

Story of Hope

Experience, Educate and Empower – *building a more climate-resilient and prepared society*

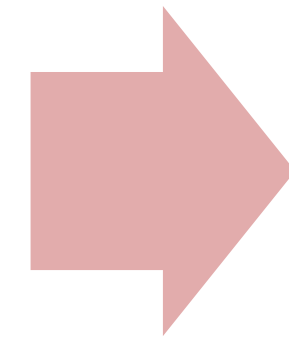


Experience

Make it personal

"Hey, that looks like my street."

People are more likely to act when they feel that something could and might happen to them. By using simulations, storytelling or immersive media people can experience their situation in the future. Making the impact of climate change and climate change related disasters relatable and real. It is important to frame it in the future, as it creates a psychological safety

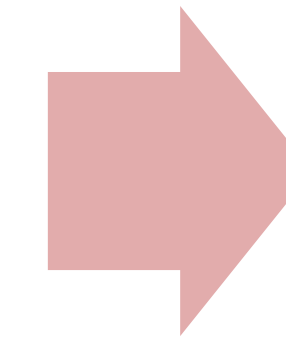


Educate

From emotion to understanding

"It feels so big, what can I do?"

Feeling emotionally connected is the first step, it is the appetizer to make people curious about what they can do. People need to feel competent to act. Contextualize the situation and provide clear and factual information. Translate international lessons and experiences into relatable educational content. Realizing that others have adapted helps create a sense of capability through social proof.



Empower

Make actions attractive

"It is me, I can do something!"

Even when people know what the future will be and feel it is important to act, they may still not act unless they believe they can. Creating autonomy is essential, people must feel they have freedom to act. However, where to begin can be difficult. People need a bridge between knowledge and action. Het Nederlandse Rode Kruis NLRC must provide accessible options like checklists for emergency kits, working-with-nature solutions or preparedness programs.