How to develop a Story Map?

Telling a story is one the most effective ways of communicating a message. C3S Global Impacts has many stories to tell about how climate data can support people in coping with climate change. Story Maps is a tool that helps you tell a story about climate change to your clients. Step by step, your clients are guided through the story by means of maps, text descriptions, pictures or videos. The tool provides inspiring examples that communicate and highlight the outcomes of the adaptation efforts of the case studies. Visually appealing, story maps help to reach an audience also beyond the scientific community.

How to develop a story map?
There are many different possibilities to develop a story map. You can find many examples in the gallery of story maps. For C3S Global Impacts, a template was developed to give an idea of what the story maps of the case studies could look like.

Climate Adaptation Services (CAS) and the knowledge purveyors can work together to develop story maps for the case studies. The knowledge purveyors should provide:
- Climate Impact Indicators from the Climate Data Store that are relevant to their case study. These indicators will provide the basis for making maps and graphs.
- Background information about the client and the case study in order to develop a story line.

CAS brings the data and the story line together to set up the story map.

The development of the story map will follow an iterative process. Starting with an idea and some background information about the client, a first story line and a first draft of a story map can be developed. Based on the feedback of the client, the story map will be further developed. When data (from the C3S data portal, in the form of pictures, videos etc.) becomes available, it can be incorporated into the story maps.

Each knowledge purveyor will be able to work together with a contact person from CAS to develop the story map.

Who can access the story maps?
During development, the story maps will be private and only a limited amount of people (the client, the knowledge purveyors and the story map developer) can see the story map.
After its finalization, the story maps will be public and accessible for everyone online.