

AN INCONVENIENT TRUTH

Who is this story for? Climate Awareness Campaigners.

CLIMATE NOVICES

Everyday heroes.



CLIMATE CATASTROPHE

Ordinary world.



THE INCONVENIENT TRUTH

Compelling villain.



THE SLIDESHOW

Call to adventure.



TAKING ACTION

Crossing the threshold.



AL GORE, CLIMATE PREACHER

Mentor, allies and gifts.



BELIEVE THE FACTS

Challenge.



SPREAD THE WORD

Challenge.



MAKE A CHANGE

Challenge.



CASCADE THE TRUTH

Better world.





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Challenge.



Challenge.



Challenge.



Better world.



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EVERYDAY HERO

The group or individual to be inspired to do things differently

Members of the Public who need to understand the threats of climate change.

“Each one of us is a cause of global warming, but each one of us can make choices to change that with the things we buy, the electricity we use, the cars we drive; we can make choices to bring our individual carbon emissions to zero. The solutions are in our hands, we just have to have the determination to make it happen. We have everything that we need to reduce carbon emissions, everything but political will. But in America, the will to act is a renewable resource.”



ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

In 2006, global warming is real, potentially catastrophic, and human-caused. Gore presents detailed, accurate, specific data that supports the thesis.



CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

The Slideshow.

A keynote presentation raising awareness of climate change, with evidence presented on both the global stage and in people’s back yards.



BETTER WORLD

The positive change to the hero and the difference the hero has made

Following the film, Gore founded The Climate Reality Project in 2006 which trained 1,000 activists to give Gore's presentation in their communities. The group now has 3,500 presenters worldwide. In a 2007 47-country Internet survey conducted by Nielsen and Oxford University, 66% of those respondents who said they had seen An Inconvenient Truth stated that it had "changed their mind" about global warming and 89% said it had made them more aware of the problem. Three out of four (74%) said they had changed some of their habits because of seeing the film.



CROSSING THE THRESHOLD

The first step and point of no return

Gore’s call is followed by a review of what individuals can do to solve the climate crisis, from switching to green power to consuming less and conserving more to taking political action.



ALLIES AND GIFTS

The people and help that is needed for change to happen

Americans to continue the country’s tradition of doing great deeds, even when they are difficult.



MENTORS AND GIFTS

Giver of wisdom and support

"I am Al Gore. I used to be the next President of the United States."

By his estimations, Gore has presented the talk over 1,000 times to audiences over the world. He tailored the talk each time he gave it and constantly adapted to the various audiences including politicians, academics, and religious communities, supplementing his core presentation with localised content for regional audiences.



COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

The Inconvenient Truth.

Climate Change is real. Humans are burying their heads in the sand to the full truth of its devastating effects.



THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Believe the facts and admit to ourselves that Climate Change is real and warrants immediate action.
2. Spread the word and share the teachings with others.
3. Make a change, whether on an individual or collective level.