

Storytelling on the Web and its place in fighting climate change

free range studios 

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Why do people fail to act?

The core assumption that people simply weigh and absorb facts and then act on new knowledge is wrong. **there's too much of the ancient in us. We are people made to interact with 50 or 100 other souls not 6 billion. We avoid predators not carbon dioxide.**

What *does* make us act?

Core values which are communicated through stories.

Stories are populated by characters different than those we find in “reality”: the hero, **the wise old man**, **the nemesis**, **the trickster**

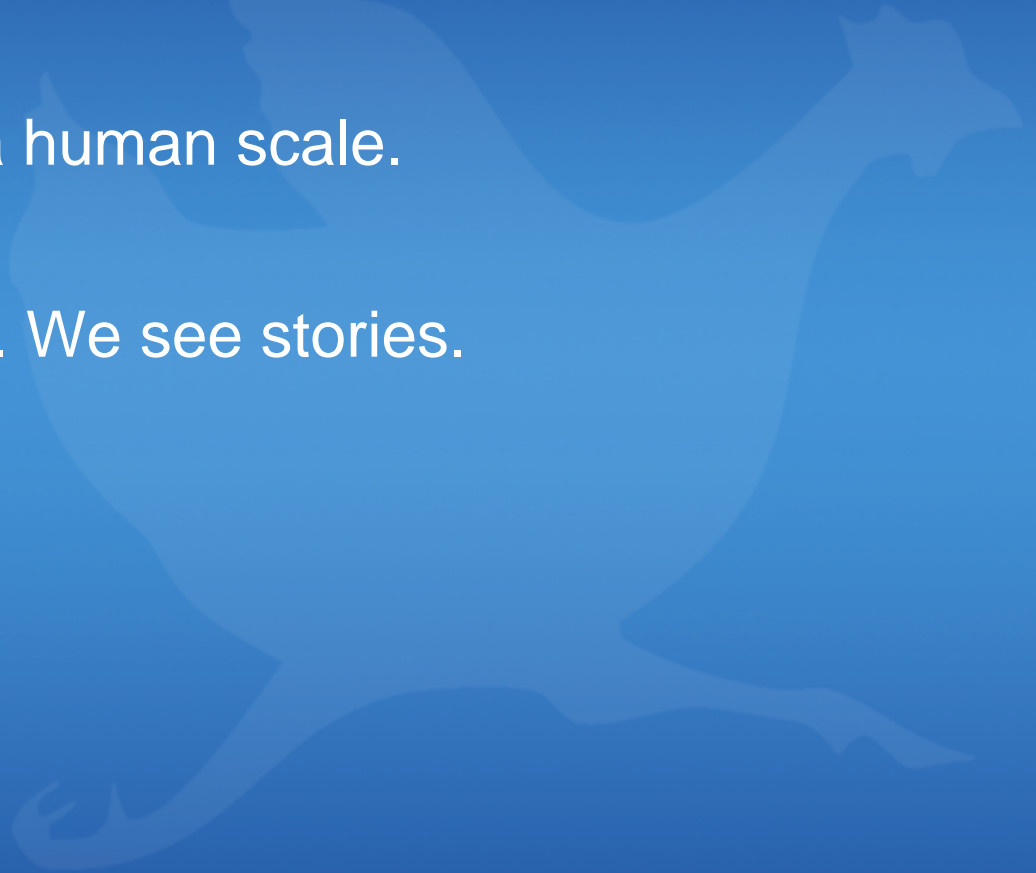
What does meaningful action look like?

- Personal lifestyle change (can come through broadcast model)
- The adoption of a new way of thinking or solution as part of our identity and then a willingness to become a viral carrier of it. (must come through narrowcast model).

Core Concepts:

Human beings live on a human scale.

We don't see our world. We see stories.



Creating Stories: Key Lessons

The Meatrix:

Tell stories populated with archetypes.
Make the viewer a part of these stories.

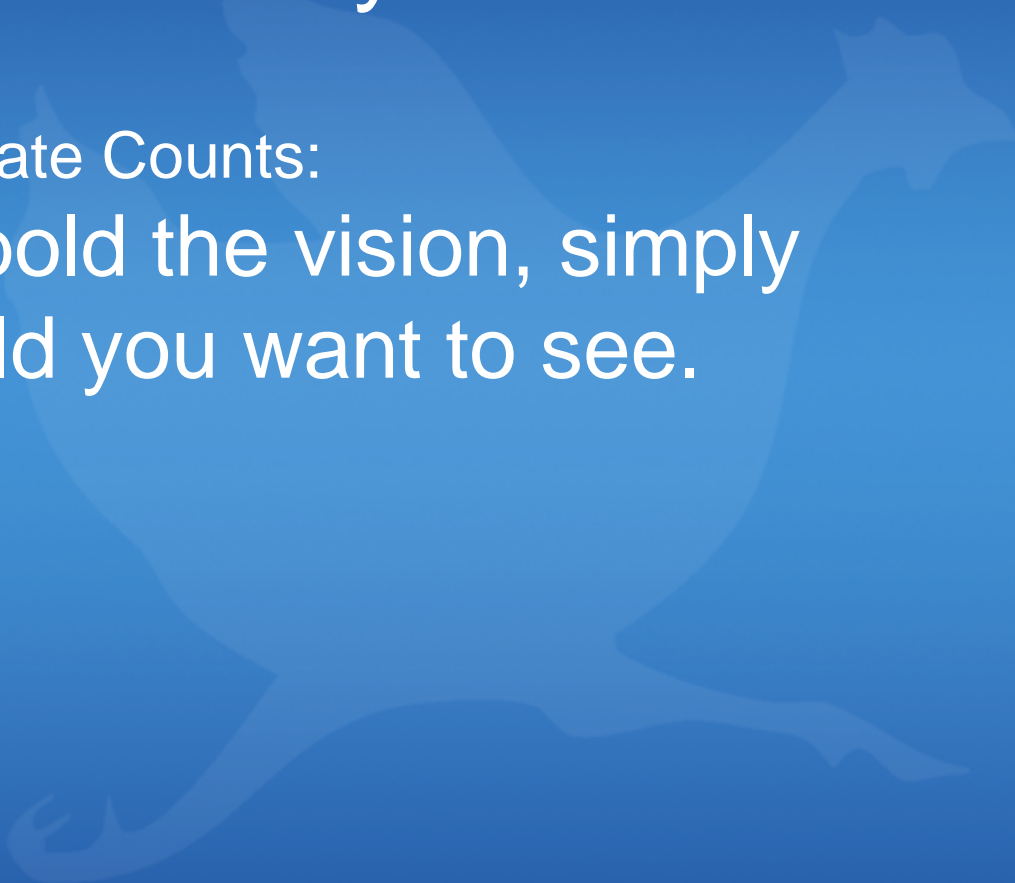




Creating Stories: Key Lessons

Climate Counts:

No matter how bold the vision, simply
show the world you want to see.





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Renew US

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Americans Demanding
Clean Energy

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Creating Stories: Key Lessons

Story of Stuff:

Nothing is too complicated to be made
simple and visual





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