YOUTH4NATURE

"HOW TO CRAFT AN *ACTION-BASED* STORY" GUIDE

🌱Ground-Up Storycrafting Lab - Storytelling Programme

THE SUBSTANCE

1. DESCRIPTION: What action for climate, biodiversity or climate-nature do *you* want to discuss?

💡 *Chronologically describe the project, campaign, experience or similar opportunity you worked on / volunteered for / researched about / observed. You must have a personal relationship with the action. Preferably you should be the person who carried it out.*

❓ *When did you get involved? What was your role? What activities did you do? What did the action aim to achieve?*

2. MOTIVATION: Why did you get involved/make it happen?

❓ *How did you discover the opportunity to do the action? What compelled you to participate?*

💡 *It helps to think about the specific issues/problems the action aims to tackle. How did they impact* ***your personal life, everyday life, family, community, town/city/village?*** *What effect did it have on the lands and/or waters you live in? What did you want to do about all this?*

3. IMPACT: What impact did the action have or produce?

💡 *Use observations, anecdotes, figures, images, interview responses, reflections and similar data sources and evidence to describe the impact of the action. Said impact can be a service, a product/item, an activity or a change. If this is not readily available, you can mention what you hope the impact will be.*

❓ *How did the action affect you at a personal level? How did it affect the community where it took place and the people with whom/for whom it took place? How did it affect the climate, biodiversity or climate-nature issue being tackled? How did it affect the lands and water you live on?*

4. LEARNINGS: What did you learn from participating in/performing the action?

❓ *What worked well? What didn't work well? What could be improved for the future?*

💡*Consider the action's positive/beneficial and harmful/disadvantageous aspects, from your actual experience to its impacts. Think about what you would do differently and what you would do the same if you had the same opportunity again.*

5. NEXT STEPS: Are you planning to sustain, replicate or expand the action?

❓ *Would you like to do so? If yes, what plans do you have for it to happen? If not, why?*

💡 *If you plan to carry forward with the action, it would be good to think about new learnings and future improvements.*

THE ELEMENTS

1. CHARACTERS: Who is involved in the action, and in which capacity or role?

💡 *List people who have contributed to/created the action and who are affected by the action.* ***Position yourself within one or more*** *of these groups. Don't be afraid to* ***be the main character.***

💡*Characters in the story can also be other living beings (i.e. flora, fauna, fungi), features of nature (i.e., rivers, wind, soil…) and even objects/items. This particularly applies to creative/surrealist stories and/or stories rooted in culture and local knowledge.*

2. SETTING: Where does the action take place?

💡 *Be concrete about the region, country, locality and community where the action occurs (ideally, a place you are familiar with). If the action happens in different places, mention all, but focus on up to three specific locations. If the action is global/general, think about how it develops in a particular setting/location you are familiar with.*

3. CONTEXT: What is the relationship between the action and broader societal/global circumstances and factors?

💡 *It is vital to contextualise climate, biodiversity and climate-nature action by considering broader social, economic, political, cultural and historical factors affecting it without necessarily delving too deeply into them.*

4. TIME: When/for how long does the action take place?

❓ *Is the action short-term or long-term? Did it begin/happen long ago, or is it recent?*

THE DELIVERY

1. MEDIUM: Which format works best to communicate the overall story?

💡 *For digital storytelling, text, audio, video and image are the usual formats. For physical storytelling, spoken word, oral history, theatre, dancing, and paintings can be recorded into digital files. It is also possible to combine different formats for a*

single story. Ultimately, it is crucial to understand that while the medium can affect how your story is received, the most important thing is that you are comfortable producing and managing the story in said medium.

💡*The type of data and evidence you have for the action will impact the medium. Often, action-based stories tend to be a combination of text and images, or text and videos, with (audio)visuals to showcase the activities done.*

2. TONE: Which styles and techniques will you use to deliver the story?

❓ *In which person the story will be, first or third person? Will the story be nonfiction, fiction based on true events, or surrealist with magical elements? Will it be creative, colourful, emotive, humourous, lively, serious, critical, inspirational, moral, full of sound, suspenseful…?*

3. AUDIENCE: For whom are you writing the story?

❓ *Is the story addressed to people with little to no knowledge or interest in climate/biodiversity / climate-nature issues (i.e. will need to be stripped to basics and be relatable)? Is the story addressed to people active or involved in this field? (i.e. can be more technical and focus on niche topics); Will the story need to be packaged in alternative formats for different audiences, considering things like language barriers, culture, age, and hearing and visual disabilities?*

💡 *Examples of audience: social media followers, community members, schools/universities, children, the general public, young activists, scientists / knowledge-holders, media outlets, local authorities, national governments, policymakers, and businesses/corporations.*

THE PURPOSE

1. AIM: What do you hope sharing the overall story will achieve?

❓ *Why are you compelled to craft a story on this action in the first place? What do you think it can achieve for you and for the action described?*

💡 *It is also helpful to consider whether the action described can be replicated, supported or joined by someone else, mainly if it is a project or campaign.*

2. RELATIONSHIP TO SELF: Is the overall story personal and close to you?

❓ *Is the story about your experiences, about actions you have performed or observed?*

💡 *Your story must be personal and original.*

3. MESSAGE: After checking your story, what is the main thing you hope the audience will remember from it?

💡 *Describe the desired message in just a sentence. Here the audience would be anyone who comes across the story.*

4. CALL TO ACTION: After checking your story, what is the main thing you hope the intended audience will do with it/because of it?

💡 *Describe it in just a sentence. Here, the intended audience is the people who will come across your story.*