

climateXchange

Story to Life Grants: Climate Action in Your Community

Welcome to the climateXchange (cXc) Story to Life Grant Application Process

Eligibility criteria

The climateXchange (cXc) **Story to Life Grants: Climate Action in Your Community** are open to journalists, newsrooms and news organisations worldwide.

These awards support journalism that focuses on responses within local communities to the challenges of the changing climate. This journalism has the aim of inspiring action on climate and leading to measurable real-life impact - a key part of this initiative.

With **impact-driven storytelling** at its core, these grants aim to foster reporting projects that transcend their local settings and offer culture-oriented climate journalism that is relatable and inspiring wherever it is found.

We are seeking proposals for **solutions-focused, culture-oriented** climate journalism projects that prioritise real-world impact and highlight the power of local communities to respond to the climate crisis. We want to help you tell stories that do more than raise awareness — stories that document, celebrate and accelerate the solutions that are already happening in your town, city, province or region.

We are looking for impact-first stories that move beyond 'climate doom' to focus on **actionable, scalable, community-led resilience**.

Successful pitches will clearly articulate:

- **Intended impact for your story:** What is the desired outcome of your story focusing on community action? How will your storytelling help shift behaviours, policies, or community practices?
- **Impact measurement:** How will you track the impact of your work beyond publication? We are looking for projects that intend to spark ongoing engagement, such as creating a new resource, shifting local policy, or fostering deeper community connection.
- **The climate challenge:** What specific climate pressure is the community facing? (e.g., heatwaves, infrastructure stress, rising costs, flooding, or biodiversity loss).
- **The solutions-focused action:** How is this specific group or community responding? Who are the agents of change, and what are they doing differently? Can their response be used to inspire others?

The pitch and story outcome must be Inspirational, Memorable, Empowering, Relatable, Credible and Sharable (IMERCS). Use this [Climate as Culture: A Journalist's Guide](#) for reference.

The application form will also ask you to provide:

- A **statement from your head of newsroom** that you will be capacitated to work on post-publication impact work with cXc's guidance. This is an expectation as part of this grant award.
- **Project planning:** your application must show that you can dedicate sufficient resource to deliver on this story and on impact measurement.
- **Financial planning:** your application must include a breakdown of costs, using the supplied form. Financial as well as narrative reporting will be required during the grant.
- A **short video** where you (the lead applicant) present your pitch verbally.

Grant award winners will receive:

- Up to £3000GBP per award
- Mentorship in audience research and community mapping
- Mentorship in Theory of Change, impact strategy and impact measurement
- Editorial mentorship

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Key dates:

- Launch date of the grant: 1 September, 2026
- Applicant Q&A webinar: 29 September 2026
- Pitch close: 11:59 GMT, 14 October 2026
- Award announcements: 24 November 2026
- Story publication: by 30 May 2027
- Impact measurement reporting: by 31 August 2027

Eligibility criteria

- Applicants must be affiliated to a newsroom or media organisation; freelancers are not eligible.
- The application must be in English, and the lead applicant(s) must speak fluent English: mentorship conversations and editorial support will be provided in English. Stories may be published in any language.
- Successful applicants will need to provide written confirmation from their newsroom head that they will be given capacity to work on post-publication impact measurement.

Please contact Lucy in the cXc team if you have questions about the application process: lucy@syli.org.uk. Unfortunately, we cannot provide feedback to unsuccessful applications.

We look forward to receiving your pitch.

The cXc team

You can [read our Privacy Notice](#) for more details about how we process and store personal information.

Section 1: Applicant Information

How did you find out about this grant opportunity? *

Please tell us where you heard about this grant.

Organisation Name *

Provide the full legal name of your organisation.

Provide your Organisation Registration Number

Describe your news organisation *

Include its history, mission, coverage area, and the number of reporters and editors you have (150 words).

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Who is your usual target audience and how do you map, reach and engage with them? *

Include demographics (age, class, income etc.) and psychographics (300 words).

What are the most important types of stories you cover? Who covers climate stories in your team? *

Include information about whether you have a dedicated climate beat or desk (150 words).

Organisation Website *

Organisation Primary Social Media Profile

Organisation Address *

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country

Primary Contact Person for the Pitch Application *

Title

First Name

Last Name

Position

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Primary Contact Person Email Address *

Primary Contact Person Phone Number *

Section 2: Pitch overview, audience, distribution

What is the title of your Climate Action in Your Community story pitch? *

Provide the title that grant will support.

Provide a 1-2 sentence description of the story pitch hook *

Provide 1-2 sentences to describe the pitch. Why does this story angle matter to your audience, and why now?

Describe your proposed story: The climate challenge *

Describe the specific climate challenge that the community is facing (e.g. heatwaves, infrastructure stress, rising costs, flooding), why it is important in the community, and how your story will cover it (max 300 words).

Describe your proposed story: Community solutions *

How is a specific local group, neighbourhood association, or community initiative responding to this challenge? Who are the agents of change? What makes their approach replicable or inspiring? (300 words)

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What is the desired outcome of your story? *

How will your storytelling shift perspectives, behaviours, policies, or community practices to achieve your desired outcome? (max 400 words).

Audience and change agents *

Who is your target audience? Why is it important to engage this audience to achieve the desired impact of your story? Include any demographic or psychographic information you have (max 250 words).

How will community voices be included in the story? *

cXc requires that local community voices are included as key part of the story. Please share who you will be approaching, and what role they will play in the feature (250 words).

Explain how your climate culture story is: Inspirational, Memorable, Empowering, Relatable, Credible and Sharable *

Apply IMERCS - see the [Climate as Culture: A Journalist's Guide](#) (download link at the top of the application form) for guidance (250 words).

Describe your distribution plan for this story *

Include key publishing partners, civil society initiatives, campaigns and other forms of amplifying the story to reach diverse audiences. Share the primary channel(s) of distribution (150 words).

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Please upload a short video of your pitch *



sample.webm

Please upload a video of maximum 2 minutes in which you (lead applicant) explain the focus of your story and why it matters. A video filmed on your phone is fine. The maximum file upload size is 20MB.

Section 3: Impact

Describe how your story could achieve or contribute towards impact, post-publication *

Break down the ultimate impact into 3 key measurable changes you expect to be catalysed by your story. List short term (immediate effects), medium term (impact within months), and long term (sustained change) *

Describe different forms of impact and how you might measure them. Think beyond reach and engagement (e.g. societal, behavioural or policy impact). (300 words).

What metrics or indicators will you use to evaluate success? *

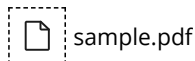
Share Key Performance Indicators (KPIs), or Objectives and Key Results (OKRs) (150 words).

Section 4: Budget, Funding and Additional Support

This grant funding will be allocated 50% for the story, and 50% for the impact measurement work. Please devise your budget accordingly, with up to £1500GBP (maximum) for story, and up to £1500 (maximum) for impact work. cXc will develop a bespoke approach to impact measurement for your story and we will help you with this costing closer to the time of your story publication.

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Budget breakdown *



Provide an Excel sheet with 1) cost overview (fixed, variable costs) associated with key activities, 2) budget justification/narrative alongside the itemised budget, 3) possible projected revenue streams (max file size 20MB).

Do you have any other sources of funding to fund the story? *

List any additional funding sources. (150 words).

By filling out this form, the applicant confirms that they understand that responsibility for all editorial and legal decisions made in relation to the story relates to them and their organisation.

Does your proposed story involve allegations or scrutiny of any named organisation, company or individual? *

If yes, please briefly explain the nature of the issues being explored and the evidence currently available to support the reporting. *

What steps will you take to verify the information contained within your story? *

Select all that apply.

How will you ensure that the reporting is fair, accurate and balanced? *

(150 words max).

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Are there any legal, ethical or reputational risks associated with the story? If so, please outline them and how they will be managed. *

(150 words).

Where relevant, how will you provide an opportunity for named organisations or individuals to respond to allegations or criticism prior to publication? *

(150 words).

Section 5: Additional Information

Is there anything else you would like to tell us about the story?

If applicable, please share a link to any supporting information

This may include a link to a Google Drive with additional or contextual documentation.

Section 5: Additional Information

Section 6: Sustainability Due Diligence

cXc has a commitment to upholding ethical, sustainable and governance standards. This is our Code of Conduct:

Environmental Commitment: have an environmental policy that includes actively reducing emissions and other adverse effects from operations on community, environment, and natural resources, whilst safeguarding health and safety.

Ethical Commitment: conduct business in accordance with applicable laws and regulations and with a commitment to attaining the highest standards of ethical behaviour.

Workforce Rights and Practices Commitment: ensure workforce rights are upheld and protected and that workplace practices are ethical.

Health and Safety Commitment: minimise injury and illness to achieve a safe and healthy work environment and workers will be encouraged to raise any health and safety concerns without being disciplined or subject to any form of retaliation.

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If you progress to the next stage successfully we will ask you join us in committing to this Code of Conduct.

Thank you for your application.

We look forward to reviewing your proposal.

The cXc Team