

Storytelling Accelerating Climate Solutions

Edited by Emily Coren

Description of work and it's purpose:

The purpose of this work is to begin creating a Community of Practice to support climate storytelling. We will take a snapshot of where this work is currently at, describe where it fits within a climate communication landscape, and support the next steps of its development. The intent here is to facilitate the creation effective climate storytelling efficiently by sharing what we already know is working well, amplify it's impacts and building collaborations. We aim to assist creators producing climate stories and building coordination framework across programs, helping evaluators share results with each other and practitioners thereby improve our teams best practices. Success looks like a wide range of storytellers creating an interwoven web of stories that build a culture of agency. Organizing and supporting them as a community of practice will support social resiliency skills.

The Solutions Stories Framework is a set of design constraints with unified traits that's a template for crafting a network of related stories for different target audiences. Simultaneously launching a set of shows for specific, targeted audiences while reinforcing those points through existing shows will accelerate cultural transformations for climate mitigation and adaptation. The story to repeat is: the cultural transformation of a local community to sustainability. By using established public health communication strategies such as entertainment-education, positive deviance tools and Rhythm and Glue as a prototype for how to interweave agency into a multifaceted set of skills we can accelerate these trends. Building a unified interface for the transmedia components would save the individual programs the work of creating that individually, improving efficiency.

Our ability to generate and coordinate these stories across formats so that the messages people are receiving is consistent is important. The criteria is "clear simple message told frequently by a variety of trusted sources," and connecting these stories at multiple governance levels (global, country, state, city) across multiple target audiences, and across multiple story types (fiction, non-fiction/news, formal/informal education) requires an unprecedented level of coordination and partnership. The severe and urgent nature of the public health consequences resulting from climate change justifies a dynamic update to science engagement, for public participation for enabling access to information and tools promoting civic engagement in policies and projects. Creating stories interwoven with research as a cycle supporting real time dialog as community engagement builds a dynamic system for achieving sustainability goals. This is a space for sharing successes, building partnerships and suggesting next steps so we move ahead as a team.

For the format of the book, I'm proposing an edited volume with 3-4 sections, each with 3-4 chapters of up to five authors each. The book will include academic best practices of what these stories should include and how to connect them as a network. It will include case studies and examples of programming and the research in process or completed on them.

Sections of the book could include:

- Introduction
- Entertainment-education/SBCC (international, 3-4 chapters)
- Hollywood/Good Energy (US, 3-4 chapters)
- Climate Education Community (international, 3-4 chapters)
- Conclusions