



Reality Reimagined

Unscripting the Climate Narrative

Climate change and climate-friendly actions are part of life today, and it's critical that we see this reality reflected on screen. After all, the greatest predictor of someone taking climate action isn't political orientation or climate concern – it's social expectations.

Rare and Reality of Change are here to work with unscripted Hollywood to put climate themes and sustainable behaviors on screen. Just remember the ABCs of Climate Storytelling:

A Story

A stories are explicitly or implicitly about climate change. Often documentaries, they frequently center climate politics, investigation, and more. We need **A stories**, but they are not the only way to talk about climate and sustainability on screen.

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, like fashion, food, design, and travel.

Casual Integration

We can **casually integrate** climate-friendly actions and attitudes into most stories, as well, with positive and seamless framing.

Just like in life, 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 new study from Rare.

Casual Integration

Actions That Matter

It can be hard to know what climate-friendly actions to show on screen. That's ok! We have identified the **high-impact behaviors** that people can adopt to significantly reduce greenhouse gas emissions. Here are some ways to put them on screen:

Food

Plant-Rich Diets

Swap meat (especially beef) for delicious and filling plant-based proteins like lentils or tofu.

Food Waste

Highlight meal prepping, food storage best practices, flexible recipes, and composting.

Energy

Solar Panels

Solar panels reliably provide emission-free electricity for everything from personal devices to homes to entire cities.

Household Appliances

Showcase pollution-free induction stoves, modern household heating/cooling tech like heat pumps, and home battery systems instead of gas generators.

Transportation

Electric Vehicles

Pick-up truck, luxury sedan, SUV? Chances are there is an electric version to match every story.

Green Transportation

Model low to no-emission travel like carpooling and walking.

Embrace Intersections

These behaviors do not need to be explicitly tied to climate. Someone may eat less meat for health reasons; solar can help with independence; or someone may drive an electric vehicle for performance power.

Want To Learn More?

We're here to help with info and resources about these behaviors and others, plus ways you can show them on screen. Reach out: entertainment.lab@rare.org

Considering sustainable production? The Green Production Guide provides info to help reduce the environmental footprint of your shoot: greenproductionguide.com