

# How to Tell Grounded Stories



Webinar  
30th January 2020



# Zoom



- Rename your profile if you want, with your name and organization (click on participants and rename yourself)
- Keep mic muted if you don't speak (use the chat function in case you experience difficulties during presentations)
- Raise hands: click the symbol "raise hands" next to the chat symbol if you want to say something
- Breakout rooms: you need to accept your assignment to a room. In case of questions to the facilitator you can click on "ask for help".
- Recording: this meeting is being recorded.

# How to Tell Grounded Stories



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# Schedule

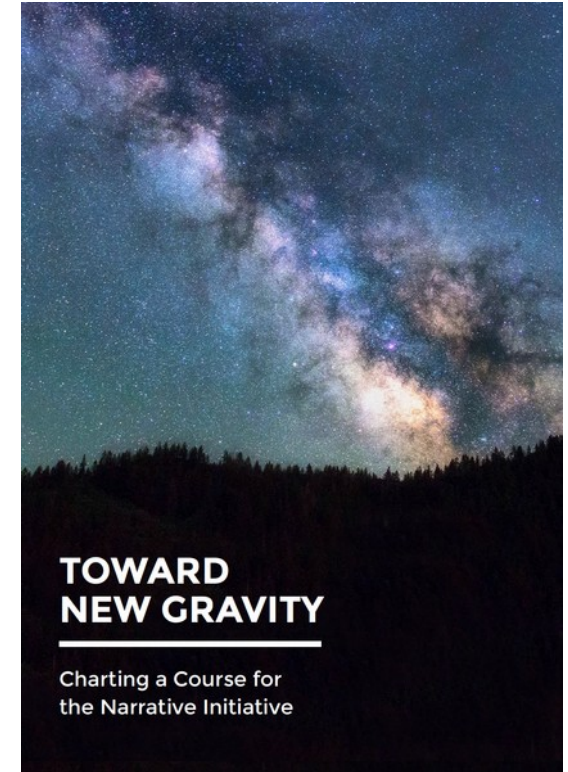


- Introduction
- Input Manuel Grebenjak: Narratives, framing, storytelling
  - Questions
- Short exercise (break-out rooms)
- Input Magdalena Heuwieser: Stay Grounded core messages
  - Discussion
- Core messages Let's Stay Grounded campaign
  - Feedback
- Your experiences with framing and messaging
- Summary
- Closing remarks & feedback

# Narratives and Stories

What tiles are to mosaics,  
stories are to narratives.

- The Narrative Initiative (2017)



# Narrative



What  
is told  
→ Data

How  
it is told  
→ Patterns

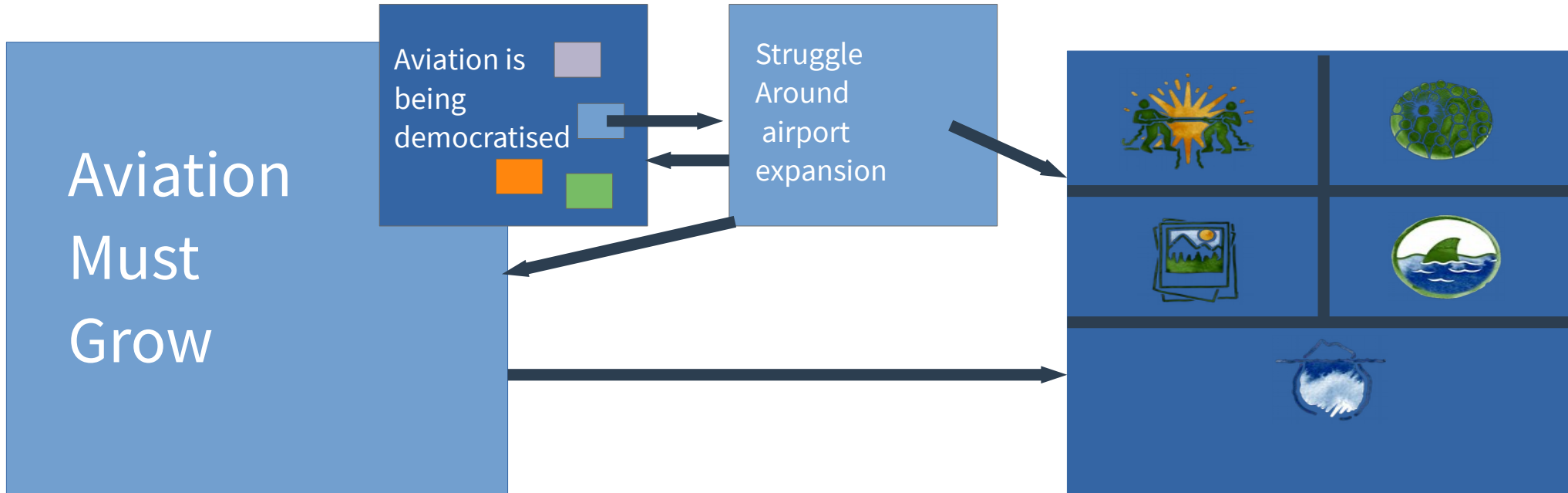
# (Meta)Narratives, Stories, Elements

Meta-Narrative

Narrative

Stories

Elements





# Elements of a Story



## **Conflict**

The backbone of narrative, what defines the drama, point of view, and makes the story interesting



## **Characters**

The subjects, protagonists, and narrators of stories



## **Imagery**

Words to capture imagination with metaphor, anecdote, and descriptions that speak to the senses and make the story tangible



## **Foreshadowing**

The ways that a story provides hints to its outcome



## **Underlying Assumptions**

Unstated parts of the story that must be accepted in order to believe the narrative is true



# Elements of a Story

## **The Conflict:**

What is the problem we are addressing?

How is it framed?

What aspects are emphasized and what is avoided?

How can we reframe to high-light our values and solutions?

## **The Characters:**

Who are the characters in the story?

Do impacted communities get to speak for themselves?

Who are cast as villains, victims and heroes?

## **Show Don't Tell:**

What is the imagery of the story—what pictures linger in our minds?

How does it engage our senses?

Is there a potent metaphor that describes the issue?

## **Foreshadowing:**

What is our resolution to the conflict?

What vision are we offering?

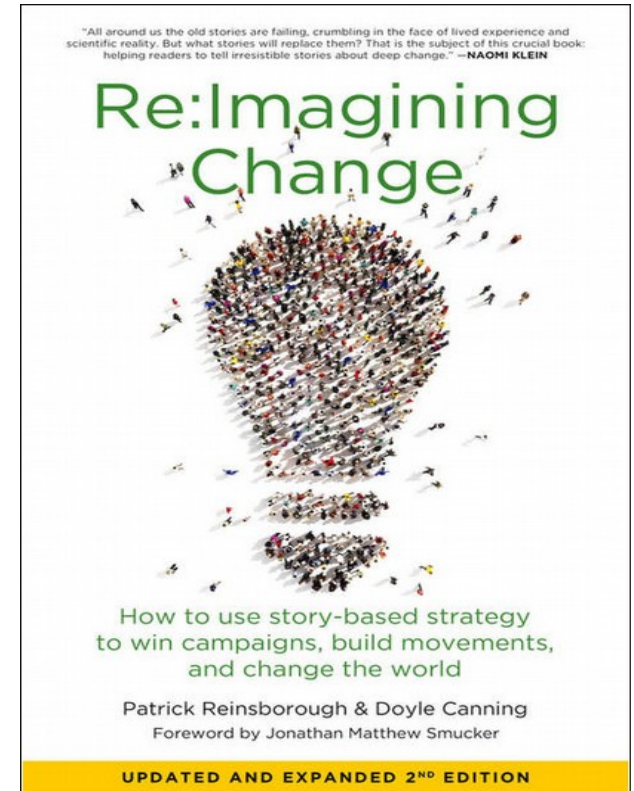
How do make the future we desire seem inevitable?

## **Assumptions:**

What must be believed in order to believe the story is “true”?

Does our opponent's story have unstated assumptions we can expose and challenge?

What assumptions and core values do we share that unite our communities around a common vision?



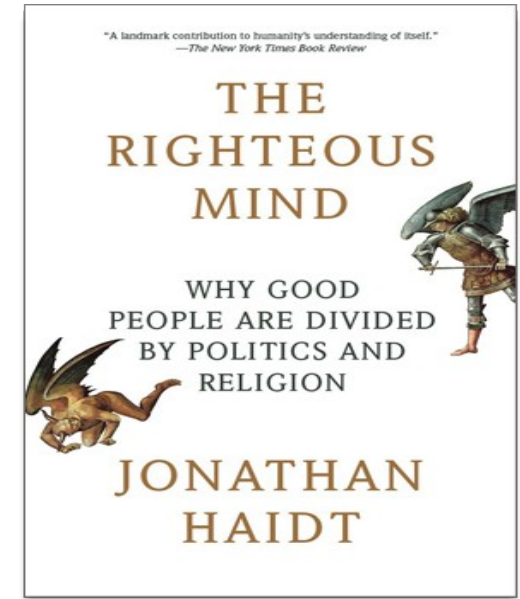
# Values and Moral



# Moral Foundations (Jonathan Haidt)

## Six Moral Foundations:

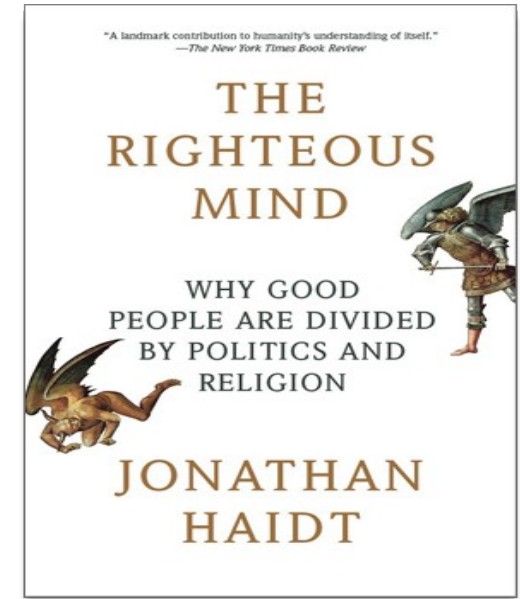
- **Care:** cherishing and protecting others;  
opposite of harm
- **Fairness or proportionality:** rendering justice according to shared rules;  
opposite of cheating
- **Loyalty or ingroup:** standing with your group, family, nation;  
opposite of betrayal
- **Authority or respect:** submitting to tradition and legitimate authority;  
opposite of subversion
- **Sanctity or purity:** abhorrence for disgusting things, foods, actions;  
opposite of degradation
- **Liberty:** response to coercion by a dominating power or person;  
opposite of oppression



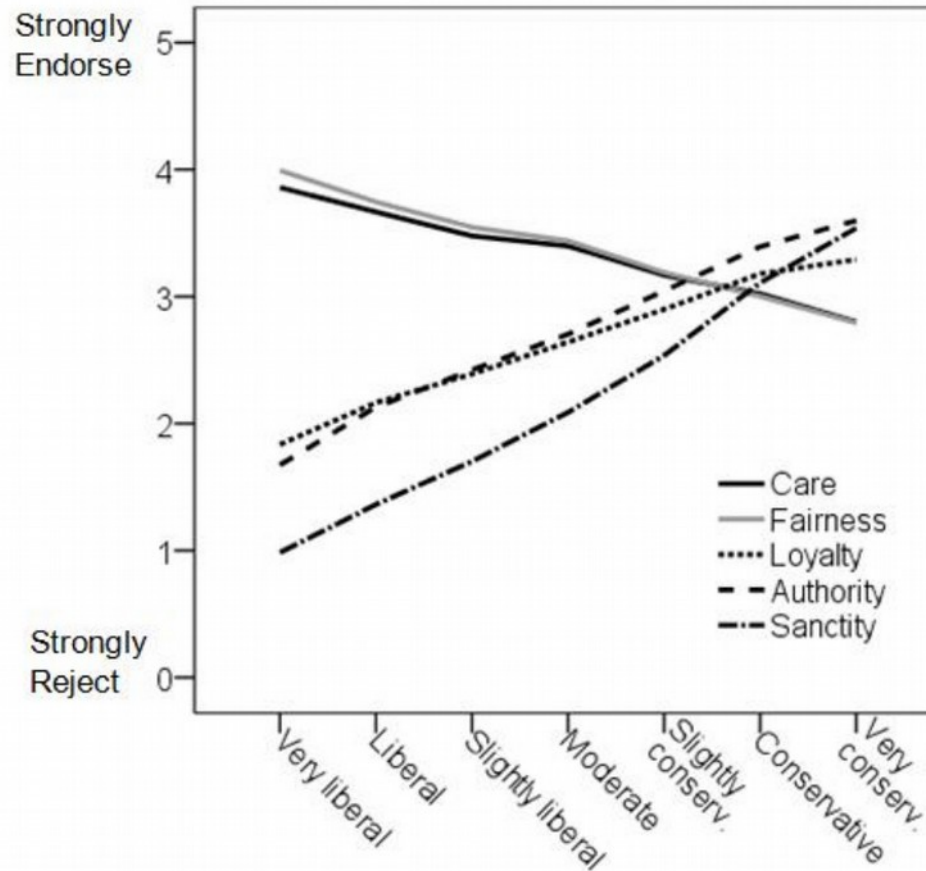
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# Moral Foundations of Liberals/Cons



# Framing

A thick, horizontal yellow brushstroke that spans most of the width of the slide, positioned directly below the title 'Framing'.

Our language should match our content – but often doesn't.

# Example 1: In the Hospital

A patient is suffering from a rare disease. Should a complicated surgery be done?

- She will survive with a probability of 90 percent.  
→ Majority said yes
- She will die with a probability of 10 percent.  
→ Majority said no

The facts are the same, but the consequence not – why?



# What are Frames?



- Interpretative framework
- Are activated through language (normally a specific word)
- Recall a series of interpretations
- Frames influence our perception - and our actions
- Determine how we give meaning to facts
- Highlight some aspects, hide others
- Frames work unconsciously, they cannot be switched off
- Deny still retrieves frames and strengthens them

# Example 2: Taxes

Tax Burden  $\leftrightarrow$  Tax Contribution



# Questions?

A thick, horizontal yellow brushstroke that spans most of the width of the slide, positioned directly below the word 'Questions?'. It has a textured, hand-painted appearance with some darker and lighter yellow areas.

# Exercise



**Break-out groups. Reframe one of the following headlines:**

1. Missoula International Airport sees another record year
2. French airport group to eliminate GHG emissions by 2030, promotes sustainable aviation fuel
3. Tory minister tells public to keep flying and denies sacrifices needed to save planet
4. Credit Suisse launches aviation financing subsidiary
5. Berlin International Airport trial calls for 20,000 volunteers
6. Could this gorgeous electric plane be the Tesla of the skies?

# Stay Grounded: Main Messages



1. Aviation's climate impact is much worse than we thought!
2. It's a justice issue!
3. Greenwashing is no solution – we have to reduce flying
4. Grounded travel as alternative

# Aviation's Climate Impact



- We're on a flight towards climate breakdown.
- Flying is the fastest way to fry the planet.
- Aviation is responsible for 5-8% of climate heating worldwide!
- It's not just CO<sub>2</sub>, it's not just emissions - it's the "climate impact" of aviation (plus other negative effects like noise, health issues, biodiversity loss etc.)
- It's not climate warming or climate change - it's a climate crisis, or earth heating.
- Aviation is growing faster than other sectors of the economy - even though it's the most climate damaging form of transport.

# It's a Justice Issue



- Aviation's impact is caused by only about 10% of the world population, while the majority have never set foot on an airplane.
- There are also major disparities within countries, mostly linked to income: e.g. in England, 10 % took more than half of the flights abroad. → Let's blame the frequent flyers.
- While some fly, we all pay for the subsidies.
- While some fly, others bear the consequences: residents exposed to noise and particle pollution from planes, local ecosystems, future generations and those in the Global South who are already bearing the brunt of the climate crisis.



# Greenwashing Is No Solution – Reduce Flying!



- We should not talk about “green flying”, “sustainable aviation”, “carbon neutral aviation”. → “degrowth/ reduction of aviation”
- Offsetting is a modern sale of indulgences: it’s ineffective, leads to land grabbing in the Global South, and doesn’t tackle the problem.
- Tell what we want:
  - Trains, not planes
  - Stop unfair subsidies - tax kerosene
  - Put a levy on frequent flyers (not on those who only rarely fly)
  - Red line for airports - set moratoria
  - ...

# Grounded Travel



- Trains, night trains, passenger ships, coaches, etc.
- Paint a vision: a world, in which we can travel in a way that our children can still travel, too.
- Chris Watson: Let's not talk about aviation/flying, but "climate safe travel"? → book "Beyond Flying. Rethinking air travel in a globally connected world"

# Let's Stay Grounded Campaign



## CHANGE THE RULES

Staying grounded individually is great – system change is even better. Support demands for political changes.

[Read more](#)



## CHANGE YOUR ORGANISATION

Find guides for changing travel policies at your workplace, at school or university.



## TAKE PART IN ACTIONS

Ever more activist groups and civil initiatives all over Europe counter aviation growth – join them and get active.



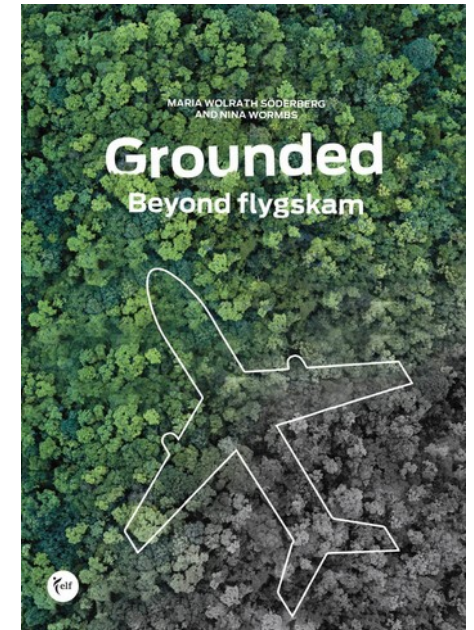
## PLEDGE TO STAY GROUNDED

Join the #PenguinsForFuture and pledge to fly less

[Read more](#)

# Target Groups

- Climate justice movement and activists groups, active students and scholars (Fridays for Future, etc.)
- Green and left wing voters, NGOs & campaigners
- Progressive city types



# Values



**Care:** People will lose their homes and livelihoods to climate disaster; we need to protect people from noise and airport expansion; justice among generations,

- **Fairness:** A few frequent flyers have a huge climate impact, others bear the costs. Those who can't afford flying are often the ones living close to airports, affected by noise. Business travel is not always voluntary, it is exhausting - why not stay home and do the meeting online? Airlines should pay their share, especially in comparison to other modes of transport, the people should not be subsidising private business.
- **Authority/respect:** IPCC warns of climate crisis, scientists agree: the planet is heating; Care for the creation; The pope says offsets don't solve the problem.
- **Liberty:** Calmness in house and garden; slow travel means really getting to know other cultures; trains mean no limit for luggage, no annoying controls, being able to get off spontaneously.
- **Loyalty:** We are building a movement; It's about more than just staying grounded yourself; everyone can contribute his/her share to climate justice.
- **Sanctity/purity:** Prevent collapse of the ecosystem; health of residents close to airports, prevent health risks from pollution airplane exhausts; prevent health risks from travelling onboard airplanes.

# Core Messages



## **1. The climate impact of aviation**

- Flying is the fastest way to heat the planet
- We are on a flight towards climate breakdown.
- You thought flying is bad for the planet? It is even worse!

## **2. Experience other modes of transport**

- Travel as if there was a tomorrow.
- A whole world to explore: Staying grounded means you experience travel closer than ever before.

## **3. Let's build a movement and change the rules**

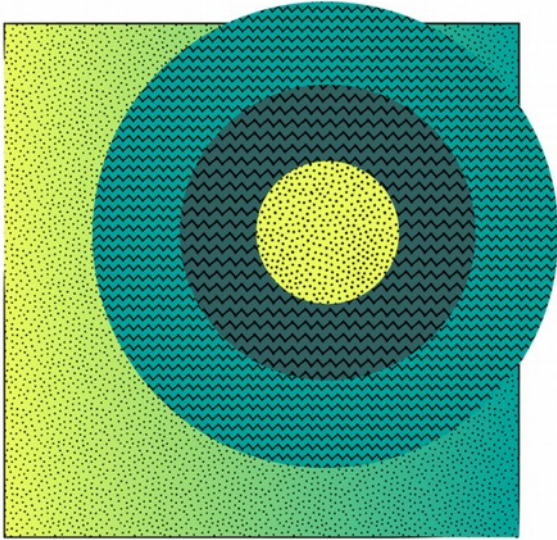
- Staying on the ground is great, but with your help we can change the rules!
- Do you know what is even better than staying grounded? Inspiring others to do the same!

# Memes





# Summary



- Discourse: Analyse the underlying narratives
- Find the best points of intervention and create powerful stories
- Find and get to know your audience(s) → values, channels
- Craft clear core messages (few)
- Build stories, slogans, memes around these messages
- Framing: Use words that transmit your message → know the opposition's frames

# Literature and Sources



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