



LABORATORY FOR ENVIRONMENTAL
NARRATIVE STRATEGIES

STORIES FOR A CHANGING PLANET



UCLA
Institute of the Environment
and Sustainability

STORY OF LENS

The Laboratory for Environmental Narrative Strategies at UCLA's Institute of the Environment and Sustainability experiments with innovative strategies for creating new narratives and images to help build a more sustainable world for humans and the many species that inhabit the planet with us.

LENS brings together a vibrant network of faculty and students who are working to understand how environmental issues that confront today's societies connect to long histories of human development and human imagination of the natural world. At LENS, we begin with the idea that these challenges are as much cultural and political as they are scientific and technological. We conduct research, teach new leaders, and contribute to the stories that different cultures use to communicate ecological knowledge, respond to environmental challenges, and create the world of the future.



**UCLA STUDENTS IN THE IOES
SENIOR CAPSTONE PRACTICUM**

FACULTY CO-FOUNDERS

ALLISON CARRUTH

- Associate Professor of English
- Faculty Affiliate, Institute of the Environment and Sustainability
- Faculty Member, Institute for Society and Genetics

JON CHRISTENSEN

- Adjunct Assistant Professor and Journalist-in-Residence
- Institute of the Environment and Sustainability, Department of History, Center for Digital Humanities

URSULA K. HEISE

- Professor of English
- Marcia H. Howard Chair in Literary Studies
- Faculty Affiliate, Institute of the Environment and Sustainability

WHAT WE DO

- Understanding environmental stories across cultures and contexts
- Researching the impact of environmental media and communications
- Teaching multimedia storytelling
- Mentoring future sustainability leaders in effective communication
- Creating new narratives for environmental science, policy, and advocacy
- Collaborating with nonprofits, companies, and community groups to create strategic environmental communication campaigns

HOW TO SUPPORT LENS

- Support a postdoctoral fellowship (\$60,000 per year)
- Support a PhD student (\$15,000+)
- Invest in innovative courses (\$5,000+)
- Sponsor undergraduate research and internship opportunities (\$2,500+)
- Invest in faculty collaborations and projects (\$2,500+)
- Underwrite a public lecture, symposium, or workshop (\$1,000+)
- Become a sustaining member of LENS (Recurring donations)

For more information, contact:

DAVID SCHLAIS

Associate Director of Development
Institute of the Environment and Sustainability
dschlais@support.ucla.edu
(310) 825-6330

www.environment.ucla.edu/LENS

Cover photo courtesy of bitforms gallery, New York
Marina Zurkow
Mesocosm (Wink, TX), 2012
Custom software-driven hand-drawn animation
146-hour cycle (24-minute day, 146-hour year)
Color, sound, computer
Display dimensions variable
Edition 1 of 5

Design of this brochure was donated by Bixler Communications Group.
BixlerCommunications.com



Printed on Forest Stewardship Council-certified paper.