

# CLIMATE STORIES

## THE IDEA

The Climate Stories Project encourages and inspires people to tell their stories on how the environment and climate around them has changed. Participants around the world are able to tell their climate stories by recording themselves answering the following questions and posting them on the website:

- *What is your name and where do you live? What in your local environment/community is special to you?*
- *Describe the moment when you realized that climate change was affecting your life. How did you feel?*
- *How does climate change threaten people and places that you care about? How do you imagine the future? What advice would you give to the world about climate change?*
- *Describe your emotional responses to climate change as you think about yourself, your community. Describe your vision for your community and your conviction to contribute to a positive way forward.*

## Target

Individuals with a climate story.

## Objectives

Sensitizing and connecting people.

## Tools

Questionnaire, soundcloud.

## STAGES

- The participant has to record their story on any kind of recording device and answer the questions provided on the Climate Stories Project Website. The idea is to have a world map of diverse and personal stories in one virtual place, accessible for all and easy to participate in and create connections
- Participants can also become ambassadors by getting special training and volunteering to interview other participants to create a bigger network of climate stories.

## WHY?

Telling these climate stories aims to “bring an immediacy to the sometimes abstract nature of climate change communication”.

The stories can shed a light on the change in everyday lives and educate people worldwide on the concrete and everyday realities of climate change around the world, as well as having a realistic way of communicating on climate change that feels tangible to everyone.