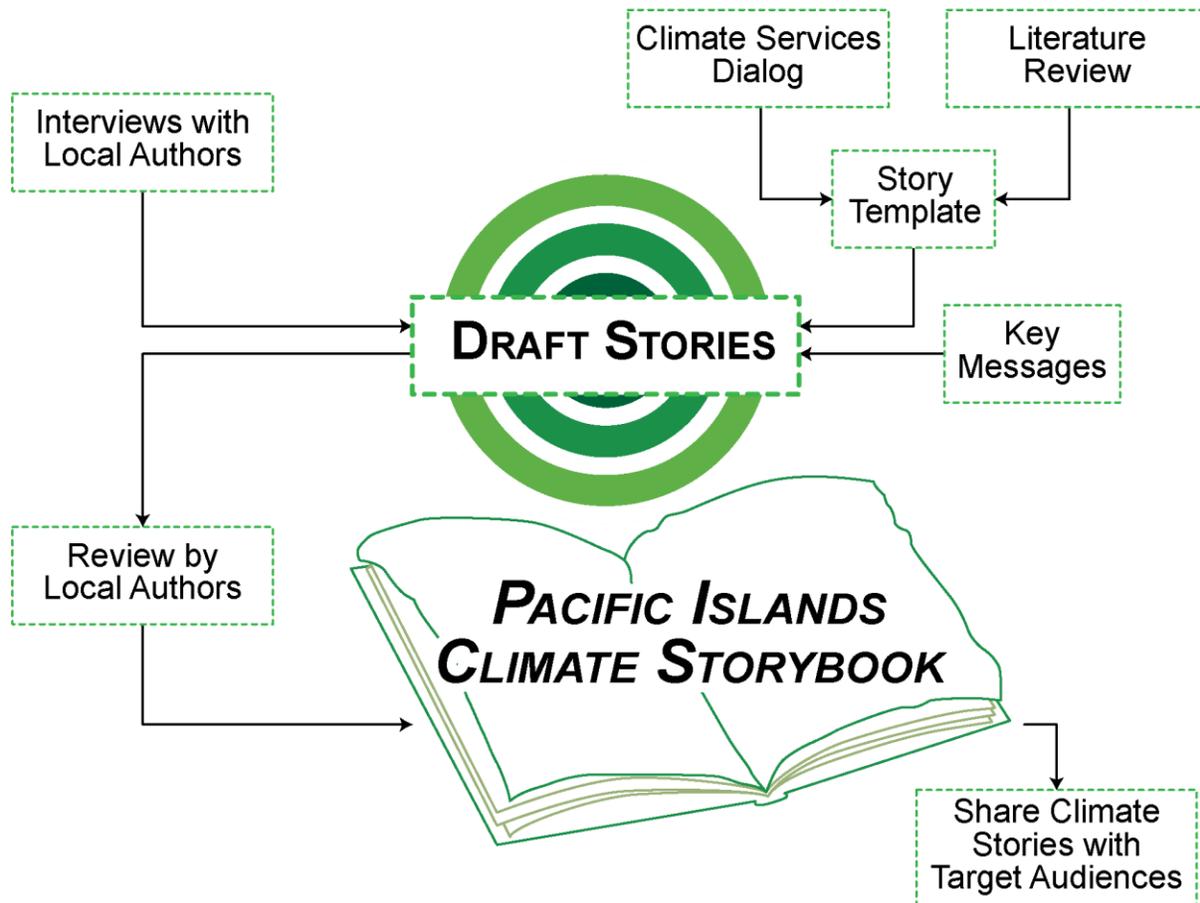


## CLIMATE STORY DEVELOPMENT PROCESS



### Climate Story Template

A climate story is a form of case study that captures information about climate change and variability-related issues, actions, and key messages in a narrative form. This approach conveys information in a way that is easy for decision-makers and stakeholders to understand and apply.

#### Objectives

- Capture information from communities about historical events and impacts, and lessons learned (both positive and negative) related to measures that can be taken to increase community resilience in light of a changing climate
- Use this information to identify key messages and best practices, and where appropriate specific actions that can be taken to enhance situational awareness and early warning
- Blend technical and experiential knowledge in a format that is most meaningful, most useful, and easily distributed

**Illustrative Climate Story Template**

**Story Title** – A short descriptive title that draws the reader to the story.

The story title should point to the location, type of climate event and impacts. A catchy title will draw the reader's interest.

**Setting the Scene** – A brief description of the location, significance, and key actors in the story

The first couple of paragraphs should start with an engaging scene, action or quote from a character. The date and location of the story should be mentioned to give the story context. The significance of the climate event should be emphasized to build the narrative tension. This can be done by explaining the impacts of the climate event such as the first signs of high water reaching over a seawall, the impact on a food source, or a quote from the local author about the need/importance of climate early warning. Information to be included within this section include:

- Date and location of story
- Impacts of the event from both a technical and experiential perspective – note the significance of impacts for relevant sectors
- Potentially an introduction to the local author or storyteller we are following

**Diagnosing the Event** – A detailed narrative of the scientific and experiential knowledge used to make decisions and take action.

This sections provides an overview narrative of the decision-making process - the sources/types of information, the flow of information to and from the various stakeholders and its timing , types of actions taken and when, as well as measures needed to improve the situation – additional and/or more integrated and targeted information, better communication among stakeholders. This is where more detailed information about the science of the climate event can be placed such as the cause of the event and recurrence time. The applicable key messages can be inserted as text boxes sprinkled within the story. These key messages should be referred to in the paragraphs before or after so that they flow with the story rather than interrupt it. Information to be included within this section include:

- The chronology of the climate event or development of a climate service
- What climate services were used or needed (include as many details as possible such as timing, warning content and format, stakeholders involved)
- Information about that type of event (e.g., How often does it happen and for how long? When did it last happen? What causes the event?)
- Potentially a flashback to a previous event to compare impacts/services

**Telling the Moral of the Story** – reflecting on the event and key messages and lessons learned

This section tells the end of the story and reflects on the event, flushing out the key messages and lessons learned. Quotes from the local author or storyteller will be particularly helpful here. If any similar event has happened since this story took place, mention if anything learned from this story was applied. Information to be included within this section include:

- What are key messages, if not already highlighted, and how do they relate to the story?
- Has the event happened again and has anything been learned/improved?
- Have climate services or products been updated since then?

**Using Multimedia** – providing visual and audio depth to a story

- Put in as many pictures and illustrations as possible.
- Some stories could have an accompanying short audio file and a photograph of the local author telling the story.