

WORKSHOP ON CLIMATE NARRATIVE AND THEORY OF CHANGE

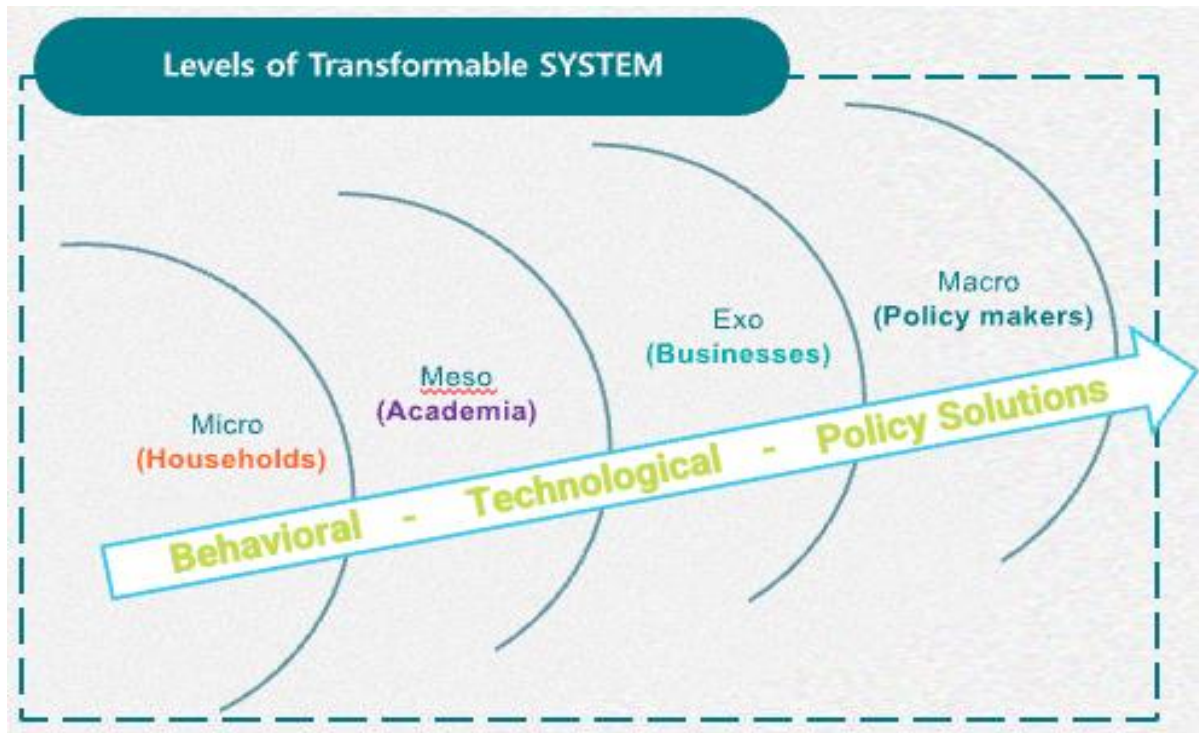
WORKBOOK

DAY 4: AFTERNOON SESSION



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Co-creating an Impact



An Impact is the cumulative effect that can be directly attributed to a project. From a systems value exchange perspective, meaningful impact can only occur when the right stakeholders—those who are most affected by or critical to the project—change what they think (cognition), feel (sensation), and do (behaviour) in response to engaging with the project's activities.

In other words, the overall quality of a project's deliverables depends heavily on how we - as a collective individuals - define the impact.

! Pause for a second, write three keywords that comes into your mind when you think of the word 'Impact':

Project Design Phase

A **climate narrative** is the story or framework through which people understand, communicate, and respond to climate change. It consists of 5 elements, namely, the problem, drivers, the gap, barriers, and actions to remove barriers.

STEP 1 (PROBLEM) Identify a key climate change problem related to your table's theme	STEP 2 (DRIVERS) Define the drivers of the problem Separate climate and non-climate drivers Connect the drivers to the problem using thread	STEP 3 (THE GAP) For the climate-related drivers define what still needs to be done Connect the missing solutions to the drivers (solutions can address multiple drivers)	STEP 4 (BARRIERS) For the solutions identified the barriers that prevent climate solutions (why the gap has not been addressed)	STEP 5 (REMOVING BARRIERS) For each barrier explain how specific activities will address the barriers (how the project removes barriers) Connect with thread to barriers
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Why It Matters: Narratives shape public opinion, policy, and behavior. The way climate change is discussed can empower people to act. Policymakers, media, educators, and activists use narratives—intentionally or not—to build support for specific actions or policies.

In the context of scaling up a project, a compelling narrative helps **communicate the value and urgency** of your project to investors, donors, government bodies, or community partners.

- **Emotional resonance:** Narratives that connect with people's values (e.g. protecting children, ensuring justice, securing livelihoods) are more persuasive than facts alone.
- **Strategic framing:** Whether you are pitching to a tech investor or a grassroots funder, tailoring your narrative (e.g. economic opportunity vs. climate justice) can align your project with their goals.

Activity A: Brainstorm your climate narrative (45 min.)

Hint 1

'Lack of communication' is not a climate problem

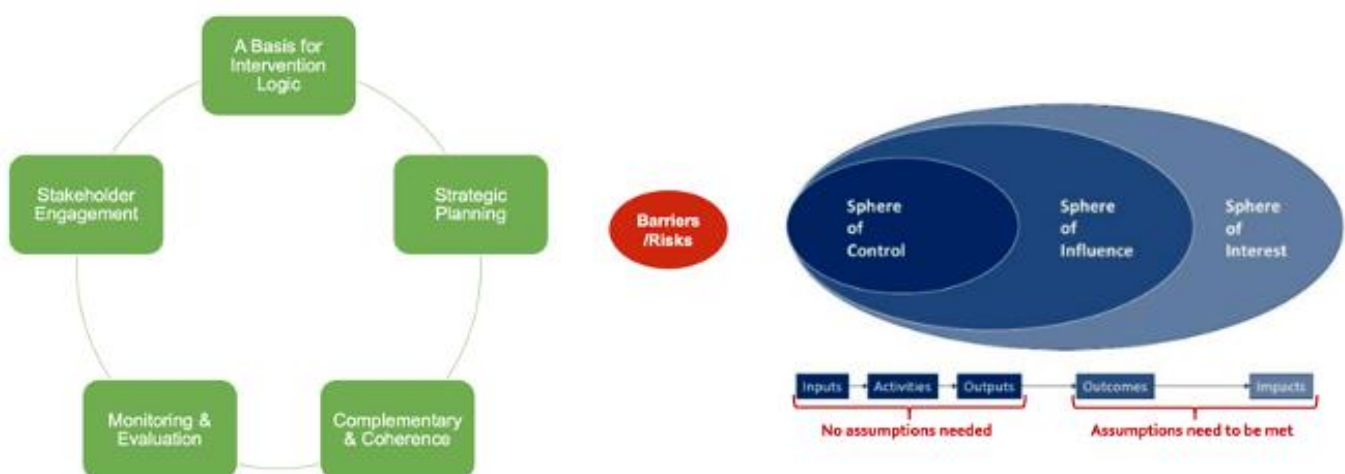
Hint 2

'Population growth' is a non-climate driver

Hint 3

'No local government policies' is a barrier

A **theory of change (ToC)** is a strategic tool that explains how and why a desired change is expected to happen in a specific context. It maps out the logical pathway from inputs to impact, making your project's assumptions, activities, and outcomes transparent and testable.



Activities are designed to address specific barriers or needs and generate change along a results chain. These changes are categorized into three levels: outputs (direct products), outcomes (short- to medium-term changes), and impacts (long-term change). One important note is that:

! Without a clearly defined scope, your ToC becomes vague or untestable.

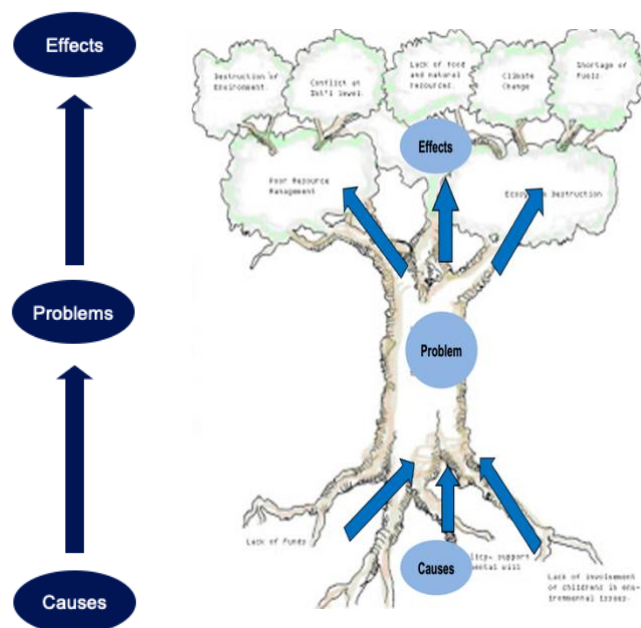
To define the project scope, let's organize the climate narrative elements brainstormed into a problem tree (root causes, core problem, and effects).

Activity B: Organize climate narrative elements into a problem tree (30 min.)

Hint 1
The drivers and gaps are root causes

Hint 2
The barriers and actions are effects (branches and leaves)

Hint 3
CTCN TA is 1 year duration, can support up to 250K per project

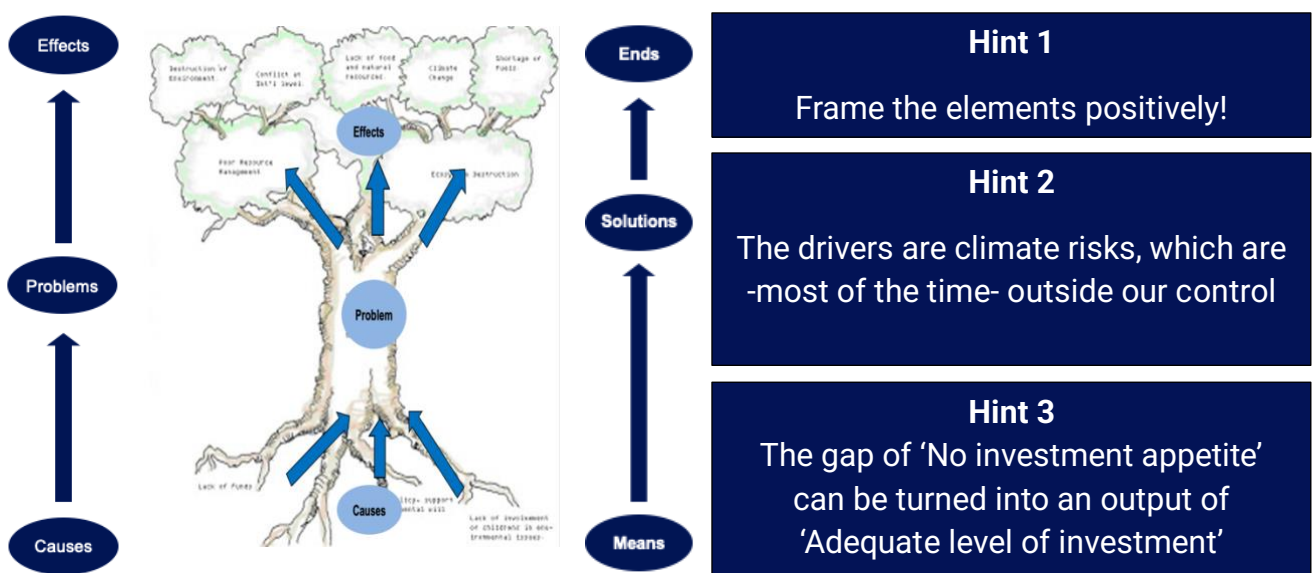


We now have a climate narrative-led project idea in mind. To communicate this idea effectively, it needs to be presented in the format of a concept note. A compelling concept note should include a clear section outlining the planned activities, expected outputs and outcomes, and an assessment of associated risks. In simple terms, this means that investors want to understand

! what the project will achieve, what it will deliver, and what risks might come with it. They're looking for a clear picture of the value and impact the project can bring.

To shed a clear value of the project, let's convert the problem tree into a solution tree (means, solutions, and ends).

Activity C: Converting climate narrative into ToC (20 minutes)



What are the steps to change the problem tree into a solution tree?

Information I

The climate-narrative-led concept note can be translated into a Request Form. Follow below steps, **rewrite**:

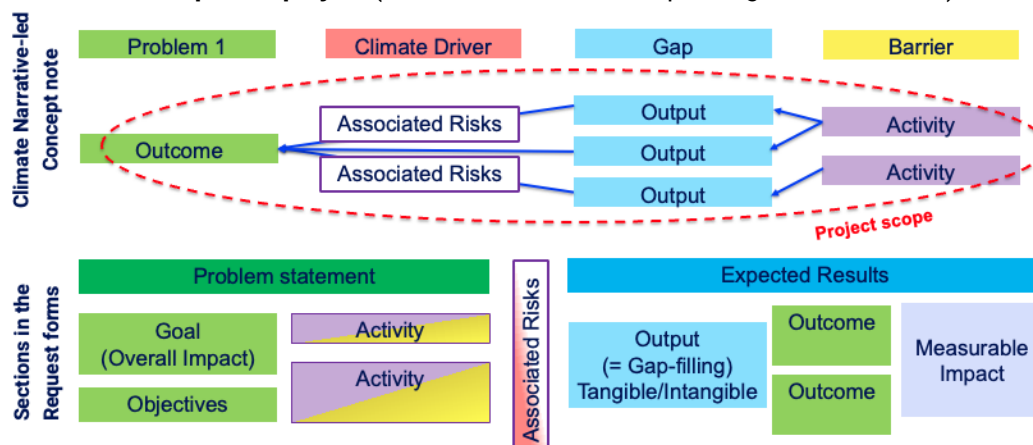
Step 1. Outcomes (converted from a 'problem') into **Goals and Objectives**

Step 2. Outputs (converted from 'gaps') into **Expected Results**

Step 3. Climate risks (converted from 'drivers') into **Associated risks**

Step 4. Add activities (converted from "barriers") into **Problem statement**

Step 5. Reconfirm the **scope of a project** (*Check if activities are speaking to the outcome)



Notes.

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Information II

To check your project's scalability, please use the tools below:

- [C40 Cities Finance Facility | About](#)
- [Clean Energy Business Model Manual](#)
- [C40 Cities Finance Facility | City Academy on Finance and Equity workbook](#)
- [How National Governments Can Increase Finance for Subnational Climate Action | UrbanShift](#)
- [Supporting Access to Climate Finance for Small and Intermediary Cities: A Guide for Project Preparation Facilities | UrbanShift](#)
- [Bankability Checklist | UrbanShift](#)
- [CLIMATE FINANCE DECISION MAKING TREE AND GUIDANCE - ICLEI](#)

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For further clarification on introduced concepts and activities, please direct your questions to Jeawon.kim@un.org.