

# ACTIVITY 2A.

## "Crafting Counter-Narratives"



### PURPOSE & INTRODUCTION

This activity equips participants to critically analyse far-right climate narratives by identifying key themes, emotional tactics, and disinformation strategies, and to develop compelling counter-narratives grounded in storytelling, shared values, and a sense of fairness. The focus is on engaging the undecided middle: people concerned about the future and everyday costs of inaction.

### THE ACTIVITY

#### 1. Set the scene

Far-right populists are increasingly shaping public perception around climate by using emotionally charged, fear-based messaging. Their slogans are often simple, punchy, and tied to national identity or economic anxiety. Designed especially to provoke rather than inform. Today, we will flip the script and reclaim the narrative space with messages rooted in justice, care, and solidarity.

#### 2. Materials

- Flipcharts or whiteboard
- Markers / sticky notes
- Climate-related "fact cards" (e.g. data on sea level rise, energy health impacts, renewable energy success stories)

#### 3. Introduce the power of narrative

Share examples of climate messages that are purely data-driven and one narrative-driven.

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**Fact:** Heatwaves now cause hundreds of premature deaths each summer in Europe, especially affecting older people and those without access to cooling.

**Story angle:** A neighborhood association coming together to create a "cooling center" in the local library, where people share food, stories, and care for one another.

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**Fact:** Cycling instead of driving for short trips could cut CO<sub>2</sub> emissions from transport by 20%.

**Story angle:** A parent teaching their child to bike to school, remembering how they biked with their own parents. Pride in keeping the tradition alive while protecting the future.

#### Discussion prompts:

- Which one do you remember better? Why?
- Whose voices are usually centered in climate stories? Whose are missing?

#### 4. Identify narrative elements

Think of the group you want to reach.

- Your actions matter — and working together matters even more.
- Localize impacts: show climate change in familiar places, with characters from the community.
- Connect problems to solutions: highlight what's already working.
- Use storytelling techniques where relevant (nostalgia, shared identity, local pride).

#### 5. Story-building in small groups

Each group draws a "fact card" with a climate issue. Their task; to turn the fact into a short story. Encourage them to highlight emotion, values, and hope. Use techniques such as nostalgia, shared identity and local pride.

#### 6. Reflection

Each group shares their story with the room. After each, all participants reflect on the parts of the story that stayed with them.