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Title: The Power of Minnesota: Using Film for Narrative Storytelling, Community Conversations, and Digital Engagement

Abstract: Minnesota is home to more than 59,000 family-sustaining clean energy jobs. Wind and solar are already providing over 25% of the state's electricity needs. Clean energy is keeping farmers on their land, generating income for families, and creating property tax revenue that supports local schools, parks, and police. These are the stories told through video in *The Power of Minnesota*, an original clean energy documentary film. For the last year, clean energy advocates in Minnesota have been using *The Power of Minnesota* to create community conversations with residents and businesses about the transformative power of clean energy in communities throughout the state. During this panel, you'll see the 18-minute film and hear from the full project team: from funding to production and promotion, from digital advertising to on-the-ground event planning and strong partnerships. If you're interested in creating cultural change through social movements and social networks to scale up the clean energy economy, this session is for you. Learn how high-quality visual storytelling can help the people in your state embrace ambitious climate goals and renewable energy implementation, while also inspiring people to take action in their own lives. You'll also learn how the team applied theories of behavior, values, and attitudes to effect change, using an intentional evaluation process and structure for the entire project. Join us! Watch the film and learn more at <https://www.powerofmn.com>.