

Use Your Voice

SYSTEM
CHANGE





NOT
CLIMATE

EVIDENCE
OVER
IGNORANCE

PROTECT
OUR FUTURE

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Topics	Ages	Lesson Duration	Sustainable Development Goals
<ul style="list-style-type: none">• Power of storytelling• Effective science communication• Mediums to express your voice	8 - 18	60 minutes – 2 hours depending on discussion and choice of extension activities	 

Use Your Voice for climate action

During this session you will:

- Understand the power of storytelling and what considerations need to be made to produce effective science communication
- Look at how athletes are using their platform to drive positive change
- To understand what careers are involved in the art of storytelling, including industry professionals relevant to 'Use Your Voice' campaign
- Explore different mediums you could use to express your voice



The power of storytelling

When do we use or hear stories?

Who are powerful storytellers?

How do we tell stories?

Stories come from conversations we have with friends, family, and at school.

We then tell these stories and become multipliers of this message.



How do we communicate?

Through:

There are lots of ways to communicate aside from just speaking. From marketing, art, sport, social and community mobilisation, mass media, entertainment, advocacy, interpersonal communication, social media and other communication approaches to support positive social and individual change.

By:

All sorts of people, including:
Scientists, journalists, artists, comedians, presenters, celebrities, athletes, parents, grandparents, teachers, politicians and **YOU...**



What is science communication?

Science communications inform, educate and raise awareness of science related topics among the general public and non-expert audiences.

Science communicators have the exciting and essential task of bringing the wonders of science to life for everyone. They are the storytellers who translate complex scientific ideas into language that is easy to understand and engage with



How do we communicate?

Science can be communicated by writing poetry, spoken word and rap.

**It can be communicated is Street Art
– like Banksy did**

What could you make? A film, a speech, a letter, a poem, mural, graffiti art?

USE YOUR VOICE



Wrap up science in story

“...storytelling is the best and only tool we need to communicate our understanding of the world – which in a nutshell is what science is.

We need to wrap up all the facts and stats in and around story so that people will want to listen and ultimately learn something new.”



British Science Association. (2018). Why Science Needs Storytellers. [online] Available at: <https://www.britishsociety.org/blog/why-science-needs-storytellers>

Sir David Attenborough

“Saving our planet is now a communications challenge. We know what to do, we just need the will.”



What makes a powerful story?



Activity!

Watch this video 'Nature is Speaking' to see a fantastic example of storytelling science by Conservation International

What makes a powerful story?

- **Compelling Characters**
- **Engaging Plot**
- **Emotional Impact**
- **Themes and messages**



Four pillars for effective communication

Purpose



What are you trying to achieve by your communication and what action do you want to see?

Audience



Who do you want to share your message with, and where are they?

Message



What message/story do you want to share, and by what medium?

Impact



How will you know if your communication has been successful?

Could you be a science communicator?

What job roles are involved in science communication?

Activity!

Take a look at some of the job descriptions and discuss the most interesting elements in the roles.



Athletes are using their platform to drive change



Activity!

Watch this video to discover what four international athletes are doing to drive positive climate action

Credit: Silverback Films and Open Planet

Be inspired by Hannah Mills OBE

Hannah Mills OBE, the most successful female Olympic sailor ever. She is passionate about ocean health. She launched the Big Plastic Pledge to eliminate plastic from sports.

Many artists are communicating science by making art from plastic waste – reusing the waste to make beautiful and impactful statements about climate change. Like the amazing Treadgold fish sculpture in Portsmouth, UK.

What could you create? A sculpture, painting, or pottery?

– like Nellie the hungry fish who collects waste at festivals

<https://finalstrawfoundation.org/2019/08/05/the-final-fat-fish-nelson/>



Be inspired by Eliud Kipchoge

Kenyan Runner, Eliud Kipchoge has a foundation to plant forests and speaks out about positive climate action - he adopted 50 hectares of forest land in Kaptagat and believes there are No Limits to what we can achieve.

Every time Eliud has something to celebrate he plants a tree!

Eliud says “ The world needs more green, so let’s do our part”

Why don’t you plant a tree on your next birthday?



Be inspired by Chemmy Alcott

Chemmy Alcott, a Great British skier is passionate about reducing her own footprint as well as helping raise awareness of the melting glaciers. She eats less meat and drives an electric car.

Chemmy is an ambassador for a sustainable clothing company, she rents clothing or wears sustainable clothing.

Science can be communicated through design – like British fashion designer Alexander McQueen who explored the idea of a dystopian future where humans live under water submerged by rising sea levels in his collection Plato's Atlantis.

**What could you design?
A dress, costume, hat?**



Be inspired by Husein Alireza

Husein Alireza a Saudi Arabian Rower is passionate about saving energy and clean air. He joined global athletes in a climate plea to world leaders at COP 26.

Science can be communicated by making films. Like British multi-award winning choreographer and filmmaker Corey Baker who presented his dance films at COP 26 inspired by renewable energy.

What could you make? A film, a dance, a campaign?



Be inspired by Emirates GBR Sail GP Team

The team take climate seriously:

- when they are travelling and competing, they eat produce from local farms
- they cut down on their waste
- they clean up local beaches
- they use skateboards or bicycles instead of taking a car
- they are careful to separate their waste and follow recycling guidelines
- they use only reusable water bottles and no single use plastics



What medium would you use to communicate a positive climate action?



Activity!

Chose an action, and a medium from the following slides and plan your climate communication.

Don't forget

- **Every positive climate action counts**
- **Measure what you want to change**
- **Share your progress to inspire others**

#ProtectOurFuture

By USING YOUR VOICE you can change behaviour within your family, school, friends and communities

Enter the **USE YOUR VOICE** Challenge, and win **£1000** for your school

Take action, use your voice and get creating

Find out more

www.protectourfuture.org/use-your-voice

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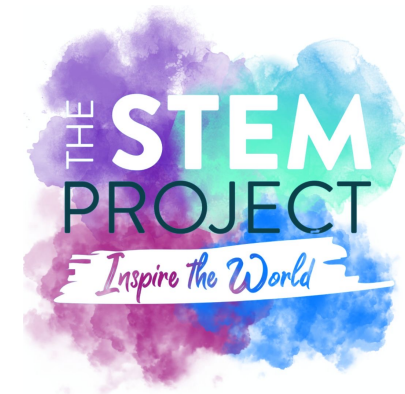


Reference: Some activities in this session have been informed by an ongoing Education Research Study “Acting on Climate” conducted by a collective of researchers, artists and educators from the University of Warwick, UK. Turner-King, R., Smith, B., Hale-Smith, C., Brown, A.J. and Newbold, L. (2023). Earth Stories: Creative Outputs and Teaching Resources. [online] Acting on Climate. Available at: <https://actingonclimate.world/>

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