Storybranch

Mission, Vision, Purpose

Why this document exists

This document defines who Storybranch is, why we exist, the future we seek to help shape and the principles that keep our work coherent as the organization grows.

Storybranch was founded on the belief that sustainable futures begin in childhood. Early relationships with nature, knowledge and responsibility can influence how people later participate in society, approach their professions and make decisions.

Because children grow within families, schools, communities, institutions and wider systems, Storybranch's purpose extends beyond childhood. We also work with the educators, professionals and organizations that shape the conditions in which environmental understanding, competence and sustainable action can grow.

Storybranch develops through many forms: workshops, books, educational programs, consultancy, scientific communication, research collaborations, immersive experiences and digital tools. Although these expressions may evolve, they are connected by the same intergenerational purpose and identity.

Who We Are

Storybranch is an interdisciplinary and intergenerational organization that combines verified scientific knowledge, systems thinking, storytelling, creativity, engineering and education to create meaningful experiences and sustainable solutions.

Our work begins with children because early experiences can shape lifelong relationships with nature, future professional choices and everyday decision-making. We help children understand that they belong to the living world, that ecological systems support society and that they can participate meaningfully in shaping the future.

We help individuals and organizations navigate environmental challenges, develop competencies for sustainable futures and turn knowledge into meaningful action.

Our work connects science with human experience. We make complex knowledge more accessible, relevant and memorable while supporting people and organizations in developing stronger relationships with nature, one another and the systems of which they are part.

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Our Core Belief

Knowledge helps us understand the living world.

Know → Connect → Care → Understand → Become capable → Act

Meaningful experiences help us connect with it and recognize that we are part of it. Only when we care about it, can we decide to understand it, and we can become capable to act. We bring science, narrative and experiences to nurture curiosity, deepen understanding and inspire meaningful participation.

We believe these foundations should be cultivated early, empowering children to shape sustainable futures and inspiring learning across generations.

Mission

To cultivate the knowledge, connection, competence and agency needed to create sustainable futures—beginning in childhood and extending across education, communities, professional practice and organizational decision-making—through science, systems thinking, storytelling and creativity.

Vision

A future in which children grow up knowing that they belong to the living world and carry this understanding into their choices, professions and communities—and in which people and organizations across generations have the knowledge, competence, imagination and confidence to make decisions that allow both people and nature to flourish together.

Purpose

To translate verified scientific knowledge into meaningful experiences that help people understand, connect with and care for the living world.

Identity

Storybranch is an interdisciplinary and intergenerational ecosystem of ideas, people, projects and partnerships.

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It begins with children while connecting their learning and agency to the families, educators, communities, professionals and organizations that shape the world around them.

We are:

Interdisciplinary
We bring together science, engineering, education, systems thinking, storytelling, design, creativity and technology.

Rooted in verified science
Our work begins with evidence, responsible communication and respect for scientific integrity.

Systems-oriented
We help people recognize relationships, patterns and consequences across environmental, social and organizational systems.

Story-driven
We use stories, visual communication and meaningful experiences to make complex knowledge accessible and memorable.

Creative and exploratory
We use creativity, play and immersive approaches to encourage curiosity, participation and new ways of seeing.

Collaborative
We believe stronger solutions emerge when different disciplines, cultures, generations and forms of expertise work together.

Intergenerational

We recognize that learning and influence move across generations. Adults shape the environments in which children grow, while children can contribute questions, knowledge and perspectives that influence families and communities.

Connected to nature
We recognize that people are not separate from the living world. Human wellbeing and environmental wellbeing grow together.

Committed to stewardship
We consider the long-term effects of what we create and seek to strengthen the people, communities and ecosystems with which we work.

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How Storybranch Creates Value

Storybranch transforms scientific knowledge into experiences and solutions that people can understand, connect with and apply.

We create value across interconnected levels: by helping children develop early environmental understanding and agency; by supporting educators, families and communities; and by helping professionals and organizations integrate sustainability and systems thinking into practice and decision-making

Depending on the audience and challenge, this may take the form of:

- Educational programs and workshops
- Sustainability and circularity solutions
- Books and storytelling
- Scientific communication
- Curriculum and learning design
- Research and societal-impact collaborations
- Citizen science and community participation
- Games, digital tools and immersive experiences
- Museum exhibitions and public-learning activities
- Strategic partnerships and facilitation

These are not isolated activities. They are interconnected expressions of the same purpose.

Our Organizational Compass

Every Storybranch project, partnership and decision begins with one question:

Does this help people recognize that they belong to the living world, cultivate the knowledge and competence needed for sustainable futures, and strengthen the conditions in which children and communities can flourish?

Does it connect individual learning with responsibility across families, professions, organizations and wider systems?

When the answer is yes, the initiative belongs within Storybranch.

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Our Promise

We will strive to:

- Communicate science responsibly
- Design with purpose
- Remain open to learning
- Collaborate with respect
- Recognize uncertainty honestly
- Consider long-term consequences
- Create opportunities for meaningful participation
- Help knowledge become competence, connection and action

As Storybranch grows, its projects, technologies and partnerships will continue to evolve.

Its commitment to scientific integrity, meaningful connection, creativity, collaboration and stewardship will remain constant.



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