

NEW CLIMATE

ACTION

ADAPTATION

IMPACT

NARRATIVES

10 BILLION SOLUTIONS ACADEMY

WHY DO WE NEED NEW CLIMATE NARRATIVES?

- The global context has changed: uncertainty, political crisis and climate setbacks.
- It is not a question of lack of commitment, but of an environment that overwhelms and paralyses.
- Climate communication cannot remain the same: we need narratives that are in line with current reality in order to remain effective.



THE CLIMATE DROPS TO SECOND DIVISION: WHAT DO WE DO?

- Climate change has lost prominence on the public and media agenda.
- Geopolitical priorities have pushed it into the background.
- Three possible paths: remain silent, continue without changing anything or renew the narrative focus.

RENEWING NARRATIVES WITHOUT LOSING SIGHT OF OBJECTIVES

- We need narratives that are in line with the current context but remain faithful to our values and goals.
- It is essential to avoid falling into opportunism or into meaningless actuality-washing'.
- Communication must be strategic, ethical and impactful: a collective process between teams, stakeholders and allies.

IF THIS CONTENT MADE YOU THINK...

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Read our full article 'Why do we need new climate narratives?' in the Academy/Toolkit section.



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