



TOOLBOX OF RESOURCES

SEQUENCE 5: Story Brainstorming

Target: Educators, Youth Workers, Trainers

Estimated duration: 60–75 minutes

Context: Formal, non-formal and informal learning environments

Materials: Paper (A4 or larger for mind maps); pens, pencils, or markers; printed worksheets (optional but recommended); whiteboard or flipchart (for group facilitation)

Activities can be carried out individually, collaboratively, or in facilitated settings, depending on the educational context and participants' needs.

1. OBJECTIVES

By the end of this sequence, participants will be able to:

- Identify and understand key climate challenges
- Use creative thinking techniques to generate story ideas
- Apply the mind mapping method to organise and connect ideas
- Develop original story concepts featuring a “Climate Hero”
- Define a clear educational or awareness-raising objective within a narrative
- Strengthen collaboration, communication, and reflection skills

2. DESCRIPTION OF THE SEQUENCE

This sequence introduces participants to climate storytelling through a guided creative process. It combines environmental awareness with narrative development, helping learners transform real-world issues into engaging story ideas.

Participants begin by selecting a climate issue that resonates with them. They then explore this issue through a mind map, a visual thinking tool that allows them to organise ideas in a non-linear way.



Next, they experiment with creativity through a genre-mash-up technique, encouraging unexpected and original combinations. Finally, they develop three structured story concepts and select one to pursue further.

This sequence lays the foundation for future activities focused on character creation, storytelling, and project development.

3. PROPOSED ACTIVITIES

PART A: Choose Your Climate Issue (10–15 minutes)

Identify a climate-related challenge that will serve as the core of your story.

- Choose an issue you feel emotionally connected to
- Discussion can clarify understanding of each issue

Inspiration categories:



Water & Oceans



Nature & Biodiversity



Energy & Industry



Urban Life



Food & Consumption



Global Impact

Task:

Write and briefly describe your chosen climate issue.



PART B: Understanding and Creating a Mind Map (15–20 minutes)

What is a Mind Map?

A mind map is a visual thinking tool that helps organise information by showing relationships between ideas. It starts with a central concept and expands outward through connected branches.

Unlike linear note-taking, a mind map reflects how the brain naturally generates ideas through association and connection.

Key characteristics of a mind map:

- **Central idea:** the main topic placed in the centre
- **Branches:** main categories connected to the central idea
- **Sub-branches:** more detailed ideas linked to each branch
- **Keywords:** short phrases instead of long sentences
- **Connections:** links between related ideas across branches
- **Visual elements:** colours, symbols, or drawings to enhance understanding

Why use a mind map?

- Encourages creativity and free thinking
- Helps structure complex ideas clearly
- Makes it easier to see relationships and patterns
- Supports different learning styles, especially visual learners
- Reduces the fear of the “blank page”

Activity Instructions

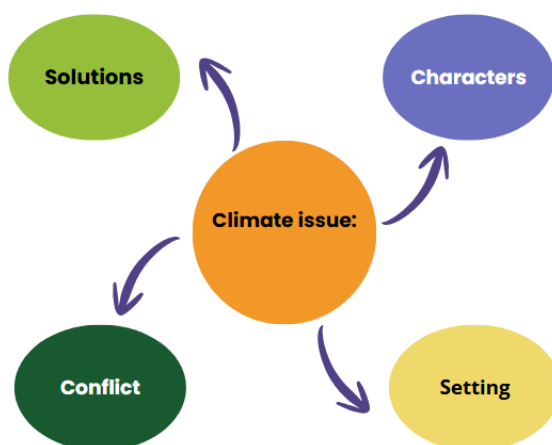
Create a mind map based on the chosen climate issue.

https://www.canva.com/design/DAHEPV_Qjo/2MLiL8vMjTYIbSfJJucllQ/edit?ui=e30&referrer=https%3A%2F%2Fwww.canva.com%2Fprojects



Template of the Mind Map activity ([Annex 1](#))

Mind Map
TEMPLATE



Steps:

1. Write the climate issue in the centre
2. Add main branches:
 - Characters (Who is involved?)
 - Setting (Where does the story take place?)
 - Conflict (What is the problem?)
 - Solutions (What could change?)
3. Add sub-ideas to each branch
4. Draw connections between related elements
5. Use colours or symbols if possible

PART C: Story Mash-Up (10–15 minutes)

Combine a climate issue with different storytelling genres to spark originality.

Purpose:

- Break conventional thinking patterns
- Encourage unexpected ideas
- Make climate topics more engaging



Task:

Create at least 3 combinations:

Example:

Plastic pollution + mystery → a detective investigates illegal dumping

Genres: Mystery, adventure, sci-fi, thriller, comedy, romance, historical, horror, slice of life

Example: Plastic pollution + Mystery = Detective investigates illegal dumping

Mash-up 1: _____ + _____ = _____

Mash-up 2: _____ + _____ = _____

Mash-up 3: _____ + _____ = _____

PART D: Develop Top 3 Story Ideas (30–35 minutes)

Transform the brainstorm into structured concepts.

For each idea:

- Title
- Climate issue
- Main character (Climate Hero)
- Conflict
- Target audience
- Learning goal (What should the audience learn or feel?)

IDEA 1

Title: _____



Climate issue: _____

Main character: _____

Conflict: _____

Target age: ☐ 16-18 ☐ 19-22 ☐ 23-26 ☐ Mixed

Learning goal: _____

IDEA 2

Title: _____

Climate issue: _____

Main character: _____

Conflict: _____

Target age: ☐ 16-18 ☐ 19-22 ☐ 23-26 ☐ Mixed

Learning goal: _____

IDEA 3

Title: _____

Climate issue: _____

Main character: _____

Conflict: _____

Target age: ☐ 16-18 ☐ 19-22 ☐ 23-26 ☐ Mixed

Learning goal: _____

PART E: Final Selection and Reflection (10 minutes)

Choose one idea to develop further.

Reflection questions:

- Why does this idea stand out?
- Is the message clear and meaningful?
- Is the story engaging for the target audience?
- What challenges might arise?



4. DIGITAL TOOLBOX – Tools for the Sequence

Idea generation:

ChatGPT helps participants explore climate topics and generate story ideas.

Mind mapping & structuring:

Canva and Genially support the creation of visual mind maps to organise ideas.

Story development:

Storybird, Twine, and Inklewriter enable participants to create linear or interactive stories.

Presentation:

Canva, Adobe Express, and Genially are used to present story concepts visually.

5. HOW TO APPLY THESE ACTIVITIES IN FORMAL AND INFORMAL CONTEXTS

Formal Education

- Integrate into curriculum (languages, environmental studies, arts)
- Use as a graded or guided activity
- Combine with writing or presentation assignments

Non-Formal Education

- Use interactive group work and discussions
- Encourage peer feedback and co-creation
- Adapt timing and depth based on participants

Informal Learning

- Self-paced exploration
- Personal reflection and creativity
- Focus on topics meaningful to the learner



6. ADAPTATIONS FOR STUDENTS WITH SLD

- Provide pre-structured templates for mind maps
- Allow audio or verbal brainstorming
- Use visual supports (icons, colours, examples)
- Encourage collaborative work

7. RELATED TUTORIALS

- [Tutorial 1: Designing Adventure-Based Learning Experiences](#)
- [Tutorial 3: Crafting Compelling Climate Narratives](#)

