



# NARRATIVE LANDSCAPE ANALYSIS

WHO?	WHAT DO THEY SAY?	HOW DO THEY SAY IT?	STRENGTHS IN THEIR STORY?	WEAKNESSES IN THEIR STORY?
(Name the person, specific organisation or corporation who has a major role and voice in the area of our work. I.e. opposition, allies, media etc.)	(What is their narrative? What is their statement about the issue? This can be about the environment, IPs, activism etc.)	- Language - Imagery - Symbols	What makes their story appealing?  Who does it appeal to?	Where can we poke holes in their storytelling?  What kinds of counter stories can we provide?
i.e. Government	"Brazil must prioritize the economy over the environment."	--	--	--