

ID:	Is anonymous?	Is organisation?
247	No	Yes
Is form complete:	Organisation name:	
Yes	Doc Society	
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Global catastrophic risks mitigated	Risk multipliers managed	Implementation timeframe
Climate change	Institutions that lack inclusivity or accountability	Short
Eco-system collapse		

Climate Story Lab Global Fund

Climate communication is more critical than ever before: we need the best storytelling to reach its full potential and hit the audiences that matter. Born of this conviction, the Climate Story Lab Global Fund catalyses the most urgent and compelling media projects and enables them to connect with local audiences globally. Based on a series of interventions bringing together the creative and campaigning expertise from Exposure Labs (creators of the award winning documentary films Chasing Coral and Chasing Ice) and Doc Society, a non-profit that enables great documentary films and connects them with audiences globally, the Fund has a laser determination to accelerate climate communication. Based on the outcomes of the inaugural Climate Story Lab in New York in July 2019 (read the report out here - <https://climatestorylab.org/new-york>) and the upcoming lab in London in March, a Climate Story Lab In A Box toolkit is being created and offered up to cultural organisers all over the world to host their own interventions, in their own countries, appropriate to their own local context. However, having a CSL Global Fund would be a game-changer, enabling this initiative to be implemented in multiple countries around the world. Clearly, support and profile from Together First will help accelerate the potential of an initiative that is already underway.

DETAILS

For more information about the inaugural lab in New York in July 2019:

<https://climatestorylab.org/new-york>

For more information about Mothers of Invention podcast:

<https://www.mothersofinvention.online/>

For more information about Doc Society:

<https://docsociety.org/>

For more information about Exposure Labs:

<https://www.exposurelabs.com/>

If you have any questions or require any further information, please do not hesitate to contact me.

WIDER IMPLICATIONS

Reducing inclusivity and accountability in national and global governance

No, inclusivity and accountability is front and centre of the Climate Story Lab initiative.

Conversing effect of increasing conflict and political violence

No

Enhancing inclusivity and accountability in national and global governance

It devolves a crucial intervention that is much needed to a more local and grassroots level.

THEORY OF CHANGE

Implementation strategy

The science is clear: Climate change is the biggest challenge of our time. But communication around this issue is complicated. In a time of profound political polarisation, when news is being muddled by disinformation and many people feel powerless.

Many high-profile communications campaigns have simply framed the crisis in the wrong way (polar bears), others are loaded with insider jargon (1.5 degrees? SDGs??), many have inadvertently excluded diverse communities from the conversation (too many white men lecturing), others have been actively unhelpful in putting forward doomsday imagery which turns citizens away in despair. In short, we have not won the battle for hearts and minds over the climate crisis. There's a vacuum of leadership yet people aren't signalling strongly enough to their leaders that they expect serious action, and fast.

And time is running out.

But by making the Climate Story Lab Global Fund available to cultural organisers thanks to multilateral support at the highest level, cultural organisers around the world will be super-charged to bring the initiative to the best media-makers in their own country.

Already, at the Climate Story Lab in London in March 2020, we have an international delegation of cultural organisers attending from countries including Kenya, India, Lebanon, Greece, Brazil, Germany South Africa and Mexico who want

to bring the initiative to their own countries using the toolkit that will be created. But they urgently need to raise the funding to make this happen.

Imagine if there was a global fund available to accelerate Climate Story Labs, based on the CSL in a box toolkit, in other countries all over the world, where climate communications could be enabled in bespoke and locally specific contexts....

Through the catalytic power of creative storytelling, a profound sense of connection to an abstract issue that threatens all of our futures suddenly becomes possible and a mass awakening to an understanding that is currently lacking can occur. Only then can much-needed pressure on our political representatives be demonstrated, escalating political will to make the changes that this planet needs to mitigate the carbon emissions and ensuing global warming that is so needed to avert a global catastrophe.

At the moment, the main obstacle that stands in the way of this proposal is financial – clearly the best and most entrepreneurial cultural organisers will have the ability to raise funding in their own countries to deliver this intervention. But having an easily accessed global fund to enable the initiative at a local context would accelerate the possibilities at a time of urgency.

But at a crucial barrier exists at an institutional level, that of public recognition and endorsement of the validity of this approach at the highest levels. Doc Society has been working with former President of Ireland and former UN Commissioner for Human Rights for a number of years.

Although Mary regularly travels the world speaking to influential audiences, we have been collaborating on getting her voice and key messages out to much wider audiences of global citizens. Mary believes that the next two years are crucial. Publics need to get it, engage, and start holding their elected officials to account to deliver the Paris Agreement.

For this reason Mary has switched her priorities from policy-making to communication in order to meet this urgent challenge. Together with her, we have devised an awareness-raising, educating, inspiring and action-instigating movement, with a podcast series at its heart about female solutions to climate change; Mothers of Invention.
<https://www.mothersofinvention.online/>

The impact of the podcast has been extraordinary, in large part thanks to Mary's co-operation. Imagine if this type of high-level endorsement could be scaled through multilateral institutional support of a Climate Story Lab Global Fund....

Political will exists to realise this proposal

The Climate Story Lab Global Fund currently sits outside of political will, but we believe enabling populations to have a much deeper and more profound understanding of the climate emergency should be front and centre of every nation's priorities.

What if political will does not exist yet

The Climate Story Lab Global Fund is a catalyst to accelerating political will through bottom-up people pressure.

It's fair to say that in and of itself, there is no political will for a CSL Global Fund but it would be an easy and low cost way to unleash an awakening of climate. Whether this is actually something that all governments will welcome is debatable.

MITIGATING RISKS

Mitigating climate change

Through an much deeper and more profound understanding of the climate emergency in multiple and diverse audiences in countries all over the world.

Mitigating eco-system collapse

As above.