



PRACTICAL GUIDE TO THE P2B CREATIVE FACTORY

V2



We want the Creative Factory to provide a hotspot of fresh thinking and new idea generation. A creative space and meeting place where people can gather and collaborate with a Makers ethos: the right to experiment and fail, to copy and modify, all the while having fun and sharing with others. We hope that the diversity of profiles and skills will enable this collective intelligence to innovate and forge the new narratives that will continue to take the climate change movement into the mainstream of public engagement and effective, meaningful collective action - now and beyond COP21.

The Creative Factory is a dynamic and multi-disciplinary experiment, co-built by all participants. We welcome everybody from all over the world to be a part of building fresh approaches to communicating climate change. Even if you cannot be with us physically in the Factory at Place to B, you can participate remotely via our online channel!



**PLACE
TO**



PART 1

THE CREATIVE FACTORY AT PLACETOB

What is the creative factory going to do for me?
A typical day at the Creative Factory

PART 2

THE TOPICS WE WANT TO EXPLORE

Life Renewed: Imagineering a Meaningful Society (over-arching topic.

Dismantling the buying imperative: Getting to grips with behaviour change and identity.

The balm of nature: Re-connecting with the wonder and healing power of the natural world.

Invoking the spirit of change: Harnessing the power of spirituality and broadening the engagement with faith based communities.

Empathy in action: Establishing a motivating empathy between North and South to build more effective collective action.

A children's world: Securing the future by simplifying the problems we need to solve.

Life Renewed revisited: Circling back to where we started...

Lessons learnt, plans made

10 principles to guide us in everything we create.

PART 3

HOW DOES IT ALL WORK?

Our Lego bricks process

The Remote Creative Factory

Outputs : so what exactly will the Creative Factory produce?

After the COP21, what happens?

PART 4

GET CREATIVE SIGN-UP NOW!

Where? How? Tools? Location? Contacts?

THE CREATIVE FACTORY

What is the Creative Factory going to do for me?

Wrong question. In fact, wrong attitude. Rather you should be asking yourself, what can you do for the Creative Factory? There has never been a more important time for us all to pull together and help collectively re-energise the climate change movement.

We all know COP21 is going to be a tough two weeks and whatever the eventual outcome, we will need strong new ideas and fresh thinking to keep our campaigns moving in the right direction going into 2016.

So that's why we've set up the CREATIVE FACTORY with the help of FOREVERSWARM at PLACE TO B. To provide a hotspot of fresh thinking and new idea generation.

A creative space and meeting place where people can gather and collaborate across specialisms and channels to arrive at fresh and more effective approaches to communicating the climate problem, and the new narratives that will continue to take the climate change movement into the mainstream of public engagement.

We will provide the tools of those collaborations – the specialist speakers and thinkers that can illuminate the context of what we're creating – alongside the artists and artworks that will hopefully inspire attendees to think outside their familiar creative box, to conjure up new and unexpected ways to build support for climate action and articulate the things we need to achieve – now and tomorrow.

A typical day at the creative factory

You want to contribute to shaping the new thinking that the movement needs? Then we have **a cycle of six 2-day projects** for you to work on. Whether you're a thinker and/or a maker, a strategist and/or an activist, a poet, a comedian, a filmmaker, a datajournalist, etc, THE CREATIVE FACTORY is designed to take your talents and put them to work, **creating the new narratives and communication approaches** that will hopefully find their way to providing fresh momentum for the movement.

The structure is simple:

- Each two day topic is designed to provoke effective new engagements and articulations of the climate problem.
- To move from facts and issues through to strategies and implementation.
- To understand the existing context, and more effective possibilities for communicating the climate problem to different audiences via presentations by relevant experts.
- To feed in the realtime facts and story lines emmerging from the daily events of the COP into our creative thinking, and setting to work on how to communicate them differently and more effectively.
- To use creative workshops with visiting artists to move our thinking beyond the 'business as usual' approach to something that is not afraid to pursue new ways of expressing our ideas and intentions.
- The possibility of bringing creations and artwork generated in the Creative Factory into the streets of Paris as interventions during the COP.
- Sparking a diverse range of formats and outputs to articulate the new thinking we generate: (slam, poetry, graffiti & streetart, video, sound, creative campaign ideas, collage, infographics, impro theatre, etc) and combining these formats together in unexpected ways.
- Link up time with our Remote Factory workers via webcam - learning what they are creating and thinking, sharing challenges, and expanding our creative engine room.
- Breaking out into small groups to develop new thinking and artistic creations, drawing on our experts and creative mentors in the room.

THE TOPICS WE'LL EXPLORE

A compelling narrative for climate change needs to **outline a positive holistic vision** of system change, and make clear how the urgent decarbonisation challenge is an opportunity for cultural renewal, and for improving happiness and well-being in the societies we live in.

Throughout every daily topic at the Factory, we will be reflecting on **what system change really means, unlock the utopic possibilities, and how a new progress narrative could help us broaden support for the priority actions** on climate change. Using the lens of the topic of the day as a spring board will help us to communicate key facts, issues and stories about climate and system change in new ways. SO:

OVER-ARCHING TOPIC:

Lunched in October

LIFE RENEWED: IMAGINEERING A MEANINGFUL SOCIETY

When we dare to dream of a new society in which every day collective actions and system change has created a world where climate change has been solved:

- What does it look like? What could daily life involve?
- How would our politics and economies evolve?

Celebrating the Practical Utopia – bringing closer the everyday pleasures of living in a de-accelerated, un-badged post-GDP World – where our economic behaviour & lifestyle is no longer at war with the planet.

In the 6 weeks leading up to COP21, we are inviting people from all over the world to send us their **dreams, quotes, sketches, images, fragments** that best represent their vision for a better life in this new society where climate change is under control: **factory@ecoloinfo.com**.

Throughout the 2 weeks of the Creative Factory, we will examine, curate and use this collective material as part of our inspiration for our work on understanding and communicating system change.

Topic #1: Monday 30th / Tuesday 1st

GETTING TO GRIPS WITH BEHAVIOUR CHANGE AND IDENTITY.

DISMANTLING THE BUYING IMPERATIVE

Helping people challenge the economic notion that buying more is a good thing to do. Finding new ways to celebrate the status of those people who reject the high carbon life style. Providing a positive vision of what they have achieved. Generating the creative ideas & communication tactics for challenging/overturning the fundamentals of brand-sponsored Hyper-Capitalism.

Topic #2: Wednesday 2nd / Thursday 3rd

RE-CONNECTING WITH THE WONDER AND HEALING POWER OF THE NATURAL WORLD.

THE BALM OF NATURE

Putting ourselves back into the eco-system of the planet – so we can better remember/ understand that a harmonious relationship with Nature is critical to our physical wellbeing and mental health. Need to highlight what we are in danger of losing whilst celebrating the healing power of a healthy, vibrant Nature, ensuring it is revered as solace & sanctuary – not endlessly exploited as a resource for raw material.

Topic #3: Friday 4th / Saturday 5th

HARNESSING THE POWER OF SPIRITUALITY, AND BROADENING THE ENGAGEMENT WITH FAITH BASED COMMUNITIES .

INVOKING THE SPIRIT OF CHANGE

No matter what you believe in, all faiths have a moral commitment to join forces and fight the global threat of climate change. So we need to find the common creative ground to build a Multi-Faith Climate Change Campaign re-defining humanity's relationship with the planet through a unifying spiritual narrative that can be embraced and actioned by all people who have faith in shaping a better world.

Topic #4: Monday 7th / Tuesday 8th

ESTABLISHING A MOTIVATING EMPATHY BETWEEN NORTH AND SOUTH TO BUILD MORE EFFECTIVE COLLECTIVE ACTION.

EMPATHY IN ACTION

Is choosing to do nothing about climate change really the political statement you want to make to the world? We need to now drive mass-participation in the climate change movement , bringing it in from the fringes of people's lives (the peripheral)

to the heart of their everyday lives – and making it clear that doing nothing is not an option.

This is about the responsibilities of citizenship- not just of our own cities/ countries/ cultures – but a shared global commitment/ empathy.

We also need to bring in those people on the fringes of our societies (particularly the Global North) to the centre of our movement – reach out to the 'peripherique' of Paris – esp. as these communities contain people most closely linked to the frontlines of climate change.

Topic #5: Wednesday 9h / Thursday 10th

SECURING THE FUTURE BY SIMPLIFYING THE PROBLEMS

WE NEED TO SOLVE.

A CHILDREN'S WORLD

What sort of world will our children inherit? And why are we so determined to obliterate all the natural wonders that they perceive in it?

Perhaps we need to re-learn that sense of wonder they have to re-appreciate what we are losing and galvanise us into action.

Then we need to follow their lead in simple answers to complex problems by de-cluttering the climate change debate and imaginatively answering the tasks ahead of us.

Return to Topic#1: Friday 11th

LIFE RENEWED: RE-VISITED

Summing up what we have learnt about system change in the past two weeks, the value and challenges of 'dreaming in public', and taking forward the best communication ideas, strategies and common elements to shift the mainstream perception of what is possible. For this final day we will run an open door workshop for any one who wants to return and develop the new communication ideas and narratives about climate and system change.

End of the Creative Factory workshops.

(Main P2B programme : B-ginning) Final Wrap-Up: Saturday 12th

LESSONS LEARNT, PLANS MADE

Discussing the lessons we have learnt from the last two weeks of COP21 & the Creative Factory. How these lessons can inform our actions going forward...mapping out what we want to do in the next twelve months to maintain the momentum of all this new thinking.

10

principles to guide us in everything we create

— 1 —

Be different from what has gone before.

— 2 —

Provide a positive framing & optimistic vision for what the future can be.

— 3 —

Go beyond rational arguments to engage people's emotions.

— 4 —

Build a sense of community & collective action.

— 5 —

Understand the routines of people's everyday lives and motivations.

— 6 —

Deliver meaningful movement forward.

— 7 —

Not be afraid to stare down / confront tough changes.

— 8 —

Maintain a strong moral imperative

— 9 —

Offer a simple, practical guide to actions required.

— 10 —

Be capable of catching on, and have potential to be replicated widely
for maximum impact.

HOW DOES IT ALL WORK?

The Creative Factory is an engine room of new thinking and making. You will have the chance to participate in multiple ways, through a fluid mix of inspirational and expert speakers, artists live creation, multi media inspiration, through small group think-create sessions, mentoring, as well as well as open floor time when we think and share as a bigger group. The basic journey we want to take you on for each 2 day topic is as follows, but remember - with a mix of responding to the media issues of COP21 in fresh ways, and building our own new stories for afterwards, we won't all be doing the same things at once!

OUR LEGO BRICKS PROCESS

Brick one: 'clear the clutter'

Looking at what has gone wrong before, understanding the old rules of the game for communicating on climate change, what has worked, what hasn't and what has yet to be tried. Considering what are the narrative elements of a compelling story, and what do we need to learn from the evidence about how to engage different peoples motivational values?

Accepting that, while we already have the scientific consensus, new thinking, fresh verbal and visual language, and creative approaches are urgently needed to build the social consensus on time. Condensing down the complicated thinking to more accessible asks. Setting out briefs that will challenge some of the old inherited ways of doing things, clear the ground and demand tactics that will more successfully reach out to a wider range of people and fit climate change thinking into their everyday lives.

Brick 2: crazy thinking and making

Climate change challenges our deepest personal and collective notions of progress, survival, and meaning, therefore: - its time to let that unleash radical dreaming and off the grid thinking! If we imagine different actors (media, political leaders, campaigners, citizens, young people) speaking truthfully, passionately or differently about climate change, what could emerge? This is a session in which there is no such thing as a bad idea. We want no self-censoring/ communal-correcting, but a genuine free flow of first creative thoughts around new narratives and strategies... Inspiration will be provided by artworks and artists and the odd opportunity to

change the context of the session by finding a new, relevant location for the task ahead. All ideas go up on the wall at the end of the day to be jointly discussed and assessed by the group.

Brick 3: reality check

Using our experts, instincts and building on our 10 Guiding Principles to interrogate the wall of ideas and start reducing it to strategies and concepts we can work with and implement – particularly if there is the opportunity to team up with the resident production teams and visiting makers to deliver the finished output and deploy it during COP21. This is also about asking ourselves: where are we falling back into the old traps of only speaking to the converted? Is what we are doing actually going to make a difference to the climate fight? And if not, how can we change it so that it will?

Brick 4: realizing the potential

Exploring all the creative possibilities of the ideas, growing them in new ways, asking ourselves which have the most potential to accelerate or normalise the key changes in policy or behaviour that we need. Seeing how the thinking and creations can be re-formatted for different purposes with different audiences. Linking and growing the ideas and artistic outputs across different communication and campaign channels.

THE REMOTE CREATIVE FACTORY

You can't be with us in the Factory space but you still want to be a part of it? Well, you can! Wherever you are in the world, if you have a creative idea related to the climate change story that you want to develop, or you want to lend your skills to the challenges emerging from the Factory, then we welcome you to join us remotely via on our live Glowbl channel. All you need is a webcam and microphone.

If you are staying at PlaceToB, but have not booked a place in the Creative Factory space, or will be based in the co-working part of Place to B instead, you will still have the opportunity to participate in some of our breakout sessions, to share with us your own creative communications ideas, or insights. And everyone will be able to follow, share and participate in daily meeting times via our online channel Glowbl.

OUTPUTS: SO WHAT EXACTLY WILL THE CREATIVE FACTORY PRODUCE?

There will be new THINKING and big IDEAS about new or creative communication approaches, and new ways media, NGO campaigns, individuals or others could get the message out more effectively. There will be impactful ART, DESIGN, WRITING and FILM demonstrating fresh verbal and visual language and inspiring us to get off the grid thinking. And there might be TOOLS made, such as apps, infographics, or other digital and electronics devices and tools to help us mainstream everyday actions or support for urgent action on climate in new and contemporary ways.

AND AFTER THE COP21, WHAT HAPPENS TO ALL THE IDEAS AND CREATIONS?

PLACETOB & FOREVERSWARM will then carry this work forward into 2016, nurturing the new narratives, ideas and executions, collaborating with our network of supporters – both thinkers and makers – to ensure that everything that has emerged from the Creative Factory finds its place in the climate change movement going forward. The contents will be under a Creative Commons license. (More later).

GET CREATIVE SIGN-UP NOW!

HOW DO I SIGN-UP?

Fill out ADVANCE ENROLMENT form available after the October 13th press conference.

WHAT ARE THE OPENING CLOSING HOURS?

9AM-6PM with the core team & facilitators and extended until 9pm for those of you who want to keep on working/making/creating...

ANY MACHINES, TOOLS, PAPER, SCISSORS, LASER CUTTERS?

Yes, we are currently working on the mini FabLab within the creative factory. Printers, plotters, rubbers, papers, scissors, paint, etc. (more news soon)

ANY CAMERAS? SOUND EQUIPMENT? COMPUTERS?

BRING YOUR OWN DEVICE! But we'll have access to the TV & Radio studios.

WHERE DO I EAT?

Lunch break is at the Belushi's with a new menu made by our chef. The menus and prices will be published soon.

WHERE DOES IT ALL HAPPEN?

MAIN VENUE: At the Belushi's: 5 Rue de Dunkerque, 75010 Paris
Metro lignes 4 & 5 Gare du Nord **RER B & D** Gare du Nord

At the **CAE Clara:** 9 Rue de la Charbonnière, 75018 Paris
Metro lines 4 & 5 Gare du Nord or **Metro lines 4 & 2** Barbès Rochechouart
Metro line 2 La Chapelle **RER B & D** Gare du Nord

ANY QUESTIONS?

Drop us a mail at factory@ecoloinfo.com