



Climate change: Narrative matters

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**Name that
tune!**



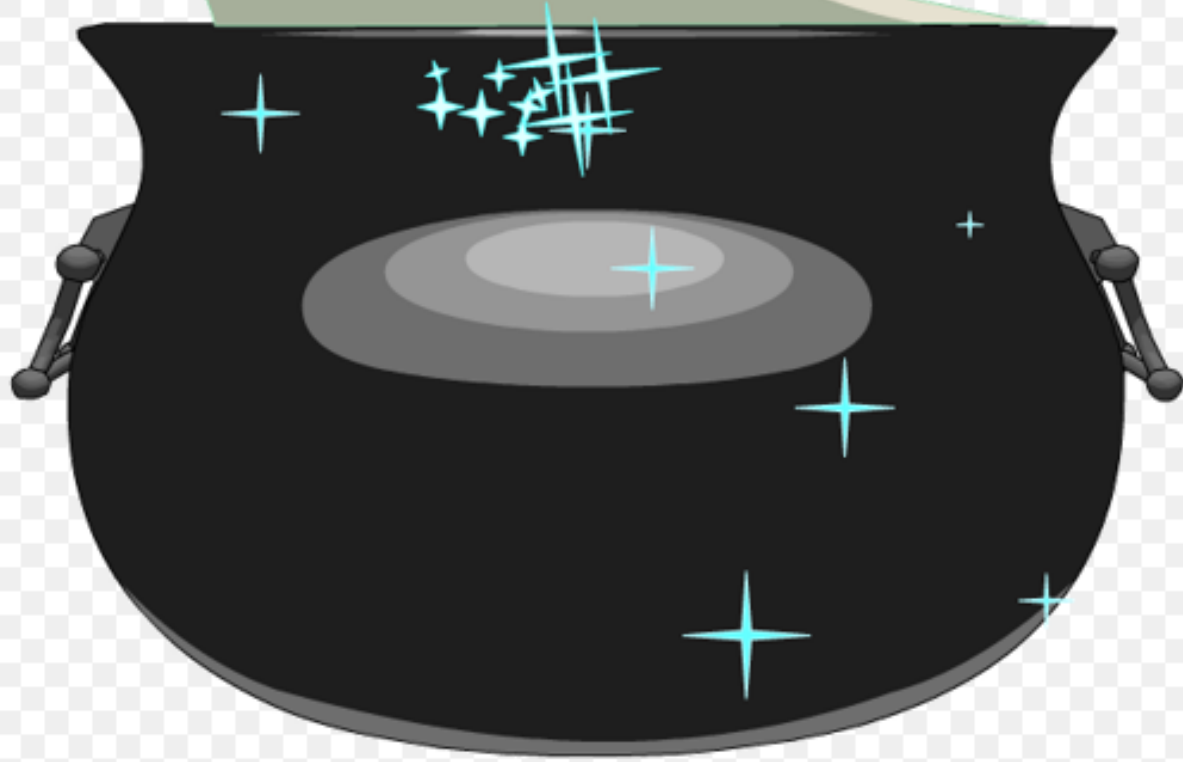
One Planet Living

A vision of a world where everyone, everywhere, lives happy, healthy lives within the means of our one planet, leaving space for wildlife and wilderness



Why stories?





Magic ingredients

Metaphor

Anecdote

Killer fact

Emotion

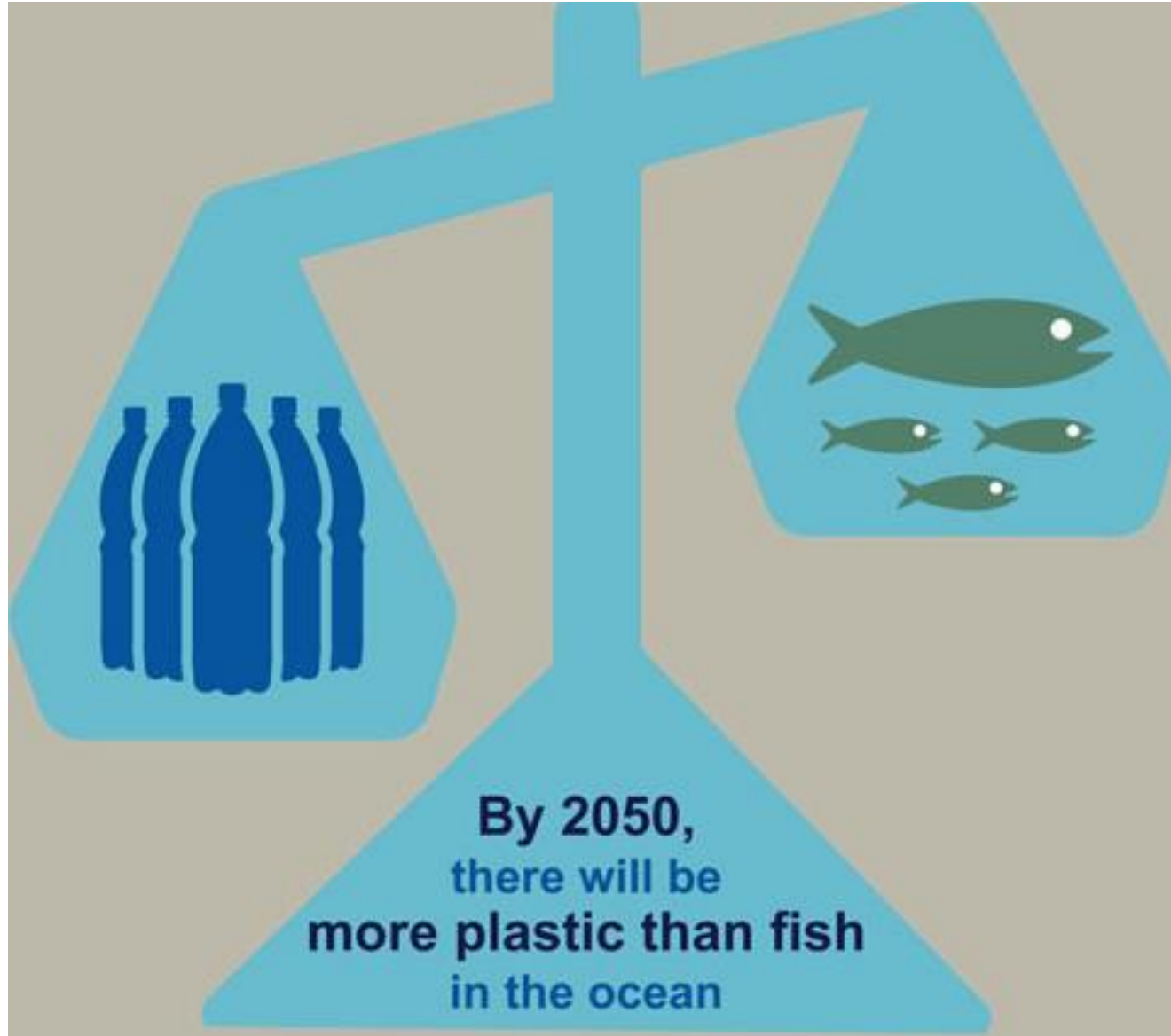


Heat trapping blanket

"When we burn fossil fuels for energy, the carbon dioxide that is released builds up in our atmosphere and acts like a blanket that traps heat around the world, disrupting our climate"

The Frameworks Institute

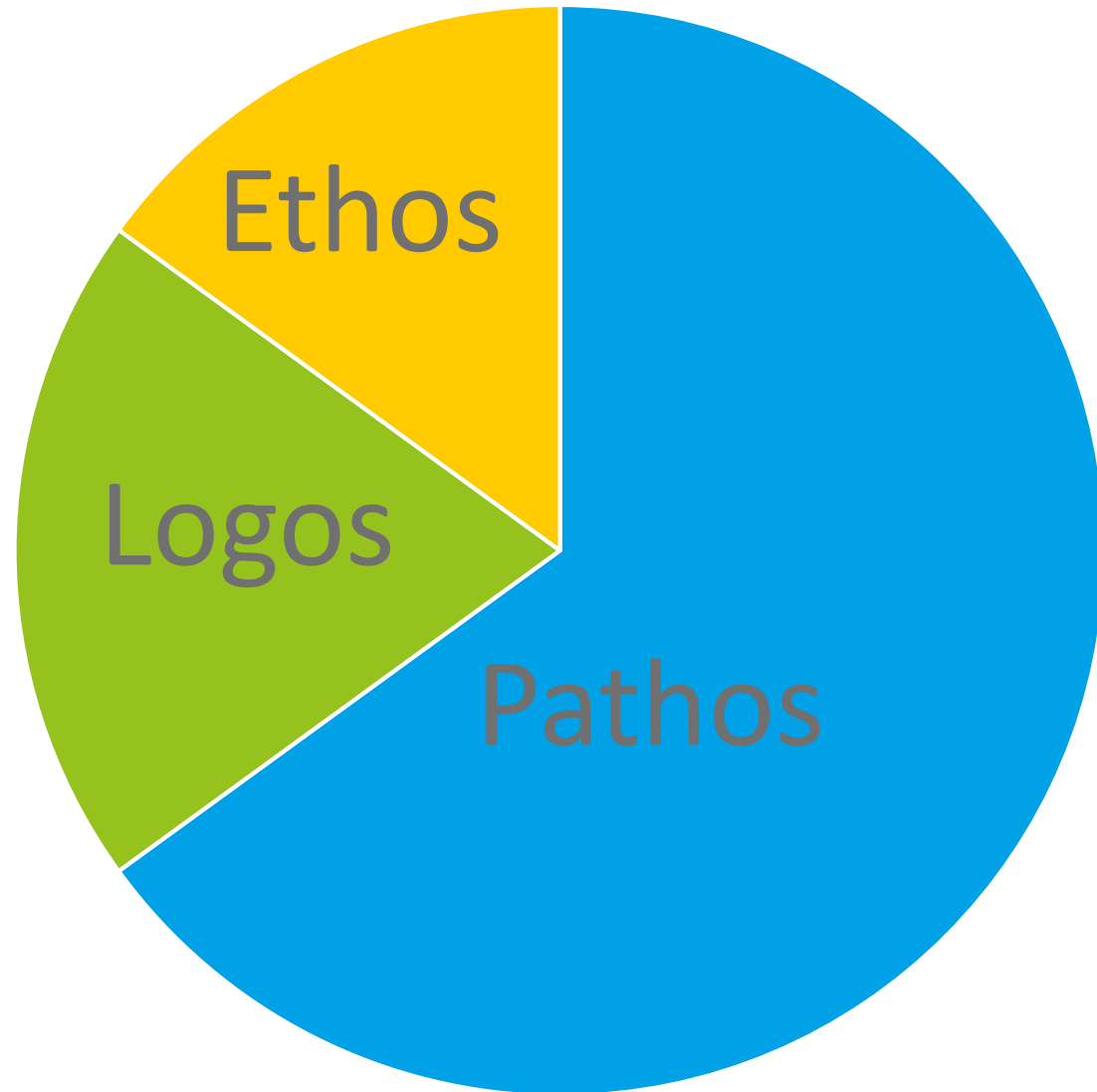




**RICHEST 42 PEOPLE
OWN AS MUCH AS
WORLD'S POOREST
3.7 BILLION**



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https://www.ted.com/talks/hans_rosling_asia_s_rise_how_and_when