

Your Future **me** Design Thinking Problem Brief

Department:
English

Opening question:

How can storytelling help with the communication of issues around sustainability?

Context:

As a University, we're aspiring to be an institution that contributes to the world's agenda for sustainable development. By far our biggest opportunity for making a difference, however, is by working with you, our students.

A key part of the challenge to sustainability is identifying ways to share, communicate and explain complex scientific and technological messages to help people from a wide range of audiences to understand. Also important is how to communicate the urgency of issues around climate change and other sustainability issues without disempowering potential audiences.

As English, Creative Writing and Film and Media Studies students, and with the skills of communication, interpretation, and analysis, you are well equipped to explore how we can share messages about sustainability in creative and empowering ways. How can we put to use our understanding of storytelling (in literature, on screen and through writing) to help address the sustainability agenda? How might the arts and humanities more widely play a crucial role in helping people to understand contemporary issues and challenges?

This challenge brief asks you to work in groups to identify a message linked to sustainability and consider how that might be shared with a specific audience – perhaps school children, or students, or industry leaders.

Starting points/ prompts:

In the brief, we are defining sustainability broadly, so that you can identify and explore areas that speak to you personally. If you want some more ideas, though, here are a few prompts that might help you begin:

- How might sustainability and helping people with the current cost of living crisis go hand in hand – could you create a campaign that focuses on a specific audience to share advice?
- How might young people – children or teenagers – be informed without being overwhelmed?
- How might you change the behaviour of a specific group – perhaps working in industry?
- How should the University approach discussions around sustainability with students?

During Future Me week, there will be opportunities to take part in workshops on Game Hacking and Design, on Creative Storytelling and on Carbon Literacy, to help you generate new ideas.