

Clean Energy Story Scorecard

A quick test to see if your story will get heard

Most clean energy projects are technically sound. But not all stories gain traction. Use this scorecard to sense-check whether your story is likely to land beyond your immediate audience.

Tick ✓ or ✗

✓ / ✗

Outcome First – Does it lead with cost, impact, or real-world change?

Real-World Anchor – Are there recognisable places, organisations, or people?

System Connection – Does it link to policy, infrastructure, or wider market shifts?

Human Relevance – Does it connect to cost, services, or everyday impact?

Trusted Voices – Are credible external voices included?

Your Score

4-5 ✓ → Strong potential to gain traction

2-3 ✓ → Needs refinement

0-1 ✓ → Unlikely to land beyond your sector

If your story isn't landing, it's worth fixing.

Wildtribe helps clean energy and cleantech brands turn complex projects into clear, credible stories that get understood - and get backed.

