

Observatory of Climate Narratives of Spain



Short Name

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Formal Name

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Contact Person

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Institution/Organisation

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Website

<https://blablalab.eu/>

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 [@blablalab-clima](#)



Empowering citizens' voices to shape climate action through stories—our narratives, our voices, driving change together with IMPETUS.



Summary

The Observatory of Climate Narratives is a citizen science initiative led by Bla Bla Lab that aims to identify, map, and amplify the climate-related perceptions and narratives of different social groups across Spain. Combining participatory methods with narrative analysis and psychosocial segmentation (based on the “Eight Spains” model), the project seeks to bridge the gap between public sentiment and climate policy.

During its pilot phase in the regions of Euskadi and Castilla y León, the project will collect citizen-generated narratives through thematic campaigns, workshops, and digital tools. Key components include a digital climate narratives map, a Character Bank of narrative archetypes, and a Citizens’ Climate Panel providing monthly insights. Tailored campaigns will engage diverse publics—youth, elderly, rural journalists, local associations, and more.

The Observatory offers monthly reports for participants and policymakers and culminates in co-creation events. It is a tool to surface the emotional and cultural layers of climate transition and inform inclusive policymaking.