This co-created and iterative framework is intended as a starting point for artists, media makers, storytellers, journalists, and cultural producers to work in deep collaborative partnership in sharing stories about change.

WE COMMIT TO CULTIVATING COMMUNITY COLLABORATION
Based on the adage “nothing about us, without us,” storytelling needs to be developed by, or in partnership with, those whose experiences are being shared. Creative collaboration centering the experiences and aspirations of communities is a feature of many long standing traditions in art, journalism, and storytelling. However, this work is often undervalued, or dismissed as aesthetically inferior in the fine art world and mainstream media. Intentional support of queer, disabled, black, indigenous, people of color and/or women-led media making is critical to ensure community histories, traditions, languages, and truths are honored, celebrated, and accurately represented with beauty, power, and authenticity.

We believe collaboration across lines of difference can be important to foster equitable and democratic societies. When collaborating with communities that are not your own it is crucial to constantly examine power dynamics, and follow the leadership of the community or those directly impacted by the issues at hand. Enter communities respectfully, by listening first, and ask if and how the work can be of service to community needs and desires. Ensure community members are included in strategy and development for films and other storytelling platform projects, during both creation and distribution. Facilitate participatory processes so folks who are most impacted by the issues raised shape how the storytelling project can be most useful to them and their work. Identify, provide, or collaborate for the longer term necessary resources, training, and/or support to ensure community-led media work continues into the future.

WE HONOR THE JOURNEY WHILE RESPECTING TRADITIONS
Be frank about the challenges and lessons learned along the way. Support, document and develop community stories as they are unfolding while being sure to call upon the wisdom of our youth, elders and ancestors. Highlight efforts building towards a just and sustainable future, while being honest about harms and the healing needed to get there. Incorporate story gathering and sharing in many types of environments, and in many forms, including but not limited to animation, ceremony, dance, documentary film, fictional film, multimedia projects, music, performance, ritual, songs, story circles, theater, virtual reality, and visual art. Provide a variety of pathways to inspire a multiplicity of visions for making another world possible.
WE VALUE MULTIPLICITY BY DEMONSTRATING MANY TRUTHS
Our cultures and perspectives are all influenced by structural racism, capitalism, patriarchy, colonialism, homophobia, and other oppressive institutions – whenever possible, aim to address these factors head on with integrity, transparency and through a lens of transformative justice. Work in ways that dismantle oppressive and colonial structures, practices, habits and instincts. This includes resisting hierarchical thinking that can result in the celebration of hero narratives that reduce the leadership, vision, hard work and struggle of multitudes into the simple story of a single person. Value, show, and hold many perspectives and truths, demonstrating that a multiplicity of story allows us to decolonize our minds away from the assumption that there is only one right way. We believe there are many ways we can work towards our collective liberation and aim to highlight as many of them as possible, all ways, always.

Through StoryShift, we build with communities at the frontlines of just transition through accountable partnerships, multimedia storytelling projects, curriculum development, trainings, workshops, screenings, conferences, and summits to deepen understandings, share successes, work through struggles, and develop models on how to embed these principles and praxis into our movement building efforts.

StoryShift is coordinated by Working Films with a collaborative of partners with whom we are cultivating a responsive community of practice. This group includes dozens of organizations, filmmakers, and artists, with a core partnership focus in three geographies (Gulf South, Puerto Rico, and North Carolina) with eight films. Partners include: Another Gulf Is Possible Collaborative, Beautiful Solutions, Bridge The Gulf Project, Center for Story Based Strategy, City of Jackson People’s Transition Team, Climate Justice Alliance, Cry You One, Defend Puerto Rico, Detroit Narrative Agency, EcoRobeson, Indigenous Rising Media, Jolu Productions, Just Transition Alliance, Longhouse Media, NAACP Environmental and Climate Justice Program, New Economy Coalition, North Carolina Climate Justice Summit, and Storyline.