Duckling

A story about nature and you.

The building blocks

A story, or a narrative is a specific way to share the world, that must contain at least three elements:

A change

Even the smallest story involves at least one event, a shift from one state to another. Example: We used to walk outside. Now we are on screens all the time.

A sequence

Events must be ordered in time or linked by cause-and-effect. Example: SoMe platforms emerged. They created additive design. Now we are on screens all the time.

A character

Stories involve someone or something experiencing or causing the change. Even if abstract. Example: Design causes us to be on screens all the time. Zuckerberg loves it.

The intent

Stories are how humans remember, transform, and belong. So we must take care what we put into stories. We are working with three intentions:

1. Imagination through curiosity

We ask questions, explore the unknown, and stay open to perspectives that challenge our own.
It's how we expand our world, and shape the future.

2. Connection through compassion

We listen with empathy, respect and kindness, because it creates the courage to be honest.
**It's how we elevate ourselves and others.**

3. Honesty through knowledge

We strive to be fair and balanced, and separate anecdotes from factual evidence.
It's how we build trust and learn new things.

Assignment: A story about you and nature

- A time nature made you do something unexpected
- A time your relationship with nature changed
- A time that something in nature surprised you
- A time nature gave you a different idea about you

The story map:

Decision / point
of change

Raise the stakes

Who you are

Then, one day...
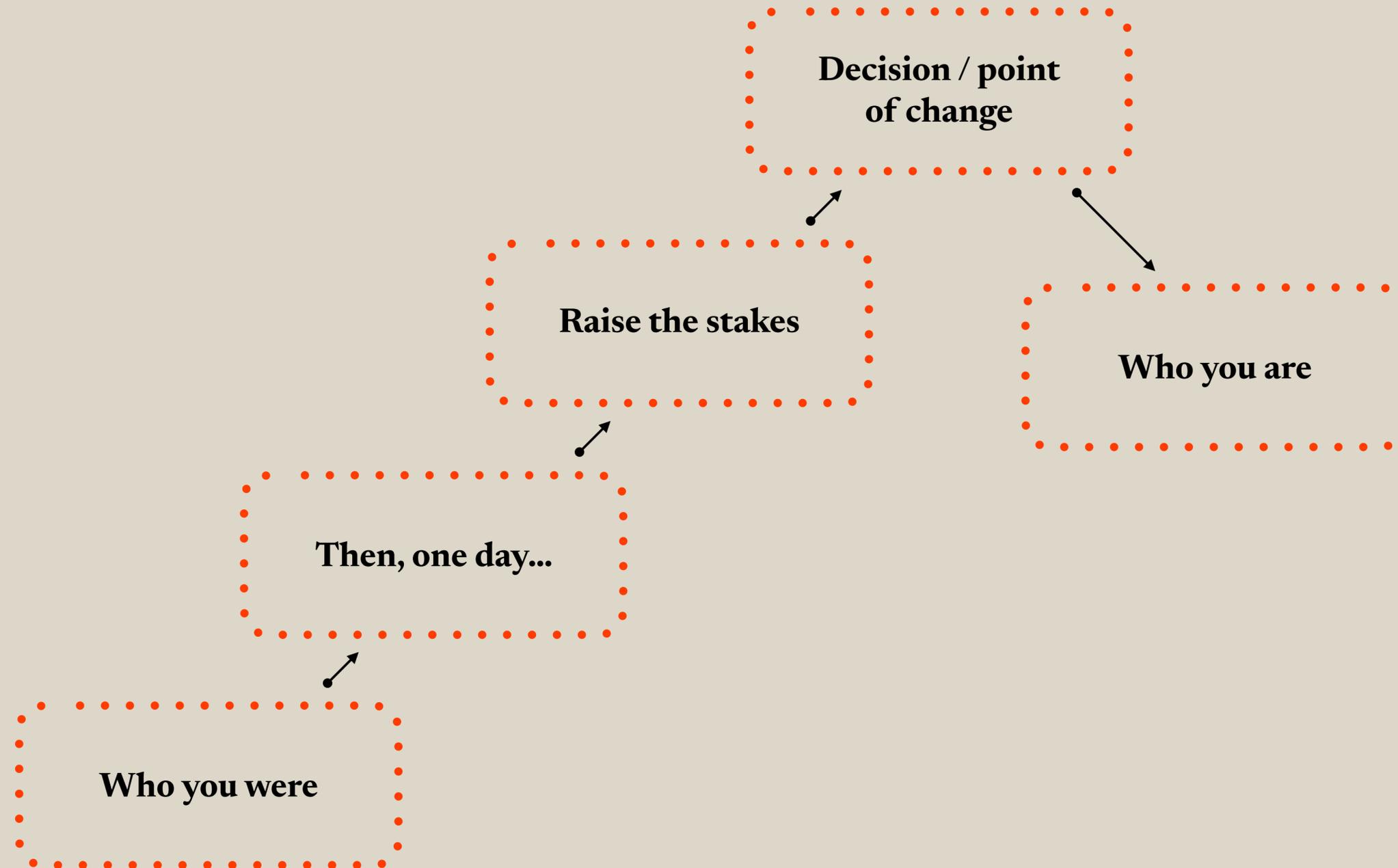
Who you were

1. Who you were

Every story starts with a before. Describe your life, your habits, or the situation as it used to be. What was normal for you? What did you believe, or how did you see the world? This step gives the audience context – it lets them see your starting point so they can feel the difference when change arrives. Don't be afraid to keep it simple, even ordinary – the contrast comes later.

Example: I used to think I was separate from nature – just a visitor, not part of it.

2. Then one day

Something happens that breaks the routine. It could be big or small: A new idea, an unexpected challenge, an encounter, or even a sudden realization. This is the spark that sets your story in motion. The "then one day" moment pulls you – and your audience – into the journey. Without it, there is no story.

Example: One day I got lost in the forest, and the silence made me stop and listen.

3. Raise the stakes

Change always comes with pressure. What made this moment matter so much? Describe how the problem grew bigger, how the tension rose, or what risks appeared. Stakes can be emotional (fear, hope, shame, love) or practical (money, health, time, relationships). Raising the stakes makes the audience lean in, because now something important is at risk.

Example: At first I felt fear, but then I realized how small I was compared to the trees – and strangely, that made me feel safe.

4. Decision / Point of change

Here you face the turning point. What choice did you make? Did you act boldly, hold back, or find a creative way forward? A story becomes meaningful when the character – *you* – makes a decision. Even small choices can carry weight when they reveal values, courage, or vulnerability. This step shows how you crossed from the old self into something new.

Example: I decided to stay still, breathe, and feel like I belonged there instead of rushing to escape.

5. Who are you now

End with the transformation. How are you different from who you were at the start? What did you learn, realize, or gain? This closing step shows growth and gives your audience something to take with them – a lesson, an inspiration, or simply a sense of hope.

Example: Now I see myself as part of nature, not above it. I realized if we are messing up the climate, we are messing up ourselves.

The app

Ducklings app is where we create and collect tsotries. It can be downloaded to iPhone and Android.

Apple App Store

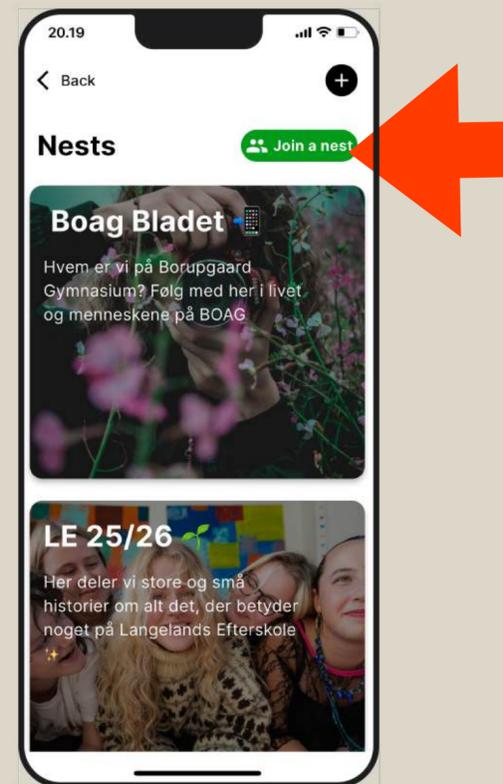**Google Play Store**

Joining the Climatorium nest

In Duckling groups are called nests. You can join the Climatorium nest, where alle the stories are created here:
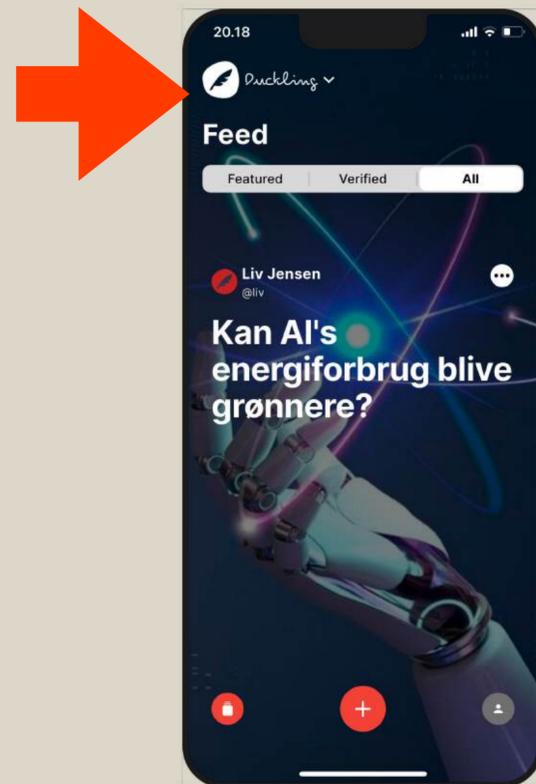
1. Tap Duckling logo

2 Tap Join a nest
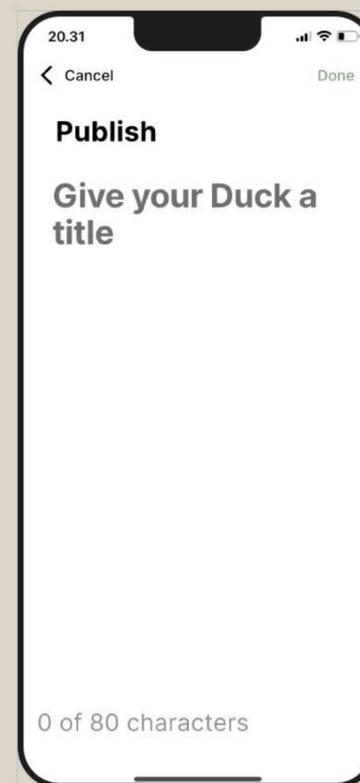
3. Scan this code

Creating a story

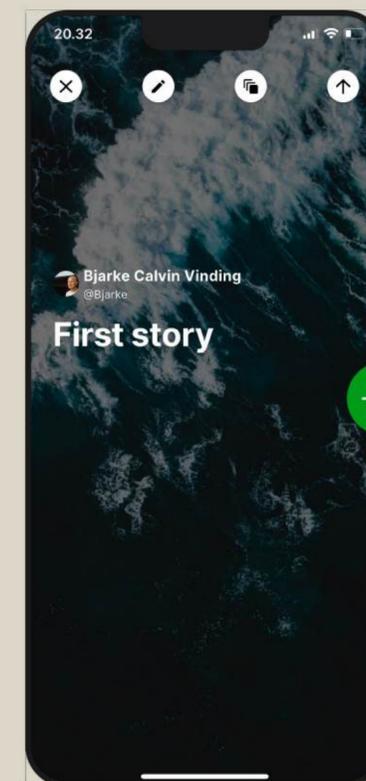It's easy to start creating stories. If you need more explanation you can visit a tutorial here: duckling.co/tutorial

1. Tap red button

2 Add cover

3. Tap green button

Join Signal for support

We have a Climatorium group on the Signal messenger app, where you can get app support, and your students can get feedback and advice on storytellling: