



REWRITE THE FUTURE

Who We Are:

[Rewrite the Future](#) leverages the expertise of [NRDC](#), one of the world's leading environmental advocacy organizations, to help film and television creators represent our climate-altered world and the path toward a better future.

What We Do:

- Consult on film and TV projects, bringing the expertise of NRDC's 700+ environmental professionals to content across genres;
- Host workshops and presentations about representing climate and environmental topics onscreen;
- Encourage new voices through NRDC's Climate Storytelling Fellowship, in collaboration with the Black List, the Redford Center and CAA Foundation;
- Lead public discussions about climate representation;
- Advise entertainment companies on integrating climate content into their sustainability strategies.

Why It Matters:

New research by Rare shows that [70%](#) of audiences want to see climate-friendly actions onscreen. And yet, less than 1% of film and television scripts in recent years even mention climate, according to a study by USC and Good Energy. Only 2.8% mention climate-adjacent terms like solar panels, electric cars, etc.

Questions To Consider for Your Project:

- How could your story reflect our climate-altered world?
- How does climate change impact the place(s) in which the story is set?
- Could you incorporate climate change as context for the story? Or show your characters navigating their changing relationship with nature?
- Could a climate obstacle provide an interesting narrative twist?
- Could climate change heighten the stakes for your characters?
- How does it impact your characters physically and economically? Does it influence their basic life decisions?
- How does climate change impact your characters psychologically, e.g. are they in denial or experiencing anxiety – and how does this influence their actions?
- Could the story reflect environmental racism or the unequal impacts of climate change?
- Could a climate-centered career or backstory help flesh out a primary or secondary character?
- Are there opportunities to depict characters working towards climate solutions, large or small?
- If the story depicts disaster/dystopia, does it get stuck there, or show a path toward a better world?
- Does the story perpetuate harmful archetypes or myths, e.g. that climate change is too big to fix?
- Does the story appropriately attribute responsibility for climate change?
- How will your story leave audiences feeling about climate change?
- Are there opportunities for sustainable onscreen behaviors (see tipsheet below)?

Resources:

- **Rewrite the Future:** Learn more about [Rewrite the Future](#) and watch our Sundance panels from 2021, 2022, 2023 & 2024.
- **Sustainability Onscreen Tipsheet:** This [tipsheet](#) offers a wide array of options for creators and producers interested in representing climate and sustainability onscreen.
- **Green Production Guide Creative Resources:** The PGA and Sustainable Production Alliance have a variety of creative tools available on the [Green Production Guide](#) site.
- **ALBERT Editorial Toolkit:** The team at BAFTA's albert program has put together a comprehensive [creative guide](#) on how to incorporate climate and environmental stories into content.

To Learn More:

Contact us at: RewriteTheFuture@nrdc.org.

Sign up to receive our [Newsletter](#).

The majority of RTF's consulting services are offered free of charge, underwritten by NRDC's funders.

The Natural Resources Defense Council (NRDC) is an international nonprofit environmental organization with more than three million members and online activists. Since 1970, our lawyers, scientists, and other environmental specialists have worked to protect the world's natural resources, public health, and the environment. NRDC has offices in New York City; Washington, D.C.; Los Angeles; San Francisco; Chicago; Bozeman, Montana; Beijing; and New Delhi. Visit us at www.nrdc.org and follow us on Twitter [@NRDC](https://twitter.com/NRDC).