

NARRATIVE LANDSCAPE ANALYSIS

WHO?	WHAT DO THEY SAY?	HOW DO THEY SAY IT?	STRENGTHS IN THEIR STORY?	WEAKNESSES IN THEIR STORY?
<p>(Name the person, specific organisation or corporation who has a major role and voice in the area of our work. <i>i.e. opposition, allies, media etc.</i>)</p>	<p>(What is their narrative? What is their statement about the issue? This can be about the environment, IPs, activism etc.)</p>	<ul style="list-style-type: none"> • Language • Imagery • Symbols 	<p>What makes their story appealing?</p> <p>Who does it appeal to?</p>	<p>Where can we poke holes in their storytelling?</p> <p>What kinds of counter stories can we provide?</p>
<p>i.e. Government</p>	<p>'Brazil must prioritise the economy over the environment'</p>	<p>-</p>	<p>-</p>	<p>-</p>