

# Climate Storytellers





# Digital Storytellers

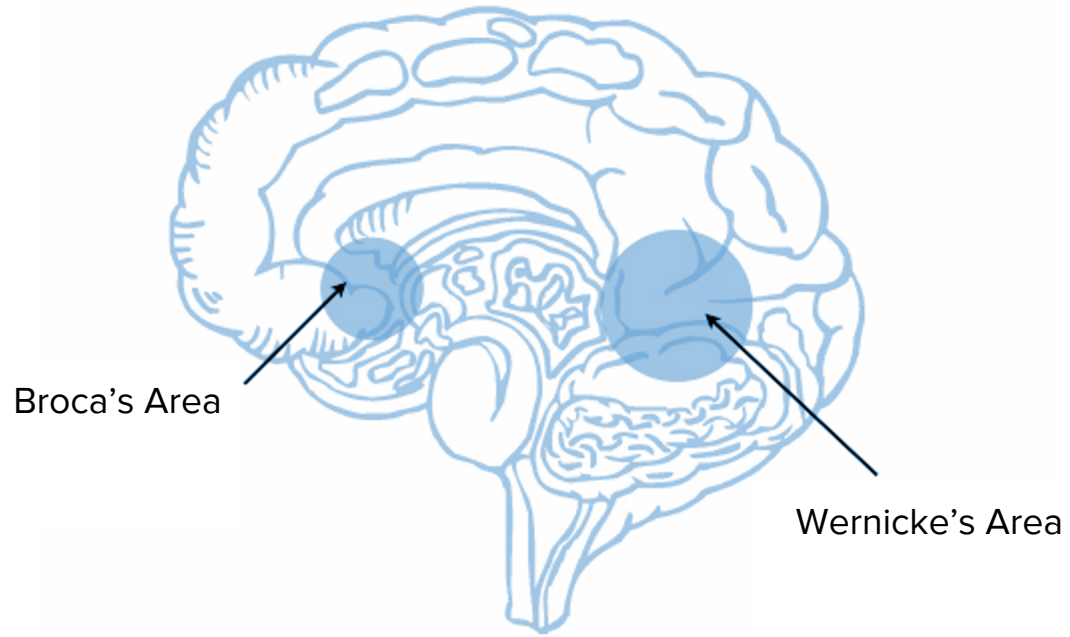
SYSTEM  
CHANGE



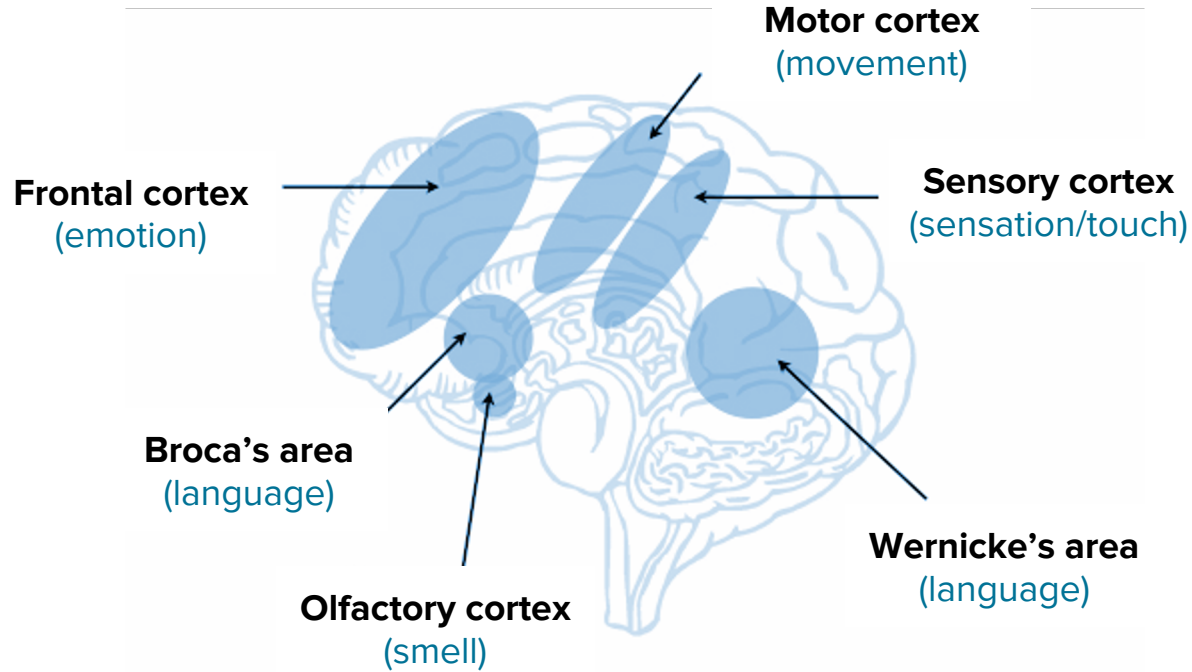
*Why storytelling?*

NOT  
CLIMATE  
CHANGE

LINK  
KLIMA  
GE



**YOUR BRAIN**











**WHERE STUFF HAPPENS**

# COMMUNITY GARDEN

OAKLAND!  
SIS



# The Story Canvas

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

# OK GO!

---

- Start anywhere
- If you get stuck, move on to the next box
- It's not written in stone!



# PURPOSE

What's the bigger picture



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

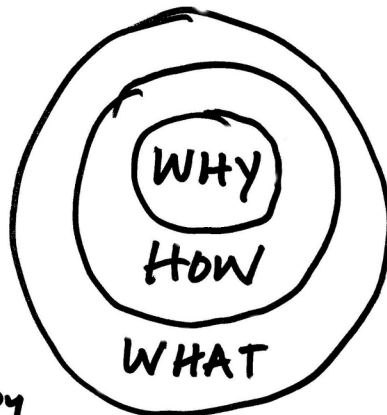


# THE BIG WHY

Why are **YOU** telling this story?

.....

THE GOLDEN  
CIRCLE



by  
SIMON SINEK

# 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?
- 



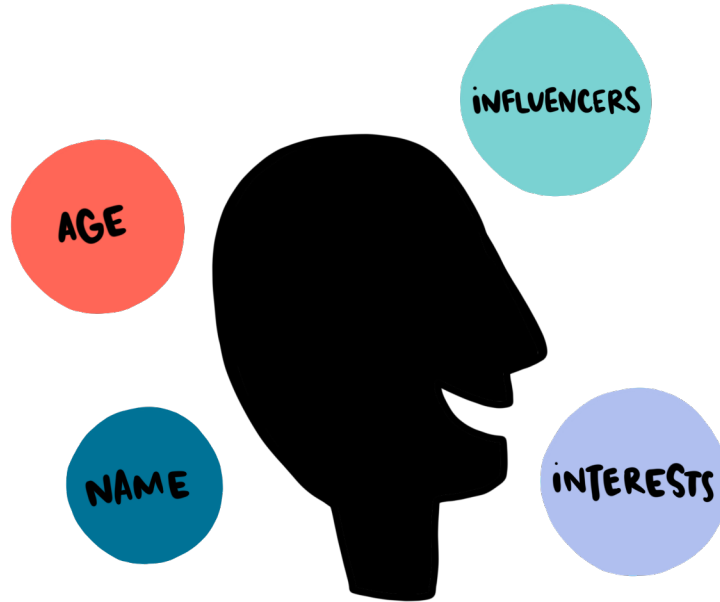
# AUDIENCE

WHO do you want to hear the story and take action?

- 
- Primary vs. Secondary
  - Audience personas
  - How do we want to shift our audience?
    - unaware → aware → engaged → championing
-

# AUDIENCE

Personas



# KEY MESSAGES

What **three** things do you want the audience to remember?

- 
- What does your audience need to know?
  - Why does this matter now?
  - Present your solutions to this problem
  - Imagine the new world: Help us create it
- 





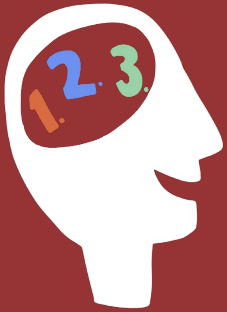
Let's dive deeper into what makes a compelling narrative...

.....

# STORYCRAFT:



# THE THREE INGREDIENTS



Head (Logos)



Heart (Pathos)



Hands (Ethos)

# PERSONAL STORY

A personal story will follow the journey of one individual

- One individual, who represents the many
- Allows our audience to imagine themselves or a loved one in their place
- Deeper character development builds a greater engagement





# VISION PIECE

A vision piece tells the overall story of a movement, organisation or cause.

- We usually hear this from their leaders, beneficiaries and stakeholders.
- Featuring at least 1 x heart, helper and expert
- Usually used on a website home-page, introducing an organisation or project to potential partners, re-engaging existing supporters or stakeholders.



# NEXT STEPS





# JOIN CLIMATE STORYTELLERS

Download these slides,  
explore more resources  
and share your climate stories:

[www.climatestorytellerscollective.org](http://www.climatestorytellerscollective.org)

---

# STAY IN TOUCH!

workshops@digitalstorytellers.com.au

[www.digitalstorytellers.com.au](http://www.digitalstorytellers.com.au)

Twitter: @101storytellers

Instagram: @digital.storytellers

Facebook: [www.facebook.com/101storytellers](http://www.facebook.com/101storytellers)

---