



World Forum on
Urban Forests
Mantova 2018

PS 2.1 Changing people

Creating a New Narrative: Storytelling for Social Change

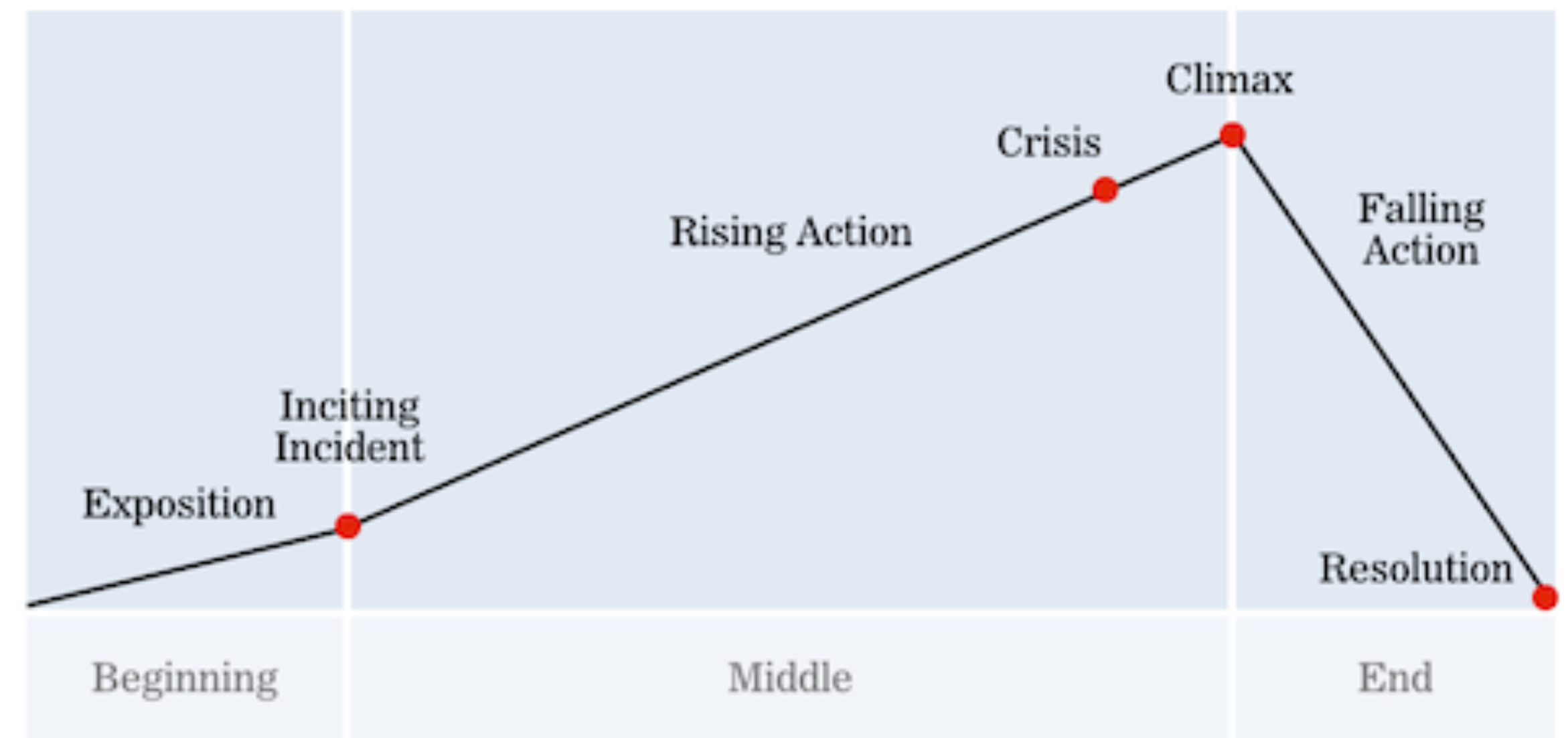
Sarah Marder
Wise Places - Founder





we're the stories we tell

- we learn and persuade through stories
- we create the world with stories
- we evolve by changing our stories





an environmental example

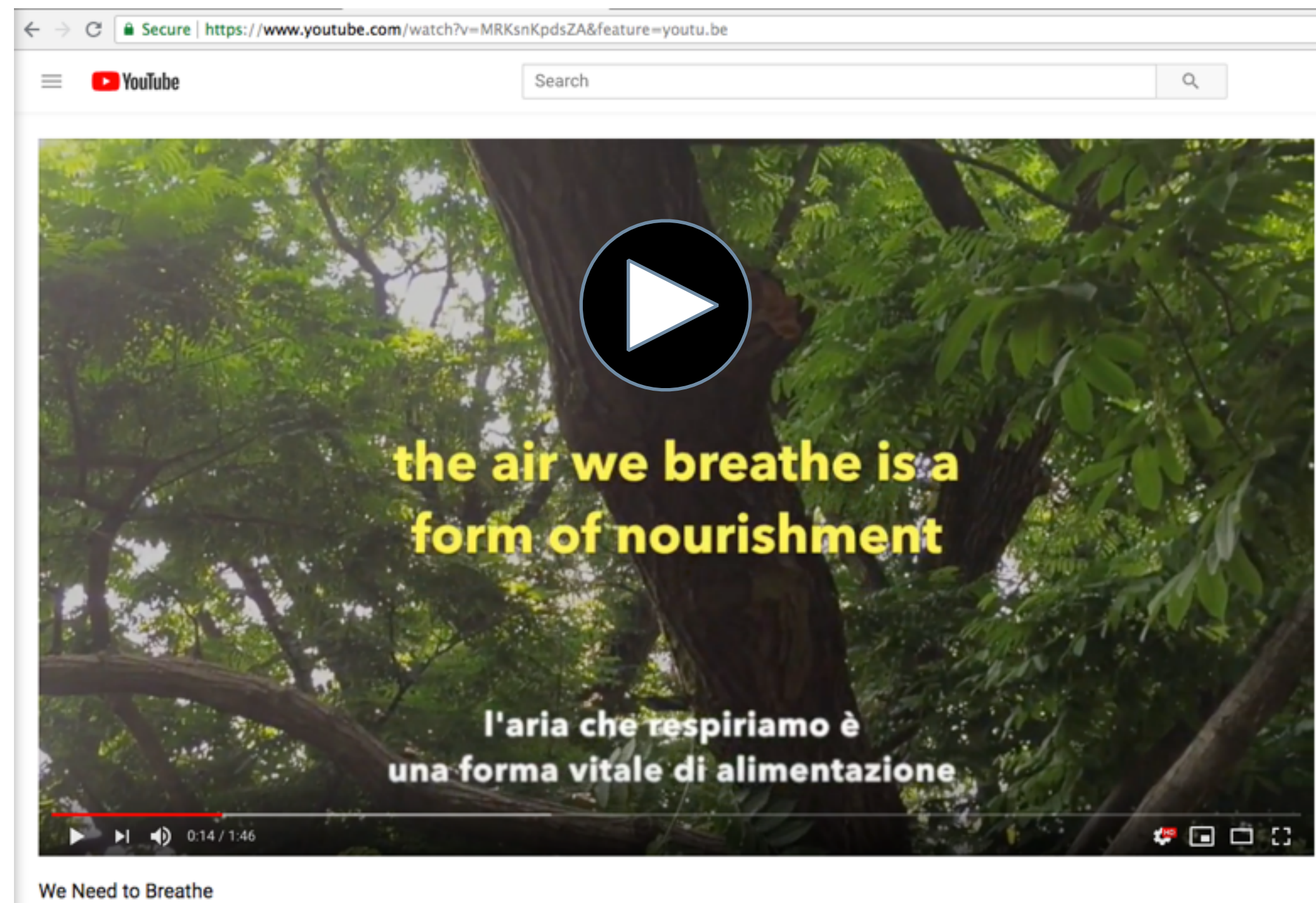
- clean air is a form of nourishment
- polluted air is making us sick
- it causes premature deaths
- we need to work together to reduce air pollution

There are endless stories of this sort to be told...





we need to breathe



an example of turning information into a video that tells a story

view video here:

<https://youtu.be/MRKsnKpdsZA>

other examples on www.youtube.com/c/sarahmarder



we need environmental stories

- find appealing ways to share your ideas
- turn information into stories and add images
- ideally make videos, too (find people who can help)
- contents people and creatives together can change the narrative

Living beings were not created for the world we humans have made.

It's up to us to tell stories that will help mankind make the world we were created for.





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it's up to us

Our well-being depends upon the well-being of our places.

We know that.

We need to help others understand and act.

~

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