

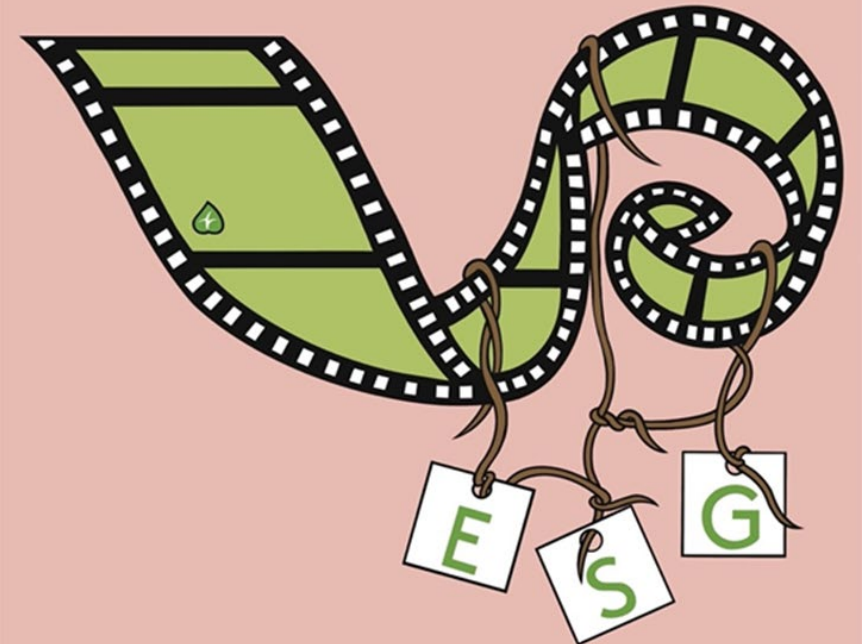
# Research in Sustainable media - focus on green stories

Heidi Philipsen, SDU

Associate Professor at Media Studies

Head of Screen Play Development

Green Media Production Development



Hvordan skaber vi bæredygtigere forandringer  
i medieproduktionsbranchen?

# Green transition in the media



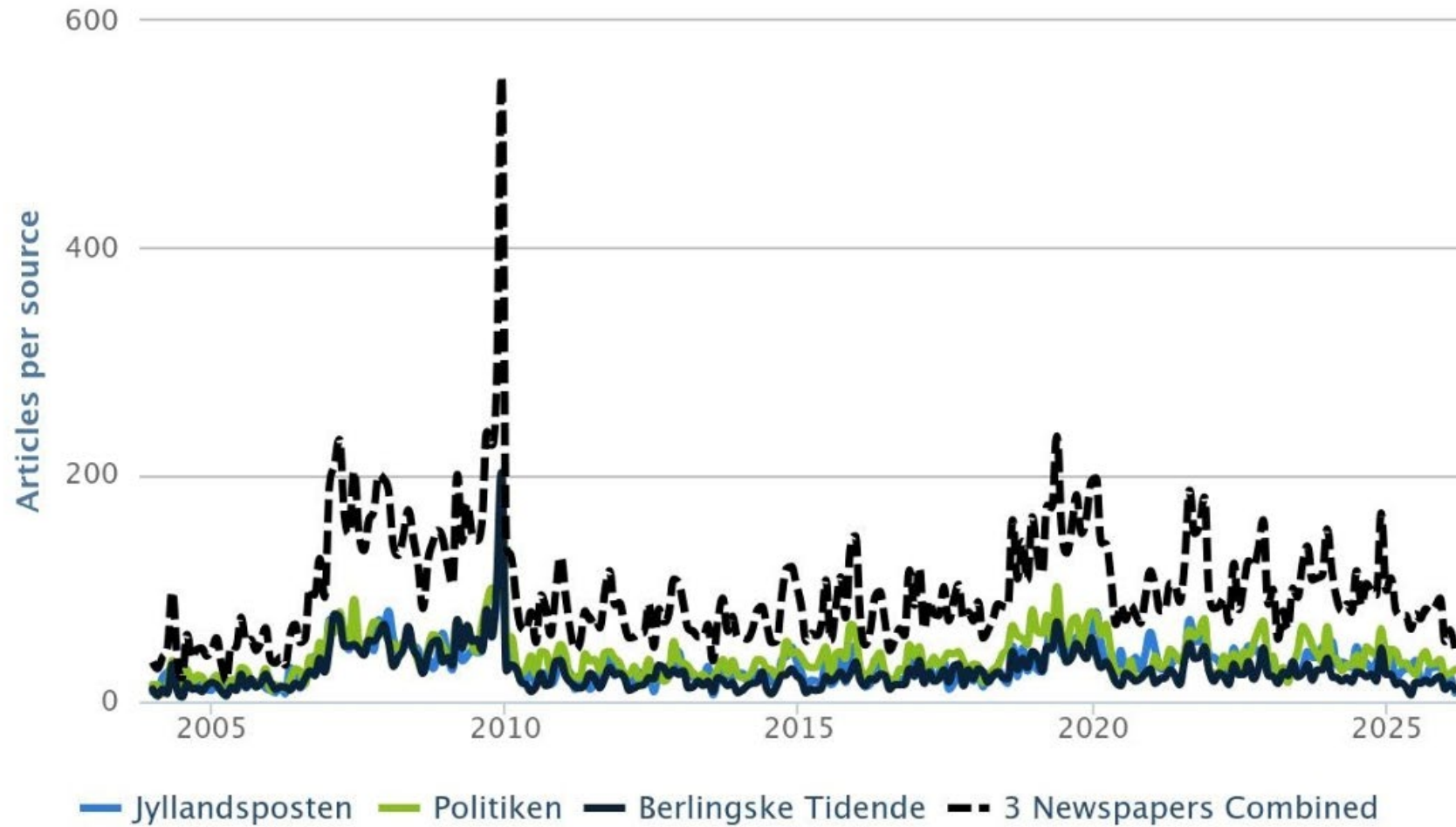
– Ready to challenge the old narrative?



# Danish Producer: Miriam Nørgaard: Focus on *what* we tell in the stories



## 2004–2026 Danish Newspaper Coverage of Climate Change or Global Warming



Media and Climate Change Observatory, University of Colorado Boulder, <http://mecco.colorado.edu>

# New Documentary Film (Ambo, 2026)

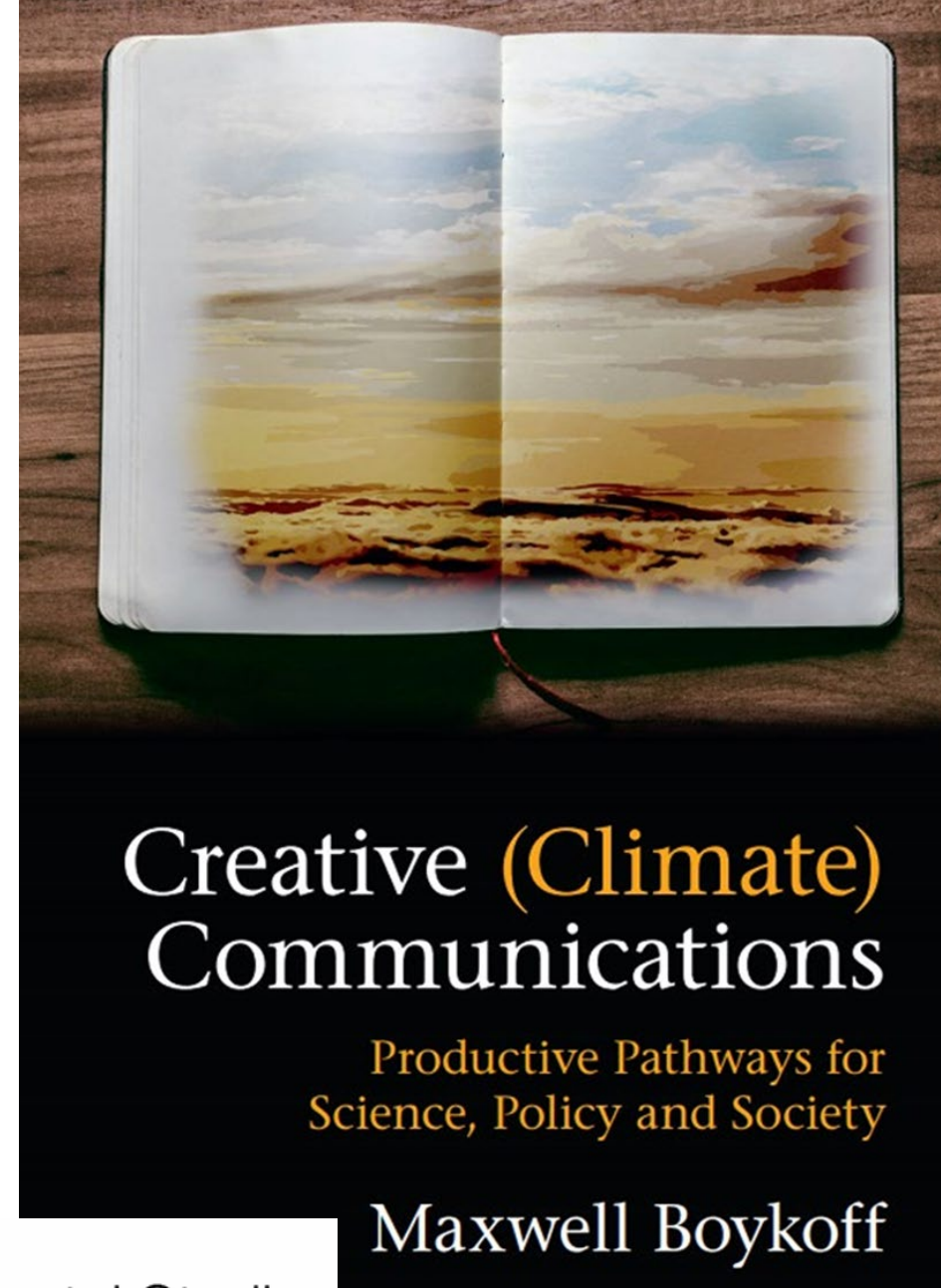
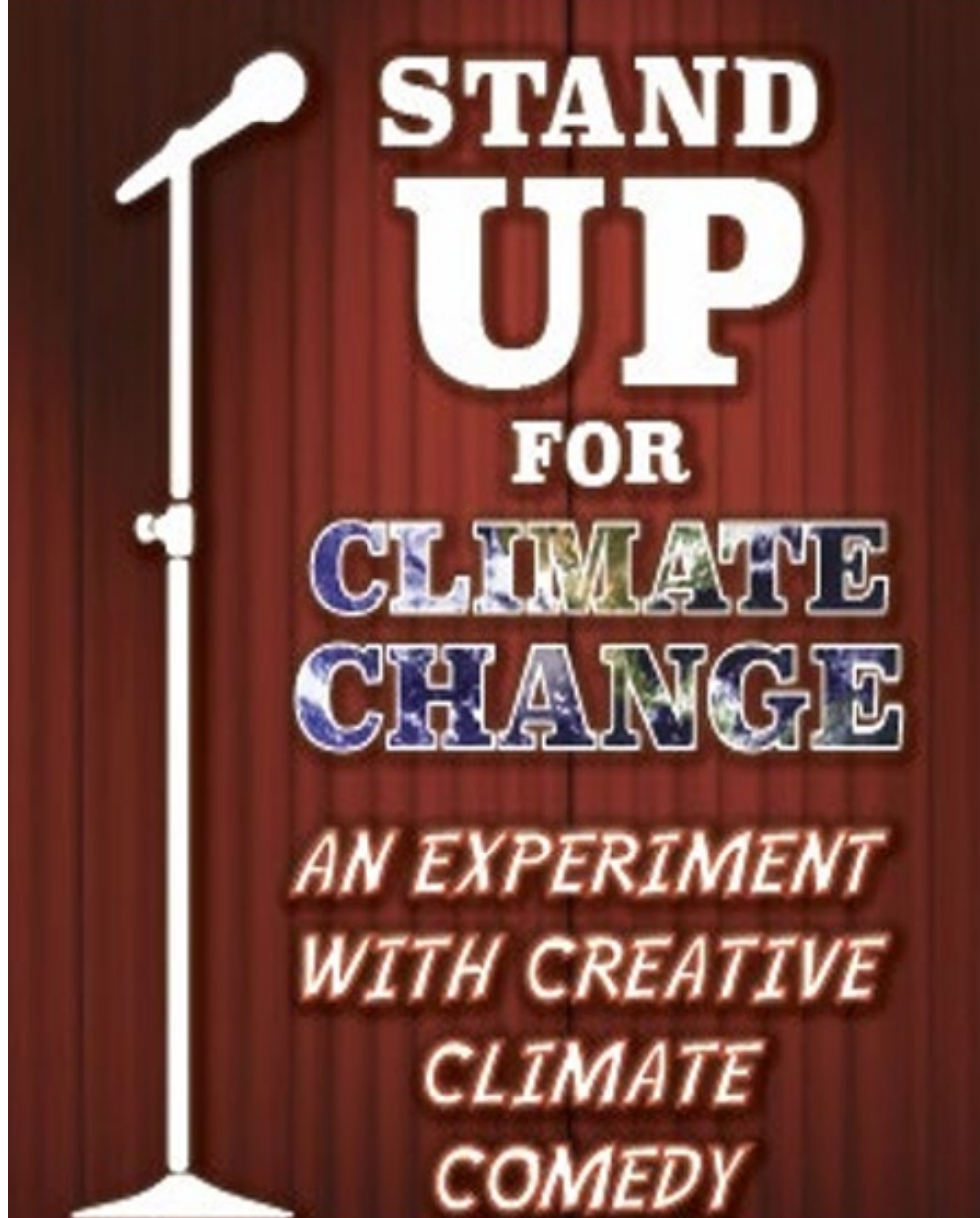
“

I wanted to build the audience's imagination around the idea that things could be different.

Set up a better future scenario than the one we currently face. That, I thought, was the key.”

Phie Ambo





SDU 

**SPIKE**

Center for  
Sustainability  
Education



Environmental Studies

UNIVERSITY OF COLORADO **BOULDER**

# Underdog characters can create hope & agency



# Green Storytelling Types



**tools, knowledge, and ideas for those  
who want to create media that matters.**

**For practitioners. By researchers.**



**GREEN**  
STORYTELLING

**Keep watching – something new is  growing**