

# STORYTELLING ACTION

This year at COP28 UNFCCC Climate Conference in Dubai, UAE, the Bellona Foundation is hosting the Storytelling for Action Pavilion in the UNFCCC Blue Zone, in partnership with BAFTA Albert, Futerra, and Think-Film Impact Production.

01

Explore why storytelling represents a critical opportunity to engage global audiences in tackling climate change.

02

Share how storytellers are effectively engaging audiences on both the realities and solutions to climate change, and how members of the talent community can raise awareness.

03

Bring attention to the need for greater support for storytelling capacity to enable more genuinely entertaining, engaging, and evidence-based storytelling.

Below is our programme of events

More speakers to be announced

03 DEC  
12:00PM

Bellona Foundation  
Pavilion, Zone B7/88,  
Blue Zone, COP28

**SPEAKERS**

**Carys Taylor**, Director of Climate Content and Sustainability, BAFTA  
**Emma Stewart**, Netflix Sustainability Officer, Netflix  
**Samata Pattinson**, CEO, Black Pearl  
**Nuseir Yassin**, CEO of Nas Company

## BUSTING BARRIERS FOR SOLUTIONS STORIES

How industry is growing support for climate storytelling

This panel looks at the impact of climate storytelling through TV and film and what more is needed to create more of it.

*We will be asking:*

- What climate storytelling already exists?
- What does the industry need to do to support more of these stories?
- How will these stories be financed and by who?
- What policy support and incentives can be provided by our governments?

03 DEC  
2PM

Shared Presentation  
Stage 4, Zone B7/88,  
Blue Zone, COP28

**SPEAKERS**

**Wirungga Dunggirr**, Elder, Namba Gumbaynggar Nation

## LISTENING NOT SPEAKING

Centering Indigenous storytelling and lived experience in a just transition

The IPCC calls for Indigenous and Traditional stories to take a role in helping navigate our way out of the climate crisis. This session will platform storytellers and policy-makers from Indigenous and Traditional communities and will also explore the role of story in enabling a just transition.

03 DEC  
4:30PM

Bellona Foundation  
Pavilion, Zone B7/88,  
Blue Zone, COP28

**SPEAKERS**

**Solitaire Townsend**, Co-Founder and Chief Solutionist, Futerra  
**Will Ridgeon**, Producer Director, BBC Studios  
**Khadija Stewart**, Founder, Ecovybz Environmental Creatives

## THE CLASH OF NARRATIVES

From paper straws to techno heros - Exploring behaviour change vs. system change

In a world of divisive and inaccurate narratives public engagement and storytelling matters. Behaviour change versus techno savior, Climate everything versus implicit narratives

*We'll explore:*

- How do we reflect the rich, grey middle grounds?
- How do we cut through disinformation?
- How do we engage the public on system change, rather than plastic straws?
- What works with audiences?

05 DEC  
1PM

Bellona Foundation  
Pavilion, Zone B7/88,  
Blue Zone, COP28

**SPEAKERS**

**David Garrido**, Sky Sports  
**Farhoud Meybodi**, Film Maker  
**Kimberly Burnick**, NBCUniversal  
**Lina Strandvåg Nagell**, Senior Policy Manager, Bellona Europa

## SOLVING OUR CRISIS OF IMAGINATION

Debate between the solutionists and the storytellers

Hear from a cross-sectoral panel, from across TV and film and infrastructure, about the solutions that are going to shift the needle and how the stories we need to hear about them.

*We'll explore:*

- What are the fundamental truths of Net Zero (no fossil fuels, climate justice, electrify everything etc)
- What is the global public awareness of those truths?
- How can we imagine that need into reality?
- What stories work and shift the needle?

05 DEC  
3PM

Shared Presentation  
Stage 4, Zone B7/88,  
Blue Zone, COP28

**SPEAKERS**

**Solitaire Townsend**, Co-Founder and Chief Solutionist, Futerra  
**Tamseel Hussain**, Founder & CEO, PlucTV

## CLIMATE STORYTELLING MASTERCLASS

Communicating climate action through story

Learn more about the power of story to reach our global sustainability targets and change our shared future. Join TED speaker, author and sustainability expert Solitaire Townsend and a panel of thought leaders for a masterclass in compelling climate storytelling and how we can all rewrite the narrative.