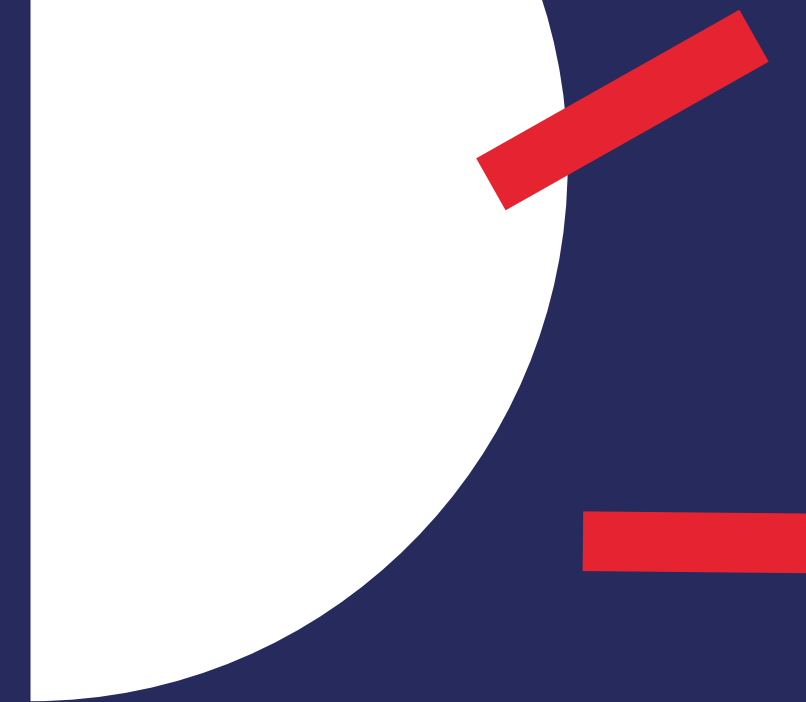


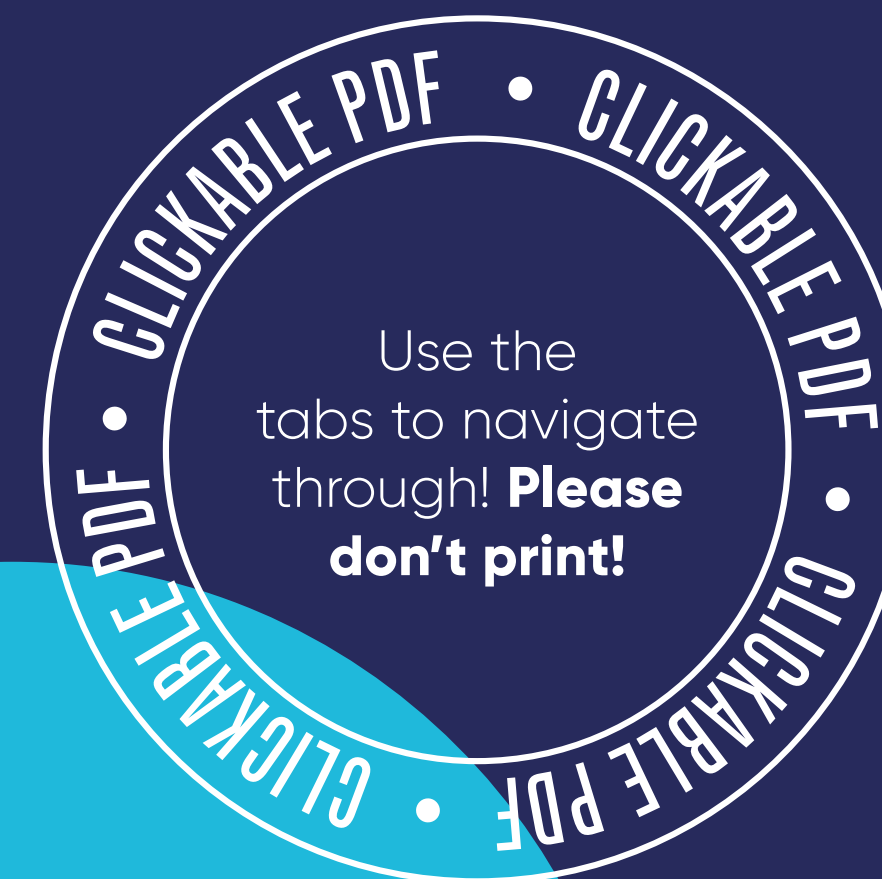
THE CLIMATE  
STORY<sub>LAB</sub>



# TOOLBOX



ENTER



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I. GATHER

II. CATALYZE

III. STRENGTHEN

IV. REFLECT

V. INSPIRE

VI. DOWNLOAD

# WHY DO WE NEED TO TALK ABOUT CLIMATE STORYTELLING

- We are in a climate emergency, and impactful climate communication is more critical than ever before.
- We need every great story about the climate to reach its full creative potential, both representing and connecting with diverse audiences.
- This begins by challenging ourselves to move past the mono culture of past climate narratives and to identify and amplify a biodiversity of stories as diverse as the ecosystem we seek to save.
- We want to offer up the Climate Story Lab as a convening model — whether in person or virtual — and the content of each lab as ideas to be iterated and adapted to suit your context.
- Our goal is to inspire both storytellers and cultural organizers — from museum curators to college professors to festival programmers — to facilitate necessary climate narrative conversations within their own communities that will inspire citizens, engage politicians, and mobilize communities.
- The model is yours to take, use, and evolve. We will keep updating this toolbox with new content and insights from our peers around the globe.

If you do host your own convening inspired by the Climate Story Lab, our only ask is to help us learn by filling out [this shareback form](#).

In solidarity,

[Doc Society](#) and [Exposure Labs](#)

You can download our  
[shareback form here](#)

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## A LOOK INSIDE:

### GATHER

Suggested guiding principles  
for your gathering

### CATALYZE

A library of video prompts from  
leading experts

### STRENGTHEN

Avenues to shareback your  
community's insights

### REFLECT

Environmental and climate impact  
campaigns driven by storytelling

### INSPIRE

Additional resources curated  
by the global community

### DOWNLOAD

Sample slides, branding assets,  
and social media posts

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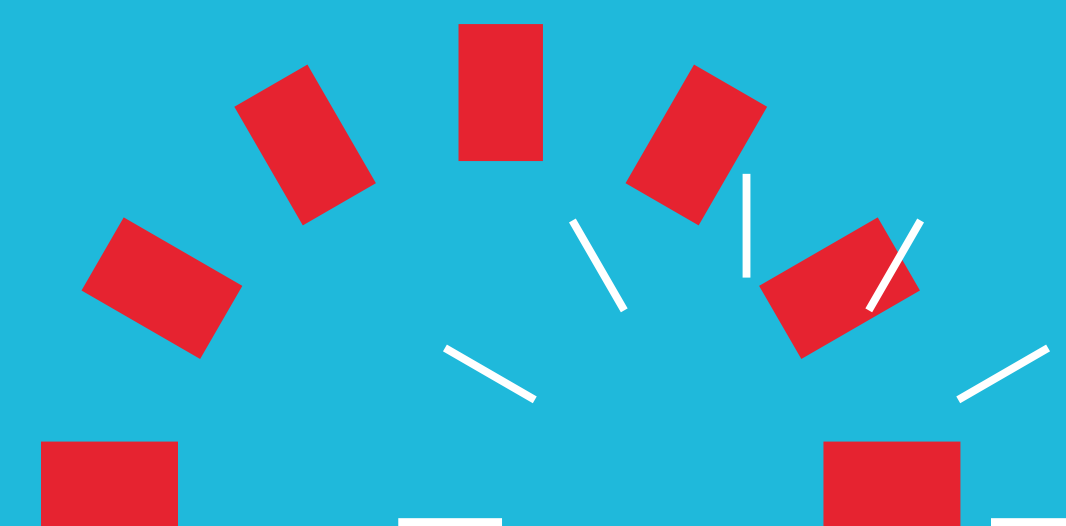
# GATHER

## SUGGESTED GUIDING PRINCIPLES FOR YOUR GATHERING

Each agenda in every location is going to vary depending on whether you're planning an afternoon's conversation with your team or a five day summit.

We hope the report outs from New York and London will whet your appetite with topics for conversation and in case it's useful, here are a few guiding principles which have underpinned our own meetings thus far:

- Get intersectional. Ensure the people in the room and those speaking reflect the broad movement we wish to build and the communities we want to engage.
- Center climate justice as a guiding principle of all conversations and acknowledge those who have been affected first and most by climate change.
- Ground the conversation in context by sourcing the latest data on public opinion around climate change, the opportunities and challenges in the local political context, the degree of opposition or disinformation around climate, the state of current climate movements.
- Challenge ourselves to think about the weaknesses and tropes of climate storytelling.
- Share media impact case studies to help inspire better strategy around distribution and outreach.
- Reflect on the audiences that have been excluded and think about new narratives that connect with diverse audiences and give credible hope.



WELCOME

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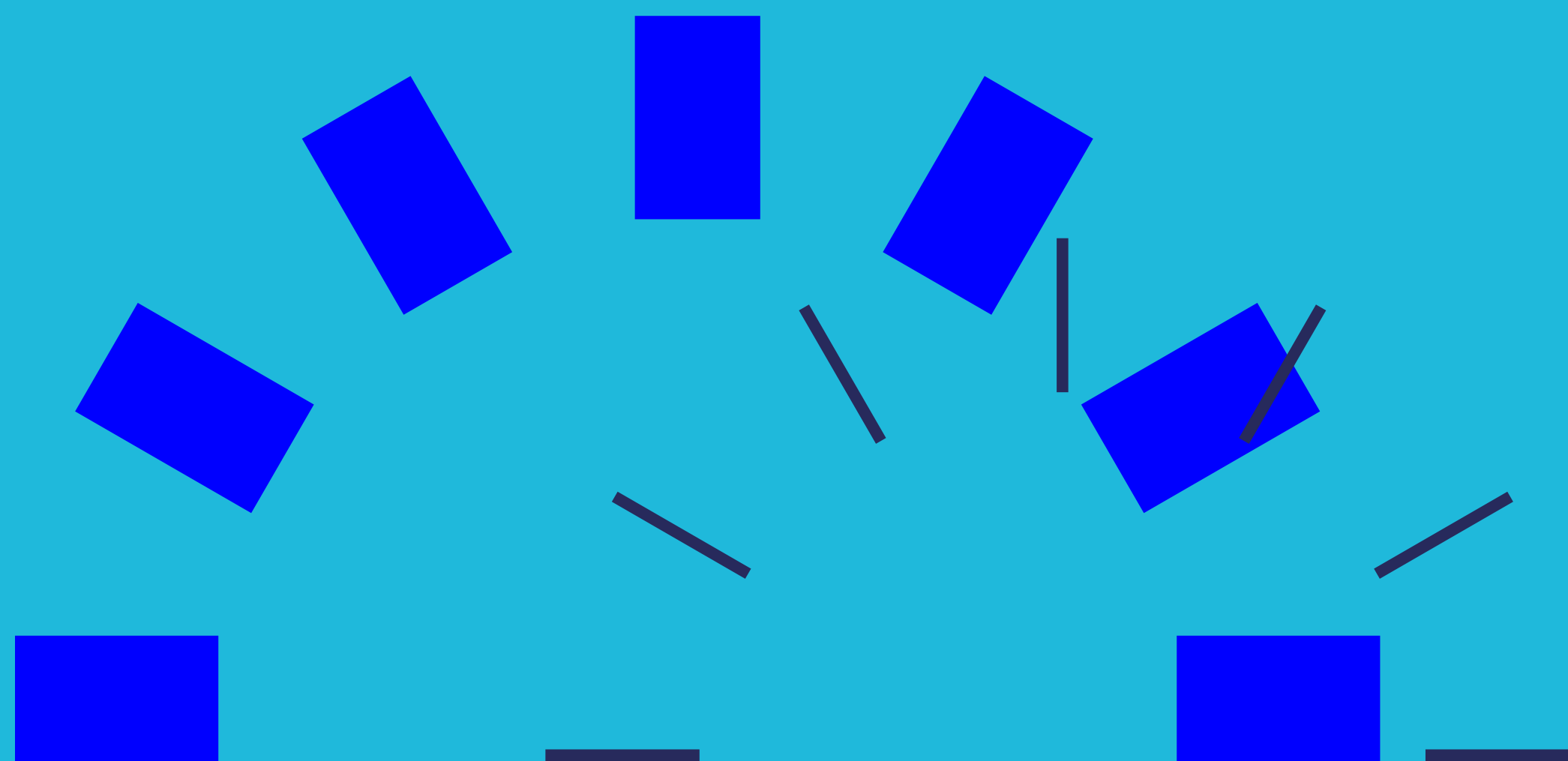
V. INSPIRE

VI. DOWNLOAD

## GATHERING IN THE TIME OF COVID-19

The future of in-person gatherings is uncertain, but the need for resilience, community and connection is more important than ever. Here are some of the best resources we've seen that offer guidance and offerings for planning virtual meetings and events:

- [\*\*A Comprehensive List of Tips, Tools, and Examples for Event Organizers During the Coronavirus Outbreak\*\*](#) by CMX
- [\*\*Online Meeting Resources Toolbox for Facilitators by Facilitators\*\*](#) for Pandemic Response Group
- [\*\*Tips on Virtual/IRL Hybrid Meetings\*\*](#) by the Sierra Club



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# CATALYZE

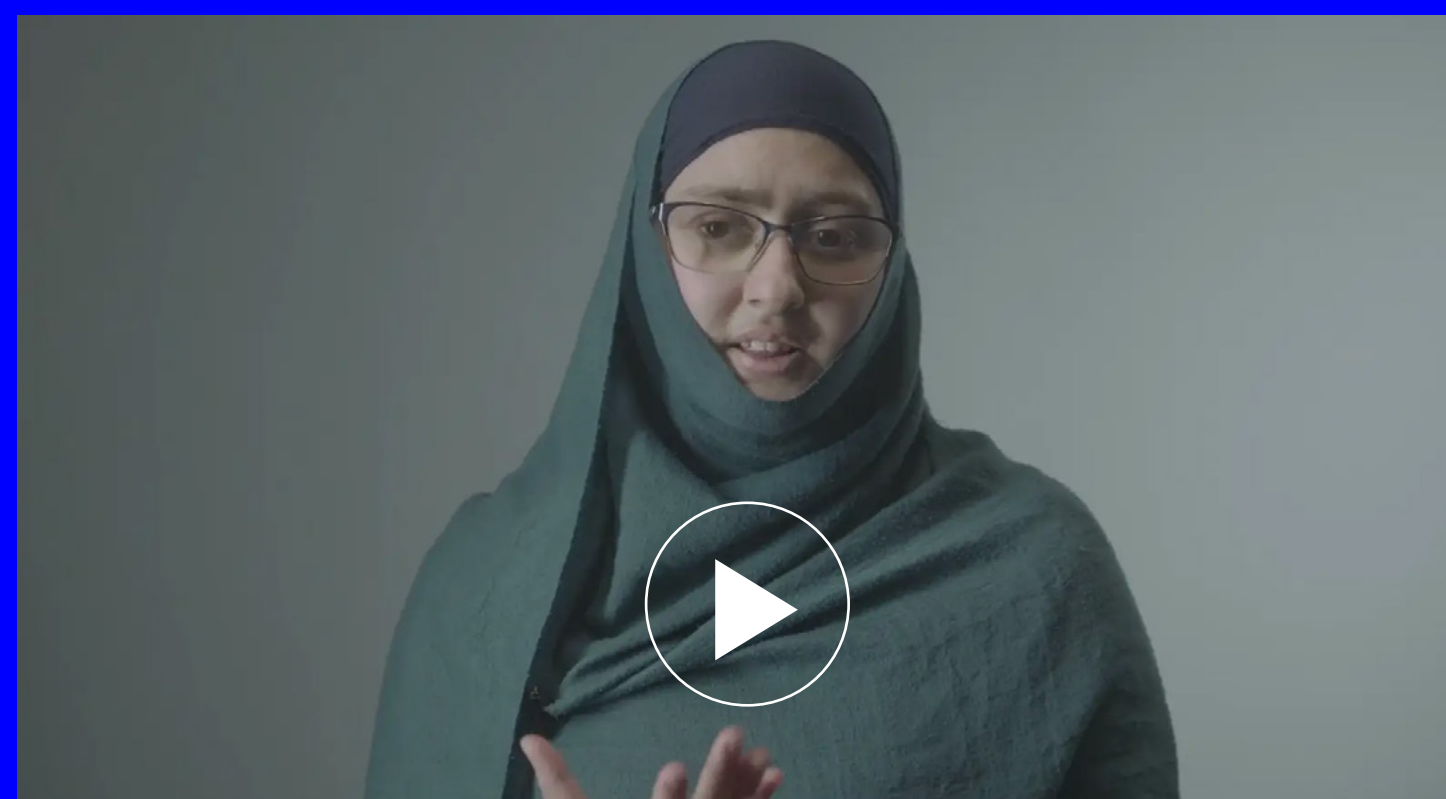
## A LITTLE LIBRARY OF VIDEO PROMPTS

We are starting to curate a library of dialogue prompts featuring videos from incredibly smart thinkers and doers. Between 10-20 mins in length, our hope is that these videos can be easily integrated into your programming and help catalyze deeper conversations.

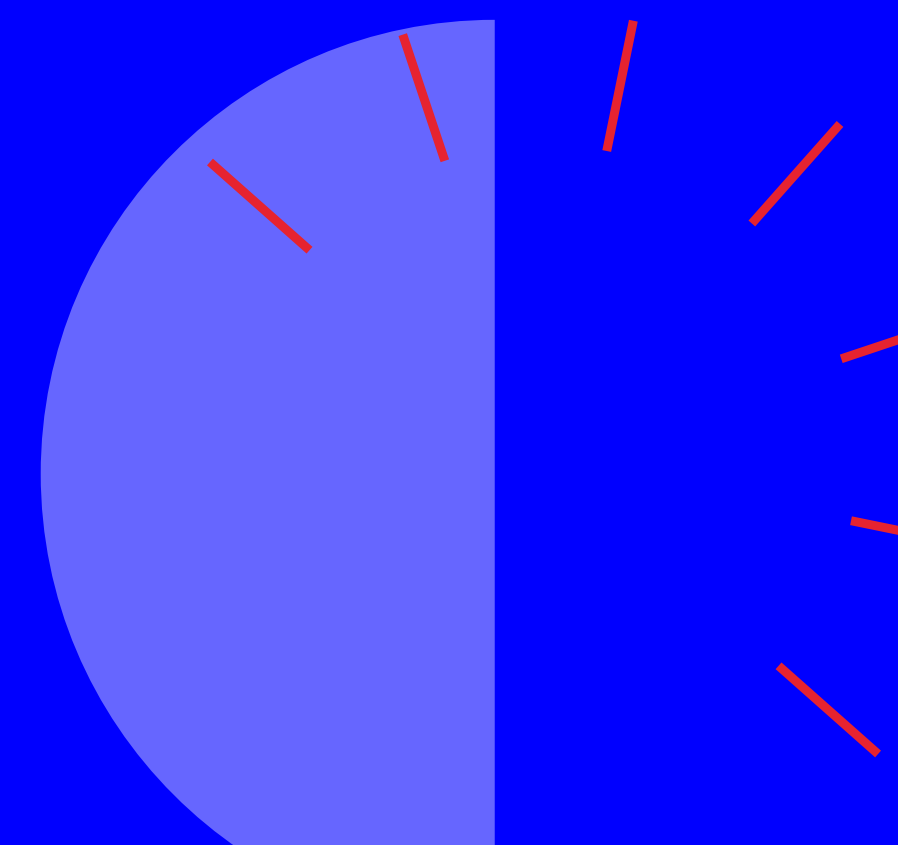
We are launching the series with four films, presented by colleagues who participated in the first two labs. We will continue to add voices from global thought leaders over the coming months. Please let us know if these are useful and we will keep adding.

First we'd like to introduce you to Ahlyah Ali, a climate organizer from the UK who helped set the context for the UK Climate Story Lab.

We'd had a presentation about the latest science, heard the data on how public opinion is changing around climate change, discussed the political opportunity and challenges in the UK. Equally important was to understand how organisers and activists were feeling in this moment. In this short film Ahlyah shares the perspective of youth in the UK climate movement and reflects on the storytelling they need now.



Next up you can watch video prompts that help us think about unlikely allies and how to engage them. Reflect on the power of comedy as way to transform audiences. Consider the ways in which we can truly collaborate with subjects and communities and leave behind extractive storytelling. As Bananarama says; 'it ain't what you do its the way that you do it.'



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## FEATURE 1: NON-EXTRACTIVE STORYTELLING & CO-CREATION: MAYA NEWELL

When we consider the status quo in media production, most stories apply extractive practices through the process of production and distribution. Co-creation conversely offers an alternative to the single author vision. Projects emerge from a process and evolve from within communities and with people, rather than for or about them. Co-creation and non-extractive storytelling give agency to the people whom the stories belong to. Filmmaker Maya Newell discusses what these practices can look like, using her film “In My Blood It Runs” as an example. Newell draws her process from the [Screen Australia protocols](#), and credits the many organizations and First Nations filmmakers who created the model she uses.



### POTENTIAL DISCUSSION QUESTIONS

- What stories have you seen that have successfully incorporated non-extractive practices? What do you think made them successful?
- What stories in your community could benefit from the process of co-creation?
- What are ways to realistically and organically transition storytelling from the status quo, which can be harmful or exploitative, to non-extractive practices?
- What are some strategies that storytellers working within constraints such as time or budget can use to still ensure non-extractive practices?

### ADDITIONAL RESOURCES

We have included additional resources relevant to the topic including articles, reports and podcasts.

- [Pathways and Protocols: A Filmmaker’s Guide to Working with Indigenous People, Culture and Concept](#) by Screen Australia
- [Collective Wisdom](#) by the Co-Creation Studio at the MIT Open Doc Lab
- [Whose Story? Five Doc Makers on \(Avoiding\) Extractive Filmmaking](#) by International Documentary Association (IDA)
- [The Do’s and Don’ts of Filming in Indian Country](#) an interview with Sterlin Harjo

WELCOME

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## FEATURE 2: COMEDY AND CLIMATE: CATY BORUM CHATTOO

The need for public engagement in social justice issues is crucial, and it can be challenging to encourage audiences to pay attention to dire problems. Humor, by offering frames of hope and optimism, may help encourage participation in social problems. Caty Borum Chattoo, Executive Director of the Center for Media and Social Impact addresses the opportunities and challenges of finding intersections between comedy and social justice engagement.



### POTENTIAL DISCUSSION QUESTIONS

- In what types of situations do you think centering joy and humor over stories of suffering or trauma may be more effective in reaching audiences? Are there particular audiences that might be more inclined to engage?
- What are best practices to balance the acknowledgement of the real grief and pain your audience may be holding with the levity of comedy?
- Where do you see openings for comedy and humor in your own work?
- What kinds of strategic collaborations and partnerships can you think of in your own ecosphere that might benefit from this framework?

### ADDITIONAL RESOURCES

We have included additional resources relevant to the topic including articles, reports and podcasts.

- **Comedy's Role as a Catalysts for Social Change: Hannah Gadsby's "Nanette"**
- **Pleasure Activism: The Politics of Feeling Good** by Adrienne Maree Brown
- **Can Humor Fight Prejudice?** By Negin Farsad
- **Comedians Will Soon Rule the World**
- **A Comedian and an Activist Walk into a Bar: The Serious Role of Comedy in Social Justice (Communication for Social Justice Activism)** by Caty Borum Chattoo

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## FEATURE 3: ACTIVATING UNLIKELY ALLIES: MACKY ALSTON

Many people may avoid engaging people with completely different backgrounds and perspectives from their own, but when it comes to creating a wider and deeper impact, finding an unlikely ally can help you reach your goal more effectively. As an example, filmmaker and activist Macky Alston discusses his own experience working with communities of faith. As a gay Christian, who has made films that have been used to argue the Christian case for LGBT equality, Macky is aware of the difficulties as well as the opportunities of such partnerships. His own work at the **Auburn Seminary** involves training progressive faith leaders, and he notes that faith groups have been at the forefront of social justice movements for decades. Macky encourages us all to examine our own assumptions and blocks to partnership with unlikely allies.



### POTENTIAL DISCUSSION QUESTIONS

- What is a time where you had to re-examine your own assumptions about another person or group of people? What did you learn from that experience?
- What goals could you reach more effectively by finding partners outside of the usual suspects?
- What are communities that you know of who could be potential allies around climate?
- What are strategies you could use to engage the unlikely allies in your work?

### ADDITIONAL RESOURCES

We have included additional resources relevant to the topic including articles, reports and podcasts.

- **Engaging Unlikely Allies by Hildy Gottlieb**
- **Money + Meaning Podcast: Unlikely Allies Building New Markets for Impact** by Social Capital Markets
- **Finding Common Ground: The Story of an Unlikely Chicago Alliance** by Craig Phillips, Independent Lens
- **What if White People Led the Charge to End Racism?** by Nita Mosby Tyler

WELCOME

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# STRENGTHEN AVENUES TO SHARE BACK YOUR COMMUNITY'S INSIGHTS

As a reflection of your community's collective insights, we encourage you to put together a shareback piece that can be sent to participants, and can be distributed with the community of climate storytellers and their allies.

- **Here is a template** to get started. Beyond a documentation of what was done, your shareback could be an invaluable resource for those who were not in the room. Here are the reports we produced from **CSL 2019 in NYC** and **CSL 2020 in the UK**.
- If you don't have time for a full report, consider an email with highlights and some selected photos.
- Most importantly, the community doesn't end here. Find ways to keep in connection and conversation through tools such as Google Groups or Slack.

*\*\* Note: We want to learn from your gathering. If you have used the CSL Toolbox, please send your own reflections and sharebacks so that we can incorporate them into this resource! You can fill out our template form, or create your own report and send them to: [mona@exposurelabs.com](mailto:mona@exposurelabs.com).*



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# REFLECT

## CASE STUDIES FROM CLIMATE-FOCUSED FILMS TO DRAW INSPIRATION ON DIFFERENT APPROACHES TO IMPACT

At CSL we love looking to the foundation laid by others for inspiration and learnings. When it comes to using stories for impact, there are many different ways it can look. Here are some case studies from climate-focused films that have made impact through strategic campaigns using a range of different approaches.

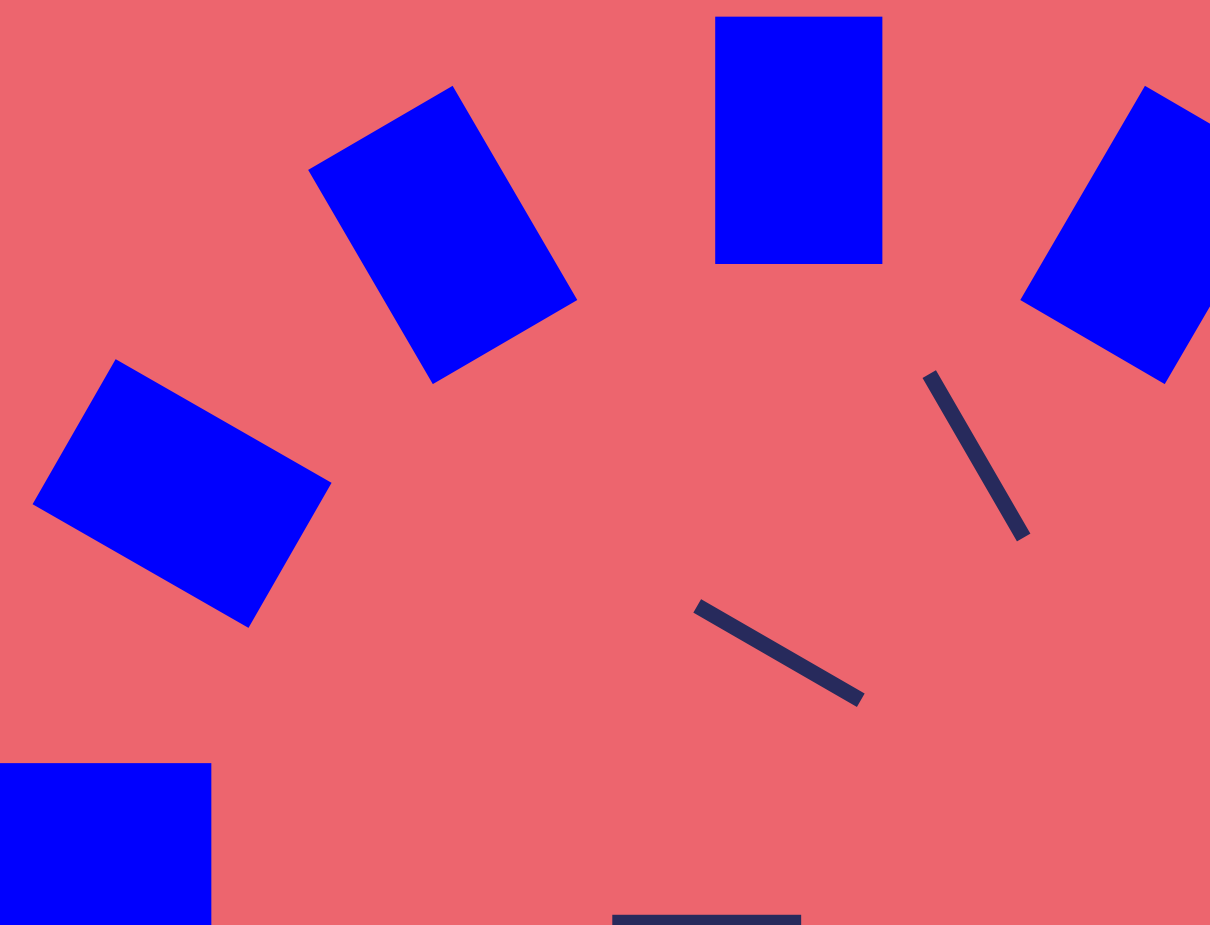
BAG IT

SHORE STORIES

THANK YOU FOR  
THE RAIN

THE AGE OF  
CONSEQUENCES

VIRUNGA



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# REFLECT

## BAG IT

In this touching and often flat-out-funny film, we follow “everyman” Jeb Berrier, who is admittedly not a tree hugger, as he embarks on a global tour to unravel the complexities of our plastic world. What starts as a film about plastic bags evolves into a wholesale investigation into plastic and its affect on our waterways, oceans, and even our own bodies. We see how our crazy-for-plastic world has finally caught up to us and what we can do about it. The team has made a truly accessible film which uses humor to appeal to as wide an audience as possible, leaving viewers feeling empowered, and ready to take action in big ways and small to reduce their plastic consumption. The film’s impact campaign aimed to 1) raise levels of public awareness surrounding environmental and health problems caused by plastic, 2) change behavior by reducing single-use plastics among consumers, and 3) galvanize communities to adopt voluntary or legislative bag bans.

WATCH FILM

LICENSE &  
RESOURCES

IMPACT  
REPORT



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# REFLECT

## SHORE STORIES

*Shore Stories* is a touring collection of short films that catalyzed resistance to offshore drilling off the east coast of the United States in 2016. The issue resurfaced when the Trump administration announced plans to expand offshore drilling to new areas including the Arctic, Atlantic, and Pacific Oceans. In opposition to these disastrous plans, Working Films relaunched the film series in January 2018 in partnership with Oceana, the Surfrider Foundation, and 81 locally-based organizations to update the collection of films and bring them to coastal communities across the US. They held events in 47 cities, increasing the number of people attending public hearings and speaking out through public comments to the Bureau of Ocean Energy Management (BOEM).

WEBSITE

IMPACT REPORT



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# REFLECT

## THANK YOU FOR THE RAIN

The feature documentary *Thank You For The Rain* follows the journey of a subsistence Kenyan farmer Kisilu Musya from community activist to addressing the United Nations climate talks at COP21 in Paris. The film, a co-created project with team members from the Global South and North, premiered in 2017, receiving international distribution with 400 screenings worldwide including at COP23 in Bonn. But its most important work was at home in East Africa in partnership with the Climate Justice Resilience Fund. Impact Producer Emily Wanja understood that the story was “a tool to drive change on the ground”, showcasing everyday struggles and solutions when people are forced to deal with the adverse effects of climate change. “We couldn’t treat it just as a film project”, Emily remembers thinking. “We had to treat it as a kind of development project.”

WEBSITE

IMPACT REPORT



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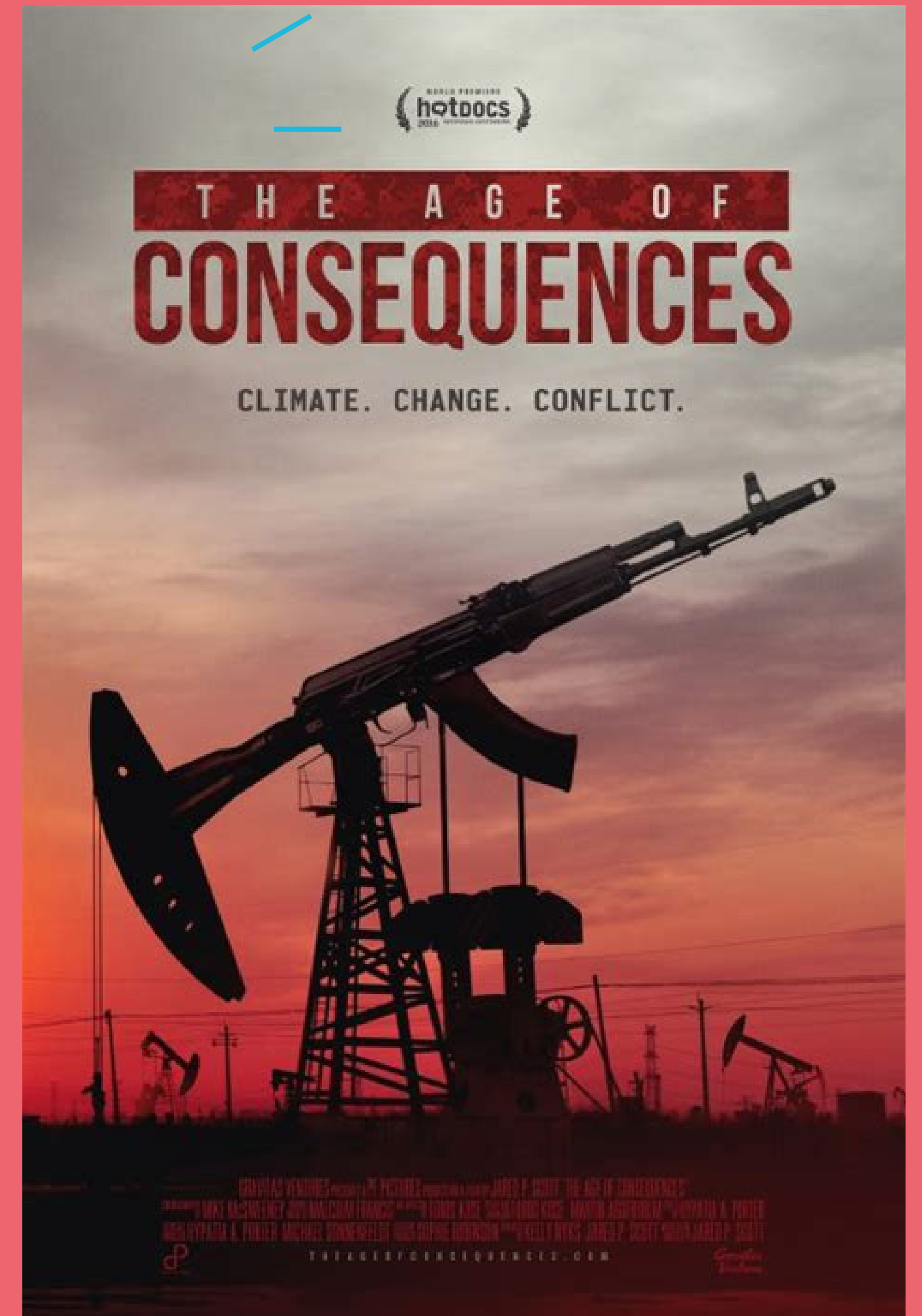
## THE AGE OF CONSEQUENCES

This 2016 film investigates the impacts of climate change on increased resource scarcity, migration, and conflict through the lens of US national security and global stability.

Through unflinching case-study analysis, distinguished admirals, generals and military veterans take us beyond the headlines of the conflict in Syria, the social unrest of the Arab Spring, the rise of radicalized groups like ISIS, and the European refugee crisis – laying bare how climate change stressors interact with societal tensions, sparking conflict. The impact campaign team worked with Citizen's Climate Lobby and dozens of organizations to engage Republican voters and decision makers to support climate solutions and to encourage bipartisan dialogue of climate change as a national security issue.

WEBSITE

IMPACT REPORT



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# REFLECT

## VIRUNGA

The 2014 film *Virunga* is the incredible true story of a group of brave individuals risking their lives to save Africa's oldest national park in the midst of renewed civil war and a scramble for the region's natural resources. Nominated for an Oscar, the film brought worldwide attention to the threat to the park from British mining company SOCO International, in the process forging an international coalition of partners that would help to protect Virunga and see SOCO retreat from the area.

WEBSITE

IMPACT REPORT



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# INSPIRE

## ADDITIONAL RESOURCES CURATED BY THE GLOBAL COMMUNITY

Over the past year we have collected suggestions of things to watch / listen / read from the CSL community. It is our hope and intention to grow this into a co-created space that continues to evolve through new recommendations from our global climate storyteller community. We offer this initial selection up to you as a resource to help create your agenda, trigger discussions and downright inspire.

For a little bit of everything, start with **this expansive thread** of climate story recommendations from Dr. Katharine Wilkinson's Twitter thread.



## WELCOME

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## WATCH ME



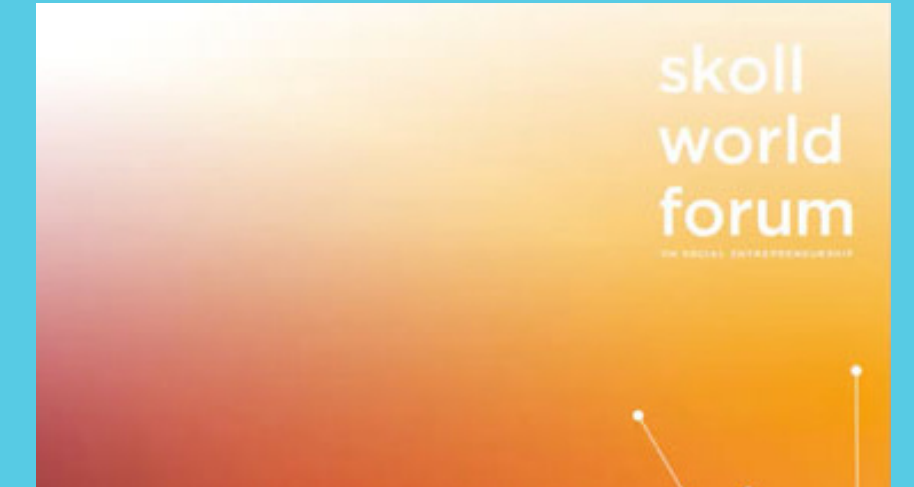
**A QUIET STORM**  
From Duck Productions  
& poet Selina Nwulu



**AOC & NAOMI KLEIN'S  
"MESSAGE FROM THE  
FUTURE"**



**BEYOND INCLUSION: BUILDING  
NARRATIVES OF LIBERATION**  
by Michele Stephenson



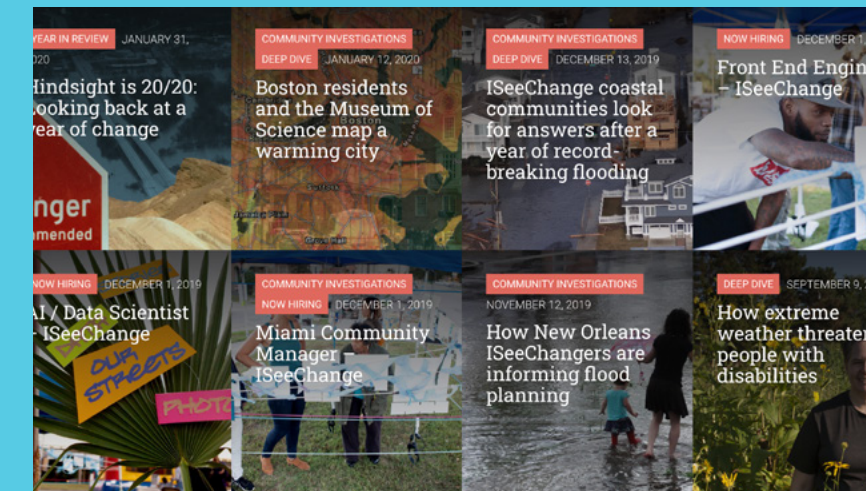
**CLIMATE JUSTICE IN THE  
TIME OF COVID: WOMEN  
AND GIRLS LEADING**  
panel at Skoll World Forum



**DON'T EVEN THINK ABOUT IT;  
WHY OUR BRAINS ARE WIRED  
TO IGNORE CLIMATE CHANGE**  
by George Marshall



**HOW EMPOWERING WOMEN  
AND GIRLS CAN HELP STOP  
GLOBAL WARMING**  
by Katharine Wilkinson



**I SEE CHANGE**  
Crowd-sourced stories of  
climate change reporting



**RISE: FROM ONE ISLAND  
TO ANOTHER**  
by Kathy Jetnil-Kijiner and  
Aka Niviâna



**SAVING THE PLANET  
WITHOUT MAKING IT  
EVERYONE'S TOP PRIORITY**  
by Angela Francis, Chief  
Economist at WWF



**THE INDIGENOUS: THE  
FRONTLINE - CHANGE FOR  
CLIMATE TALKS**  
by Eriel Tchekwie Deranger



**UNDER THE BLACKLIGHT:  
THE INTERSECTIONAL  
VULNERABILITIES THAT  
COVID LAYS BARE** by the  
African American Policy Forum

## WELCOME

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## READ ME

### A Billion Black Anthropocenes or None

Kathryn Yusoff

**A BILLION BLACK ANTHROPOCENES OR NONE**  
by Kathryn Yusoff



**ADDRESSING CLIMATE CHANGE IN A POST-PANDEMIC WORLD**  
from McKinsey & Company



**CLIMATE CHANGE AIN'T THE FIRST EXISTENTIAL THREAT**  
by Mary Heglar



**CLIMATE SIGNS**  
by Emily Raboteau



**INDIGENOUS KNOWLEDGE HAS BEEN WARNING US ABOUT CLIMATE CHANGE FOR CENTURIES**  
by Malcolm Harris



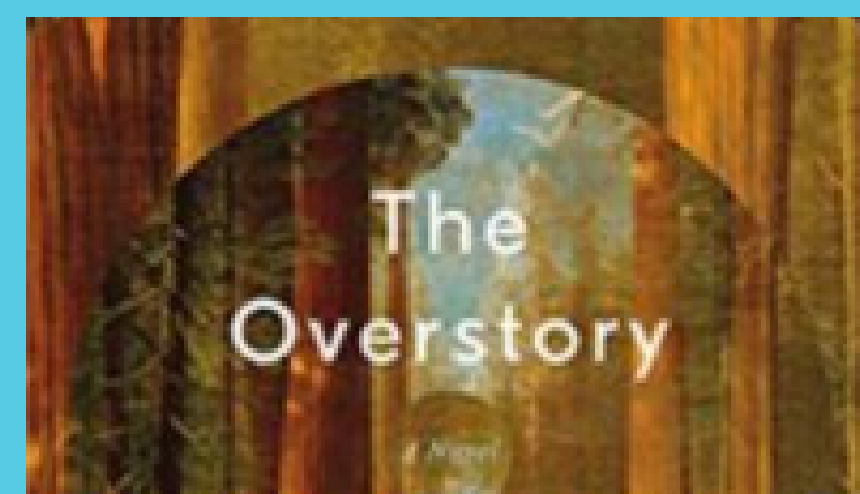
**MIT'S COLLECTIVE WISDOM**



**OUR HISTORY IS THE FUTURE: Standing Rock Versus the Dakota Access Pipeline, and the Long Tradition of Indigenous Resistance**  
by Nick Estes



**THE BIGGEST EMERGENCY FOR INDIGENOUS PEOPLE**  
by Jenni Monet



**THE OVERSTORY**  
by Richard Powers



**WE NEED COURAGE, NOT HOPE, TO FACE CLIMATE CHANGE**  
by Kate Marvel



**WHAT THE CORONAVIRUS COULD BE TEACHING US ABOUT THE CLIMATE EMERGENCY**  
by Charles Komanoff & Christopher Ketcham, The Intercept

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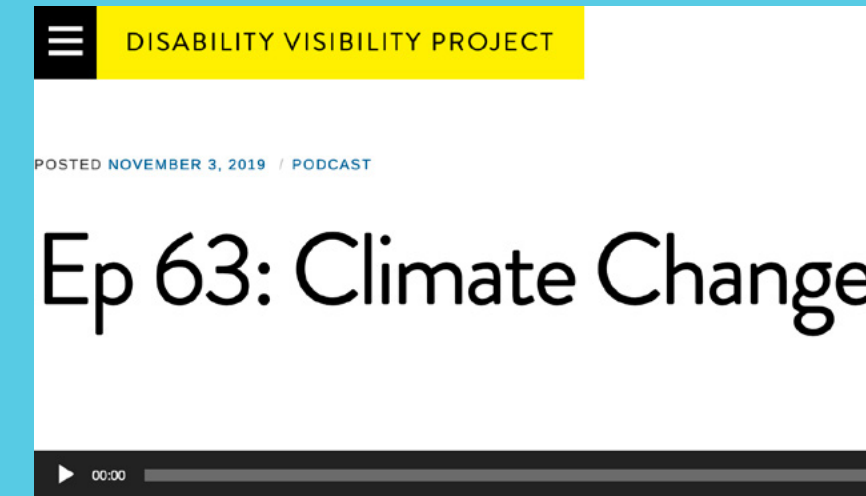
LISTEN TO ME

O  
B E I N G

**A POEM ABOUT WHAT  
GROUNDS YOU**  
by Aimee Nezhukumatathil



**CLIMATE CASH**  
Podcast



**DISABILITY VISIBILITY**  
Podcast, episode on Climate  
Change



**HOW TO SURVIVE THE END  
OF THE WORLD**  
Podcast



**IRRESISTIBLE  
(FORMERLY HEALING  
JUSTICE)**  
Podcast



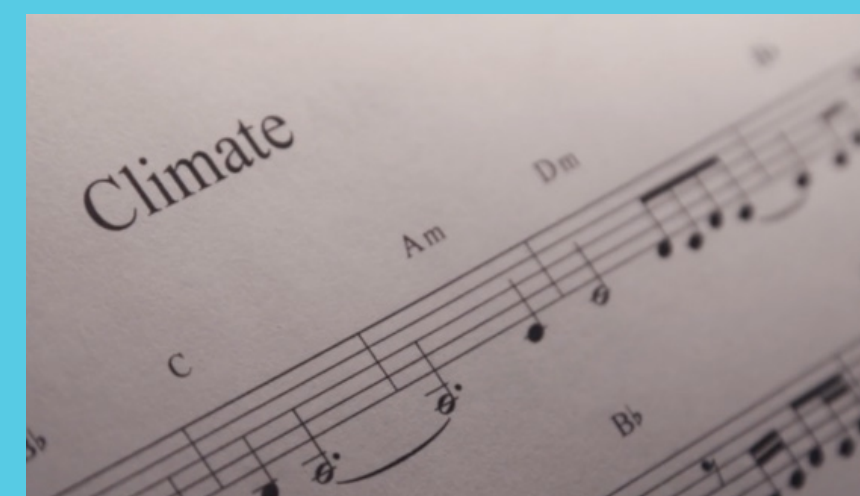
**MOTHERS OF INVENTION**  
Podcast



**TERRESTRIAL**  
Podcast



**THE BETTER CONVERSATIONS  
GUIDE FROM ON BEING**



**THE CLIMATE MUSIC  
PROJECT**



**THE LOST WORDS BLESSING**



**HOT TAKE**  
Podcast & newsletter



**NO PLACE LIKE HOME**  
Podcast

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LISTEN TO ME



**THINK 100%**  
Energy and inspiration to find your place in the climate justice movement



**HOW TO SAVE A PLANET**  
Podcast



**HEATED**  
Newsletter & podcast



**WARM REGARDS**  
Podcast

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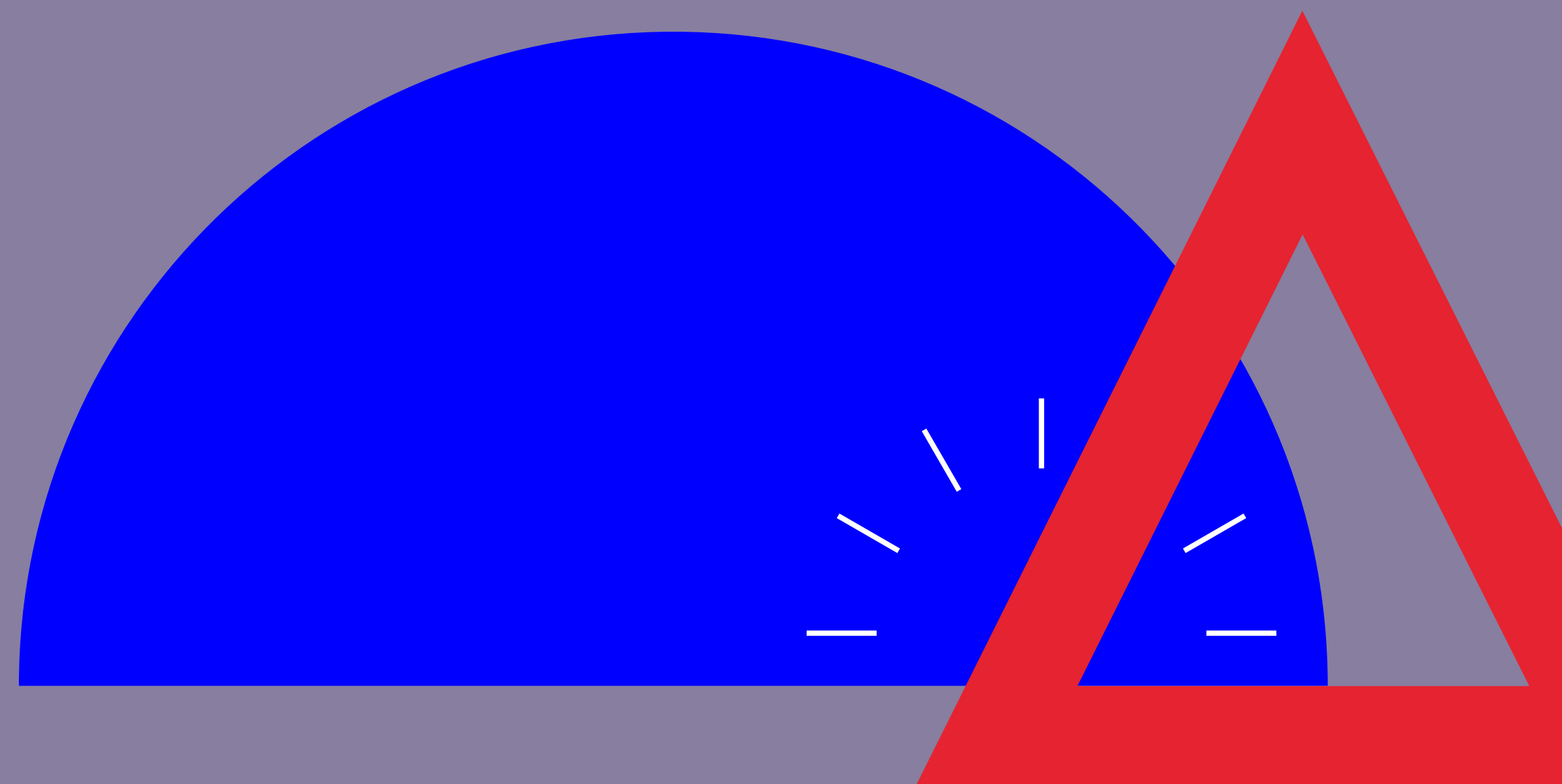
V. INSPIRE

VI. DOWNLOAD

# DOWNLOAD

## LOGOS, BRANDING, SAMPLE SLIDES AND SOCIAL MEDIA ASSETS

HERE ARE A FEW BRANDING MATERIALS THAT WE USE IN OUR LABS. IF YOU CHOOSE TO USE ANY OF THE ASSETS, WE ASK THAT YOU ACKNOWLEDGE *CLIMATE STORY LAB*, *DOC SOCIETY*, AND *EXPOSURE LABS*.



WELCOME

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# THANKS FOR READING THIS. PLEASE DO PASS IT ON.

Climate communication is more critical than ever before: we need the best storytelling to reach its full potential and reach the audiences that matter. Born of this conviction, Climate Story Lab catalyses the most compelling media projects being made right now toward big impact.

The inaugural Lab took place in New York in July 2019, followed by Climate Story Lab UK in London in March 2020. The rest of this year we are taking our convening online and hoping to return in person in the US in early 2021.

This series of interventions is a radical collaboration combining the creative and campaigning expertise of [Exposure Labs](#) and [Doc Society](#) with the best of the Good Pitch Impact Labs and a laser determination to accelerate climate communication. We are grateful to all our partners who have made this partnership possible.



NETWORK

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EarthxFilm

THE FLEDGLING FUND  
helping stories take flight



The Hartley Media  
Impact Initiative at  
Auburn



THE JIB FOUNDATION



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