

**Climate Catalysts
Mentorship Programme 2.0**



**ENTERTAINMENT
AND CULTURE-
BASED CLIMATE
SOLUTIONS
BOOTCAMP DIGEST**

**ENTERTAINMENT+
CULTURE PAVILION**



MINISTERO DELL'AMBIENTE
E DELLA SICUREZZA ENERGETICA

Workshop 1 : The Power of Climate Storytelling and Narrative Impact

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Overview

Storytelling has the unparalleled power to shape public discourse and climate policy. In this session, we showcased examples of successful climate stories and gained practical techniques for crafting and applying them in advocacy efforts.

The Value of Climate Stories

- Provide a sense of control
- Ignite empathy
- Foster curiosity and make us imagine new futures
- Educate and enable us to remember facts/details more clearly
- Reinforce and deconstruct archetypes

But **here's the problem**: film and TV rarely mention climate change and even fewer mention fossil fuels, the core contributor to climate change.

Integrating Climate Stories into Narratives

Even if a story isn't primarily about climate change, there are still ways to create impact through it:

- **Climate Placement**: Climate-friendly behaviors are adopted by characters or woven into the setting/set design.
- **Climate Mentions**: Characters mention climate change in passing, which normalizes talking about the climate crisis in daily life.
- **Climate Characters**: Characters have interests, personality traits and/or actions related to climate and the environment.
- **Climate World**: Climate-related events influence the story world, culture, and characters in meaningful ways.

Rethinking Climate Stories

- **Beyond Doom and Gloom:** Instead of creating a sense of defeat and showing that everything is lost, climate stories should inspire climate action.
- **Finding Stories Everywhere:** The climate crisis impacts every part of our lives, so climate stories need not be bound by genre or place. From rom-coms to thrillers to fantasies, everything can be a climate story.
- **Exercise:** To flex our creative thinking muscle, we created climate stories in groups through prompts that combined random genres, protagonists, and climate issues.

Telling Effective Stories From The Climate Propagandist

- **Climate Propaganda** means strategically using storytelling to shape perceptions and behaviors around climate action. To do this, ask yourself 3 questions around your climate narrative:
 1. **Will it stick?**
 - Is it simple, emotional, and attention-grabbing?
 2. **Will it spread?**
 - Is it culturally relevant, socially valuable, and empowering for communities?
 3. **Does it reflect your voice, your values, and your “why”?**
 - Learn more [@theclimatepropagandist](https://www.instagram.com/theclimatepropagandist)



“We believe in the transformative power of storytelling to advance a climate just and biodiverse future.”

**- Emily Wanja
representing [The Climate Story Unit](#)**



Resources

- [Climate Storytelling Playbook](#) by Good Energy
- [Climate Clips Archive](#) by Rare
- [Climate Communications Research Hub](#) by New Zero World
- [Lit: Stories from the Frontlines of Climate Justice](#) by EarthJustice



Workshop 2 : Cultural Heritage in Global Climate Action

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Core Ideas

- Cultural heritage is a tool for climate resilience and it is increasingly at risk due to climate change.
- We must value and include Indigenous knowledge systems, which have been passed on over generations, in climate adaptation.

What is Cultural Heritage?

- The legacies inherited from previous generations that are passed on to future generations—places, practices, knowledge, and values that shape a community's identity and worldview.

There are two types:

- **Tangible:** art, artefacts, temples, buildings, landscapes...
- **Intangible:** oral traditions, rituals, languages, festivals, music, dance...

Minding The Culture Gap

Even though cultural heritage is necessary for transformative climate action, it is often missing from climate planning.

This is being addressed in a few ways:

- Policy frameworks recognizing that cultural heritage needs to be preserved from the impacts of climate change e.g.
 - [Loss and Damage Fund](#)
 - [Global Goal on Adaption](#)
- Indigenous participation in UNFCCC (though still tokenized or limited)
- Local knowledge used and cited in some climate adaptation plans
- Moving forward: we need to continue to bridge the gap between cultural and climate institutions like the UNESCO and UNFCCC

Workshop 3 : Intersectional Activism

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Intersectionality

Intersectionality is a term coined by Kimberlé Crenshaw, a Black feminist scholar, to describe how systems of oppression—like racism, patriarchy, classism, and colonialism—don't operate in isolation. They intersect and compound one another.

For example, a Black woman's experiences will be different from a Black man's experience even though they share the same race; a Latino woman's experience will be different from a white woman's even though they share the same gender.

Why it Matters:

The people least responsible for climate change are the ones most impacted e.g. Indigenous communities, youth, women, LGBTQ+ folks, disabled people, and frontline workers in the global majority. Their perspectives must be amplified.

Activism

Activism is the blending of art and activism—using creative expression as a tool for social and political change. It involves artists and communities creating works that raise awareness, challenge injustice, and inspire collective action.

Why it Matters:

Art and culture can reach audiences in ways that science and facts alone cannot.

**Art is also not bound by medium.
Here are some examples -**

Climate Live International

With a presence across 40+ countries, they utilize music to unite people and reach the majority who aren't currently engaged in the climate crisis.

Extinction Rebellion (XR)

One of the most cost-effective organizations in terms of tonnes of CO₂ reduced per pound spent. They use performance, street theater, and spectacle for collective mobilization. Often, they disrupt traffic, stage die-ins, or create dramatic visuals to demand attention.

GlobalKulture Organisation

An artist collective preserving endangered tribal and folk cultures. For example, they have documented tribes that have a deep relationship with nature and have traditional songs about trees; they have also organized plant music concerts.

Building Your Own Campaign

In groups, we developed mini-activist campaigns to address real-world climate issues. Here are some elements that every activist campaign for the climate should incorporate.

- A real world climate issue – researched thoroughly
- A target audience...and knowing how to reach them
- A clear understanding of how it incorporates intersectionality
- A concrete call to action — for example signing a legislation or inviting people to protest.

