



Denise Baden - Associate

BSc (Hons), MSc, PhD

Denise Baden is a Professor of Sustainable Practice at the University of Southampton. She founded the Green Stories project in 2018 which has resulted in 21 free competitions, several publications, a project with the British Academy of Film and Television Arts (BAFTA) that addresses the role of fictional characters in consumer behaviours, and a play. She's listed on the Forbes list of Climate Leaders Changing the Film and TV industry. As well as numerous academic publications, she has also written several novels and a play, and posts a regular Creative Climate Communications newsletter on LinkedIn. Denise is a co-author of the Shaping Tomorrow Playbook, published by the Climate Coaching Alliance.

