## Structure of Planet App – writer needed to focus mainly on those highlighted as they are not covered by other story briefs (don’t need to do all of them)

* The idea fails
  + Pitch for app fails (story 1 ‘the Pitch’ written)
* Why it needs to succeed – show stakes and potential
  + Stories showing great projects that will save the planet that just need an incentive structure or regulation for them to be taken up. (most written, need to be polished)
* Success
  + App gets taken up. Story from POV of Sue from marketing. The launch.
* Show app in practice (these can be other stories being written)
  + Story of man on date wanting to impress his date and offsets his meal (romance).
  + Story of mangrove terraces, refreeze Antarctic etc. (written)
  + Story of sustainable package holidays planting seagrass and clearing plastic from old fishing nets from perspective of COP27 delegate.
  + Story of changes in ocean from perspective of a turtle.
* Setback
  + The very groups who they thought would love the app, hate it.
  + POV of Extinction Rebellion protestor who is initially cynical re offsetting, and believes it will lead to rebound effect as people will just use more. Can base on the 82 year old rebel (I know the film-maker so can ask for an intro e.g. see <https://www.youtube.com/watch?v=ea3nEOoNv_w&feature=emb_imp_woyt>
  + Greenpeace also cynical as they believe it buys into the materialistic, money centred values that caused the problems in the first place.
* Recovery
  + They focus on rigorous auditing to address criticisms. The auditor is a secret Buddhist with values of non attachment and compassion to all living creatures. But he hides his real identity and Sanskrit name, Samudrapati and reverts to his birth name Neil for increased credibility. He feels bad hiding his Buddhist identity and values but he fears he’ll be mocked and not taken seriously. He is challenged by one of the characters running a great carbon sequestration project and admits he feels increasingly compromised. He agonises whether it is fair to risk his credibility by being true to himself as so much depends on the app. But in the ends he speaks up and by coming out with his values of non materialism he manages to persuade the cynics to accept and promote Planet App.
* Next steps to strengthen app – personal carbon allowances, as app is voluntary, see <https://www.greenstories.org.uk/carbon-credit-card/>
* Story from perspective of minister campaigning for planetary health to be part of GDP. She is successful – big celebration – show how it shifts priorities and focus and allows much faster buy-in to necessary policies.

If you want to do any part of this story, please contact [D.A.Baden@soton.ac.uk](mailto:D.A.Baden@soton.ac.uk) as she can ensure the story ties into existing stories.