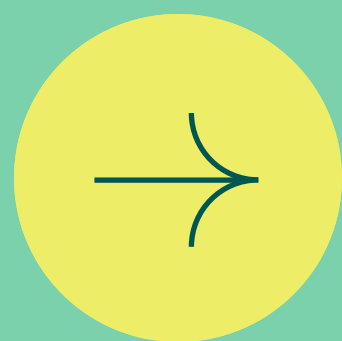




Fábrica de Narrativas:

Climate and Energy Transition

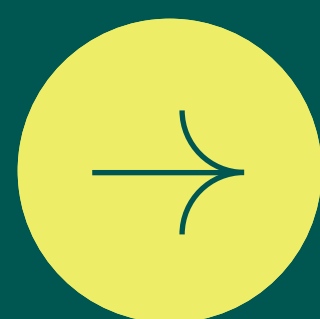
Academic Program



Latam
Lab



Hub de
Transición
Energética



Fábrica de Narrativas

Climate and Energy Transition Edition

Academic Program

Fábrica de Narrativas is a training experience for young communicators who want to learn how to turn complex topics into clear, engaging content designed to circulate on social media.

Throughout the course, participants will work on digital communication, narratives, campaigns, content production, and metrics analysis, using a learning-by-doing methodology: producing, publishing, measuring, and improving real content.

Quick facts

- 100% Online
- Free of charge
- 8 weeks
- Class schedule: Mondays and Thursdays, from 6:00 to 8:00 pm
- Real content production
- Teamwork
- Final campaign posted
- Starts on 31st of August

Fábrica de Narrativas is part of a regional effort to strengthen new public communication capacities around climate, energy, and the energy transition in Latin America.

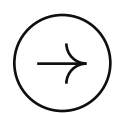
An initiative led by:





Communication and activism

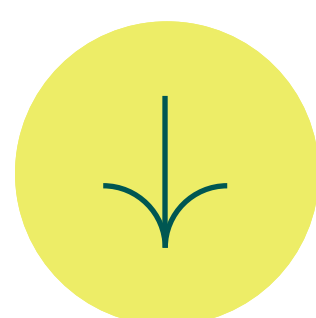
The transition is also contested on social media



The energy transition is a public conversation about the future, development, jobs, the environment, and everyday life. Yet these topics are often communicated in ways that feel difficult, distant, or overly technical. Meanwhile, social media has become one of the main spaces where opinions and common understandings are shaped—but also where misinformation and fake news spread.

That is why new voices are needed: communicators capable of translating complexity into accessible information, producing content that connects with real audiences, and building clearer, more creative narratives.

The energy transition needs data, policies, and investment. But it also needs voices capable of making it part of the public conversation.





A school for learning by doing



Fábrica de Narrativas is a practical digital communication school focused on climate and the energy transition. It combines live classes, asynchronous resources, teamwork, production tools, trend analysis, narrative strategy, and metrics analysis.

The program is built around a simple idea: communication cannot be learned through theory alone. It is learned by producing, posting, measuring, and improving real content.

An experience designed to turn ideas into concrete content, with practical tools and support throughout the process.

Learn. Produce. Post. Measure. Improve.

Who is it for

“For young people ready to communicate the transition more effectively



The program is designed for communicators, content creators, students, and people interested in communicating about climate, energy, and the energy transition.

No previous professional experience in climate communication is required. Participants should, however, be interested in digital communication, available to attend the synchronous sessions, and committed to producing content throughout the program.

1.

Content creators

People who already create—or want to start creating—content for social media.

2.

Organizational communicators

Members of teams seeking to improve how they communicate complex topics.

3.

Activists and local leaders

People who want to strengthen their ability to tell stories, build community, and take part in public conversations.

4.

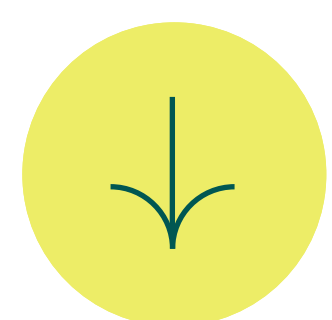
Students and young professionals

People interested in communication, the environment, politics, energy, journalism, design, or social media.

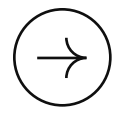
Key information

- **Format:** Online
- **Duration:** 8 weeks
- **Inicio de cursada:** 31 de agosto
- **Class schedule:** Mondays, 6:00–8:00 p.m.
Thursdays, 6:00–8:00 p.m.
- **Fee:** Free
- **Basic requirements:** Interest in digital communication, availability to participate in the course's synchronous sessions, and commitment to producing content throughout the program.
- **Certification:** Participants who complete the required activities and submit the final project will receive a certificate of participation.

→ **Application deadline** Sunday, August 16.



A learning-by-doing approach



We combine training, practice, and support so that each participant can turn ideas into concrete content. The course is not designed as a purely theoretical experience: every concept is explored through examples, exercises, practical resources, and real content produced for social media.

Throughout the course, participants will learn digital communication tools, apply them to their own content, work in teams on thematic areas related to climate and the energy transition, and develop a final campaign with a strategy, published content, and results analysis.



Live sessions

Sessions focused on concepts, tools, and strategic criteria for digital communication.



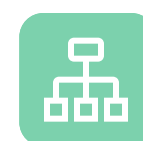
On-demand resources

Short, practical materials to deepen knowledge, review examples, and continue working between classes.



Teamwork

Participants organize into groups to think through, produce, and improve communication pieces collaboratively.



Thematic areas

Each team works on topics related to climate and the energy transition, focusing on audiences, narratives, and opportunities for public conversation.



Real content

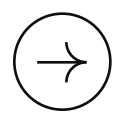
During the course, participants develop and publish original content designed to circulate on social media.



Final campaign

The program concludes with a real campaign: brief, strategy, published content, and results analysis.

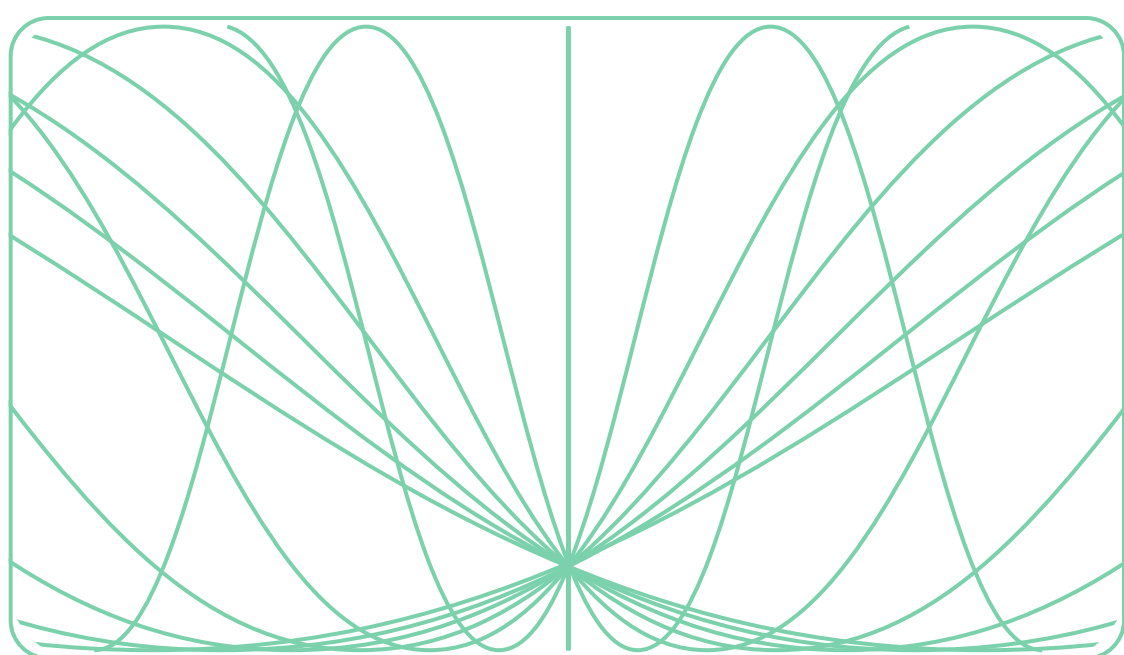
Tools for better communication



During the course, you will learn how to turn complex ideas into clear, engaging, and strategic social media content.

You will work on:

- Short-form video scripts: hooks, retention, and narrative structure.
- Reading digital trends, formats, and conversations.
- Digital campaign strategy and content planning.
- Audiences, voice, tone, and positioning.
- Climate storytelling and communication of the energy transition.
- Memetics, meaning-making, and misinformation.
- Spokespeople, community, and trust-building.
- Metrics, learnings, and insights to improve content.



Real practice, real pieces



Throughout the course, each participant will produce individual pieces connected to their team's thematic area. These pieces serve both as hands-on practice and as inputs for the final campaign.

Production is not treated as an isolated assignment, but as part of the learning process. Each piece offers an opportunity to apply a different tool: scripting, format, strategy, narrative, voice, community, and metrics analysis

Main deliverables

- Analysis of references and effective content.
- Posting of individual pieces during the course.
- Group campaign strategy.
- Content plan and narrative layer.
- Metrics and insights tracking.
- Final campaign report.

About the program

The goal is not only to learn concepts, but to complete the course with real experience in production, posting content, and analysis.





Bringing it all together

The final project: one real campaign



The course concludes with the development of a group campaign related to climate and the energy transition.

Each team will work from a thematic brief and will be expected to build a communication strategy, define an audience, choose a positioning, develop a shared narrative/storytelling, produce individual pieces, and organize the results in a final report.

The campaign will include:

CAMPAIGN BRIEF.

DEFINITION OF GOAL AND AUDIENCE.

POSITIONING AND CORE MESSAGE.

VOICE, TONE, AND NARRATIVE.

CONTENT PLAN.

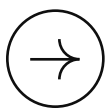
PUBLISHED CONTENT

METRICS TRACKING.

FINAL LEARNINGS AND RECOMMENDATIONS.



A course structured in three stages



1. Learn to produce

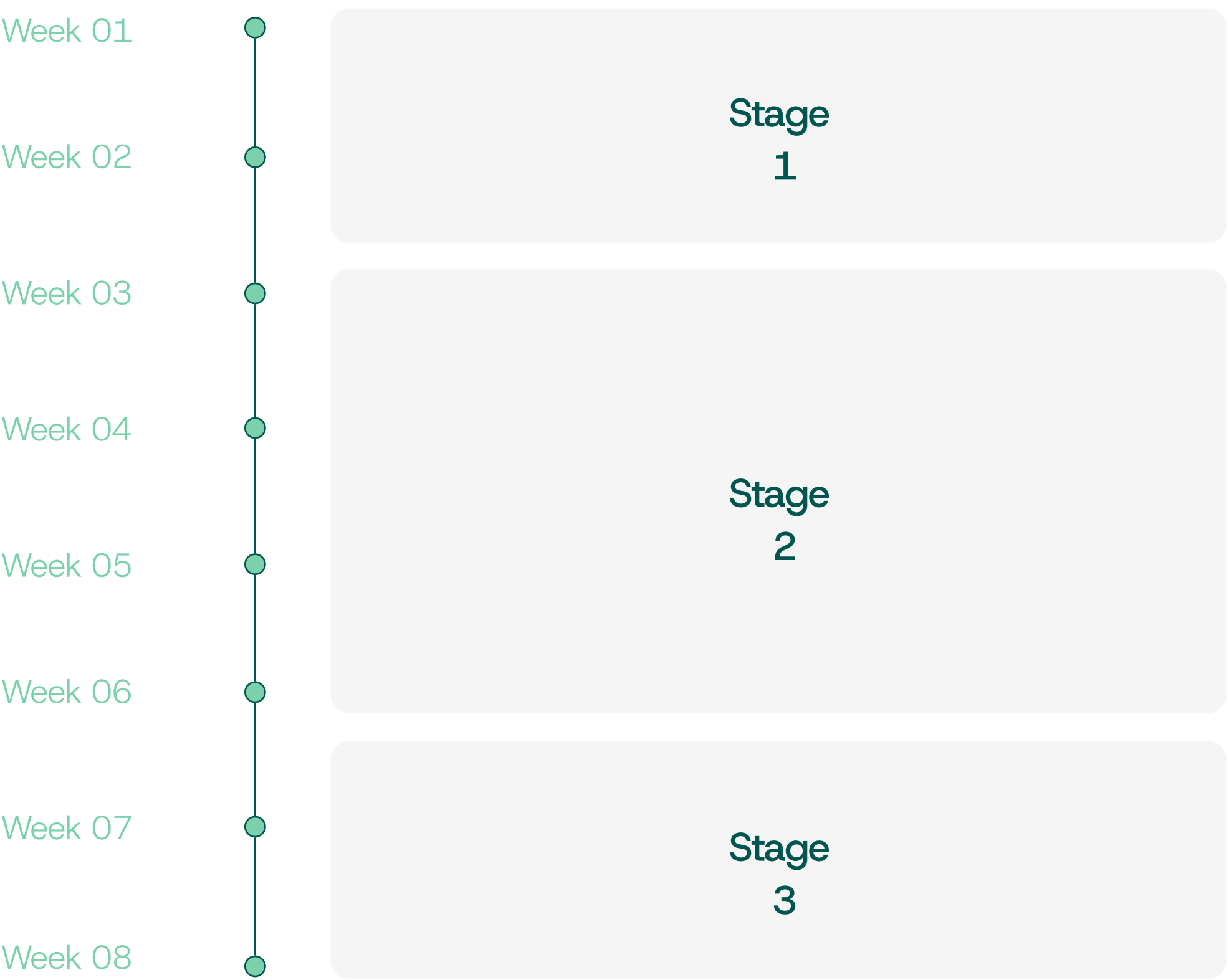
The first weeks focus on understanding the digital ecosystem, selecting thematic areas, analyzing references, and beginning to produce original content.

2. Design and execute a campaign

Next, teams work on strategy: audience, positioning, core message, narrative, formats, and content plan. This strategy will guide the content production process.

3. Measure, improve, and conclude

The final stage focuses on reading metrics, identifying learnings, organizing the final report, and presenting the campaign.



Week-by-week program

Course schedule



Week-by-week program

Week 1

Live session •

How to start creating content

Dates

Aug. 31 – Sept. 6

WEEKLY FOCUS

Welcome to the course, energy transition communication, ideation, scripting, hooks, and retention. Introduction to thematic areas, resources, and campaign dynamics.

GROUP SESSION / FOLLOW UP

Group formation, delivery of the campaign brief, and initial production questions.

EXPECTED PRODUCT

Selection and analysis of 10 pieces of content. Publication of Piece 1 on the selected thematic area.

Week 2

Live session •

Political communication on social media

Dates

Sept. 7–13

WEEKLY FOCUS

Reading trends and formats. How to understand the digital ecosystem, identify references, and analyze what content circulates.

GROUP SESSION / FOLLOW UP

Benchmark analysis, formats, and insights. Work on the brief.

EXPECTED PRODUCT

Analysis of 5 successful pieces of content. Publication of Piece 2 on the selected topic using a defined format.

Week 3

Live session •

Campaign strategy

Dates

Sept. 14–20

WEEKLY FOCUS

Definition of objective, audience, positioning, voice, tone, and core message.

GROUP SESSION / FOLLOW UP

First draft of the campaign strategy.

EXPECTED PRODUCT

Development of the group strategy. Publication of Piece 3 as a campaign asset.

Week 4

Live session •

Narratives and memetics

Dates

Sept. 21–27

WEEKLY FOCUS

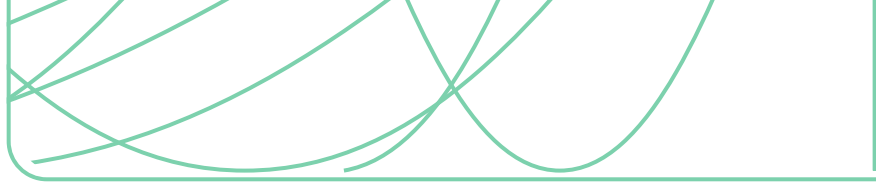
Narratives, meaning-making, memetics, and misinformation. Building public narratives and responding to fake news.

GROUP SESSION / FOLLOW UP

Revised campaign strategy + integration of the narrative layer.

EXPECTED PRODUCT

Campaign narrative framework. Publication of Piece 4 with a narrative, memetic, or misinformation-response function.



Week-by-week program

Week 5

Live session •

Climate spokespeople and community building

Dates

Sept. 28 – Oct. 4

WEEKLY FOCUS

Experiences from real creators: how to find an authentic tone, connect with audiences, and build community.

GROUP SESSION / FOLLOW UP

Comparing insights with in-class metrics.

EXPECTED PRODUCT

Complete strategy plan. Publication of Piece 5 with a defined voice and a conversation- or community-building action.

Week 6

Live session •

Metrics analysis and feedback

Dates

Oct. 5–11

WEEKLY FOCUS

Reading results, KPIs, comparing pieces, identifying learnings, and iterating the campaign.

GROUP SESSION / FOLLOW UP

Final campaign validation and support for the report.

EXPECTED PRODUCT

Metrics analysis, campaign adjustments, and a first approach to the final report.

Week 7

Dates

Oct. 12–18

WEEKLY FOCUS

Week dedicated to developing the final campaign report.

GROUP SESSION / FOLLOW UP

Review of the final project report.

EXPECTED PRODUCT

First complete version of the final report.

Week 8

Live session •

FINAL SUBMISSION

Dates

Oct. 19–25

WEEKLY FOCUS

Submission of the final project and possible closing session.

GROUP SESSION / FOLLOW UP

Submission wrap-up.

EXPECTED PRODUCT

Submission of the final campaign report.

Week-by-week program

Week 9

Internal review

WEEKLY FOCUS

Internal review of final projects.

GROUP SESSION / FOLLOW UP

Review and correction of reports.

Dates

Oct. 26 – Nov. 1

Week 10

Live session •

Closing and certificates

WEEKLY FOCUS

General closing session, synthesis of key concepts, final message, and certificate presentation.

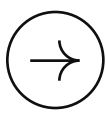
GROUP SESSION / FOLLOW UP

Closure and participant certification.

Dates

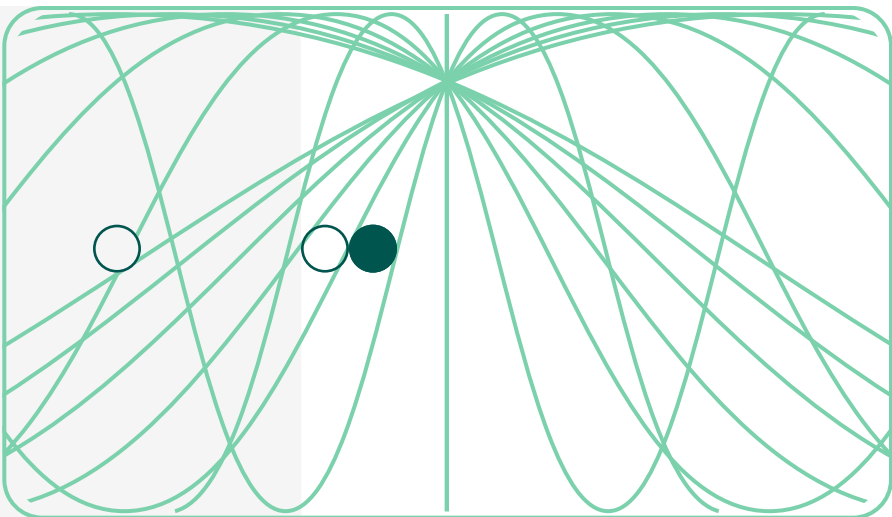
Nov. 2–8

Leading voices in the field



Fábrica de Narrativas features guest instructors from across Latin America — professionals from a range of social and environmental organizations, with years of experience in strategic communication on social media.

We'll be announcing them on our social channels over the coming weeks.



A resource library on demand to produce, publish, and improve



In addition to live classes and group sessions, participants will have access to an asynchronous library with practical resources to support production throughout the course.

The library will combine **operational templates**, **production guides**, **tool repositories**, and **short learning capsules** to reinforce key concepts.



Operational templates

Editable materials to organize campaign work, track progress, plan content, and measure results.



Curated resources

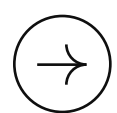
Repositories of tools, tutorials, free media libraries, prompts, hooks, audio, and useful materials for content production.



Knowledge capsules

Short videos on core communication concepts: how to turn a topic into an idea, transform data into stories, structure campaigns, and intervene in narrative disputes.

How to apply



The application process is designed to learn about each applicant's profile, interests, and availability.



Complete the form

Applicants must complete a short form with personal information, thematic interests, and their motivation for participating.



Select thematic areas

In the form, each person may select their preferred thematic areas related to climate and the energy transition.



Application review

The organizing team will review applications based on motivation, availability, diversity of profiles, and potential for active participation.



Participation confirmation

Selected applicants will receive the information needed to begin the course and access the program resources.



Application deadline: Sunday, August 16.

[APPLY NOW](#)



Thank you.



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