

Storytelling is Serious Business Strengthening Communication Skills of Chinese Environmental Professionals

May 12-13, 2016

如何讲好自己的故事——中国环保 NGO 沟通能力培训会

2016 年 5 月 12-13 日

Kehuayuan Hotel, 141 Kehua North Road
科华苑宾馆，武侯区科华北路 141 号

DAY 1

第一天 5 月 12 日

7:45-8:45



Mock Media Interview Filming 模拟媒体采访和录像



Two small rooms will be set up to conduct short 3-4 minute interviews of each participant. Zhou Yang (Wilson Center) and Xu Shengnian (GEI) are interviewers and Anne Bowser and Elizabeth Tyson (WWC) will film. 8 participants will be interviewed in this first session.

我们将布置好两个小房间，对每个与会者进行 3-4 分钟的采访。采访者为杨舟（威尔逊中心）和徐生年（全球环境研究所），Anne Bowser 和 Elizabeth Tyson（威尔逊中心）将会负责录像。在第一环节中，有八位与会者将会接受采访。

Time 时间	Interviewees 采访名单	
7:45	葛兴芳 Ge Xingfang 天恒可持续发展研究所 South-North Institute for Sustainable Development	Lucy Elizabeth Binfield 香格里拉可持续发展研究所 Shangri-la Institute for Sustainable Communities
8:00	裴艳明 Pei Yanming 绿驼铃 Green Camel Bell	杜玲 Du Ling 蜀光社区能力建设中心 Shu Guang Communities Capacity Building Center
8:15	王溢 Wang Yi 全球环境研究所 Global Environmental Institute	田文鹏 Tian Wenpeng 中国政法大学污染受害者帮助中心 Center for Legal Assistance to Pollution Victims China University of Political Science and Law
8:30	王勇全 Wang Yongquan 蒲公英行动 Dandelion Action	张艺蕴 Zhang Yiyun 云南健康与发展研究所协会 Yunnan Health and Development Research Association

9:00-9:15

Welcome Back for MORE Storytelling Adventures! 欢迎再一次参与更为丰富的讲好故事之旅

Li Zongmin from Ford Foundation will give a welcome speech.
福特基金会北京办事处项目官员，李宗敏女士致欢迎词。

9:15-10:00



Presentations that Make a Splash
How to Attract People to Read Your Stories Online
能够引发轰动的演讲
如何吸引人们在网上了解你讲的故事

So you have done months (years!) of research and published some great articles, but you are not attracting readers on your website as fast as you had hoped. Or maybe experts love your work, but you want to help policy or more general audiences understand the importance of your issue. Jennifer will give you one more Choke Point talk focused on the United States and India to help give you some ideas on how to answer these questions.

如果你已经从事了数月甚至数年的调查研究，并且发表过一些很棒的文章。但是你的网站所吸引到的读者数量并不如你预期的多。又或者是你的成果得到了专家的认可和欣赏，但是你能帮助决策者或更多的普通受众了解你所研究的问题有多么重要。Jennifer 将会以美国和印度为例，再给诸位中国瓶颈问题的专题，提供一些思路来帮助你们解答以上的疑惑。

10:00-10:45



Lightning Presentation & Exercise
快速的演讲和练习



A picture can tell 1,000 words, but can you tell that story in 20 seconds? Zhou Yang will give a demonstration of the **PechaKucha presentation technique**—20 images 20 seconds each. Buckle your seatbelts! This is a great exercise to help you get better at your elevator speech and media interviews. Breakout session in groups of 3-4 to quickly create and practice a mini-PechaKucha with 4-6 photos and some of you may be asked to give to the full group!

一张图片能胜过千言万语，但是你能在 20 秒之内讲完一张图片所代表的故事吗？杨舟将为各位展示 **PechaKucha 演示技术**，她将播放 20 张图片，每张用时 20 秒。请大家做好准备，屏住呼吸！这是一个非常棒的练习，能帮助你改善电梯演讲的技巧和媒体采访的表现。与会者将被分成几个小组，每组 3-4 人，尽快地准备好一个由 4-6 张图片组成的迷你 Pechakucha 并进行演练，有些人的成果将会展示给所有人观看。

10:45-11:00

BREAK (and set up for first session of YOUR presentations)
休息（第一场汇报演讲做准备）

11:00-12:15



Session 1 Storytelling Presentations From YOU!
汇报演讲第一场



Remember the SUCCESS storytelling model? Now is the time for you to show us that you can tell *simple, unexpected, concrete, credible, and emotional stories*. In this session 5 workshop participants will have 10-12 minutes to give us a talk and pull the audience into your story.

还记得我们提到过的讲好故事的成功原则吗？现在就要有请各位来展示一下你们如何用更简明扼要、出人意料、形象具体、有感染力和说服力的方式来讲故事啦。在这一环节中，将有五位与会者要发言并通过你们的故事来吸引听众的注意力，每个人的时间为10-12分钟。

张艺蕴 Zhang Yiyun/朱钦 Zhu Qin /夏天 Xia Tian/陈亚山 Chen Yashan/冯彦敏 Feng Yanmin

12:15-1:15

LUNCH 午餐

1:15-2:15pm



Stories on the Power of Tech: Common Tools for Citizen Science Projects
有关科技力量的故事：公众科学项目的常用工具



Anne Bowser and Elizabeth Tyson from the Wilson Center's Commons Lab will tell some stories on innovative citizen science projects from around the world and the hardware and software tools these projects used to get the results they needed. Then they will crowdsource the group to think about what these types of tools are like in China.

来自威尔逊中心 Commons Lab 的 Anne Bowser 和 Elizabeth Tyson 将会讲述一些关于世界上创新型公众科学项目的故事，以及这些项目如何使用一些硬件和软件工具来获得它们所需要的结果。接着她们会请与会者思考在中国需要使用哪些类似的工具。

2:15-2:30

Yoga and Coffee/Tea Break (Also time to get next session talks set up)
瑜伽和茶歇时间（汇报演讲第二场准备）

2:30-4:00



Session 2 Storytelling Presentations From YOU!

汇报演讲第二场



5 more workshop participants will come up and show us their storytelling skills! 加油!!
另外五位与会者将登台展示他们讲故事的技巧！加油！！

黄静 Huang Jing /王溢 Wang Yi /王勇全 Wang Yongquan/田文鹏 Tian Wenpeng /Lucy Elizabeth Binfield

4:00-5:00



Infographics Review 讨论信息图的制作



After Jennifer Turner gives a brief introduction, you will break into 5 groups of 3 and review each other's infographics: Is the story it is telling clear? Does it have "breathing room?" Does it draw the reader in? How could it be improved? Each group report back to the full group and telling us what they found makes a good infographic.

在 Jennifer Turner 做完简要介绍之后，你们将会被分成五个小组，每组 3 人，并就每个人做的信息图进行讨论：是否把故事讲清楚了？是否留有一定的空白？吸引到读者了吗？还可以做哪些改进？每一组将向全体人员汇报讨论结果并告诉我们他们发现了哪些做好信息图的诀窍。



During this hour, 8 of you will be pulled out to film your quick mock media interviews.



在这个小时的活动中，将选出 8 位与会者来录制你们的模拟媒体采访。

Time 时间	Interviewees 采访名单	
4:10	夏天 Xia Tian 中国发展简报 China Development Brief	朱钦 Zhu Qin 农业部草原监理中心 Grassland Monitoring and Supervision Center Ministry of Agriculture, P.R.China
4:25	陈亚山 Chen Yashan 云南社科院 Yunnan Academy of Social Sciences	冯彦敏 Feng Yanmin 云南农业大学新农村发展研究所 Institute of New Rural Development, Yunnan Agricultural University
4:40	杜智鑫 Du Zhixin 中国发展研究基金会儿童发展中心 Centre on Child Development, CCD	黄静 Huang Jing 乐施会 Oxfam
4:55	金嘉满 Jin Jiaman 全球环境研究所 Global Environmental Institute	彭奎 Peng Kui 全球环境研究所 Global Environmental Institute

DAY 2
第二天 5月13日

9:00-9:05

Welcome Back and Housekeeping 欢迎回到培训会，总结回顾

9:05-9:45





Media Breakout Discussions
媒体集中讨论



In 3 groups of 5 we will review the videos and discuss with each other on how all of us can improve our interviews. Each group will report back with their biggest insights/surprises.

与会者将被分成三组，每组五人。我们会回顾一下之前的录像并讨论我们所有人应该如何改进我们的采访表现。每一组将汇报他们认为最重要的看法和感到最为惊讶的内容。

9:45-10:30

 **Lightning Presentation** 
The Art of Writing and Marketing Your Stories
快速的演讲
写作的艺术以及如何推销你的故事

Local Chengdu journalist and award-winning author Zeng Ying will give us some insights into how to improve your story writing skills and better market them.

曾颖先生是一位成都本地的记者和知名作家。他将就如何提高创作故事的能力并更好地推销故事发表自己的看法。

10:30-10:45

BREAK 休息

10:45-12:15



Telling Stories Through Role Playing:
Flint Michigan Water Crisis & Citizen Science
通过角色扮演来讲好故事：
密歇根州弗林特的水污染危机和公众科学



Elizabeth Tyson and Anne Bowser will tell the group about a recent water pollution crisis in the city of Flint, Michigan (which you will have received a short article). Then the group will engage in a role playing game as citizens, journalists, scientists and politicians who were a part of the water crisis and come up with your own solution!

Elizabeth Tyson 和 Anne Bowser 将会告诉我们最近在密歇根州弗林特市发生的一场水污染危机（你们将会看到一篇介绍相关内容的短文）。接下来我们将参与到一场角色扮演的游戏中，分饰这场危机所牵涉到的公众、记者、科学家和政客，并提出自己的解决方案。

12:15-1:15

LUNCH 午餐

1:15-3:00



Session 3 Storytelling Presentations From YOU!



汇报演讲第三场

The final 5 workshop participants will come up and show us their storytelling skills! We just had lunch so make sure you keep us awake!

最后 5 位参加培训的与会者将登台展示他们讲故事的技巧！那时我们刚用过午餐，所以各位发言人务必要让我们保持清醒！

彭奎 Peng Kui / 葛兴芳 Ge Xingfang / 杜玲 Du Ling / 裴艳明 Pei Yanming / 杜智鑫 Du Zhixin

2:45-3:00

Yoga and Coffee/Tea Break 瑜伽和茶歇时间

3:00-4:00

Lightning Presentation 快速演讲

Xuehua Zhang, senior researcher at Sichuan University's Low Carbon Institute will tell us a story of how she has been working with the Chengdu Urban Rivers Association to expand an ecological farming village project in Chengdu that protects water quality and helps protect the livelihood and health of the farmers.

来自四川大学新能源与低碳研究所的高级研究员张雪华将向我们讲述一个故事，内容是关于她如何与成都城市河流研究会合作在成都推动一项生态农业村项目，来保护水质和农民的生计以及健康。

4:00

Wrap-up 总结

Li Yiqiong from Ford Foundation will talk about Ford Foundation's new strategies. Following Li, Jin Jiaman from GEI will give a short talk for a conclusion. Final read out on next steps participants will take and how GEI and Wilson Center will be able to help. Participants will also be asked to complete anonymous a short survey.

李怡菡女士将为大家讲讲福特基金会最新的政策动向。紧接着，金嘉满女士为本次培训会做总结讲话。最后我们宣布与会者将要完成的下一阶段任务，以及全球环境研究所和威尔逊中心会给予的帮助。与会者将以匿名的方式完成一份简短的调查表。