



making carbon visible

climate engagement through film . . .



Climate change is emerging as *the* global issue of the 21st century. Whilst some people are starting to take action, society as a whole is still struggling to decide on the appropriate responses.

At CarbonSense we believe that it is imperative to engage people in the 'carbon story', and to do this in ways that make sense. Stories that are relevant to your daily activities are a powerful way to engage people in difficult subjects, especially when told by friends and colleagues they can relate to.

CarbonSense, in collaboration with Stories4Change, has created a film engagement package that allows organisations to deliver their key climate change and carbon messages quickly and cost effectively to inspire employees and other stakeholders to act and respond.

We bring a unique quality of climate change science, communication and film production experience. Close collaboration with clients ensures the delivery of a focused message and a compelling narrative.

The film engagement package would normally include:



- **The Main Feature:** 5 - 10 minute film to explore your organisation's climate stories using employee experiences, vision and appropriate responses.

- **The Trailer:** A 2 - 3 minute edited version that can be used for external communication

- **Train the Trainer:** A highly visual and creative CarbonSense PowerPoint file and notes to help facilitate internal training programmes to partner and strengthen the film process

The benefits are:

- effective internal & external climate change engagement
- easy distribution to a large number of people
- financially more efficient than other forms of engagement
- creative and compelling way of engaging your employees and other stakeholders

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Over the last five years CarbonSense has become highly regarded as an active, independent and insightful voice in the field of climate change and carbon, helping many businesses and other organisations towards climate leadership.

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creative climate change solutions

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