Climate Stories

Problem

Poverty of stories

Protagonists

Scientists

Storytellers

Our Insights

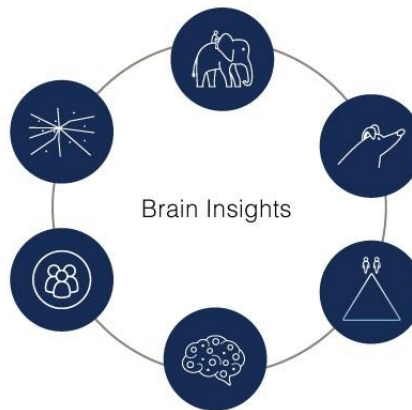Brain Insights

Communication, outreach, and engagement training

The facilitation of co-creative processes

Outcomes

"Golden nuggets" for new stories

Greater variety of stories

Better equipped storytellers

A co-creation culture between scientists and storytellers

Long-Term Changes

Changed cultural perspectives of climate change

Fewer doom and disaster stories about climate change

Climate Action Unit