# Story Brief template (with ideas)

## Title/author

## What stage is your story in (outline, partial 1st draft, complete 1st draft, revised)?

## What is the key climate solution proposed in this story?

Below are some ideas worth exploring:

* Environmental law (always lots of drama in a legal battle). Pick a law that needs to be passed or one that exists but can ensure environmental action <https://www.bbc.co.uk/programmes/m000r4vs>
* Hunting down refrigerants – sounds boring but they emit loads of greenhouse gases - a hide and seek story can be fun - <https://www.bbc.co.uk/programmes/m000v89m>
* Switching from GDP as metric of success to a happy planet index changes how we judge success <https://www.bbc.co.uk/programmes/m0010q9n>

<https://www.greenstories.org.uk/well-being-index/>

* Energy (carbon) tax on fossil fuels used for transport in aerospace and maritime. This would increase competitiveness of rail cf to air. For international trade would incentivise investment in zero carbon solutions –challenge is to make story exciting and engaging.
* Biochar and soil restoration. Watch ‘Kiss the Ground.’
* The corporate form of business which places profit maximisation above social welfare can be seen as no longer fit for purpose. CEOs are more likely than other occupations to be psychopaths. We may not be able to tackle capitalism directly, but you could write a story imagining how we might change the legal framework of businesses. See Metcalf, Louice, and Sue Benn. "The corporation is ailing social technology: Creating a ‘fit for purpose’ design for sustainability." *Journal of Business Ethics* 111.2 (2012): 195-210. And <https://www.youtube.com/watch?v=zpQYsk-8dWg>
* There are more science/tech based ideas (see other story brief in stories to be written) such as solar panels on water (popular among our experts), putting out coal seam fires, ocean carbon drawdown projects etc. and those we haven’t thought of yet.

## Do you include other climate solutions? If so list.

## Story/story outline (if outline, please include any ideas on how to make it engaging to read)

## Follow up information

*Each story will be accompanied by a webpage that gives more details to any reader inspired to follow up. We will have a researcher to fill in the gaps but s/he will have limited time so please fill in the next sections as much as you are able – if you don’t know, it’s fine to say.*

## What makes you think it (specify which solution) will make a difference. How did you find out about it? What are your sources?

## How confident are you in your judgement i.e. are you expert in this field or have you consulted an expert – give details (please complete for each solution)

## What can the reader do to progress this idea? How we can get from where we are now to the ideal outcome. Who/what is required to get to ideal outcome? (policy, finance, research?)