

Stories from the Field

Climate Communications Case Story



Social Influence



Personalization



Visual Storytelling

PROJECT AT-A-GLANCE

Project Title: Digital Stories from the Field / Eastern Slopes Stewardship Stories

Location: Alberta, Canada

Project Partners: Cows & Fish - Riparian Management Society, StoryCenter, Timber Ridge Ranch

Date: Released in March, 2021

Climate Issue: Drought resilience, agriculture industry run-off, biodiversity

Action Area: Protecting and promoting healthy landscapes

Behavioural Theme(s): Social Influence, Personalization, Visual Storytelling

Audience: Prairie farmers

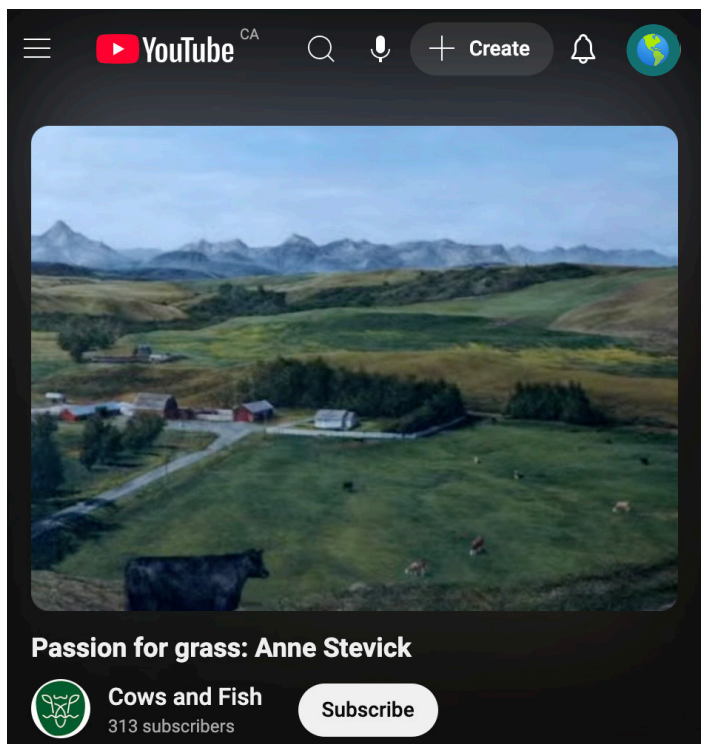


The more knowledge that we share the better job we can do, because not one of us has all of that knowledge.

— Kelly Hall, Timber Ridge Land and Cattle – Nanton, Alberta ²⁹

IMPACT STORY

The “Digital Stories from the Field” and “Eastern Slopes Stewardship Stories” produced by Cows & Fish highlight the vital role of storytelling in promoting resilient agricultural practices. Through a series of compelling videos, local farmers and land stewards like Glen and Kelly Hall share their experiences managing lands such as Timber Ridge Ranch. These narratives provide valuable insights into the challenges and successes of protecting riparian zones — the land between farms and waterways — and emphasize the importance of water stewardship in agriculture.



PROJECT OBJECTIVES INCLUDE...

- Highlighting the role of riparian zones in maintaining healthy agricultural practices;
- Sharing practical steps to protect water resources; and
- Inspiring and equipping farmers to protect riparian zones on their lands.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Video Series:** Cows and Fish have produced a series of videos showcasing conversations with land stewards about their journeys toward resilient agriculture.
- **Educational Content:** The tools and methods featured in videos and used by farmers to enhance landscape health and water quality are available on the Cows and Fish website.
- **Community Engagement:** The organization also provides opportunities for members to meet in person, encouraging knowledge-sharing among prairie farmers to promote collective action and environmental stewardship.

BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Social Influence:** Getting respected community members and trusted voices to share their experiences and advice helps inspire and motivate other farmers to adopt similar stewardship practices.
- **Personalization:** The use of personal narratives helps convey complex environmental concepts to the target audience of prairie farmers in an accessible and relatable manner.
- **Visual Storytelling:** Video content is used to visually demonstrate successful stewardship practices and convey their impact on the landscape.

CONCLUSION

These video stories demonstrate the power of trusted voices to foster environmental stewardship. By sharing lived experiences and practical insights, the project educates the target audience in a way that resonates with community values and builds a sense of collective responsibility for protecting and enhancing riparian areas. This approach highlights the importance of collaboration and knowledge-sharing to achieve sustainable agricultural practices.

SOURCE

Cows and Fish Riparian Management Society. (2021). Digital stories: Stories from the field. <https://cowsandfish.org/digital-stories/>

MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

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CLIMATE COMMUNICATIONS TOOLKIT

