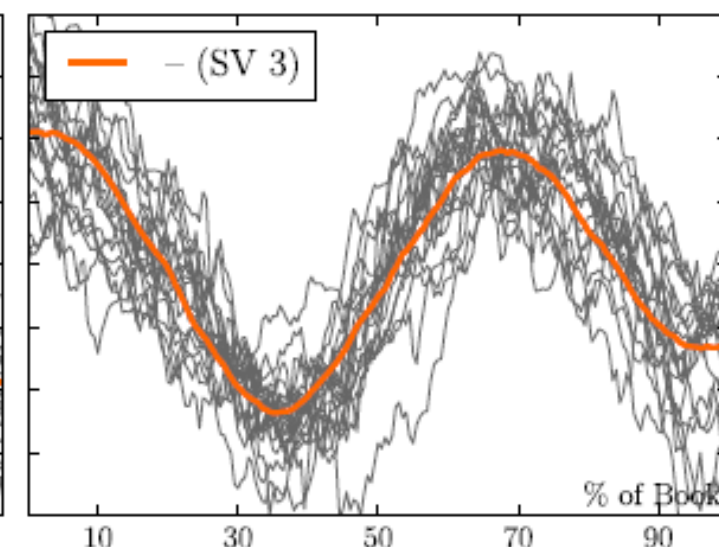
Top Stories:

- 1: Lady Susan (946, 894)
<http://hedonometer.org/books/v3/946/>
- 2: Warlord of Kor (17958, 70)
<http://hedonometer.org/books/v3/17958/>
- 3: The House of the Vampire (17144, 188)
<http://hedonometer.org/books/v3/17144/>
- 4: Tom Sawyer, Detective (93, 112)
<http://hedonometer.org/books/v3/93/>
- 5: The Island of Doctor Moreau (159, 1083)
<http://hedonometer.org/books/v3/159/>



Top Stories:

- 1: Shadowings (34215, 63)
<http://hedonometer.org/books/v3/34215/>
- 2: Battle-Pieces and Aspects of the... (12384, 194)
<http://hedonometer.org/books/v3/12384/>
- 3: The Slayer of Souls (36281, 63)
<http://hedonometer.org/books/v3/36281/>
- 4: The Bobbsey Twins : Or, Merry Day... (17412, 69)
<http://hedonometer.org/books/v3/17412/>
- 5: Allan's Wife (2727, 128)
<http://hedonometer.org/books/v3/2727/>



Top Stories:

- 1: This World Is Taboo (18172, 64)
<http://hedonometer.org/books/v3/18172/>
- 2: Old Indian Days (339, 139)
<http://hedonometer.org/books/v3/339/>
- 3: The Evil Guest (10377, 93)
<http://hedonometer.org/books/v3/10377/>
- 4: Pariah Planet (29448, 96)
<http://hedonometer.org/books/v3/29448/>
- 5: The Wind in the Willows (289, 1475)
<http://hedonometer.org/books/v3/289/>

EMOTIONAL ARCS AND THE SHAPES OF STORIES

Reagan, A.J., Mitchell, L., Kiley, D.
et al. The emotional arcs of stories
are dominated by six basic
shapes. EPJ Data Sci. 5, 31 (2016).





Set the scene:

- Who
- What
- When
- Where?

Actions and emotions

**Next steps:
towards
resolution**

Climax:

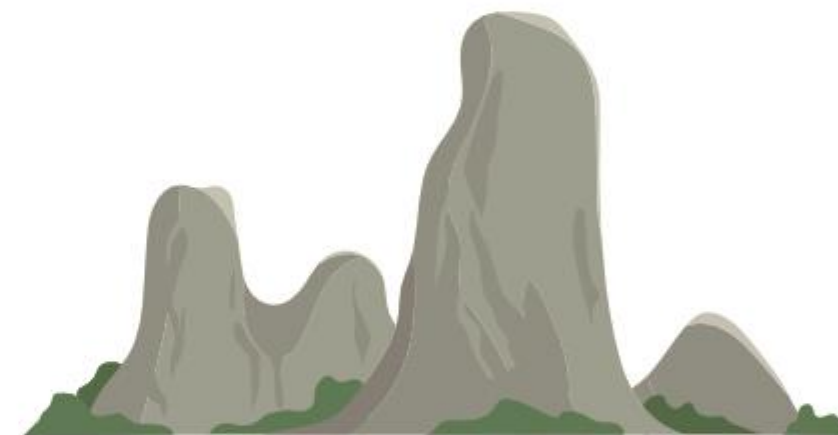
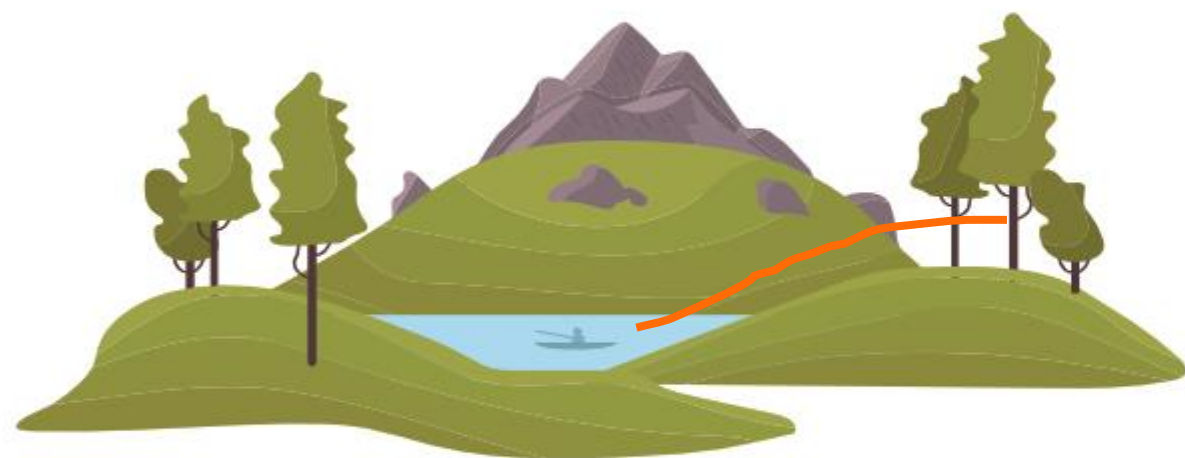
- Turning point
- Solution
- Idea

Complication:

- Challenge?
- Problem?
- Opportunity

Resolution:

- Changed world



**IF THE STORY ISN'T RELEVANT
TO THE AUDIENCE, IT WON'T
HAVE ANY IMPACT...**

NEED TO CONSIDER: (AS WITH ALL COMMUNICATION)

WHO:

Who is your audience?
What matters to them?
What do they know/not know/want to know?

WHY:

Why are you telling your story?
What are your objectives?
What do you want the audience to do or think as a result of your story?

SO WHAT?

What aspects of your story and your WHY align with your audience's need?
Benefits/motivation.

JUST ONE THING:

If they remember nothing else, what should they remember?
Your main message or "take away"/ "take home" message.

A polar bear is walking across a large, flat ice floe in the middle of a blue sea. The ice floe is surrounded by many smaller, jagged ice chunks of various sizes. The water is a deep blue, and the sky is a pale, clear blue. The bear is in the lower right quadrant of the image, facing left. The overall scene is a stark, cold, and desolate Arctic landscape.

A word about
psychological distance
in climate communication.

OVER TO YOU

Thinking about the climate stories or climate actions that you want to talk about, what sort of distance might you need to consider in your stories?

- Temporal – in the distant past, present, possible future
- Social – ideas about people - the “other”, my community, myself
- Spatial –how close, how far away?
- Experiential – lived or imagined



**EUROPEAN
CLIMATE
PACT**

STORYTELLING APPROACHES

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

TELLING YOUR PERSONAL STORY



A Voice for Trees, by Wangari Maathai

THE
GREEN BELT MOVEMENT



Click here
to Support
the
Green Belt Movement

**TELLING STORIES ABOUT
COMMUNITIES AND/OR COLLECTIVE
CHALLENGES OR SOLUTIONS**

the
green belt
movement



SCIENCE-BASED STORYTELLING

universität
innsbruck

UNIVERSITY
OF ICELAND

UNIVERSITÄT
DUISBURG
ESSEN
Offen im Denken

Three Minute Thesis (3MT)



Join at [menti.com](https://www.menti.com) | use code 23935269

People's Choice
time to vote: 5'

Time to discover Aurora:
<https://youtu.be/xcugcdgeRVw>



AURORA



Co-funded
the Europe

sporting one letter : plants to planEs



Wir
bauen
Brücken in
die Zukunft.





IMAGINE

“WHAT IF”... STORIES

**MAYBE TRADITIONAL
STORIES?**





**EUROPEAN
CLIMATE
PACT**

**YOU HAVE A STORY, BUT
WHERE CAN YOU SHARE IT?**

EU
climate action
academy



**EUROPEAN
CLIMATE
PACT**

Q&A

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

WHERE ARE WE NOW?

- ~~Why storytelling works~~
- ~~The elements of a good story~~
- ~~Narrative structures~~
- ~~Storytelling and emotion~~
- ~~Types of climate stories~~
- Using stories in social media



INSPIRING STORIES FROM:

Isabel Moreno

ECOLISE

**María Sánchez &
Nina Klein**



**EUROPEAN
CLIMATE
PACT**

AMBASSADOR SPOTLIGHT

ISABEL MORENO

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

ESTAMOS MUY VERDES

Isabel Moreno - Irene Baños
Good4Good (CUT Spain)



“A very mature podcast that shows actions to mitigate and adapt to climate crisis with a touch of optimism, hope... and ecofriendly humour”

- **Video podcast** available in free digital platforms.
- **High image and audio quality.**
- **1 season – 9 episodes** (~30 min. duration)
- **Seal of identity**

cut

G4G

TOMATÓDROMO



¿CREEES QUE LO QUE HAGAS EN TU CASA
IMPORTA PARA EL MEDIO AMBIENTE?

G4G

cut

G4G

TOMATÓDROMO

Gender:

Man

Woman



**IF I TELL YOU THAT
A PERSON GENERATED
A GENUINE
REVOLUTION IN
HIS/HER
NEIGHBOURHOOD,**

**HOW WOULD
YOU IMAGINE
THAT PERSON
TO BE LIKE?**

**¿CREEES QUE LO QUE HAGAS EN TU CASA
IMPORTA PARA EL MEDIO AMBIENTE?**



G4G

TOMATÓDROMO

Age:

Kid-19

20-29

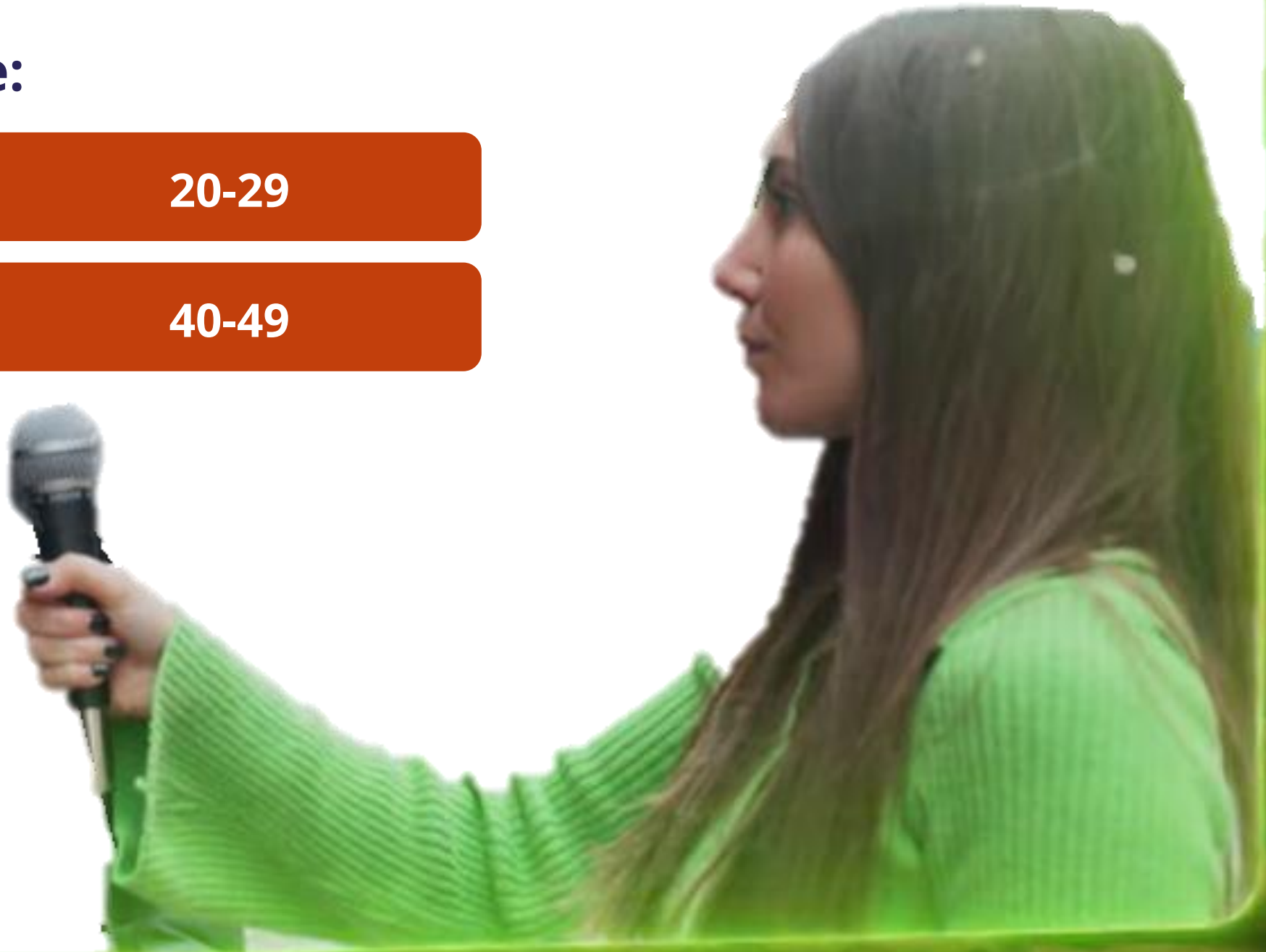
30-39

40-49

50-59

60-69

70 - older



**IF I TELL YOU THAT
A PERSON GENERATED
A GENUINE
REVOLUTION IN
HIS/HER
NEIGHBOURHOOD,**

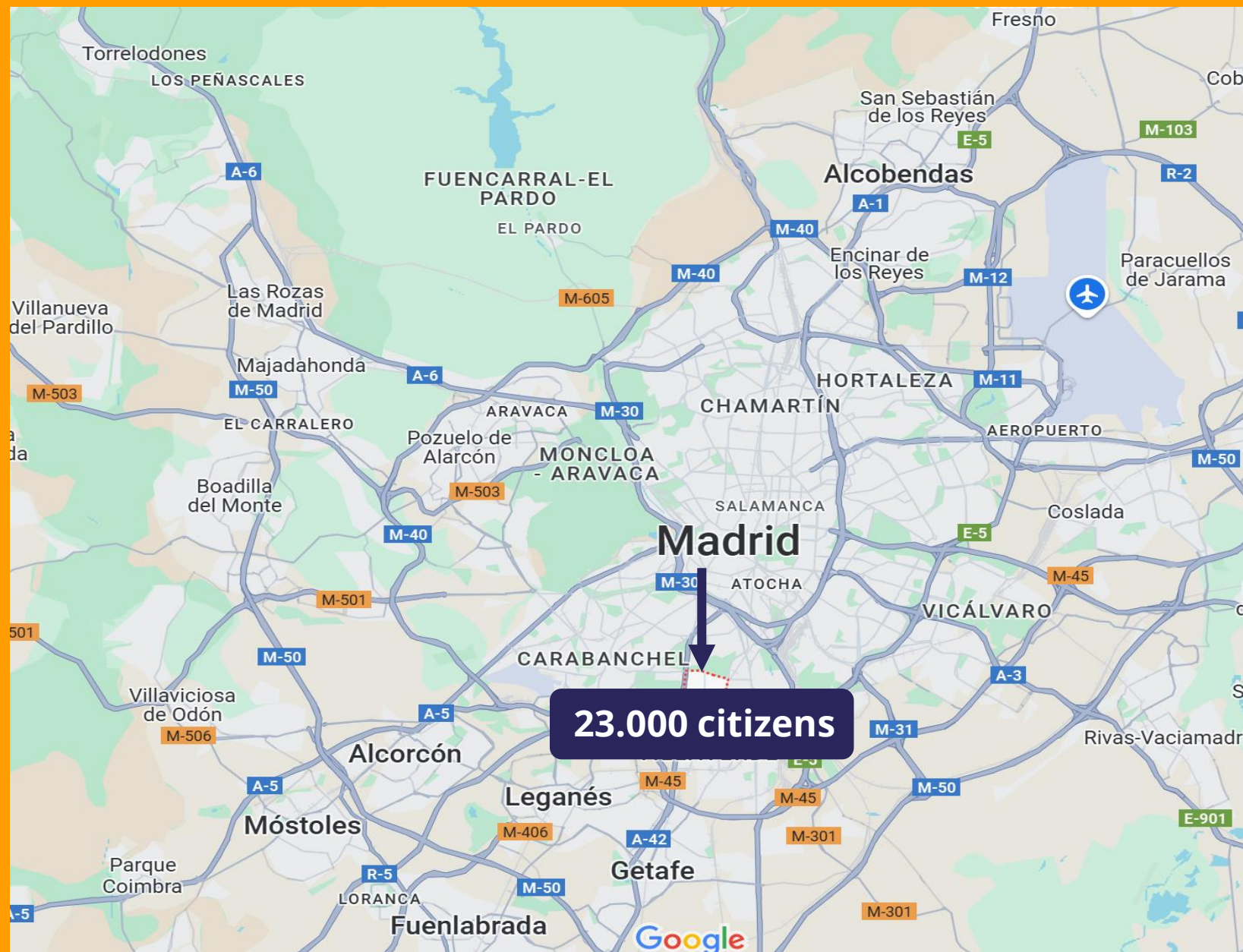
**HOW WOULD
YOU IMAGINE
THAT PERSON
TO BE LIKE?**

**¿CREES QUE LO QUE HAGAS EN TU CASA
IMPORTA PARA EL MEDIO AMBIENTE?**



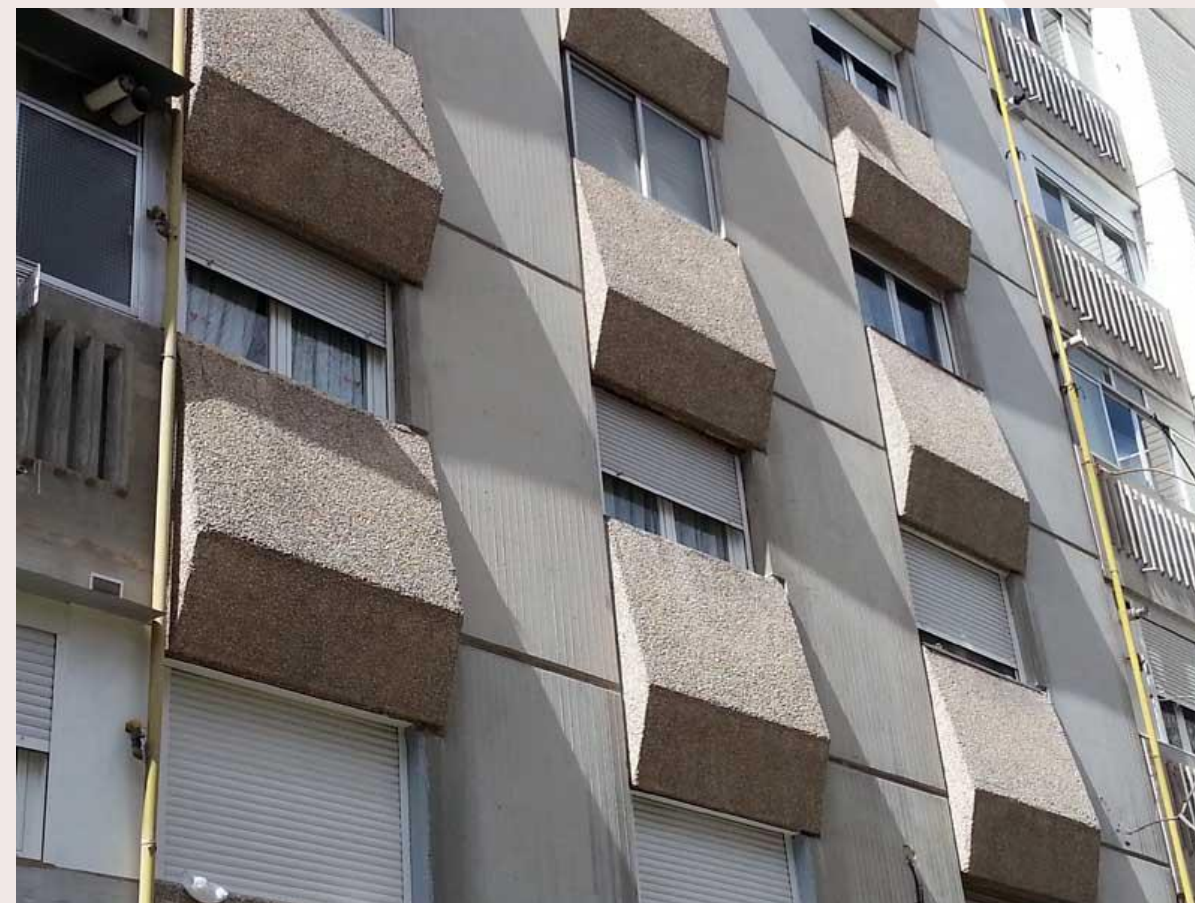


MANUELA'S REVOLUTION



Poblado dirigido de Orcasitas

MANUELA'S REVOLUTION



MANUELA'S REVOLUTION



MANUELA'S REVOLUTION



MANUELA'S REVOLUTION



**Energy and
economical savings**

**Around 50 buildings
rehabilitated (107 soon)**

**2000 families benefited
(3000 in a couple of years)**

MANUELA'S REVOLUTION

 Energías Renovables, el periodismo de las energías limpias.

Un barrio madrileño reduce al mínimo su factura energética gracias al empeño de una de sus vecinas

Podría decirse que Manuela Navarro, jubilada de 67 años, ex administrativa de una multinacional y ex empresaria de marketing y publicidad,...

15 dic 2021



 Telemadrid

La Comisión Europea se fija en el Poblado Dirigido de Orcasitas

La Comisión Europea ha puesto el ojo en el proceso de rehabilitación urbanística y energética que desde hace cinco años vive el Poblado...

2 oct 2023




 Europa Press

Una iniciativa vecinal de Orcasitas, "referente" para la futura directiva de rehabilitación de edificios europeos

3.127 familias se beneficiarán de esta transformación urbanística, que la Comisión Europea visitó esta semana. MADRID, 7 Oct. (EUROPA PRESS) -.

7 oct 2023



 Cadena SER

De barrio humilde a referente europeo en eficiencia energética: "Pagaba 300 euros de calefacción y ahora pago 50"

Los vecinos de Orcasitas en Madrid han rehabilitado los edificios con lo que ahorran energía y dinero: han reducido la factura de la luz...

5 jun 2024



MANUELA'S REVOLUTION



TELLING A GOOD STORY

What can we learn from Manuela's story?



- The story is a **real** story.
- Its main character is a normative woman, **and you can identify with her**. Everyone can be Manuela.
- This **story can be replicated** in other cities, other countries... the "Barrio Dirigido de Orcasitas" can also be any neighborhood.
- This story has a **happy ending**.



**EUROPEAN
CLIMATE
PACT**

STORIES OF COLLECTIVE ACTION

Storytelling to advocate for community-led initiatives
and their role in the European Green Deal

ECOLISE's Advocacy Campaign

María Sánchez - Communications Lead | Nina Klein - Policy Lead

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

ECOLISE

ECOLISE is the European network for community-led initiatives on climate change and sustainability

ECOLISE 
EUROPEAN NETWORK
FOR COMMUNITY-LED
INITIATIVES ON CLIMATE CHANGE
AND SUSTAINABILITY

Community-led initiatives are...

...self-organised initiatives of people working together on an ongoing basis towards some defined set of environmental and/or social goals, usually within defined localities or communities of place.⁸ Examples of community-led initiatives include transition movements, permaculture projects, ecovillages, energy communities, community-supported agriculture, and local sharing economies.⁹

Many of these initiatives appreciate that sustainability is an ethical obligation and aspire to values such as cooperation, diversity, inclusion, resilience, equity and justice.

TIME FOR COLLECTIVE ACTION MANIFESTO

TIME FOR COLLECTIVE ACTION SIGN THE MANIFESTO

The European Green Deal is the most powerful policy tool we have to date towards a greener, fairer and more sustainable Europe.

Sign the Time for Collective Action Manifesto and show policy makers that you demand urgent action for people and the planet: a strong, ambitious and localised European Green Deal with communities at the heart.

[LEARN MORE AND SIGN THE MANIFESTO](#)

Find out more here:
timeforcollectiveaction.eu



ADVOCACY CAMPAIGN



Participatory advocacy & communication



Core message #1
"Support community-led initiatives as laboratories for transformative social innovation"

Core message #2
"Support the right to have a choice to live sustainably"

- Frame core messages
- Empower campaign partners to speak in their own voice: produce diversified stories around these core messages (stories of collective action workshop, toolkit)
- Collect and show strong alliance (signatures on the Manifesto website, no. of campaign partners, testimonials)



STORYTELLING WORKSHOP

2024



Stories of Collective Action

Storytelling toolkit

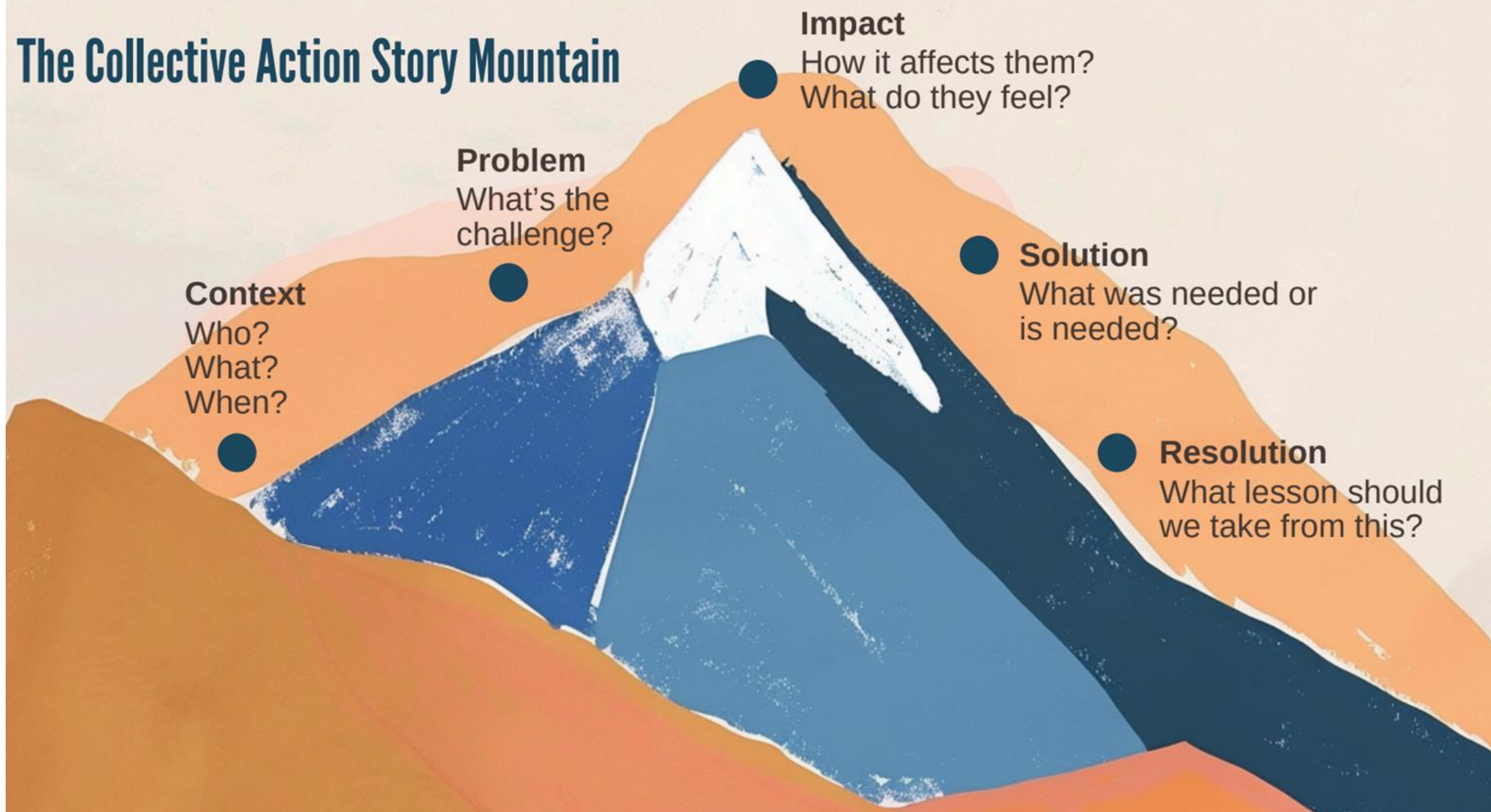
ECOLISE 
EUROPEAN NETWORK
FOR COMMUNITY-LED
INITIATIVES ON CLIMATE CHANGE
AND SUSTAINABILITY

Advocacy campaign /Time for Collective Action



STORIES

The Collective Action Story Mountain



STORIES



Cora's Journey in Los Portales ecovillage

CHARLIE LENGLEZ JUN 14, 2024
STORIES OF COLLECTIVE ACTION

Cora has been living since October 2018 in Los Portales, an ecovillage founded 40 years ago in Southern Andalusia. She moved there with her partner

[READ MORE](#)



Healing Waters: The Story of Tamera Ecovillage

MAJA FLAJSIG JUN 6, 2024
STORIES OF COLLECTIVE ACTION

My mother is a hydrologist. Growing up, I heard the usual - close the tap while brushing your teeth, don't shower so long... But there

[READ MORE](#)



Food Saving: Promoting the Right to a Sustainable Diet

AMELIE KRUG AUG 19, 2024
CLIMATE, DEGROWTH, EDUCATION, MUNICIPALITIES, STORIES OF COLLECTIVE ACTION

Introduction La Serre was a citizen-led initiative in Brussels which fostered a vibrant and inclusive community in the neighbourhood of Ixelles. Various groups used the

[READ MORE](#)

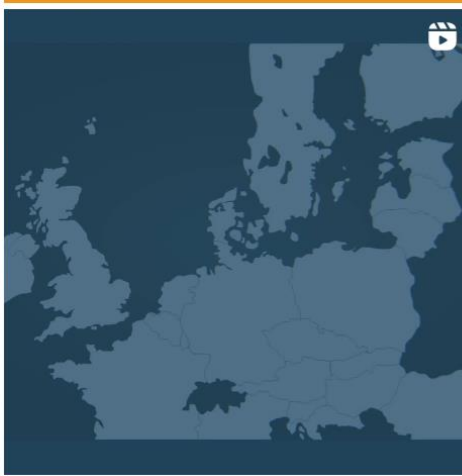
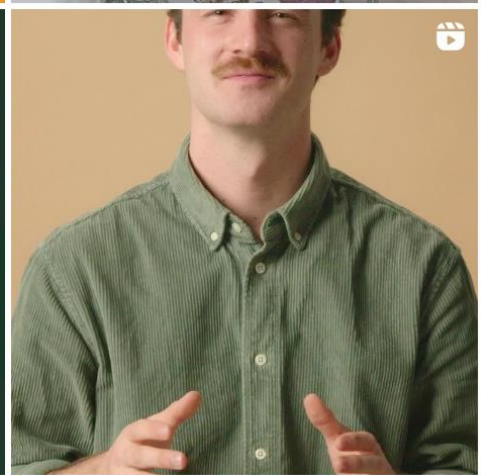
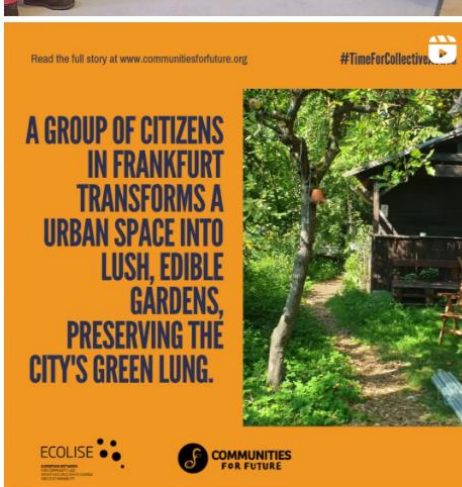
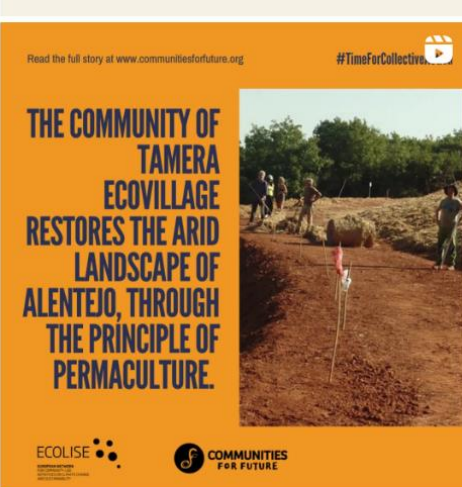


Community action to protect nature

ECOLISE MAY 31, 2024
BIODIVERSITY, STORIES OF COLLECTIVE ACTION

The Guggenheim Urdaibai Stop platform mobilizes local communities to prevent the construction of a new Guggenheim museum in the heart of the Urdaibai Biosphere Reserve.

[READ MORE](#)





EUROPEAN CLIMATE PACT

THANK YOU VERY MUCH FOR ATTENDING THE WEBINAR TODAY!

An evaluation survey will pop up when you leave the webinar, we would appreciate your feedback! Thank you!

Contact:

María Sánchez –
ECOLISE Communications Lead
Maria.Sanchez@ecolise.eu

Nina Klein - ECOLISE Policy Lead
Nina.Klein@ecolise.eu


www.ecolise.eu
www.communitiesforfuture.org

Follow us


on social media for updates on EU climate policy and Climate Pact activities


 climate-pact.europa.eu

 [ourplanet_eu](https://www.instagram.com/ourplanet_eu)

 [EUClimateAction](https://twitter.com/EUClimateAction)

 [eu-environment-climate](https://www.linkedin.com/company/eu-environment-climate)

 [@EUClimateAction](https://www.youtube.com/@EUClimateAction)

 [@EUClimateAction](https://www.facebook.com/EUClimateAction)

© European Union 2024

Unless otherwise noted the reuse of this presentation is authorised under the CC BY 4.0 license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.



**EUROPEAN
CLIMATE
PACT**

Q&A

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

WHERE ARE WE NOW?

- ~~Why storytelling works~~
- ~~The elements of a good story~~
- ~~Narrative structures~~
- ~~Storytelling and emotion~~
- ~~Types of climate stories~~
- Using stories in social media



INSPIRING STORIES FROM:

Isabel Moreno

ECOLISE

**María Sánchez &
Nina Klein**

Did you know?

Of the 504 extreme weather events in the past 20 years, 71% were found to be made more likely or more severe by human-caused climate change.

Source: Carbon Brief

heartfeldtfoundation • Follow

heartfeldtfoundation Every day, our planet bears the burden of our choices. Over the past two decades, a staggering 71% of the 504 extreme weather events have been revealed to be not just nature's fury but also a consequence of human-caused climate change.

Think about it: floods, heatwaves, hurricanes, and more, all amplified by our actions. It's not a distant threat; it's our reality.

From burning fossil fuels to deforestation, we've been altering the very climate that sustains us. This data is a stark reminder of our profound influence on the environment, and it's time for change. Let's take responsibility for our choices and work together for a sustainable, greener future. 🌍💚

#ClimateChangeAwareness #OurPlanetOurResponsibility #ClimateChange #ExtremeWeather #ExtremeWeatherEvents #EnvironmentalImpact #HumanImpact #ClimateCrisis #ClimateAwareness #GreenFuture #OurPlanet #WeatherEvents #EnvironmentalResponsibility #ClimateData #ClimateScience #GlobalWarming #HeartfeldtFoundation

57w

megagrll 🤔🤔🤔
57w Reply



Liked by fashionwithsahil and others
October 5, 2023

Add a comment...

Post



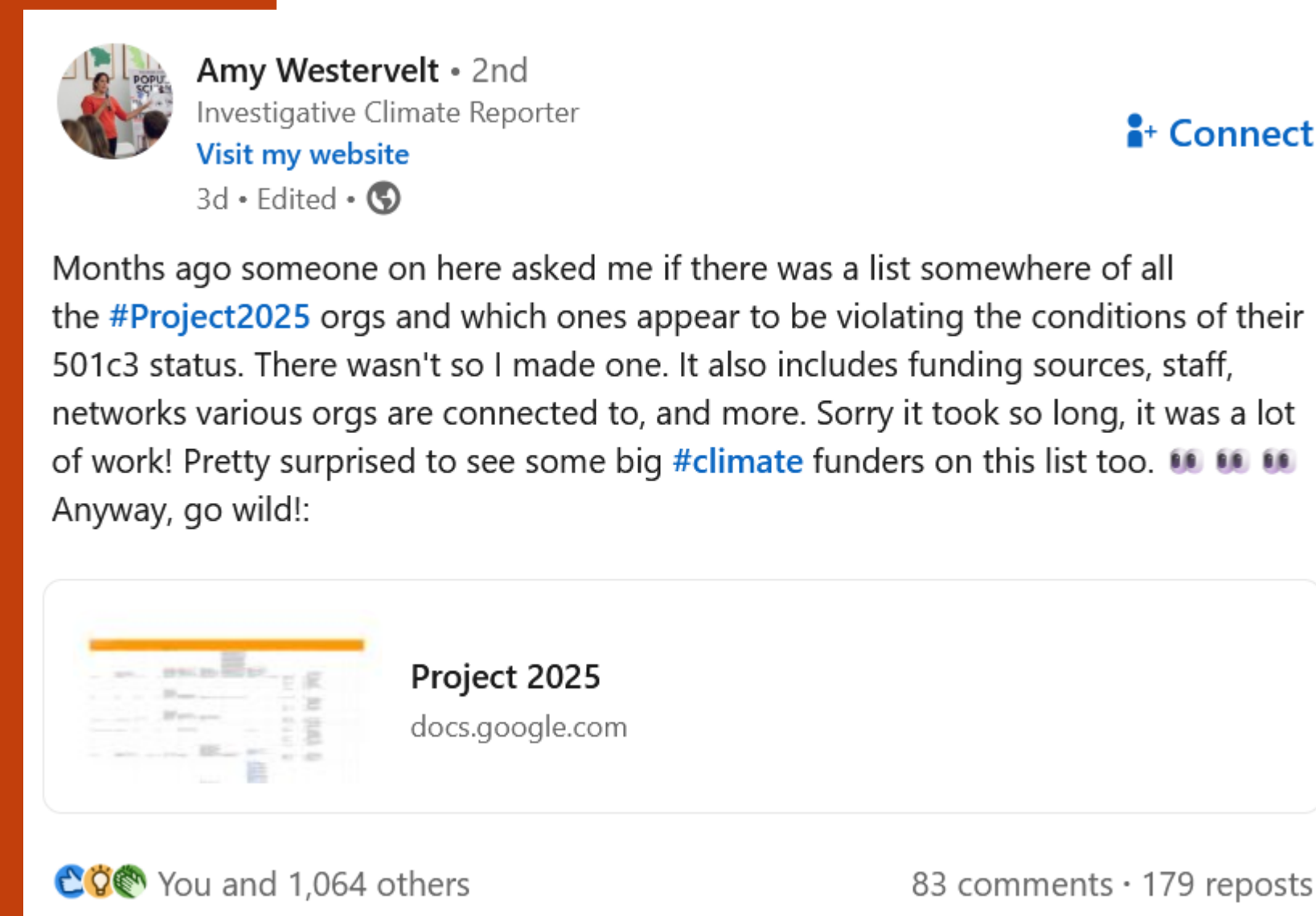
EU
climate action
academy

STORYTELLING IN SOCIAL MEDIA

AND: Months ago someone on here asked me if there was a list somewhere of all the [hashtag#Project2025](#) orgs and which ones appear to be violating the conditions of their 501c3 status.


BUT: There wasn't




THEREFORE: so I made one. It also includes funding sources, staff, networks various orgs are connected to, and more. Sorry it took so long, it was a lot of work! Pretty surprised to see some big [hashtag#climate](#) funders on this list too. 🤪🤪🤪
Anyway, go wild!:



Amy Westervelt • 2nd
Investigative Climate Reporter
[Visit my website](#)
3d • Edited • 🌐 [+ Connect](#)

Months ago someone on here asked me if there was a list somewhere of all the [#Project2025](#) orgs and which ones appear to be violating the conditions of their 501c3 status. There wasn't so I made one. It also includes funding sources, staff, networks various orgs are connected to, and more. Sorry it took so long, it was a lot of work! Pretty surprised to see some big [#climate](#) funders on this list too. 🤪🤪🤪
Anyway, go wild!:

 **Project 2025**
docs.google.com

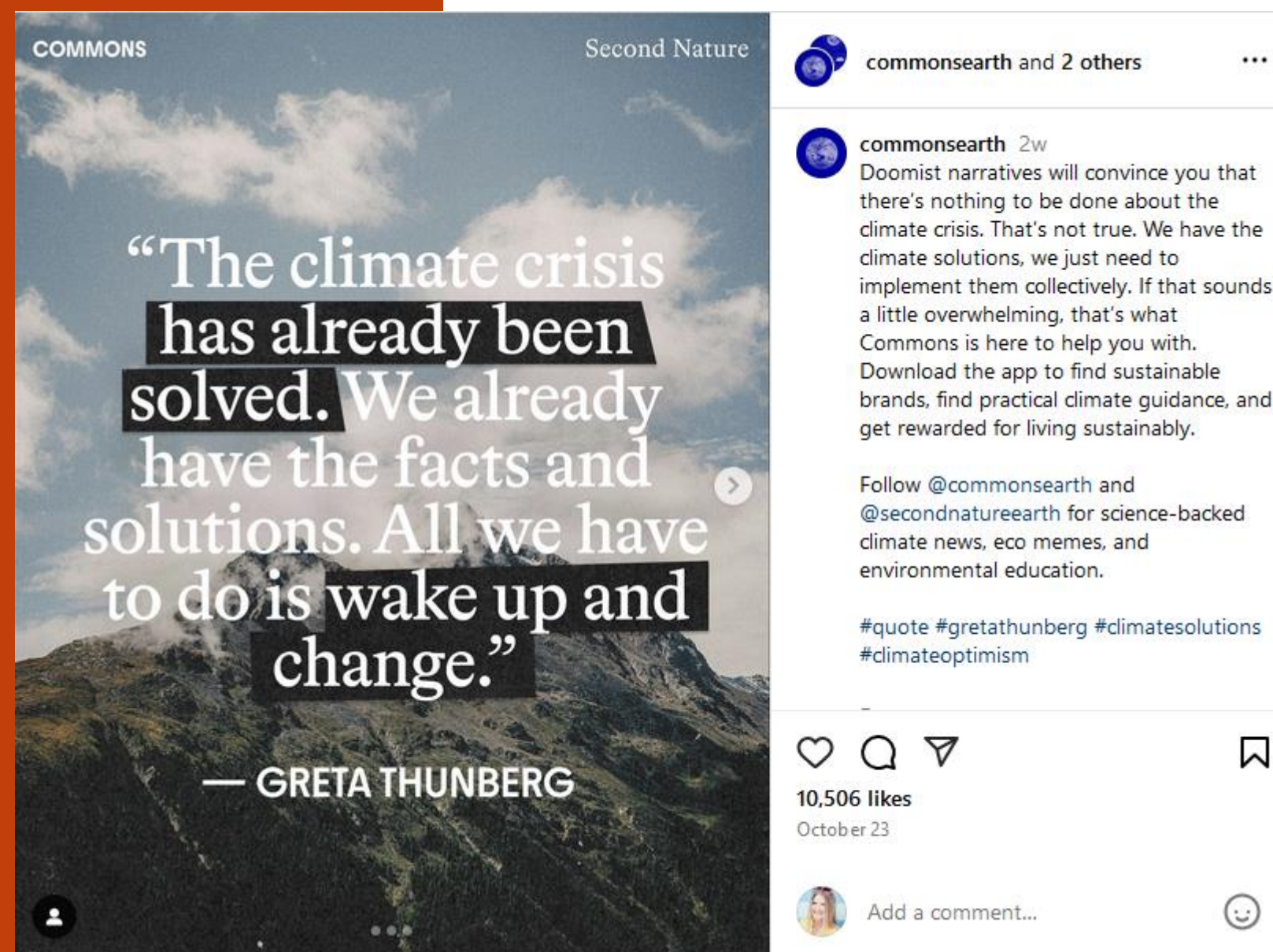
   You and 1,064 others 83 comments · 179 reposts

AND: Doomist narratives will convince you that there's nothing to be done about the climate crisis.

BUT: That's not true. We have the climate solutions...

THEREFORE: we just need to implement them collectively. If that sounds a little overwhelming, that's what Commons is here to help you with.

CTA: Download the app to find sustainable brands, find practical climate guidance, and get rewarded for living sustainably.



SOCIAL JUSTICE IS PART OF THE SOLUTION

thegreenfix_

For those who are starting to navigate the world of climate justice, **it can take time to draw the connections between all the injustices in the world.** **AND:**

So let's be clear.

Every fight for Palestine, decolonisation and feminism is also a fight for the climate. **BUT:**

The root causes of racial injustice, gender injustice and climate disasters are the same - so we cannot fix one without the others.

We live in an economic and political system that **makes it profitable to exploit others.**

Capitalism is born from the minds of men in the Global North, and incentivises a 'race to the bottom' to maintain exponential GDP growth.

Western countries have been able to accumulate so much wealth and power largely as a result of **centuries of colonisation and enslavement.**

Even centuries later, **we condemn our past of slavery - while we buy shirts made by underpaid women in Bangladesh and phones with copper mined by children in the Congo.**

The impacts of those centuries of inequality remain unaddressed.

Meanwhile, while rich men in rich countries now have enough money to finance climate mitigation **five times over** and lift **2 billion people out of poverty**, the same groups who have been exploited remain without resources or power to adapt to climate degradation.

Capitalism incentivises colonisation, injustice and climate destruction.

Sources: Oil Change International, Oxfam International

Not only are injustice and climate destruction two faces of the same problem - **the solution is the same.**

It is well-documented that **the leadership of women, racialised groups, disabled and Indigenous groups lead to more democratic, accessible and inclusive climate solutions.**

And that **alternative economies to capitalism exist** and can work to improve quality of life, human health and ecological wellbeing.

Sources: UN, IEED

But none of that will happen if women are barred from voting, indigenous people are left homeless and black people are arrested and shot for existing on the street.

THEREFORE:

Any effective climate solution will also have collective human liberation at its core.

We are an ecosystem - there is no part that can be left unprotected.

 **cass.hebron** 1w
From [@thegreenfix_](#) latest edition.

For everyone who is just learning the world of climate justice - and every finance bro who thinks we can grow, carbon capture and exploit our way out of this climate mess.

Climate solutions are socially just. Or they're not real solutions.



**EUROPEAN
CLIMATE
PACT**

Q&A

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

AND THAT'S IT! WHAT HAVE WE COVERED?

- Why storytelling works
- The elements of a good story
- Narrative structures
- Storytelling and emotion
- Types of climate stories
- Using stories in social media



INSPIRING STORIES FROM:

Isabel Moreno

ECOLISE

**María Sánchez &
Nina Klein**

IN A NUTSHELL: WHAT ARE THE MAIN TAKE AWAYS?

Stories are powerful tools in our climate communication toolkit:

Stories are more interesting, understandable, believable, persuasive, memorable [than facts alone.]

For a story to be effective, at a minimum it needs to have context, complication, and change.

No CHANGE, there is no (effective) story (but there might be a scene).

There are many narrative structures that we can use:

ABT, SCQA, the story mountain. Use these to create quick outlines and then add to the outlines to add interest.

Emotion in stories adds to their effectiveness: but that doesn't mean we have to reduce people to tears.

We can think about our story shapes – the ups and downs – and how they can subtly introduce emotion.

There isn't just one "flavour" of climate stories. We need all "flavours".

Personal stories, community stories, solution stories, disaster stories, stories of possibilities, popular stories...

Just because social media says it's a story doesn't necessarily mean that it is.

Use images, text, video PLUS story structures to increase impact.

ONE MORE TIME: OVER TO YOU...

What aspect of today's webinar has been most helpful to you?

- Learning about why storytelling is powerful
- Learning about story structures
- Story frameworks
- Understanding how to incorporate more emotion
- Storytelling in social media
- Partner presentations
- The Q&A exchanges

AND ONE MORE


Now that we've come to the end of this webinar, how comfortable do you feel about using storytelling to talk about climate change in the future?

- Still not comfortable
- Somewhat comfortable
- Comfortable
- Very comfortable

CLIMATE PACT ACTIVITIES






Register for the next EU Climate Action Academy webinar: Navigating difficult climate conversations

 10 December 2024, 12:30 – 14:00 CET

 Those who agreed to further communication about the EU Climate Action Academy activities will be automatically registered. Registration details will be shared with others soon.

Visit the Climate Pact website to:

Build your climate knowledge with the EU Climate Action Academy's resources and online courses

-  Connect with Climate Pact Ambassadors, Partners and Country Coordinators
-  Get inspired by our photo competition winners
-  Check out our tools for citizen engagement or track your own actions via the AWorld app
-  Discover Climate Pact satellite events near you
-  Subscribe to the newsletter!



Follow the QR code
to visit the website



EUROPEAN CLIMATE PACT

THANK YOU VERY MUCH FOR ATTENDING THE WEBINAR TODAY!

An evaluation survey will pop up when you leave the webinar, we would appreciate your feedback! Thank you!

Follow us

on social media for updates on EU climate policy and Climate Pact activities

 climate-pact.europa.eu

 [ourplanet_eu](https://www.instagram.com/ourplanet_eu)

 [EUClimateAction](https://twitter.com/EUClimateAction)

 [eu-environment-climate](https://www.linkedin.com/company/eu-environment-climate)

 [@EUClimateAction](https://www.youtube.com/@EUClimateAction)

 [@EUClimateAction](https://www.facebook.com/EUClimateAction)

© European Union 2024

Unless otherwise noted the reuse of this presentation is authorised under the CC BY 4.0 license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.



**EUROPEAN
CLIMATE
PACT**

ADDITIONAL RESOURCES

Additional Climate Pact resources
& tools on storytelling

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

STORYTELLING FROM THE FRONTLINES

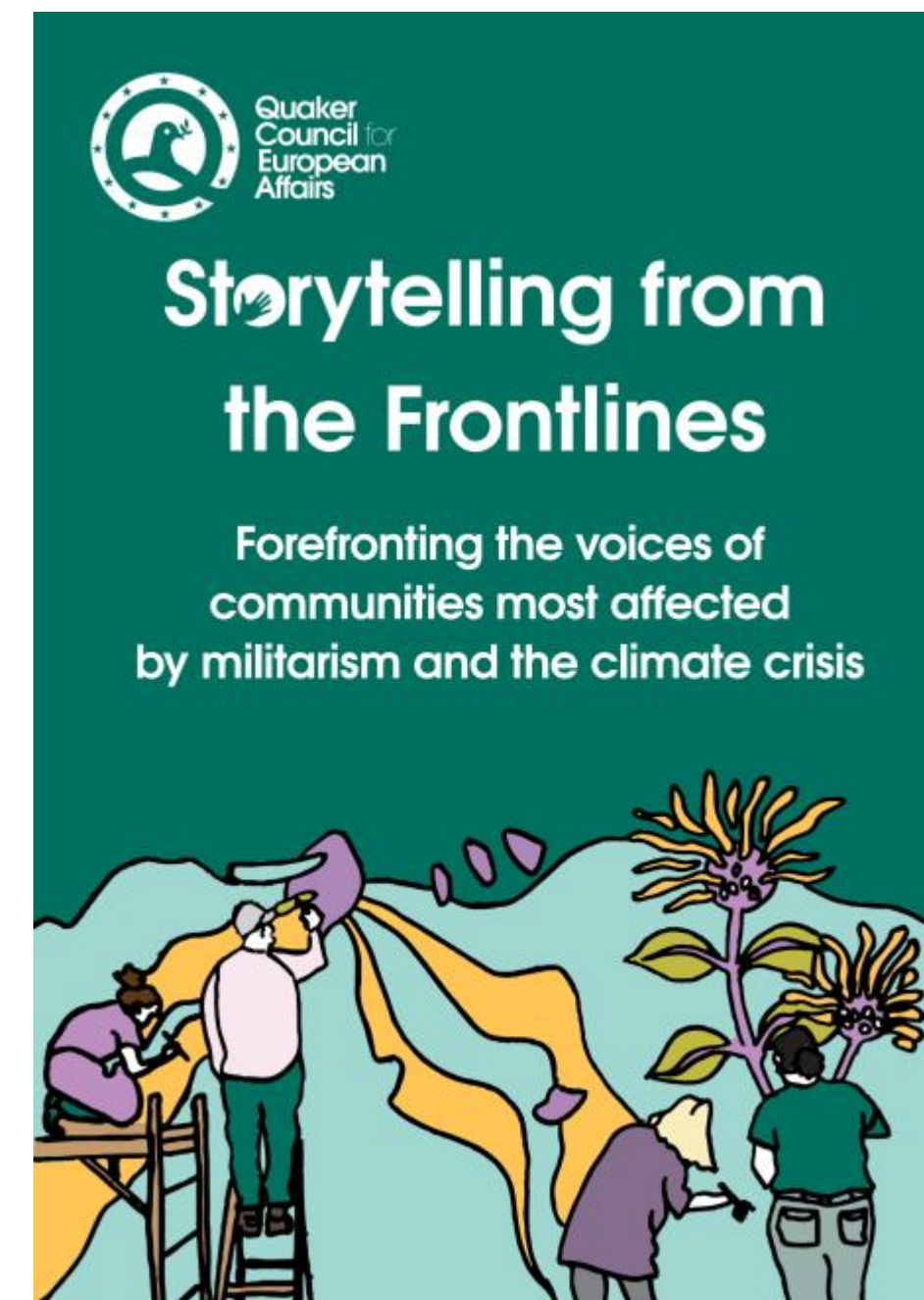
This report presents a number of testimonies of people living at the frontlines of the climate crisis and at the receiving end of militarist policies.

Inspired by the Quaker practice of storytelling, the report seeks to amplify the voices of communities most affected, and the traditions of resilience they build out of necessity. Their experiences make visible the connections that exist between militarism, climate, and environmental issues around the world. They also demonstrate the crucial role creativity and imagination play in restoring our relationships with nature and each other and in finding climate solutions adapted to local needs.

Author: Quaker Council for European Affairs



[Download](#)



THE NEW CLIMATE NARRATIVE

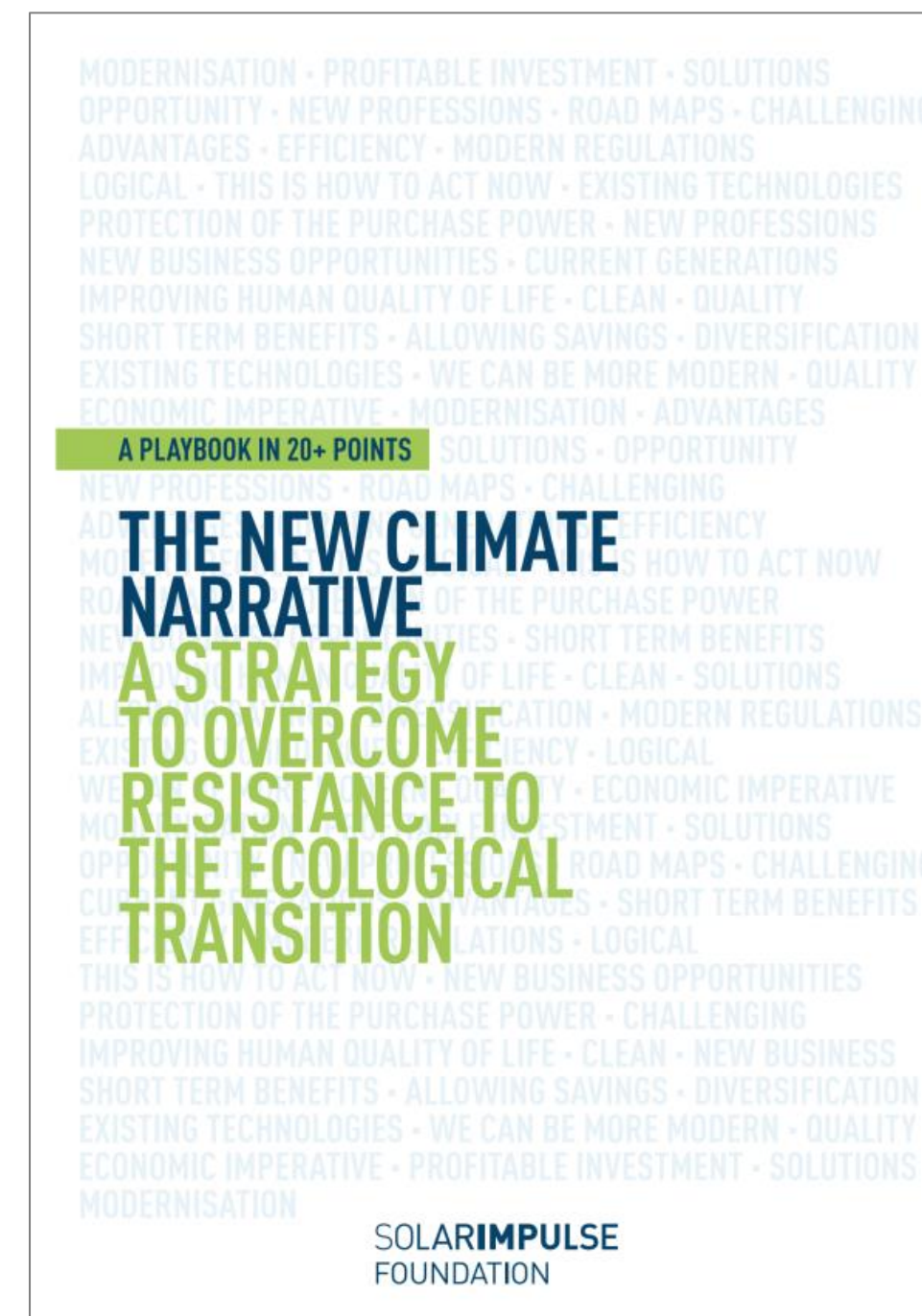
A strategy to overcome resistance to the ecological transition.

Despite the efforts undertaken since the Earth Summit in 1992 to protect the environment and fight against climate change, the situation has continued to worsen. It's clear that presenting environmental protection as difficult, expensive and sacrificial for the economy, mobility and comfort has not motivated many. It is therefore imperative to devise a new narrative and replace the one that has not worked in the past.

Author: Solar Impulse Foundation



[Download](#)



STORIES FROM 2050

What activist communities, stakeholders and citizens think, feel and say about our shared futures, with a focus on sustainability opportunities and challenges associated with the European Green Deal.

Stories from 2050 is an exploratory project aiming to enable its readers as well as policymakers to **imagine futures beyond the usual thinking**. Through a series of participatory workshops and an [open engagement platform](#), *Stories from 2050* collected what activist communities, stakeholders and citizens think, feel and say about our shared futures, with a focus on sustainability opportunities and challenges associated with the European Green Deal.

Author: European Commission

