

GEN Z (GRETA SERIES)

Who is this story for? Climate Justice Activists.

GRETA THUNBERG

Everyday heroes.



RECORD-BREAKING CLIMATE NEGLECT

Ordinary world.



EMISSIONS FASTER THAN PARLIAMENT

Compelling villain.



SCHOOL STRIKE

Call to adventure.



SCHOOL-SKIPPING STRIKES

Crossing the threshold.



ROSA PARKS

Mentor, allies and gifts.



CONVINCE PARENTS

Challenge.



CONVINCE MEDIA

Challenge.



CONVINCE POLITICIANS

Challenge.



SWEDEN INTO PARIS

Better world.





Everyday heroes.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



Mentor, allies and gifts.



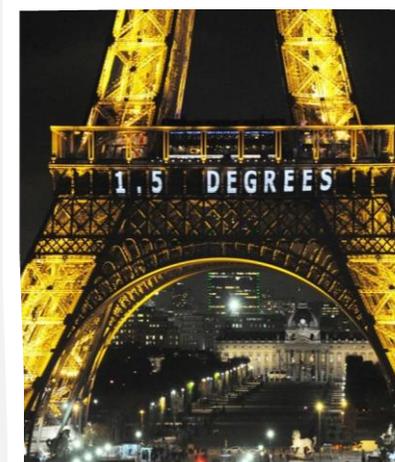
Challenge.



Challenge.



Challenge.



Better world.



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EVERYDAY HERO

The group or individual to be inspired to do things differently

Just like any other 15-year-old. Loves her two dogs Moses and Roxy. Watching climate change films at school since 8 years old. Has Asperger's.

"My classmates were concerned when they watched the film, but when it stopped, they started thinking about other things. I couldn't do that. Those pictures were stuck in my head".



ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Record heatwaves and Arctic wildfires in Sweden. Feeling like she couldn't make a difference. Not being able to vote. Depressed. "For way too long, the politicians and the people in power have gotten away with not doing anything to fight the climate crisis".



CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

School strike protest, inspired by US high school teen activists who organised March for Our Lives (for anti gun legislation).

"I realised no one is doing anything to prevent this from happening so then I have to do something."



BETTER WORLD

The positive change to the hero and the difference the hero has made

Swedish government to radically reduce carbon emissions in alignment with the Paris Agreement.

"In the year 2030 I will be 26 years old. My little sister Beata will be 23. Just like many of your own children or grandchildren. That is a great age, we have been told. When you have all your life ahead of you. But I'm not so sure it will be that great for us".



CROSSING THE THRESHOLD

The first step and point of no return

Skipping school to protest on the steps of the Swedish parliament in Stockholm, every Friday.

"The first day, I sat alone from about 8.30am to 3pm – the regular school day. And then on the second day, people started joining me. After that, there were people there all the time."



ALLIES AND GIFTS

The people and help that is needed for change to happen

School strikers, other environmental protesters e.g. Extinction Rebellion.



MENTORS AND GIFTS

Giver of wisdom and support

Rosa Parks, American activist in civil rights movement. Known for her bus boycott.

"I learned she was an introvert, and I'm also an introvert. We introverts can make our voices heard."



COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Swedish parliament who are not acting fast enough to stop emissions.

"Sweden is not a role model. The people of Sweden yearly emits 11 tons of CO2 per capita. We're the ones who need help."



THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Convince her parents to change their behaviour. Her mother gave up flying and her father became a vegetarian. "And, after a while, they started listening to what I actually said. That's when I kind of realised I could make a difference."
2. Spread the message and deal with the media. "I am here to say, our house is on fire... I want you to act as you would in a crisis. I want you to act as if our house is on fire. Because it is."
3. Spread the message and deal with politicians. "I don't want you to be hopeful. I want you to panic. I want you to feel the fear I feel every day. And then I want you to act."