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THE CRITICAL SUSTAINABILITY STORIES TOOL

 For more information
visit www.criss.org.uk

Call to Action: Create Critical Sustainability Stories for Social & Environmental Change

Today:

- 1) What is CRISS and what do we do?
- 2) The Bradford Sustainable Food Stories Project
- 3) Why food stories matter and how they can work
- 4) How the CRISS Tool could work for you



SUPPORTING YOUR PROJECTS

WHAT WE DO

At CRISS we like to work with creatives as they develop their climate and sustainability stories. We advance storyteller knowledge and understanding of climate change and sustainability by working collaboratively and sensitively with storytellers throughout the creative process.

Working with CRISS means:

- Creating stories that are compelling and rooted in evidence-based research.
- Growing the volume, variety and quality of climate and sustainability focussed creative content available to audiences.
- Placing storytelling at the heart of public narratives around climate change.

LEARN MORE



CRITICAL ACTIVITY

Advances storytellers critical thinking skills around the function and impact of climate and sustainability stories.



AUDIENCE

Understand who you're speaking to and how your story can impact them.



STORYTELLING JOURNEY

Guides how to engage with climate and sustainability issues throughout the story creation process.



CONTEXT

Places stories in relation to cultural, political, economic and geographical contexts.



QUALITY OF INFORMATION

Guidance for ensuring creative content uses reliable and evidence-based data.



JUSTICE

Helps storytellers consider equity and social justice challenges.

USE THE CRISS TOOL



CRITICAL ACTIVITY

Critical Content

- How does the story describe the sustainability/climate issue(s)?
- How will the story offer explanation for, or evaluation of, the issue?
- How does the story explore connections between different sustainability/climate issues?
- How does the story make connections between different contexts (e.g., specific places, local and global scales)?
- Does the story explore strategies or actions for tackling the sustainability/ climate issue?



AUDIENCE

Target Audience

- Who is the target audience(s) for the story?

Behaviour change

- Does the story include prompts to change audience behaviour?
- What types of behaviour change does the story target (e.g., collective, or individual)?
- How might audience behaviour change be measured/assessed?

Language

- How can language in the story be used to inform the audience?

Script

- How will you balance emotion and factual information for the audience through the script?



STORYTELLING

Reflection

- How is critical thinking, learning and reflection encouraged during production of the story?

Advisory groups

- How might advisory groups help to develop the story?

Experts by experience

- How might experts by experience (i.e., communities, industry experts, academic researchers) advance the content of your story?
- Are you speaking to stakeholders with knowledge of the issue?

Technology

- Is the technology used in the production of the story helping or hindering critical communication to the audience?



CONTEXT

Location

- How does the location at which the sustainability/ climate issue occurs shape the story?
- How does the scale (local, national, regional, global) at which the issue occurs impact the story?

Representation

- Are diverse and contrasting stakeholder experiences shared in the story?
- How does the story explore diverse communities impacted by sustainability/ climate issues?

Relationships and impact

- How does the story examine the relationships and connections between places?

Time

- How does the timeframe (past/present/ future) shape the story?



QUALITY OF INFORMATION

Evidence

- Is the information in the story evidence-based?

Knowledge categories

- What categories of information are included in the story (e.g., historical, economic, social, political, legal, environmental, social justice)?

- How will you use the information available to you to accurately represent the sustainability/ climate issue?

Accuracy

- Is all data reliable, verifiable, and representative of reality?

Transparency

- Are you able to be transparent with the audience about information sources?

Trust

- How will you generate trust in the story amongst the audience?



JUSTICE

Ethics

- Has information for the story been collected in an ethical manner?

Justice

- How does your story explore social justice for communities affected by sustainability/climate issues?
- How does your story explore environmental justice?

Responsibility

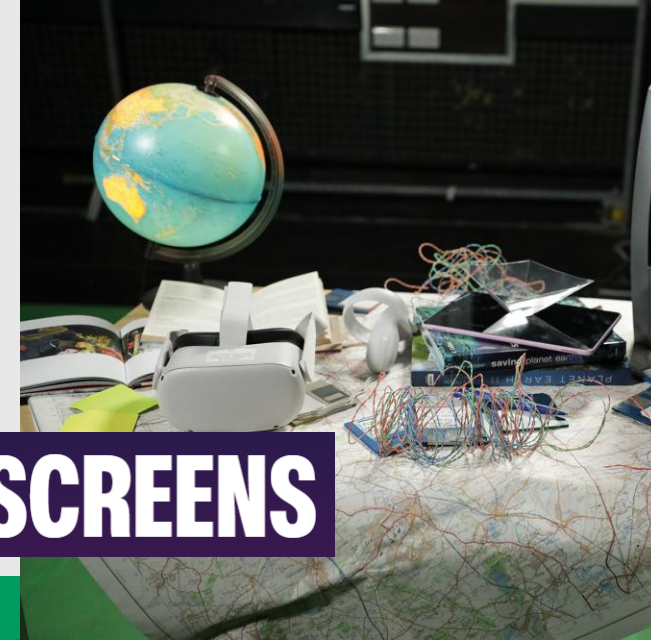
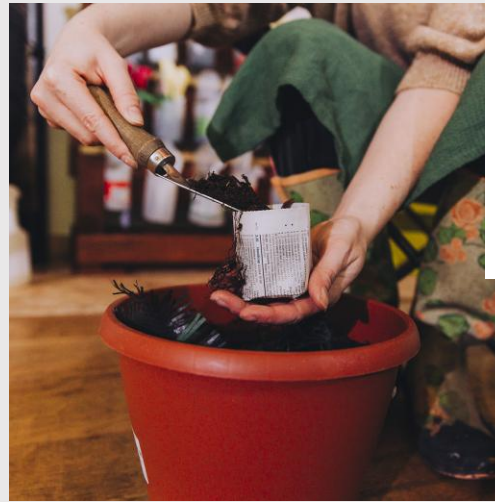
- How will the story explore who is responsible for the sustainability or climate issue (e.g., individuals, organisations, governments, systems of activity and interaction)?

Adaptation and mitigation

- How does the story consider adaptations or mitigation measures (e.g., social, economic, or environmental) associated with aspects of sustainability and climate change?

Jack Chamberlain Creative

Our Use Cases



GREEN SCREENS

Bright White

**opera
north**



WE ARE SAIL



THE CRITICAL SUSTAINABILITY STORIES TOOL

The Bradford Sustainable Food Stories Project

- An 15 month project to produce 3 new community co-created, multi-disciplinary arts projects that embed eating well culture & food sustainability in Bradford's underrepresented & underserved communities.
- YSJ & CBMDC, 5 community organisations, BD25 & 21 artists will translate Bradford's Good Food Strategy into stories that improve public health & sustainability outcomes.
- Expected audience reach is approx. 127,400+.



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BSFS Creative Communities – the lead artists



Darshan Singh	Jack Chamberlain	Aimee Grundell
Roots and Routes	Picky Eaters	K-Town Inconvenience Shop
Video interview series and digital archive exploring community resilience, well-being and sustainability through the experience of Bradford's urban growers.	A cross-community food narrative for Bradford exploring the diversity of diets and palettes by celebrating the art of being fussy with food.	A radical, fun pop-up art installation focussing on food production, consumer awareness, and the social, health, economic and sustainability impacts of Bradford's food system.

Storytelling

1. Characters

2. Setting

3. Plot

Conflict

Resolution



Beginning

Middle

End

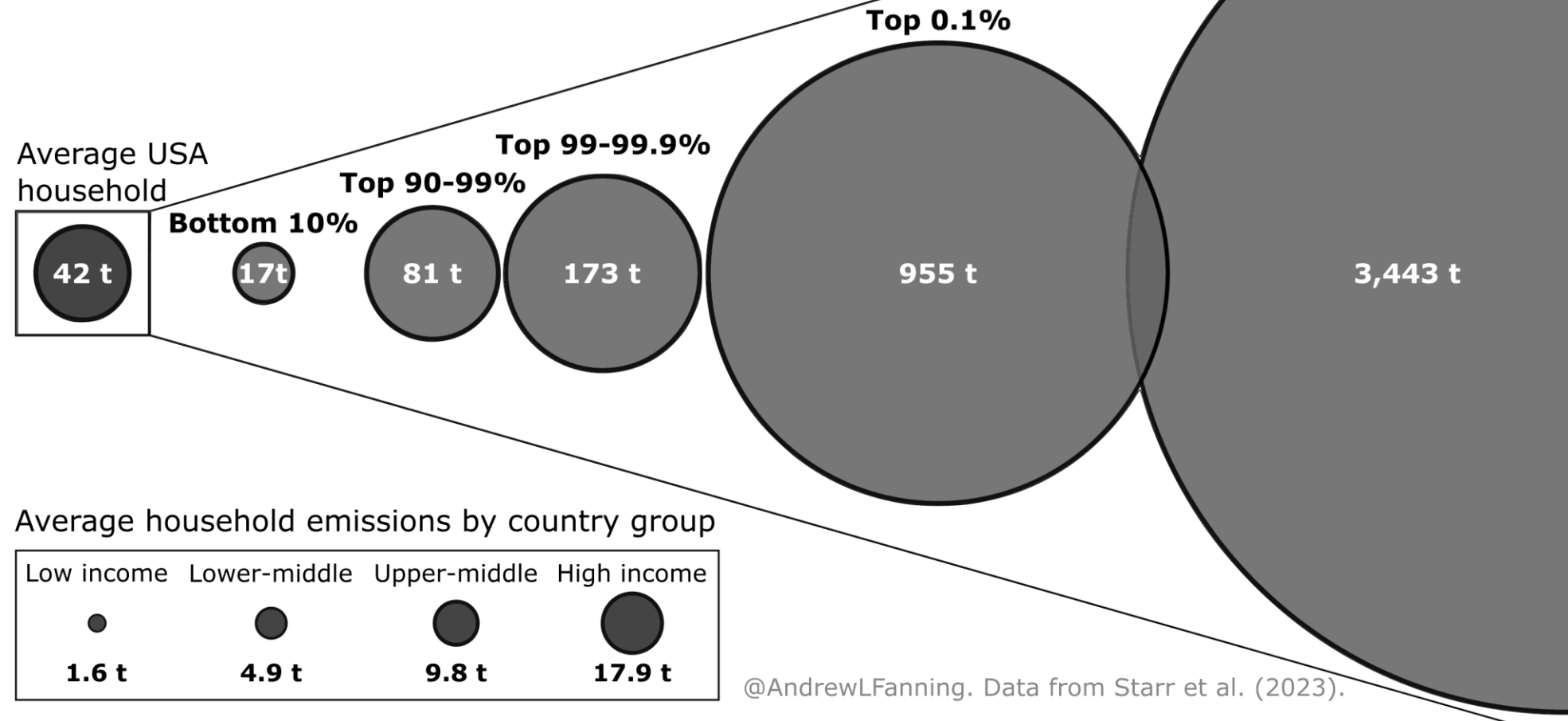
Source:
Prof T Morgan
University of

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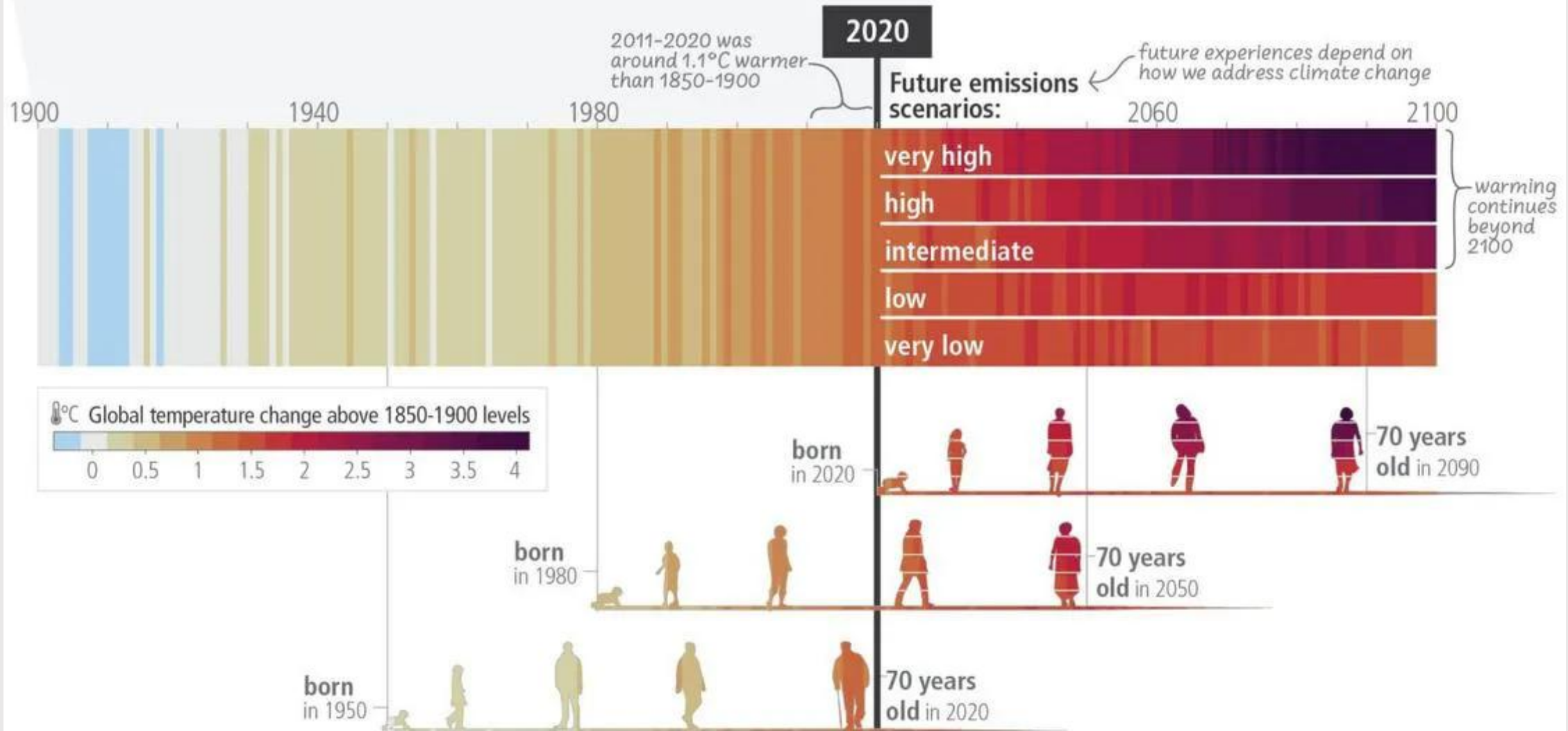
Household CO2e emissions in 2019 per income group (within United States and across countries)

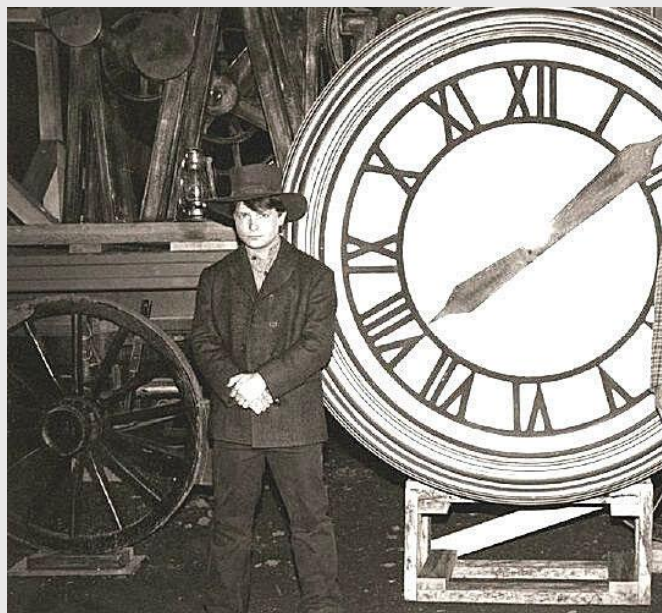


@AndrewLFanning. Data from Starr et al. (2023).



c) The extent to which current and future generations will experience a hotter and different world depends on choices now and in the near-term





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A 'laundry list' of possible actions

Invest in
public
infrastructure

Renewable
energy

Invest in
education &
health

Support local
economic
development

Plant based
diet

Eliminate
planned
obsolescence

Re-wild
countryside

Ban/curb use
of SUVs,
private jets

Invest in R&D
to support
low carbon
economy

Local
sustainable
food systems

Investment in
low carbon
industries &
sectors

Consume less
goods and
services

How can stories lead to action?

Cheesy Love Story - SumofUs

Note your thoughts about the story.

- What message does it convey?
- Does the story prompt any change in your opinion of Doritos?
- Might the video encourage you to behave differently?
- What does it do well? What could it do better?





Creating Critical Sustainability Stories:

- Ontology – *What* we think *we know* about the world around us
e.g., what is the impact of climate change on Yorkshire's food system sustainability?
- Epistemology – *How we know* about the world around us
e.g., how do we find about food system challenges linked to climate change?
- Empirical – *Information we gather* about the world
e.g., what does this information tell us and what do we want to do about it?



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How can the CRISS Tool be used by storytellers independently?

You can...

- Making space for reflection and discussion
- Methodically work through the questions in each theme
- Scan all questions and highlight those which jump out/ seem most relevant
- Identify which questions prompt direct action (e.g., to collect specific data, or lead to further discussions)
- Select the themes and or specific questions to create actions along the timeline of a production journey

How can the CRISS Tool advance storytelling?

Brings together rigorous research/ expert knowledge spheres and wider society to create stories for positive, sustainable change.

Enrich story content by;

- a. Increasing storyteller engagement with expert knowledge spheres
- b. Advance storyteller critical thinking through an organised framework or 'quality gauge'
- c. Grow professional discourse on sustainability transitions and climate change
- d. Improve quality of knowledge content available to audiences and thereby advance global challenge literacy of society and communities



CRISS

**CRITICAL
SUSTAINABILITY
STORIES**

Thank you!

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