

Climate Storytellers

STORYTELLING FOR CLIMATE ACTION:
COP27 AND BEYOND



Digital
Storytellers

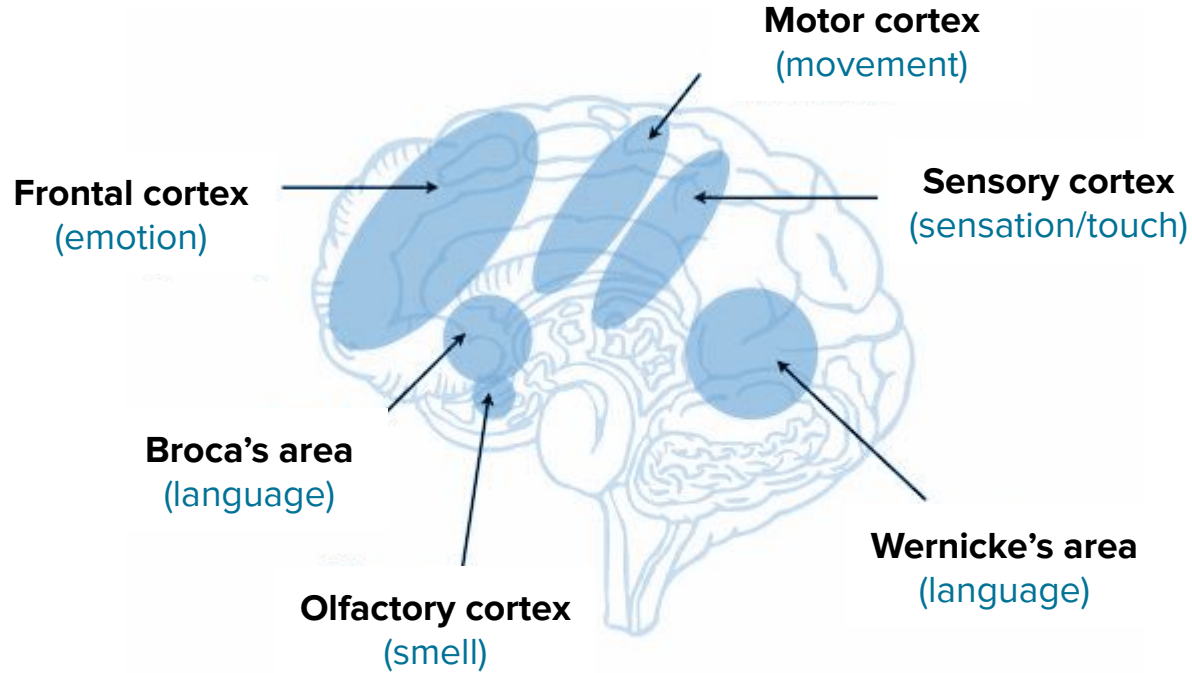


SYSTEM
CHANGE

Why storytelling?











NOT
CLIMATE
CHANGE





WE ARE ALL HARD-WIRED FOR STORY!

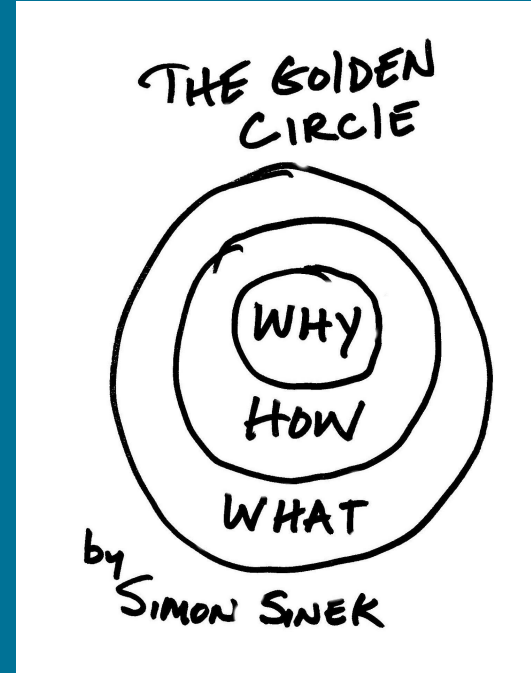
INTRODUCING THE STORY CANVAS

Purpose:				
Audience:	Key Messages:	Story:	People & Places:	Campaign:
	Call To Action:		Style & Tone:	
	  		 	
Outcomes:		Indicators:		
				

PURPOSE

Why are you telling this story ?

- What is the bigger picture?
 - Why will this story matter to your audience?
-



IMPACT

What change are you trying to create?

- **Outcomes:**

What high-level changes do you want to create?

- **Indicators:**

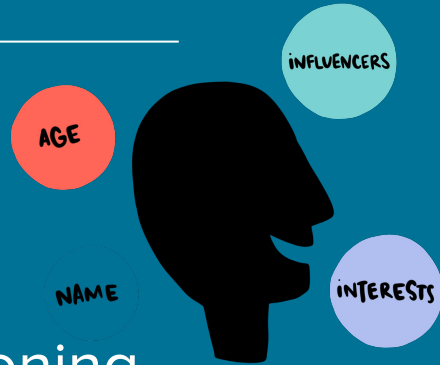
How will you measure your immediate success? Are your objectives SMART?



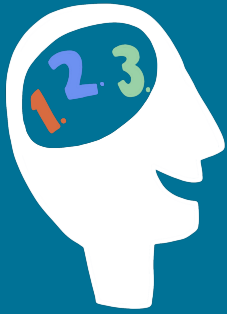
AUDIENCE

WHO do you want to hear your story?

- Primary vs. Secondary
 - Audience personas
 - Where are they on their journey?
 - unaware → aware → engaged → championing
 - How might we help them take their next step?
-



THE HEAD, HEART + HANDS OF YOUR STORY



HEAD












HEART



HANDS

DOWNLOAD THE STORY CANVAS TODAY!

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Outcomes:		Indicators:		
				

WWW.DIGITALSTORYTELLERS.COM.AU/STORYCANVAS



JOIN CLIMATE STORYTELLERS MARCH 2023

Are you ready to unlock your climate story?
Join the Climate Storytellers program in 2023.
Use the QR Code to [visit the registration site.](#)

Keep in touch with Digital Storytellers!
workshops@digitalstorytellers.com.au





Climate Storytellers

Storytelling for Climate Action

An Initiative from
PCCB Members Network

Digital
Storytellers

CLIMATES 

 Climate-KIC
Co-funded by the
European Union 

 yiqqi

PCCB
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 United Nations Climate Change
PCCB Network



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