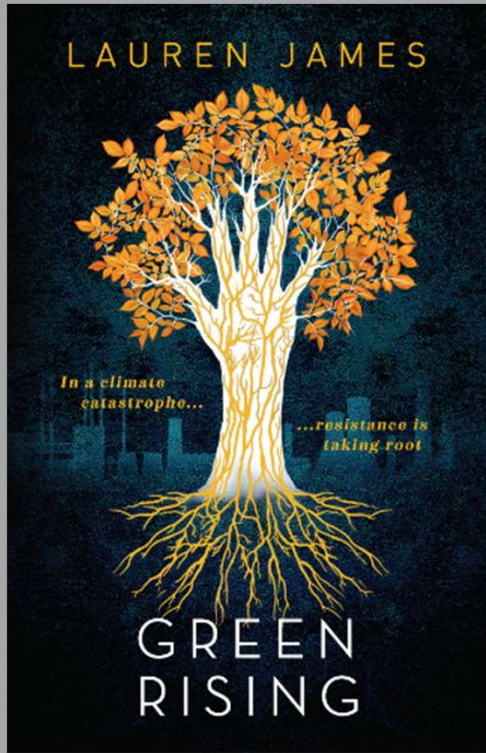




PARTNERING
FOR A SUSTAINABLE
SECTOR

Inspiring Green Behaviour Through Stories

Lauren James, *Author, Writer & Lecturer*



Activism in Commercial Climate Fiction

Lauren James



climate
fiction
writers
league

LAUREN JAMES



In a climate catastrophe...

...resistance is taking root

GREEN
RISING



Punch
billionaires

SORRY TO BOTHER YOU, BUT DID YOU KNOW THAT
**YOU ARE LIVING DURING THE
6TH MASS EXTINCTION!?**

WE ARE
EXTINCTION REBELLION
WE ARE NATURE DEFENDING ITSELF

WE REQUIRE:

1. OUR GOVERNMENT TELL THE TRUTH ABOUT HOW DEADLY OUR SITUATION TRULY IS AND THAT IT REVERSE ALL POLICIES NOT IN ALIGNMENT WITH THE REALITY OF OUR PRESENT DEADLY SITUATION.
2. OUR GOVERNMENT ENACT LEGALLY BINDING POLICIES TO REDUCE CARBON EMISSIONS TO NET ZERO BY 2025.
3. A CITIZENS' ASSEMBLY TO OVERSEE AND ENSURE THESE CHANGES.

BECAUSE:

- HUMANITY HAS WIPED OUT 60% OF MAMMAL, BIRD, FISH, AND REPTILE POPULATIONS SINCE 1970.¹
- THE EARTH'S OCEANS ABSORB 90% OF ATMOSPHERIC HEAT AND ARE WARMING AT A FASTER PACE THAN ANY PREVIOUS TIME IN HUMAN HISTORY CAUSING ACCELERATED SEA LEVEL RISE, ICE SHEET MELTING, ACIDIFICATION, AND CORAL REEF AND KELP FOREST DEATH WORLDWIDE.²
- THE U.S. STARTED THE 2018-2019 WATER YEAR WITH 41.36% OF ITS LAND FACING DROUGHT CONDITIONS. CALIFORNIA STARTED THE WATER YEAR WITH 44.3% OF ITS AREA AFFECTED BY DROUGHT.³

WE REFUSE TO BEQUEATH A DYING PLANET TO FUTURE GENERATIONS BY FAILING TO ACT NOW.
WE ACT IN PEACE WITH FEROCIOUS LOVE OF THESE LANDS IN OUR HEARTS. WE ACT ON BEHALF OF LIFE.





We are a group of authors who believe in the necessity of climate action, immediately and absolutely.

Fiction is one of the best ways to inspire passion, empathy and action in readers. Our works raise awareness of climate change, and encourage action at the individual, corporate and government levels.

"A body of writers working for a common cause cannot fail to influence public opinion." – Women Writers Suffrage League, 1908

Consulting with museums & production companies, anthology of positive future stories, Society of Authors Sustainability committee to represent the interests of British authors, networking hub, Hollywood Climate Summit Pitchfest

<https://climate-fiction.org> <https://climatefictionwritersleague.substack.com>



Artificial Intelligence and the Climate Crisis

by Michael Muntisov, plus Claire Datnow and Bruce Smith discuss their MG books

Climate Fiction Writers League
Nov 2 1



Solastalgia: climate change nostalgia

by Linda Woodrow, plus Tom Huddleston and Vashti Hardy discuss their latest Middle Grades

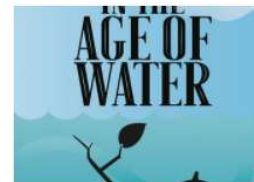
Climate Fiction Writers League
Oct 19



Apocalypse, not – why I wrote a romantic comedy about climate change

by Lisa Walker, plus Laura Lam interviews Lauren James about Green Rising

Climate Fiction Writers League
Oct 5



Ten Eco-Fiction Novels Worth Discussing

by Nina Munteanu, plus an interview with the Imagine 2200 Climate Fiction Winner

Climate Fiction Writers League
Sep 21 1



Positivity in the apocalypse: can a climate fiction novel be uplifting?

by Lauren James

Common themes in climate fiction

- Overwhelmingly dystopian
- Middle Grade contains political activism, but this drops away for older age groups
- US is less political and more neutral compared to UK/ANZ publishers
- Messaging blames individuals for their emissions, with no messages about industry, economics or politics – people won't engage if they're just going to be made to feel guilty about not recycling!
- Positive messaging - love for nature
- Excludes activism going on outside the very vocal UK/US groups. The countries who will be most affected by climate change have amazing activists whose hard work is often ignored by the media
- Very binary – good vs evil characters
 - climate deniers/oil CEOs/space billionaires don't see themselves as villains but community builders
 - Need to look at both sides of debate – writers must write their perspective with nuance (then tear their opinions down!)

Scientists Politely Remind World That Clean Energy Technology Ready To Go Whenever

NEWS IN BRIEF • Science & Technology • ISSUE 50•20 • May 21, 2014



The Onion satire

62% of people say they hear much more about the negative impacts of climate change than they do about progress towards reducing climate change, resulting in a **perceived Solutions Gap**.

<https://www.ipsos.com/en-uk/climate-fatalism-grips-young-people-worldwide-while-urgency-solution-oriented-media-grows>

PROTECT & RESTORE PEATLAND SOILS • GRAZING & PASTURE MANAGEMENT • BIOMASS GASIFICATION • BIOCHAR • UTILITY-SCALE ENERGY STORAGE • DEMATERIALIZATION • GEOTHERMAL • COMPOSTING • PASSIVE HAUS • TELEPRESENCE • TROPICAL STAPLE TREE CROPS • HOUSEHOLD LED LIGHTING • ELECTRIC BOILERS • REDUCED FOOD WASTE • COOL ROOFS • PEAK DEMAND MANAGEMENT • WALKABLE CITIES • MICRO-GRIDS • METHANE DIGESTERS • FAMILY PLANNING • WIND TURBINES • SILVOPASTURE • AGROFORESTRY • MASS TRANSIT • RECYCLED PAPER • AFFORESTATION • EDUCATING GIRLS • SOLAR PV FARMS • RETROFITTING • CLEAN COOKSTOVES • WASTE DIVERSION • WETLAND RESTORATION & MANAGEMENT • OCEANIC FREIGHT IMPROVEMENTS • REGENERATIVE AGRICULTURE • SMART THERMOSTATS • BIOFUELS • CARBON GRAZING • BUILDING ENERGY STORAGE • BIOPLASTICS • ELECTRIC VEHICLES • COMMERCIAL RECYCLING • HIGH SPEED RAIL • SMART GLASS • ROOFTOP SOLAR PV • AIRPLANE FUEL EFFICIENCY • CO-GENERATION • LOW-CARBON PRODUCTION • NUTRIENT MANAGEMENT • LANDFILL METHANE CAPTURE • RETRO COMMISSIONING • ALTERNATIVE CONCRETES • LIVESTOCK FEEDS • WAVE/TIDAL ENERGY • BUILDING WITH WOOD • LOW-CARBON DIET • CONCENTRATED SOLAR FARMS • ROOFTOP SOLAR HOT WATER • HOUSEHOLD WATER SAVING MEASURES • IN-STREAM HYDRO • WASTE-TO-ENERGY • LIVING BUILDINGS • INDIGENOUS & TRADITIONAL LAND MANAGEMENT • HVAC EFFICIENCIES • BIKE INFRASTRUCTURE • SMART GRID/SMART METERS • LED LIGHTING • SUSTAINABLE RICE PRODUCTION • TRAIN FUEL EFFICIENCY • AVOIDED DEFORESTATION • DISTRICT HEATING/COOLING • BIOMASS ENERGY PRODUCTION • CAR FUEL EFFICIENCY • MICRO WIND TURBINES • REFRIGERANT MANAGEMENT • FARM WATER USE EFFICIENCY • CARPOOLING/RIDESHARING • TRUCK FUEL EFFICIENCY • FOREST REFORESTATION • HOUSEHOLD RECYCLING • COMMERCIAL WATER SAVING MEASURES

The Case for Positivity

- Hope and optimism will inspire more action than anything else
- Fiction can inspire a huge amount of empathy, and that's a force that we can use collectively to inspire change on a global level
- We want to inspire people, not panic them
- Use anger and frustration to drive writing, but don't write an angry book - people don't want to read that
- Convey the seriousness of the situation without making it seem futile
 - show that climate change is solvable
- Not imminent and long-term, but happening right now

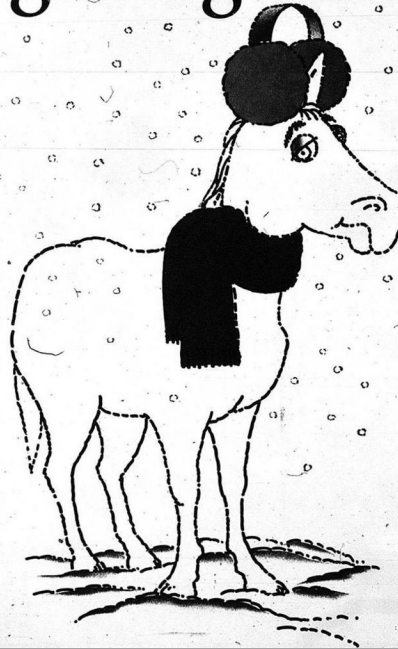
EXXON POSITION

- 0 EMPHASIZE THE UNCERTAINTY IN SCIENTIFIC CONCLUSIONS REGARDING THE POTENTIAL ENHANCED GREENHOUSE EFFECT.
- 0 URGE A BALANCED SCIENTIFIC APPROACH.

ExxonMobil internal document from 1989

What I'd like to see in fiction

If the Earth is getting warmer, why is Kentucky getting colder?



Some scientists say the Earth's temperature is rising. They say that catastrophic global warming will take place in the years ahead.

Yet, average temperature records show Kentucky has actually gotten colder over the past 70 years. And there's also a cooling trend in Albany, New York—the U.S. city with the longest history (over 160 years) of continuous daily temperature records.

Now, most of us aren't climatologists. But facts like these simply don't jibe with the theory that catastrophic global warming is taking place. Which seems to say we need more research. And more evidence about this environmental phenomenon before we take any action.

If you care about the Earth—but want to keep a cool head about it—now is your chance to get more facts.

Call the Information Council for the Environment, 1-800-346-6269 extension 510. We'll send you a free packet of information on global climate change. Or just mail us the coupon below.

Because the best environmental policy is a policy based on fact.

Please send me your FREE information packet on global climate change.

NAME _____

ADDRESS _____

CITY _____

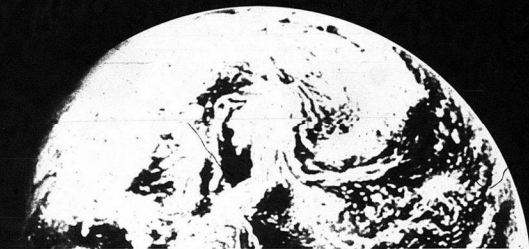
STATE _____ ZIP _____

Mail to:
Information Council for the Environment
P.O. Box 414998 / Kansas City, MO 64141-4998



Information Council for the Environment
1-800-346-6269 / Extension 510
Funding provided by a group of private energy and coal companies.

The most serious problem with catastrophic global warming is—it may not be true.



Some forecasters say the Earth's temperature is rising. They say that catastrophic global warming will take place in the years ahead.

But the U.S. Department of Agriculture—in the first update in 25 years of its "Plant Hardiness Report"—determined that on both coasts of this country, winter temperatures are 5 to 10 degrees cooler than previously reported.

The evidence can be seen in the increase in cold damage to Florida orange groves and California eucalyptus. And a moving frost line has led to a shorter growing season in some parts of the South.

Now, most of us aren't climatologists. But facts like these simply don't jibe with the theory that catastrophic global warming is taking place in the years ahead.

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NAME _____



Information Council

1991 newspaper advertisements run by a coalition of large fossil fuel advocacy organizations

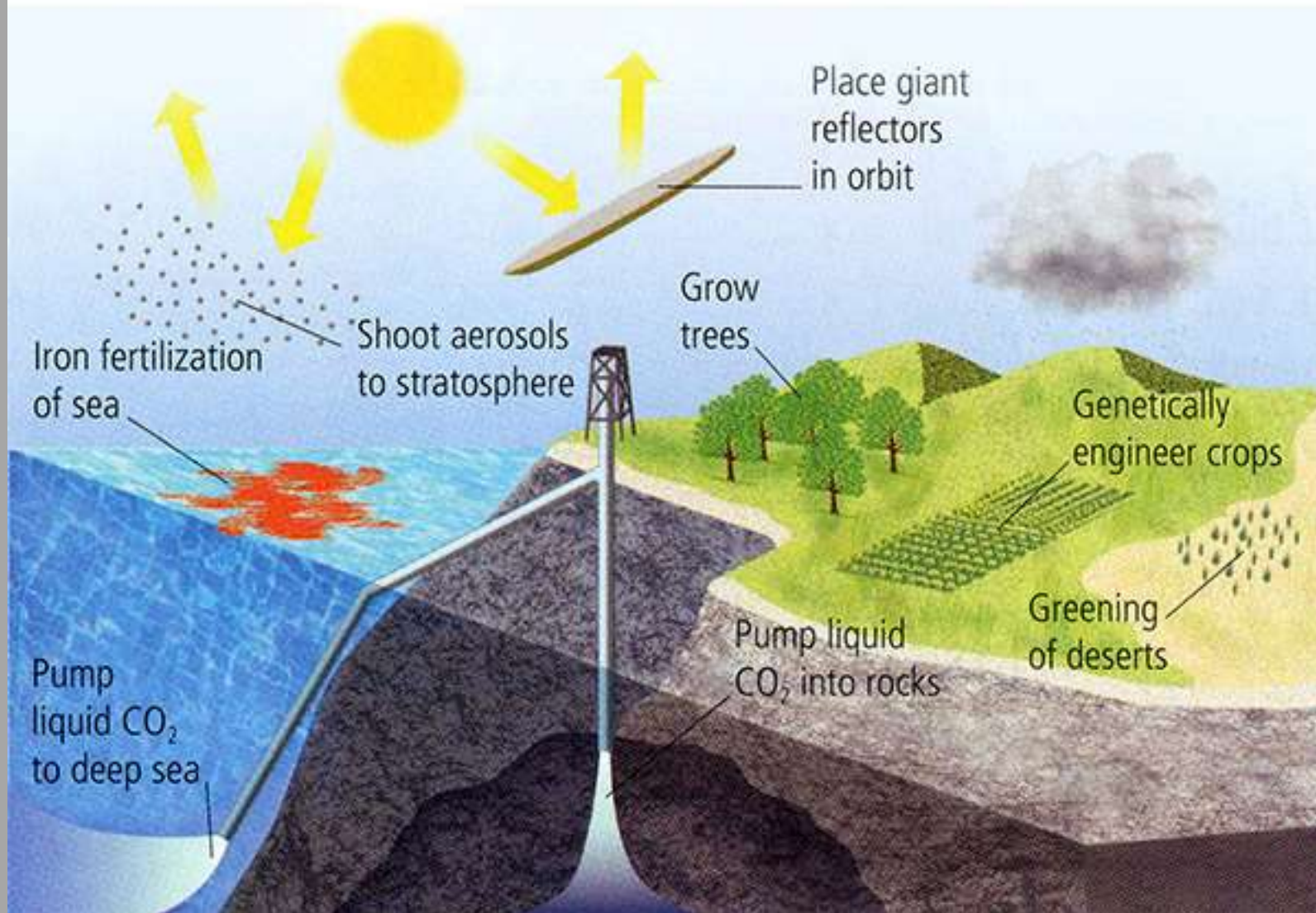
“Climate anxiety and dissatisfaction with government responses are widespread in children and young people in countries across the world and impact their daily functioning. A perceived failure by governments to respond to the climate crisis is associated with increased distress.”

Juliana v. United States – a lawsuit filed in 2015 by 21 youth plaintiffs against the United States, as the government's affirmative actions that cause climate change have **violated the youngest generation’s constitutional rights to life, liberty, and property**



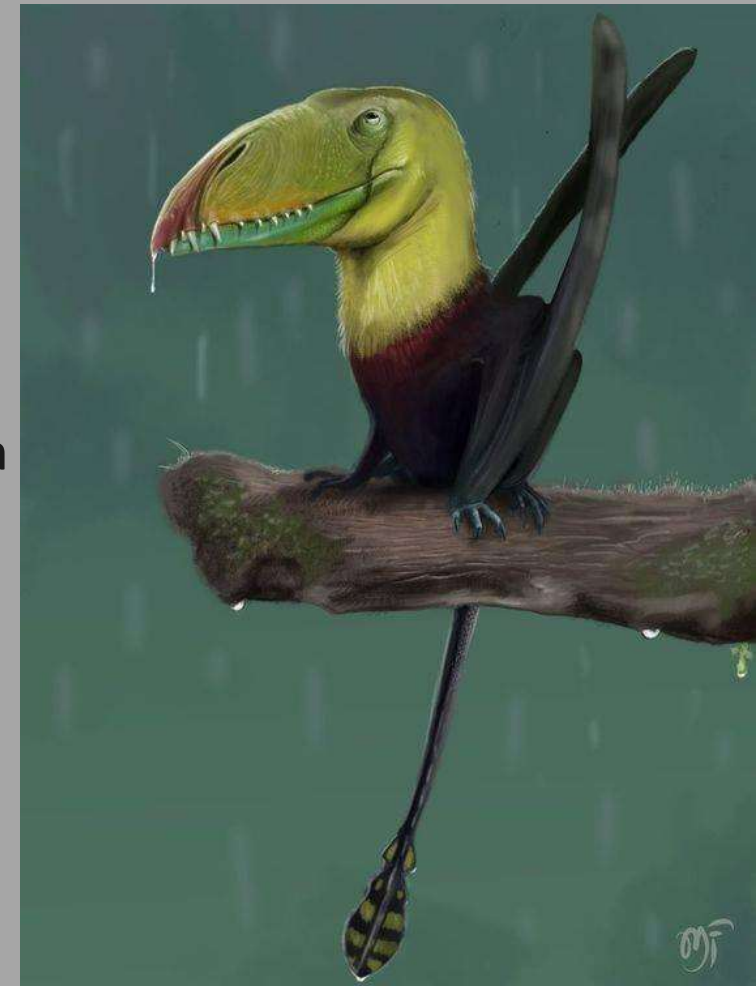
[https://www.thelancet.com/journals/lanplh/article/PIIS2542-5196\(21\)00278-3/fulltext](https://www.thelancet.com/journals/lanplh/article/PIIS2542-5196(21)00278-3/fulltext)

GEOENGINEERING SOLUTIONS TO CLIMATE CHANGE



Communicating Science

- Read!!
 - articles, existing books, movies, forum debates, social media!
 - The very human ways we interact with this topic, from fear to anger to ignorance to defiance, can be a great starting point for creating characters dealing with climate change
- Find debunked or disproven theories – e.g. dinosaurs with feathers
- Follow the thing that interests you/Unanswered questions
- Don't make it too complicated! You don't need to actually explain the science just find the hook that inspires a plotline



Dimorphodon, a genus of pterosaur from early Jurassic England. Art by PaleoLee

Case Study – A Psalm for the Wild-Built

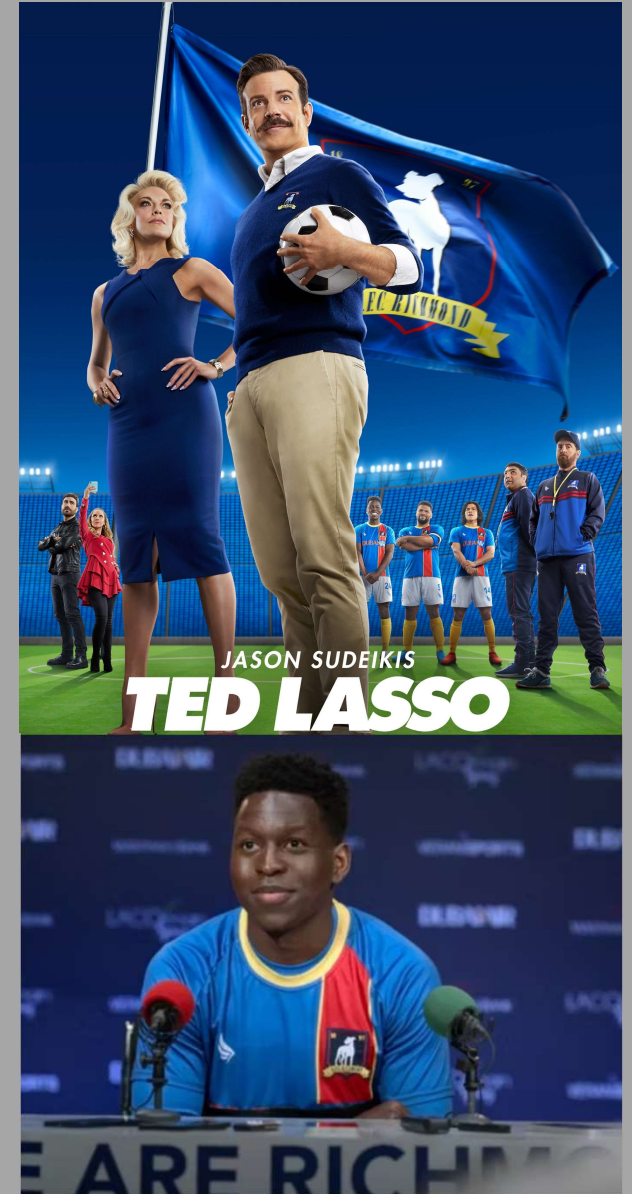
- Centuries before, robots of Panga gained self-awareness, laid down their tools, wandered, en masse into the wilderness, never to be seen again. They faded into myth and urban legend.
- Climate solutions in action in a peaceful and harmonious world, but incidental to the main plot

“The City was beautiful, it really was. A towering architectural celebration of curves and polish and colored light, laced with the connective threads of elevated rail lines and smooth footpaths, flocked with leaves that spilled lushly from every balcony and center divider, each inhaled breath perfumed with cooking spice, fresh nectar, laundry drying in the pristine air. The City was a healthy place, a thriving place. A never-ending harmony of making, doing, growing, trying, laughing, running, living. Sibling Dex was so tired of it.”



Case Study – Ted Lasso

- Team kit sponsor Dubai Air is owned by Cerithium Oil, who have refused to clean up oil spills in player Sam's native Nigeria.
- Plot is uplifting and joyful – focussed on Sam's character growth as he stands up for his beliefs
- Doesn't shy away from politics
- Shows the true ways to act involve finances – changing to a green bank/pensions scheme
- A relatable, contemporary issue that people can connect to
- Shows connections between countries' climate issues



Resources

- *The Future We Choose: Surviving the Climate Crisis* by Christiana Figueres & Tom Rivett-Carnac
- *Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming* by Paul Hawken
- *This Changes Everything: Capitalism vs. The Climate* by Naomi Klein
- Heated newsletter
- Lights On newsletter
- Inkcap Journal newsletter
- Green Light by The Guardian newsletter
- How to Save a Planet podcast, Drilled podcast and Hot Take podcast
- My article '**Positivity in the apocalypse: can a climate fiction novel be uplifting?**' by Lauren James': <https://bit.ly/3kMHDi8>
- <https://www.hollywoodclimatesummit.com/2022-pitchfest>
- <https://www.creativebc.com/reel-green/tools/training/>
- <https://climatestorylabs.org/toolbox>
- <https://earthjustice.org/features/climate-justice-collective-story>
- <https://www.greenproductionguide.com/>
- <https://www.youtube.com/watch?v=DO8aVevcAJY>
- <https://rare.org/program/climate-culture/entertainment-lab/>
- <https://www.fullstoryinitiative.com/initiativeToolkit/>
- <https://www.goodenergystories.com/playbook>
- <https://wearealbert.org/>

Youth Climate Movement	End Fossil: Occupy (Global, emerging)	We're occupying schools across the world to protest climate inaction Emerging manual on how to organize high schools and universities
	CEUS Chile overview and youth survey	Part of eco-constitution conversation
	Banking on a Better Future (Canada)	Pledge
	Fridays for the Future	Focus on MAPA- most affected people and areas, Telegram Utilizing finance strategy COP 26, emerging in MAPA for climate debt via Loss and Damage at COP 27, also joining in Debt for Climate Initiative
	STOP EACOP	Hilda Flavia Nakabuya
	Sunrise Movement (US)	Understanding Sunrise, Part 1: Strategy Understanding Sunrise, Part 2: Organizing Methods
	Law Students for Climate Accountability (US)	
	Youth vs Apocalypse	US Divestment movement, California
	Gen-Z for Change	Intersectional Social Media Youth Organization, about to release their climate change campaign
Climate News	Carbon Brief	Highly recommended for research on climate topics and comprehensive, contextualized and readable analysis including IPCC reports, COP, etc.
	E&E News Brief	Sign up for the News Brief, the subscription may be a barrier.
	Influence Map	Global Research on organizations and sectors that are impeding climate
	Climate Change News	
Strategy and Communications	Climate and Community Project	Global GND
	Sunrise Project (Australia and global)	
	Potential Energy Coalition	Regular comms research updates at That's Interesting

<https://bit.ly/3C8gyhz>

Any questions?

Thank you for listening!

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Twitter – [lauren_e_james](#)
LaurenJamesAuthor@gmail.com