

**FIRE
FLIES**

GREENPEACE
South Asia

FIREFLIES LAB



Learn | Create | Act A community of climate storytellers.

WHAT IS THE FIREFLIES LAB?

Fireflies Lab is a community and capacity-building initiative by Greenpeace South Asia. It brings together young changemakers and active citizens who care about climate, and helps them learn the skills to create change in their communities.

The Lab is a space to learn, collaborate, experiment, and grow. It supports young people to build confidence, find community, and develop skills that strengthen both their journey as responsible citizens and their future career pathways — especially in fields connected to climate, communication, creativity, and social impact.

Learn to Tell Powerful Climate Stories

Fireflies Lab is currently offering a [three-month online learning experience](#) where you'll deepen your understanding of climate justice, build storytelling and digital creation skills, and learn directly from Greenpeace campaigners. The course is hands-on and collaborative, and gives you the chance to work on real projects while being part of a community of peers across South Asia.

- ◆ practise storytelling, narrative-building, and digital content creation,
- ◆ apply your skills to live, real-world projects and campaigns,
- ◆ create and grow your own portfolio of stories and content,
- ◆ build connections with campaigners and peers, and
- ◆ receive certificates for each module and a final program certificate.

Who is this for?

If you're a young person passionate about the climate and eager to learn how impactful stories can drive change, Fireflies Lab is for you.

Join a collective of storytellers, students, professionals, and volunteers from across the region — and learn directly from Greenpeace campaigners across South Asia as you build the skills to make the climate crisis visible. You don't need experience — just curiosity and a willingness to learn.

Why this program matters

Climate is no longer a separate issue — it shapes the world young people are stepping into. Every field — business, design, media, tech, policy, and the social sector — is being reshaped by climate realities and the need for responsible communication.

At the same time, storytelling has become one of the most important skills of our generation. It helps young people:

- explain complex ideas with clarity and empathy
- mobilise people toward action
- influence conversations and decisions
- connect with communities
- build visibility and credibility

This program brings these two capacities together.

It helps young people understand the climate crisis through a justice lens and teaches them how to tell stories that make this crisis human, relatable, and urgent. Through hands-on learning, digital creation, weekly assignments, and real project work, participants build:

- climate awareness
- the ability to shape narratives
- communication and creative skills
- a voice that can influence and inspire
- confidence in expressing ideas

The combination of climate + storytelling + digital mobilisation is becoming essential for young people in every field. Fireflies Lab makes these skills accessible, practical, and grounded in real-world experience.



ABOUT GREENPEACE SOUTH ASIA

Greenpeace South Asia works alongside communities, young people, creators, and movements to build a fairer, greener future. As part of a global network, we campaign for clean air, renewable energy, climate justice, and the protection of ecosystems and people — always through non-violence, evidence, and equity.

We believe that real change comes from people: from stories, voices, and collective action that challenge injustice and spark hope.

The Fireflies Lab builds on this belief by creating space for young storytellers to contribute to real climate work — driven by the same creativity, courage, and collaboration at the heart of our campaigns.



Learning Outcomes

After completing the program, you will be able to:

- Understand climate issues through a justice lens
- Craft, communicate, and showcase powerful climate stories
- Use digital tools to create and amplify impactful content
- Design and contribute to people-powered campaigns
- Work on real climate projects across South Asia
- Be part of a regional community of climate storytellers

What's Included

A structured, 12-week journey blending learning, creation, and community. Participants get access to:

Weekly Learning Sessions

Four sessions per module (12 total) that introduce key concepts in climate justice, storytelling, and digital mobilisation.

Live Webinars with Greenpeace Campaigners

Hear directly from campaigners and guest speakers across South Asia — four webinars across the program.

Hands-on Assignments & Challenges

One assignment every week to practise new skills and build your climate storytelling portfolio.

Resource Library

Stories, tools, templates, guides, and creative frameworks curated by Greenpeace.

Real Project Work

Opportunities to contribute to live Greenpeace campaigns or build your own climate storytelling project.

Community

A WhatsApp community where creators, learners, volunteers, and campaigners exchange ideas, collaborate, and support one another.

Mentoring & Drop-In Support

Guidance from mentors and Greenpeace trainers through live interactions and weekly drop-ins.

In-Person Opportunity

A chance for selected participants to join an in-person gathering for deeper connection, creative exploration, and storytelling workshops.

Recognition & Growth

Module-wise certificates, a final program certificate, a portfolio of work, and visibility through Greenpeace platforms.



The Three Modules

Module 1: Climate Justice & Campaigning

Understand the foundations of climate change, justice, and inequality — and why these shape every conversation about the climate crisis. Learn how people-powered campaigns are built, and how stories strengthen movements and drive engagement.

By the end of this module, participants will be able to:

- Understand the basics of climate change, justice, and the inequalities shaping the crisis.
- Explain how people-powered campaigns work and why public narratives matter.
- Identify stakeholders and audiences for a climate issue.
- Connect climate science, lived experiences, and justice into simple, human-centred stories that support campaigning.

Module 2: Building Impactful Climate Stories

Learn how to craft stories that connect emotionally, reflect lived experiences, and inspire action.

Explore framing, values-based storytelling, and ethical storytelling while building stories that make the climate crisis visible and relatable.

By the end of this module, participants will be able to:

- Craft stories that make climate issues human, visible, and relatable.
- Use values-based storytelling, framing techniques, and emotional arcs.
- Transform observations, interviews, or personal experiences into compelling narratives.
- Build the foundation of a personal climate storytelling portfolio.

Module 3: Digital Tools for Storytelling & Mobilisation

Gain hands-on skills in photo, video, editing, and content design using accessible tools. Learn how to publish, amplify, and measure impact across digital platforms safely and effectively.

By the end of this module, participants will be able to:

- Use accessible digital tools (photo, video, design) to create content.
- Edit and package stories for different platforms (reels, photos, posts, short videos)
- Publish and amplify their work with safety, ethics, and impact in mind.
- Create digital content that supports Greenpeace campaigns or their own climate storytelling project.

Community & Mentorship

At the heart of the Fireflies Lab is a growing community of climate storytellers and change agents. Participants join a regional network of young creators, students, volunteers, and campaigners who care about the climate and want to learn and act together.

A dedicated WhatsApp community becomes the space where ideas are shared, questions are asked, collaborations begin, and relationships deepen. Mentors and Greenpeace campaigners guide participants through live interactions, feedback moments, and weekly drop-in sessions.

This is not just a course — it's a community to belong to, a space to stay connected, collaborate, and grow long after the program ends.

Certificate & Recognition

Participants who complete each module will receive a Module Completion Certificate from Greenpeace South Asia. At the end of all three modules, they will receive a Final Certificate of Completion. To receive the final program certificate, you'll need to complete the basic requirements — such as attending the live sessions, and submitting the weekly assignments.

Throughout the program, participants build a personal storytelling portfolio — stories, videos, and creative projects that reflect their voice and growth. Outstanding projects may also be featured on Greenpeace platforms.

Time Commitment

This program is a modular 12-week journey, with one module each month. You can select to participate in any one module or to take all 3 together at a discounted price. You'll spend 3–4 hours a week learning, creating, and connecting. Each week includes:

- One online learning session
- One hands-on assignment
- Community conversations and peer exchange
- Optional mentoring drop-ins
- One live webinar each month

Language:

Sessions will be conducted in **English**, with support available in **Hindi** where needed.

Resources will be available in English.



Contact

For questions or collaboration enquiries, reach out at:
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