

I prefer: ORAL presentation

Beyond Data: The Power of Storytelling to Drive Ocean and Climate Action

Neus Figueras¹

¹Institute of Marine Sciences (ICM-CSIC), Barcelona, Spain

E-mail: nfigueras@icm.csic.es

Scientific data and figures provide crucial insights into environmental issues, but facts alone often fail to inspire action. Storytelling, however, has the power to transform information into emotional experiences, fostering empathy and driving behavioural change. This presentation explores how narrative-driven communication can be a powerful tool in engaging people in ocean conservation and climate action, making them more willing to respond to calls for change.

Marine scientist and author Neus Figueras combines her expertise in marine ecosystems with storytelling to present *Lorac*—a science fantasy novel that blends adventure with a strong environmental message. The novel serves as an example of how fiction can forge an emotional connection to climate change and ocean threats. By balancing scientific credibility with compelling storytelling, *Lorac* bridges the gap between knowledge and emotional investment, engaging readers across generations. Its inclusive approach reinforces this impact, showing how environmental and social issues are deeply interconnected. Through strong female characters, indigenous perspectives, and grassroots movements representation, the story reflects the diverse voices and communities at the forefront of climate action.

Lorac has inspired readers to take real-world action to protect the ocean and advocate for climate justice—actions they may not have considered before engaging with the story, demonstrating the potential of storytelling to shift attitudes and behaviours.

This session will offer key insights into using storytelling as a conservation strategy, highlighting that how we communicate is just as crucial as what we communicate in the fight against climate change and marine degradation.

Keywords: storytelling; marine conservation; engagement; indigenous community; climate change; story; climate action.

Biography (150 words limit)

Neus Figueras' scientific expertise is grounded in a Bachelor (Hons) degree in Marine Science and a Master's degree in Marine Biodiversity and Conservation, complemented by extensive hands-on experience. She has collaborated with the LIFE CUBOMED project to address the proliferation of jellyfish in the Mediterranean, worked at the ICM-CSIC managing oceanographic data and conducting outreach, and joined the VA-DE-RETRO project aboard the Research Vessel Hespérides to study marine currents. Additionally, she has contributed to underwater meadow restoration with the

University of Salento, conducted marine ecology studies in Scotland, and led a coral restoration project in Myanmar.

Her writing expertise comes from specialized courses, notably with Pixar Animation Studios and Ateneu Barcelonès. In addition to these formal training experiences, she has spent years engaging diverse audiences through social media, public speaking, and workshops. She also regularly attends conferences, summits, and forums to further her impact in storytelling, science communication, and conservation.

Presenting Author Details and Photo

Full Name: Neus Figueras Balaña

Email ID: nfigueras@icm.csic.es

Phone No: 0034676120466

LinkedIn: <https://www.linkedin.com/in/neus-figueras-bala%C3%B1a/>

Twitter: @NeusMarine (alternatively, find her on Bluesky as @NeusFigueras)

Recent Photograph:

