

FESTIVAL
DELLO
SVILUPPO
SOSTENIBILE
2023

PROMOSSO
DA



APEf
ASSOCIAZIONE
DEI PROFESSORI
EMERITI FRIDERICIANI

Storytelling & Environmental communication

COME RACCONTARE UNA VALUTAZIONE
AL GRANDE PUBBLICO



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Our Carbon Footprint

Despite recent reports of several leading indicators showing a slightly positive trend, experts generally agree that the current global economic troubles are

reach the healthy level enjoyed a decade ago, and economists fear sectors, such as health and social security,

SUSTAINABILITY

The Effects of Global Warming

Few environmental issues are as

Alternative Energy

percent of the population, according to a Brown

shows an increase in current level

Why is Environmental communication important?

- Informing and raising awareness among people
- Generating debate on issues related to the environment
- Creating synergies among different environmental stakeholders
- Promoting the approval and improvement of environmental policies.



Challenges for Environmental reporting

- Misinformation, disinformation and Fake News
- Media fatigue and Climate fatigue



Misinformation & Fake News

- **Misinformation:** false information that is spread, regardless of whether there is intent to mislead
- **Disinformation:** deliberately misleading or biased information; manipulated narrative or facts; propaganda
- **Fake News:** purposefully misleading, totally fabricated information that mimics the form of mainstream news



Why do people avoid news?

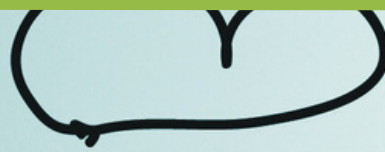
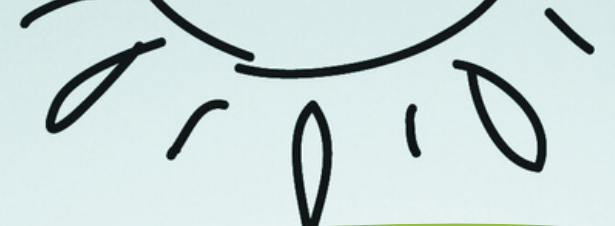
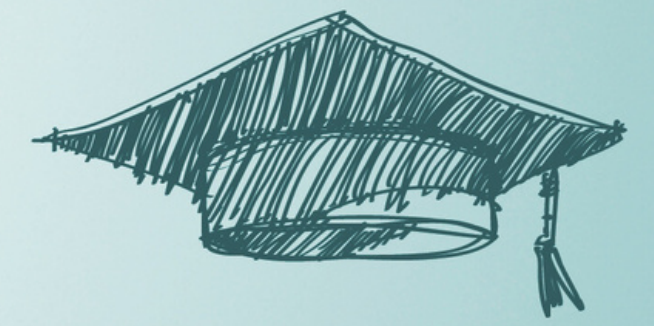
Media Fatigue: psychological exhaustion due to information overload from any form of media

Climate Fatigue: a feeling that any action is futile in the face of climate disaster



What is storytelling
and why should you
use it?

WE ARE MADE OF STORIES





Our Brain on Story

- We learn through stories
- We exchange information through stories
- We connect with strangers through stories
- We are wired to love stories



Climate storytelling

- Storytelling allows environmental, sustainability and climate change experts to tell facts in a narrative context
- It is a tool to communicate the complexity of the climate emergency
- Narrative storytelling could make environmental communication more engaging and effective.



A story explains why some facts are significant and show why we communicate information to the readers

Data and storytelling is a powerful combination, especially when we talk about climate change





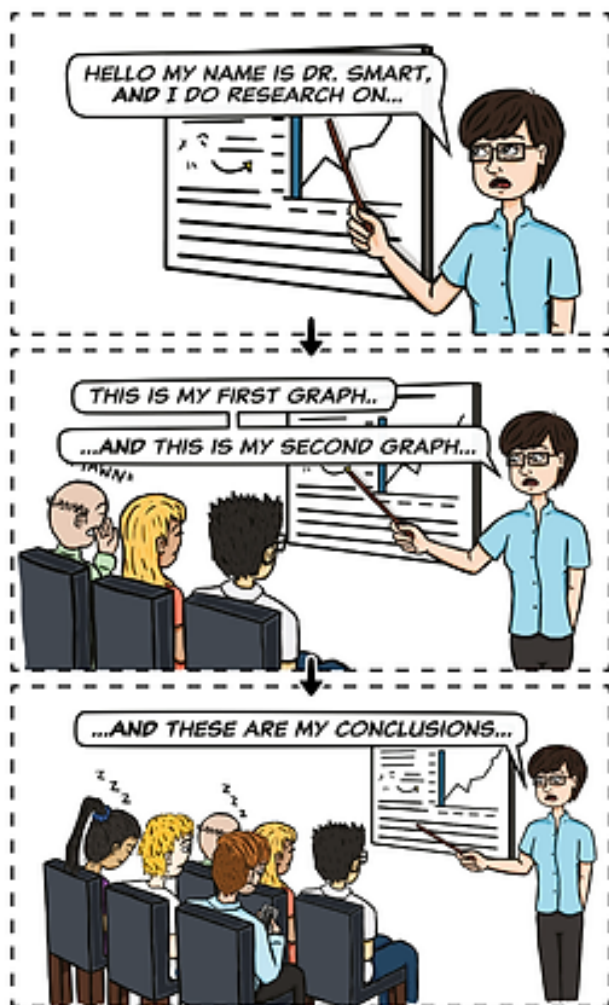
How to talk to the general public

- ABCs of Journalism (Accuracy, Brevity, Clarity)
- Communicate with appropriate language, metaphor, and analogy
- Balance with scientific information but avoid jargon
- Use sensory language (sight, sound, smell, touch and taste)

TELL THEM A STORY
 HOW TO AVOID THE STANDARD BORING PRESENTATION
 BY DR. TULLIO ROSSI
 WITH THE ABT TEMPLATE DEVELOPED BY DR. RANDY OLSON

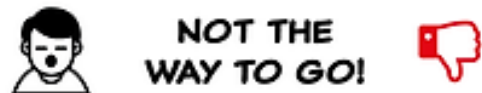
A PRESENTATION IS COMING UP...
 WHICH KIND OF PRESENTATION ARE YOU GOING TO GIVE?

THE STANDARD LIST-LIKE PRESENTATION

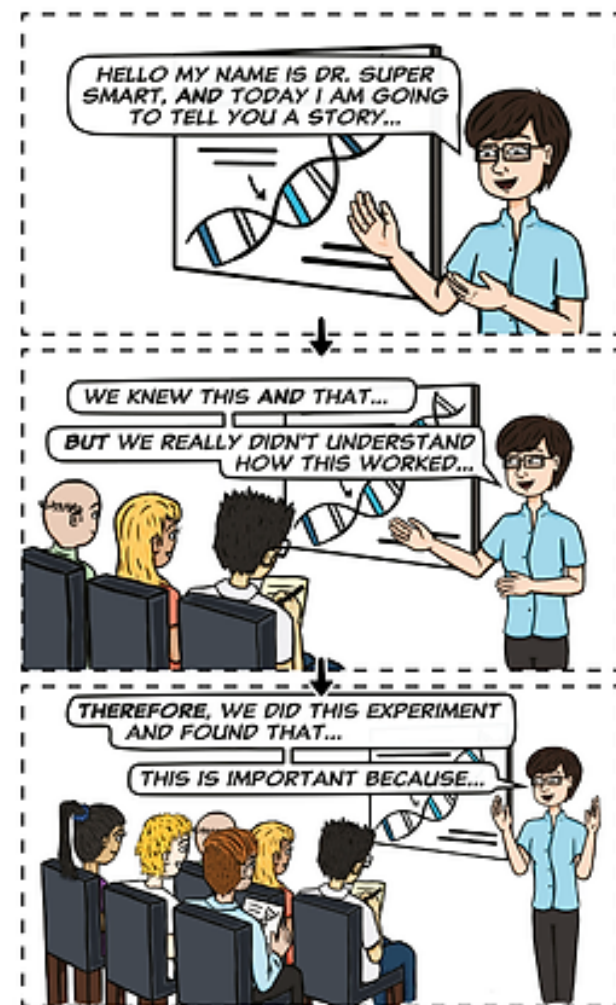


THIS WAS AN AND-AND-AND*
 TYPE PRESENTATION

IT IS A BORING LIST OF FACTS IT DOES NOT TELL A STORY IT HAS NO NARRATIVE STRUCTURE



THE ENGAGING STORY



THIS WAS AN AND-BUT-THEREFORE*
 TYPE PRESENTATION

IT IS ENGAGING IT TELLS A STORY IT HAS NARRATIVE STRUCTURE



AAA

- It is a boring list of facts
- it does not tell a story
- it has no narrative structure

ABT

- it is engaging
- it tells a story
- it has narrative structure



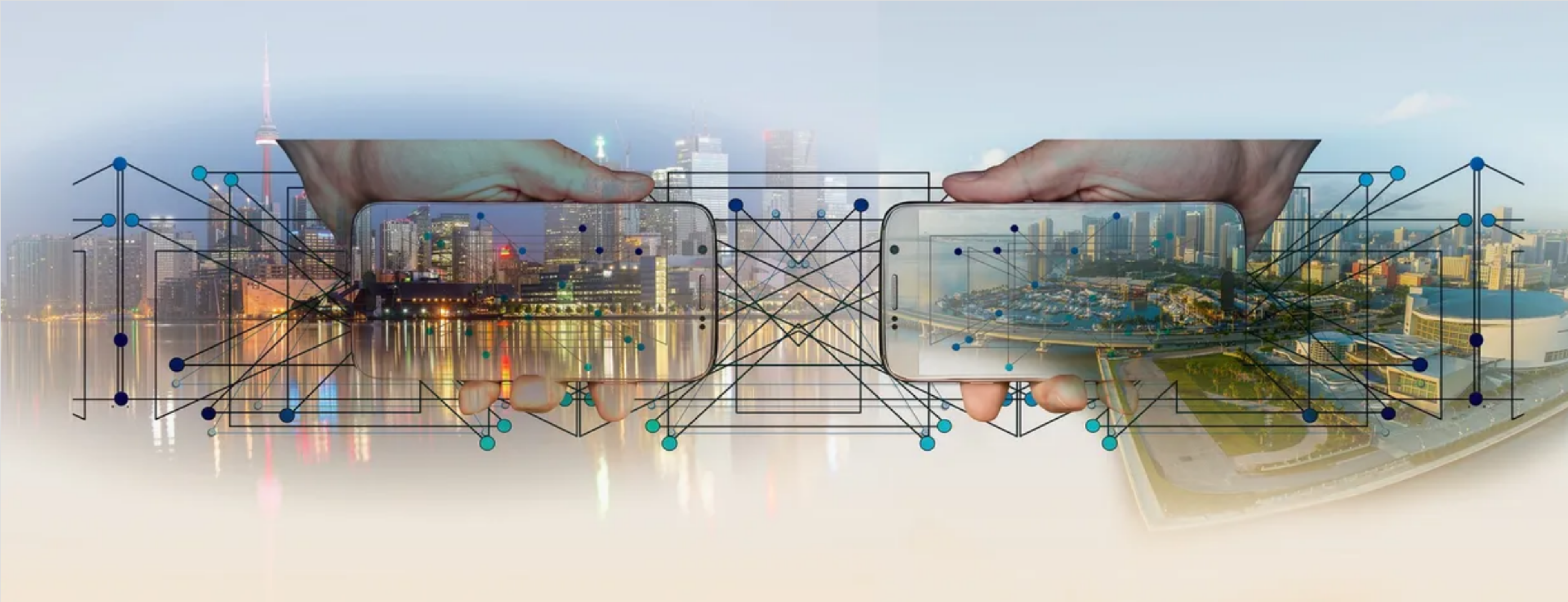
Good stories have a structure that embodies change

A great story usually has a take-home message





**"Love is
stronger than
hate"**



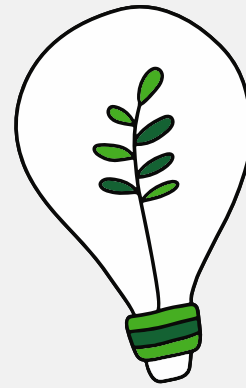
Obsolescenza di programma

L'obsolescenza programmata esiste, forse, nelle logiche industriali ma di sicuro la subiamo a livello psicologico

 Sergio Ferraris giornalista scientifico e ambientale / 11:50 AM

"In order to do what the climate crisis demands of us, we have to find stories of a livable future, stories of popular power, stories that motivate people to do what it takes to make the world we need"

Rebecca Solnit, The Guardian



LET'S KEEP IN TOUCH



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