

TOOLKIT

ARTITUDE

Climate/ Culture/ Circularity/

STORY & CHANGE MASTERCLASS



CONTENTS

Title 1: The Importance of Art & Storytelling

3-5

Title 2: The methodology of Marshall Gantz

6-7

Title 3: The methodology of Joanna Macy

8-10

Title 4: The storytelling facilitator - Clare Mulvany

11-13

Title 5: The 2 day workshop

14-15

Title 6: Conclusion & links to stories

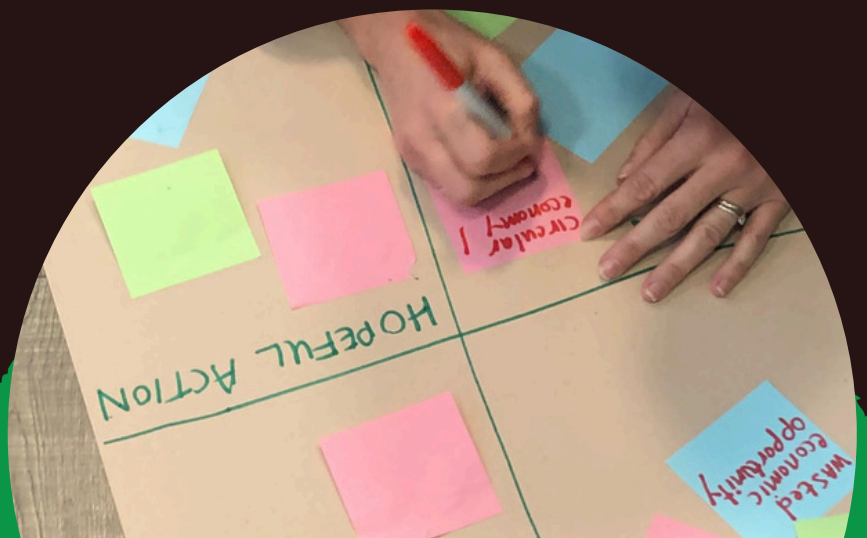
16



THE IMPORTANCE OF ART & STORYTELLING

WHY STORYTELLING IS IMPORTANT

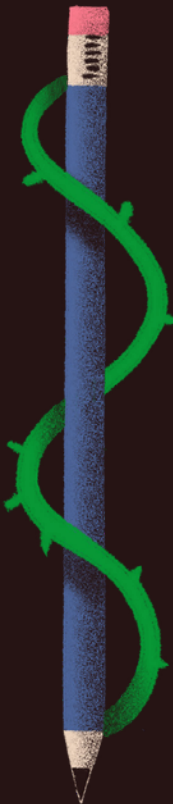
Storytelling is an essential part of human culture and communication because it allows us to share experiences, convey emotions, and pass down knowledge across generations. It connects people by creating a shared understanding and encouraging understanding empathy, as we step into the shoes of others through their stories. Beyond entertainment, storytelling helps us make sense of the world around us, offering perspective on complex ideas and challenges. It's a powerful tool for preserving history, shaping identities, and influencing societal change by inspiring action and reflection. In essence, storytelling is not just about telling tales—it's about building connections and encouraging a deeper understanding of ourselves and others.



WHY ART IS IMPORTANT TO CLIMATE CHANGE, CHALLENGING OVERCONSUMPTION AND DEVELOPING A MORE CIRCULAR ECONOMY

Art plays a vital role in raising awareness and inspiring action on climate change in several ways. Here are a few key reasons why art is important in the context of climate change:

- 1. Raising Awareness and Education:** Art has a unique ability to communicate complex issues in a way that is accessible, emotional, and engaging. It can convey the urgency of climate change, helping to educate the public and spark conversation around environmental issues.
- 2. Creating Emotional Connections:** Art can evoke emotions and create personal connections to the issues at hand. By portraying the impact of climate change on nature, communities, and ecosystems, art helps people feel the reality of environmental crises in a way that facts and statistics alone cannot.
- 3. Inspiring Action:** Art has the power to motivate people to take action. Whether it's through powerful imagery, installations, or performances, artists can inspire individuals, communities, and even policymakers to change their behaviors, make more sustainable choices, or support climate action initiatives.
- 4. Amplifying Diverse Voices:** Art can showcase the voices of marginalised groups that are often disproportionately affected by climate change, such as Indigenous communities and low-income populations. This helps to highlight the human side of the climate crisis and underscores the need for inclusive and equitable solutions.
- 5. Challenging Narratives:** Artists can challenge the dominant narratives around environmental degradation, consumerism, and unsustainable practices. Through satire, abstraction, or other forms of creative expression, art can critique the status quo and inspire alternative ways of thinking about our relationship with nature.



6. **Facilitating Global Dialogue:** Art is universal. It transcends language barriers and has the ability to bring people together around shared concerns. Global exhibitions, installations, or online art projects focused on climate change can help encourage international dialogue and collective action.
7. **Innovating Solutions:** In some cases, art can be directly tied to sustainability. Many artists use eco-friendly materials or create works that are intended to address specific environmental issues, such as reducing waste or promoting renewable energy. Art itself can be part of the solution.
8. **Communication:** Art is a powerful tool for communication because it speaks to the many ways people absorb and process information. Some individuals connect best through visual elements, others through sound, and some through hands-on or kinesthetic experiences. Art encompasses all of these modes—paintings, music, dance, sculpture, and performance—allowing it to reach people on multiple levels. This versatility makes art an especially effective communicator, capable of expressing complex ideas, emotions, and stories in ways that traditional language sometimes cannot.

Ultimately, art acts as a catalyst for reflection, discussion, and change, helping to mobilise society toward addressing the climate crisis in creative and impactful ways. Art communicates through a wide range of mediums—visual imagery, movement, animation, comedy, poetry, and more—each offering a unique way to connect with people. Because everyone responds differently to various forms of expression, art allows individuals to engage in ways that feel natural and meaningful to them. Art offers ideas and perspectives in a subtle, approachable, and often emotionally resonant way, providing information and promoting conversations without judgement.



MARSHAL GANTZ'S METHODOLOGY

Marshall Gantz's storytelling methodology is centred on the concept of **narrative** as a powerful tool for inspiring action and creating change, particularly in the context of social movements and organizing. His approach focuses on using personal and collective stories to build relationships, motivate people, and drive collective action. Here's a summary of the key elements of his methodology:

1. The Three-Part Story Structure: Gantz emphasises the importance of framing stories around three key elements:

- **The Challenge:** Highlight the problem or injustice that needs to be addressed.
- **The Choice:** Illustrate the decision to act or the path that individuals or groups can take in response to the challenge.
- **The Outcome:** Show the potential result of taking action and how it leads to change, hope, or improvement.

2. The Story of Self, Us, and Now:

- **Story of Self:** This is the personal narrative of the storyteller. It highlights why the individual cares about the issue and what motivated them to get involved. It's about personal connection and authenticity.
- **Story of Us:** This is the collective story, showing how the issue impacts a group or community and how people come together to take action. It encourages a sense of solidarity and shared purpose.
- **Story of Now:** This is the urgent call to action, focusing on the present moment and why it is critical to act now. It emphasises the timeliness of the issue and the need for immediate involvement.

- 3. Building Relationships:** Gantz's storytelling methodology encourages building connections through shared stories, which help people understand each other's values, motivations, and experiences. This relational aspect helps create a sense of belonging and empowers individuals to take collective action.
- 4. Empathy and Motivation:** By focusing on personal and collective stories, Gantz aims to elicit empathy and emotional engagement, which can be key drivers for motivating individuals to become active participants in social change.
- 6. Action-Oriented:** Ultimately, Gantz's storytelling is designed to inspire action. By showing both the challenges and the possibility for change, his methodology encourages people to believe that they have the power to make a difference and motivates them to take concrete steps toward collective goals.

In summary, Marshall Gantz's storytelling methodology is a strategic tool for organising and inspiring change, grounded in personal narratives, collective action, and a call to act in the present moment. It uses storytelling to connect, empower, and mobilise individuals toward social transformation.



JOANNA MACY METHODOLOGY

Joanna Macy's **Active Hope** methodology is a framework for responding to the environmental crisis and other global challenges in a way that encourages resilience, empowerment, and collective action. The approach emphasises the importance of engaging with the harsh realities of our times while cultivating hope through purposeful action. Here's a summary of the key components of **Active Hope**:

THE DIMENSIONS OF ACTIVE HOPE

1. The Dimensions of Active Hope:

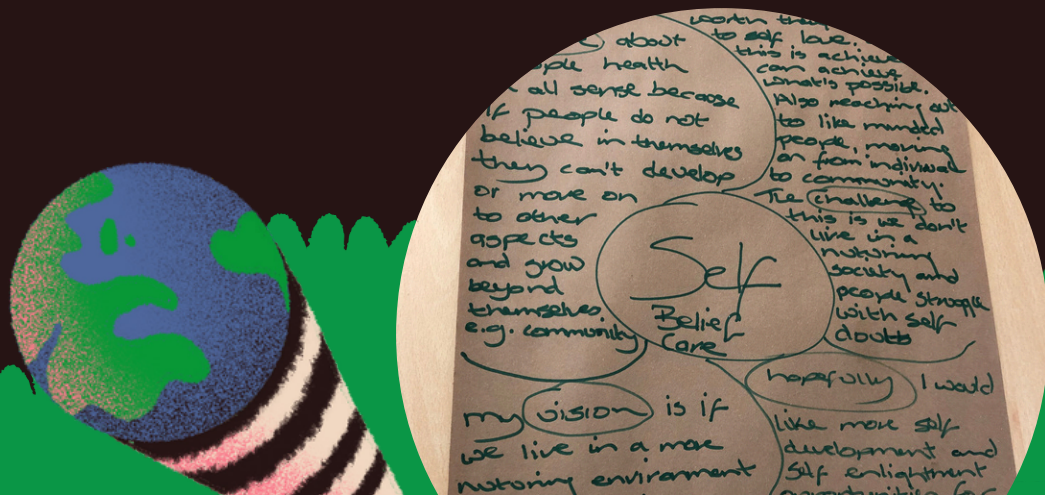
The Spiral of the Work that Reconnects: Macy's methodology is built around a process called the Spiral of the Work that Reconnects, which helps individuals and groups move through emotional and spiritual stages to reconnect with themselves, each other, and the Earth. The spiral is a journey of four stages:

Coming from Gratitude: Starting with appreciation for the Earth and all that sustains life, grounding participants in a positive relationship with the world.

Honoring Our Pain for the World: Acknowledging and allowing ourselves to feel the grief, anger, and sorrow caused by environmental destruction and social injustice.

Seeing with New Eyes: Reframing the way we understand the world, shifting from a mindset of separation to one of interconnectedness and shared responsibility.

Going Forth: Moving into action with renewed clarity, energy, and commitment to contribute positively to the world, knowing that individual efforts are part of a larger collective movement.



ACTIVE HOPE AS A PRACTICE

Active Hope is not about passive optimism or denying the severity of the situation. It's about making a conscious choice to act with hope even in the face of uncertainty or adversity. This type of hope is grounded in the understanding that **hope is something we do**, not just something we feel. It involves:

- Acknowledging the current state of the world without giving in to despair.
- Taking action based on our values and our vision for a better future.
- Engaging in meaningful work that contributes to the healing and regeneration of the Earth.

ENGAGING WITH THE STORY OF OUR TIME

Macy encourages us to engage with the "Great Turning," a term she uses to describe the shift from an industrial-growth society to a life-sustaining civilization. Active Hope involves recognizing that we are in the midst of profound social and environmental change and that we have a role to play in shaping that transformation.



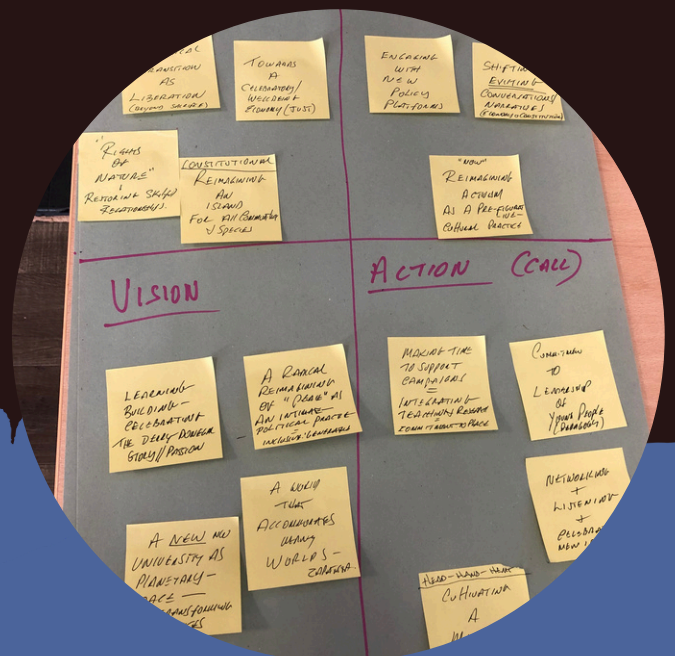
EMPATHY, SOLIDARITY & COLLECTIVE ACTION

Active Hope emphasises the importance of community and collective action. Macy stresses that healing and transformation are not individual endeavors, but collective ones. Engaging with others, sharing our stories, and supporting one another are integral to building momentum for social and ecological change.

FACING ECOLOGICAL CRISIS WITH RESILIENCE

Macy's approach encourages embracing the challenges and uncertainties of the ecological crisis without falling into despair or passivity. It is about developing **resilience**—the capacity to face difficult truths, acknowledge suffering, and remain engaged in making a difference, no matter how challenging the journey may be.

In essence, **Active Hope** is a mindset and practice that helps individuals and communities move through feelings of powerlessness and grief toward empowered action. It combines deep emotional engagement with practical steps for social and environmental change, emphasizing interconnectedness, collective action, and resilience in the face of adversity.



STORY TELLING WORKSHOP

ABOUT THE FACILITATOR

Clare Mulvany is an author, environmental activist, and social entrepreneur from Cork, Ireland. She is the author of *"One Wild Life: A Journey to Discover People Who Change the World"*, a book that explores the stories of individuals who are making a positive impact on the environment and society. Through her writing and activism, Clare seeks to inspire others to take action for a more sustainable and equitable world.

In addition to her work as an author, Clare is passionate about sustainability and community empowerment. She has been involved in various projects focused on reducing waste and promoting a circular economy. Through her initiatives, she encourages people to rethink their relationship with the planet and make small, meaningful changes that contribute to a larger global movement. Clare's work blends storytelling, education, and advocacy to encourage a deeper connection between people and the environment.

The following two day workshop was delivered in 2022, please note the below is only an introduction to and summary of Mulvany's workshop. The work delves much deeper into the below topics, leading participants on a journey to draft and refine their stories over time.

Clare is available to facilitate storytelling for change workshops, please contact at the link below: www.claremulvany.ie/contact



The Two Day Workshop

12

Participants will craft and practice a personal leadership story to inspire action around an issue they care about

Day 1:

Welcome

Intro to Story

Story of Now - this moment

Story of Self - personal narrative

Day 2:

Story of Us: Bringing the Story together - the collective body/ 'we'

Story Harvest and Story Circle

Intro to Story

What are the functions of story and narrative?

- Entertainment
- Culture Makers
- Connect to others
- Convey ideas
- Making Meaning

What are the building blocks of story?

- Setting - A place where the action happens
- Characters - People/animal - which enables the action
- Plot - The way the story unfolds
- Challenge - Which characters try to overcome
- Resolution - ending

What makes a story meaningful and powerful?

- Connects with a **particular audience**
- Incorporates **sensory information** (sight, sound, touch etc)
- Head and heart connection (**empathic** response)
- Draws on **myth or archetype**
- Takes into account of tone, pace, body language in **delivery**



Think about your favourite childhood story - what made it meaningful, powerful and memorable? How did it connect with the audience? How did it use sensory information? What was the empathic response? In what ways did it draw on myth or archetype?

Leadership

How do you relate to the world?

Inspiring action around an issue you care about

Think about inspiring leaders - how do you think they have harnessed the power of story?

Marshall Gantz - "Movements have narratives. They tell stories, because they are not just about rearranging economics and politics. They also rearrange meaning. And they're not just about redistributing the goods. They're about figuring out what is good"

Story Narrative Arc

Now = This moment

Self = personal narrative

Us = collective body/we

Engage head and heart to inspire action around issues you care about

Story of Now: Communicates the urgent challenge we are called to face

What issue do you care about?

What is the challenge and the opportunity of this time?

What vision could we achieve if we act? What is the change you want to see happen?

What hopeful action are you calling us to take?

Story of Self: The building blocks of story of self

Values - what matters to you

Beliefs - what you hold to be true

Experiences - your life trajectory - challenges/choices

Emotions/Psychological frame - your inner realm

Cultural context - the wonder context/lens you inhabit

Use the story of self to help explain the story of now

Challenges, choices and outcome - what value does it represent for you?

Story of Us: Shared stories, values, beliefs, identity Community, faith, organisation, movement, culture, nation, constituency

Who is the 'us' you will call upon you to join you?
What **values** do they share with you?
What **experiences** have you shared?
What **story** can you tell which will inspire them to act?

Narrative Arc - combining Now, Self and Us into a leadership story

From the story of Now: The issue you are passionate about and the need for it to be addressed at this time. A sense of Urgency

From the story of Self: The personal experience you have had including the challenge, choice and outcome, which links to the issue you have highlighted in the story of now

From your story of Us: The people you are aiming to inspire to act/ you call to action

Follow the Story Circle

1. Rough Draft
2. Share Story
3. Active Listening for Themes, feedback
4. Refine Story
5. Repeat



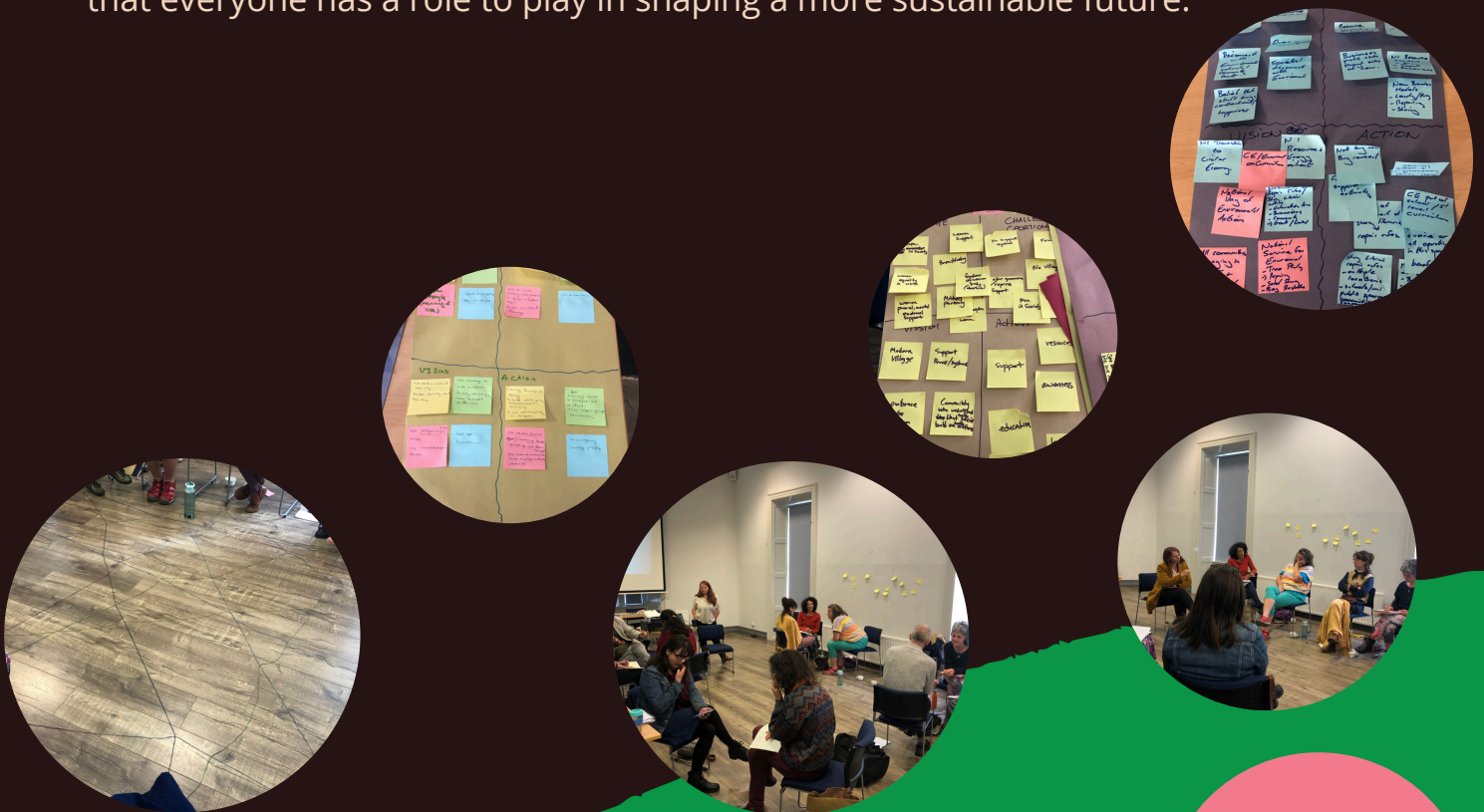
CONCLUSION

The Artitude: Climate Culture Circularity – Story & Change Masterclass demonstrates how storytelling and art can move beyond awareness to become practical tools for leadership, mobilisation, and systems change. By combining the narrative framework of Marshall Ganz with the reflective and action-oriented approach of Joanna Macy, participants were guided to connect personal values with collective purpose and urgent climate action.

Through Clare Mulvany’s facilitation, storytelling became not just a communication tool, but a method for building empathy, strengthening community identity, and inspiring meaningful action toward a circular economy. The workshop highlighted that real change happens when people can clearly articulate why an issue matters (Self), who it impacts (Us), and why action is needed now (Now).

Importantly, the stories developed through this process show that climate action is not only technical or policy-driven - it is deeply human. By grounding complex challenges like overconsumption and waste in relatable, emotional narratives, storytelling helps shift mindsets, challenge norms, and encourage more sustainable behaviours.

The resulting animations and stories are powerful examples of how creative storytelling can make circularity tangible, accessible, and actionable - demonstrating that everyone has a role to play in shaping a more sustainable future.



LINKS TO STORIES

From this 2 day workshop, many amazing stories were drafted.
3 exceptional stories were used to produce animations for the Artitude project:

Story of a Jumper (Unravelled)

<https://www.youtube.com/watch?v=aq6p3k3kQ5k>

Story of a Garden

<https://www.youtube.com/watch?v=example-garden-story>

Zero Waste North West

<https://www.youtube.com/watch?v=example-zero-waste>

