

NARRATIVE & STORYTELLING

principles

key story elements

STORYTELLING CAN EFFECTIVELY SUPPORT AWARENESS AND INTRIGUE IN RELATION TO CLIMATE CHANGE. The power of tangible and real-life stories can highly engage the public.

1

Which climate change story is the right?

TOPIC IDEAS

- environment
- pollution
- global warming
- glaciers melting

2

Who is the ideal speaker/narrator?

• **SCIENTISTS:**

Seas of plastic
Capt. Charles Moore.



• **CELEBRITIES:**

World food program
Zlatan Ibrahimović



• **CROWD HERO**

Thank you for the rain



Based on the capacity and background of your speaker the projected effect to your audience may differ - a scientist projects authority through his/her expertise, whereas a celebrity tends to charm the audience due to his/her high acceptance rates.

3

Which is your prospective audience?



4

Connect with audience

Story must be substantiated and credible



Enjoy the story!

Use the active *maps*

Local stories on the global dimension

