YOUTH4NATURE

"HOW TO CRAFT A *REFLECTIVE* STORY" GUIDE

🌱Ground-Up Storycrafting Lab - Storytelling Programme

THE SUBSTANCE

1. What *local* climate, biodiversity or climate-nature issue do *you* want to discuss?

❓ *What subtopics and themes got your attention? What does the wider scientific/knowledge-holder community have to say about its urgency and severity? What is its relationship with broader social and sustainability challenges?*

💡 *It helps to start broad and generic and then narrow it down and get specific step by step. Example: climate change => extreme weather events => flooding => damage to houses & land => displaced and climate-refugee rural communities => lack of financial and adaptive support for the affected => interactions between climate vulnerability and social inequality => elderly women and disabled most badly impacted.*

2. Why do *you* feel so strongly about the issue?

❓ *How did you learn about the issue? How has it impacted **your personal life, everyday life, family, community, town/city/village?** What effect does it have on the lands or waters you live in?*

3. What is the preferred/implemented solution?

💡 *Research about the issues' discussions and actions through information from local media, community members, civil society groups, and local authorities. Cross-check your sources.*

❓ *Is an adequate solution being implemented? If yes, how? If not, why? What's your opinion on this? What's the wider local community saying about it?*

4. What would you do/would like to do to address the issue?

❓ *What does a resolved future scenario look like in your mind? Which way forward would you propose to make it happen? You can be as imaginative as possible, though being practical and realistic help.*

THE ELEMENTS

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

💡 *List people who have contributed to/created the issue, are affected by the issue, are trying to solve the issue, or need to solve the issue.* ***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 to stories rooted in culture and local knowledge.*

2. SETTING: Where does the story take place?

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

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

💡 *It is vital to contextualise climate, biodiversity and climate-nature issues 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 story take place?

❓ *Is the issue short-term or long-term? Did it begin/happen long ago, or is it recent? Would it be fixed quickly, or would it require a long-term solution?*

THE DELIVERY

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

💡 *For digital storytelling, text, audio, video and image are the usual formats. For physical storytelling, spoken word, oral history, theatre, dancing, painting, etc., work and can be turned into digital files. It is also possible to combine 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.*

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 story will achieve?

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

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

❓ *Is the story about your experiences, about issues/solutions that have impacted you, or based on your observations and reflections of external occurrences? Your story must be personal and original.*

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

💡 *Describe the desired takeaway 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 actors you hope to mobilise, educate, inspire or influence.*