

Harnessing the
power of
**Media and
Communications**
for the
**Clean Energy
Transition**



WE DON'T WANT THE TRUTH.

Only a version of it that fits with **our beliefs.**



**ON
PURPOSE.**



“ People use facts like a drunk person uses a lamp post. Not to see the path ahead but to hold on to what we already believe in.”

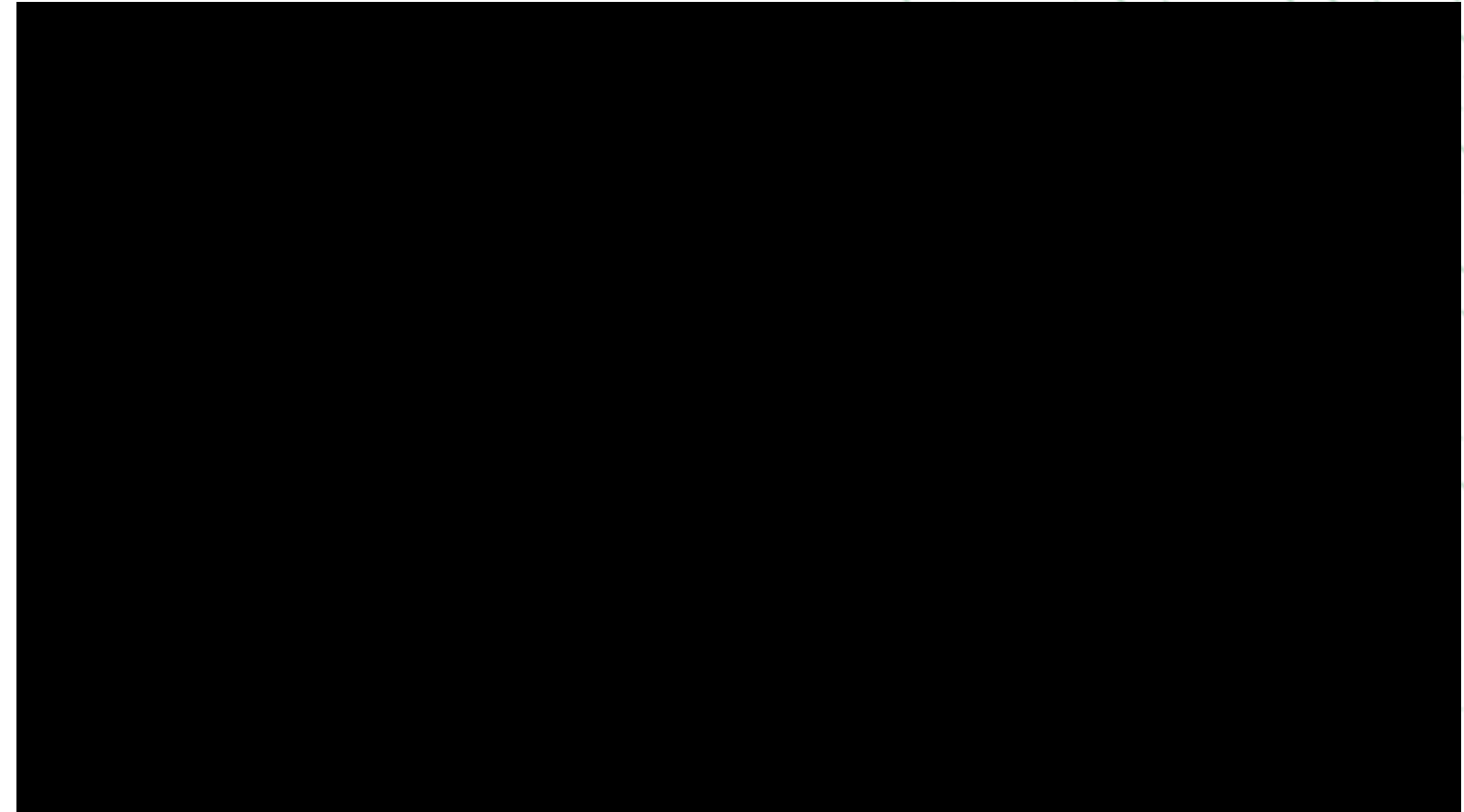
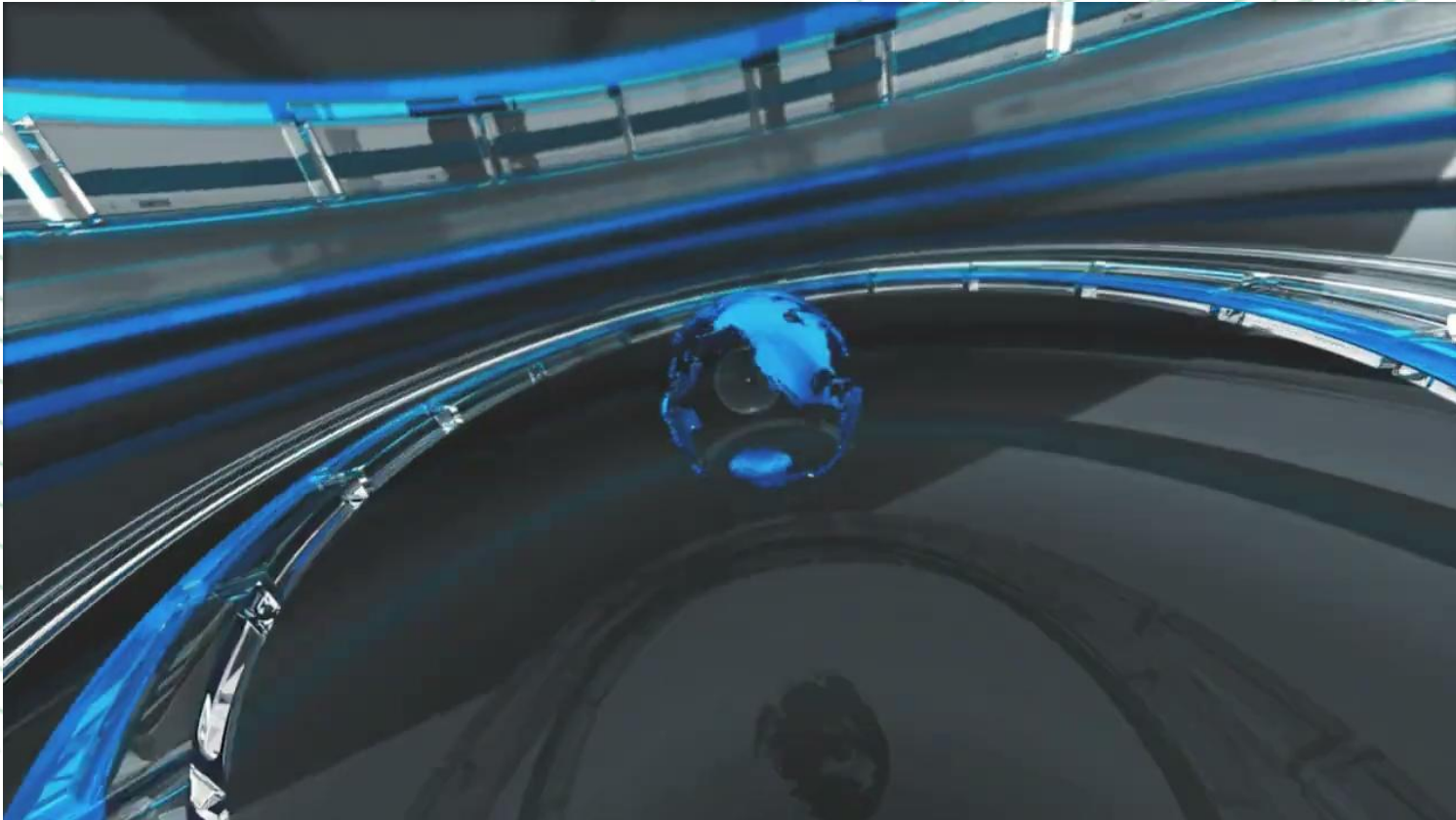
Andrew Lang

“Stories are the secret reservoir of values: change the stories individuals or nations live by and you change the individuals and nations themselves.”

By Ben Okri, Nigerian poet and novelist



Best Practice #1: Show up differently



The Power of Stories: Driving Climate Action



Facts inform, but stories move people



By connecting the climate crisis to human lives, we move from awareness to action



A well-crafted narrative can shift attitudes and inspire meaningful change

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The R.A.C.E. Framework For Behaviour Change Communications



Relevance:

Link the narrative to your audience's experiences



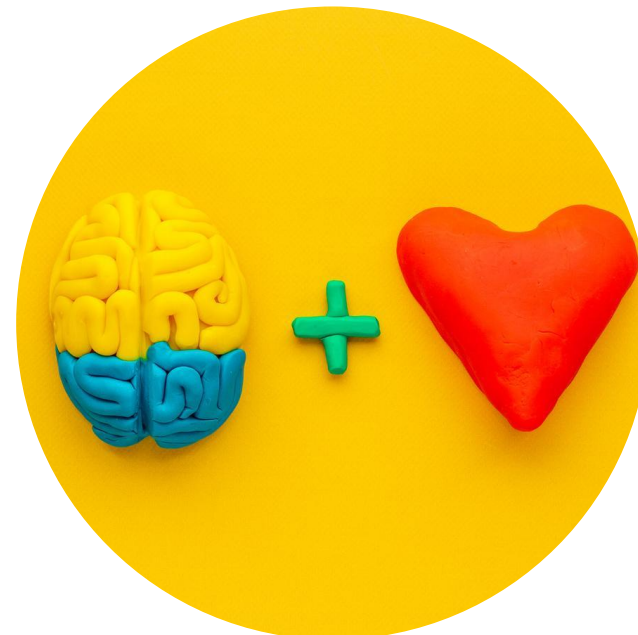
Authenticity:

Voices that are real and relatable



Call to Action:

Inspire clear, actionable steps



Emotional Connection:

Tap into feelings that spur action

Best Practice #2: Inspire through Solutions

Building on local solutions, MGI's **Plastic Farming** in Bangladesh turns plastic waste into floating farms.

This innovative approach offers landless farmers a lifeline, helping them adapt to rising water levels while tackling pollution. It's a clear example of how crisis can drive sustainable, community-focused solutions.



Best Practice #3: Let Visuals tell the Story

WWF's, Roomies From The Wild



Metrics of Change: Evaluating Storytelling Success

Tracking real impact through:



Engagement:

Social shares and interactions



Participation:

Community involvement at events



Support:

Increased donations for climate efforts



Policy Influence:

Shifts in laws and regulations

What you can do to amplify SAREP's work

- Simplify Complex Subjects
- Tell Stories
- Use Visual Communication
- Engage in Dialogues, not Monologues
- Emphasise Local Relevance
- Make Use of Digital Platforms
- Engage with Youth and Educational Institutions

“The most important thing you can do about climate change is talk about it.”

By Katharine Hayhoe, Climate Scientist

Thank You for Joining Us!

