

ABCs of Climate Storytelling

Unscripting the Climate Narrative

Climate change and climate-friendly actions are part of life today, and it's vital that we see this reality reflected on screen. The unscripted entertainment industry has an exciting and critical role to play in helping to raise awareness and inspire audiences towards sustainable solutions. Just remember the ABCs of Climate Storytelling:

A Story

A stories are explicitly or implicitly about climate change. They often primarily focus on or highlight climate politics, investigations, sustainable living, and more. Think: science and nature programs about climate impacts; docuseries about sustainability innovators; exposés of climate related scandals.

B Story

B stories are explicit climate or sustainability-related storylines within otherwise non-climate narratives. They can appear through challenges, casting and character arcs, and prominently positioned themes. Think: an upcycling challenge in a fashion or home design show.

Casual Integration

Critically, climate and sustainability-related behaviors, moments and mentions can be **casually integrated** into nearly every story.

At scale, little changes can make a big impact. Turn over to read more: →

Dialogue within a show is a powerful way to normalize talking about and taking action on climate change and sustainability.

Did You Know?

7 in 10 Americans want to see more climate-friendly actions in film and TV, according to a study from Rare.



Casual Integration

Actions That Matter

The actions we show on screen can highlight a variety of climate themes and sustainability solutions that not only reduce our greenhouse gas emissions, but also signal the systems changes we need.

Here is a sampling of impactful solutions that can easily integrate into your show:

Food

- **Plant-Rich Meals**
- **Alternative Proteins**
- **Induction Stoves**
- **Food Waste Reduction**, like composting, meal prep, leftovers, and food storage tips

Fashion

- **Sustainable Materials**
- **Thrifting and Vintage**
- **Upcycling**, aka reuse and reimagine

Home

- **Solar Panels**
- Modern heating / cooling tech like **Heat Pumps**
- **Greywater** and Rainwater Harvesting
- **Green Roofs and Native Landscaping**
- **Thrifted and Upcycled Decor**

Transportation

- **Electric Vehicles**, from pick-up trucks to luxury SUVs
- Lower to no-emission travel like **Carpooling and Ride-Sharing**

Remember:

Embrace intersections! No matter what genre or format you are working in, there are ways you can put climate and sustainability on screen. A food solution can easily make its way into a [dating competition](#) (romantic plant-rich meal for two?) or your [DIY craft show](#) can champion electric tools.

Want To Learn More?

There are countless more solutions that can be reflected on screen. For more, go to: realityofchange.org/resources