See Through News/GRIT Net Zero Challenge Story Idea Template

TEAM ROLES	Report Title	The Problem	The Solution	Feedback
P = producer **R = reporter** **C = camera** **S = sound** **E = editor**	• max. 10 words • Catchy is better	• max. 100 words • Biggest/most generic problem first • Most local/specific local problem last	• max 100 words • Try to match your solutions with the respective listed problems	• Seek broad range - honest strangers are best. • Note details of person giving feedback.
[e.g. *Patty: P* *Roger: R* *Dolly: C* *Sonia: S* *Eddie: E]*	*[write your title here - it's usually easier to do this last, but you can insert a placeholder while you refine your idea]*	**P1 Big Generic Problem** *[describe the big problem here, e.g. if your story is about construction carbon emissions, explain here how buildings account for 39% of total historic CO2 emissions]*	**S1 Big Generic Solution to P1** *[describe the generic solution here, e.g. various construction methods and materials that do not involve concrete and are sustainable, like rammed earth or timber]*	*[e.g.: 70-yr-old female architect: 'I liked the idea - have you considered straw bales?}*
		P2 Specific Local Problem *[describe the local manifestation of P1 here problem here, e.g. high use of concrete in local construction of bus stops]* **(P3, P4 etc. for longer, more complex reports)**	**S2 Specific Local Solution to P2** *[describe the local solution for your particular story here, e.g. a new initiative to build new bus stops using rammed earth]*	*[e.g.: 12-year-old boy neighour 'The rammed earth sounds interesting, but I didn't understand how you explained it']*