Evesham Green Stories Project

With our Green Stories Project, we aim to create a collection of stories that inform about green solutions, inspire green behavior and raise awareness of different pathways towards sustainability.

Why Green Stories?

Increasingly, research shows that solution-based stories are more likely to inspire greener behaviors than catastrophic tales of climate change.[1] A collection of stories present positive visions for inspiration and motivation.[2] According to Professor Denise Baden, University of Southampton Business School (UK), negatively framed stories either make people avoid the topic and switch off or leave them feeling helpless to make a difference.

Guidelines and Tips

✓ Share a personal story that showcases your experience with a green activity or event. Explore your personal experiences with sustainability: What inspired you to change your behavior or mindset, and what step(s) did you take to accomplish your purpose?

Tips: 1-Start by setting the scene: explain a problem or issue you have faced
2-Move to (and focus on) your solution process
3-Describe the outcome and/or impact of your efforts
4-Use a personal first-hand tone. Avoid a preachy tone (eliminating "should," for instance).

✓ Be concise, keeping busy readers in mind. The length should be between 100-200 words.

✓ Finalize submission sections:
Title
Story
Your name (or initials)
Photo (1 or 2 max)

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(1) https://theconversation.com/environmental-storytelling-can-help-spread-big-ideas-for-saving-the-planet-107621
(2) https://habitatpress.com/habitat-man/does-eco-fiction-change-behaviour/
We appreciate the resources at Green Stories Project in UK, a writing competition promoting sustainability:
www.greenstories.org.uk