

Antidote

WAKING UP THE MAINSTREAM TO THE POWER OF POSSIBILITY,
SHIFTING CULTURE TO SHIFT SOCIETY



[Website](#)

WE SHARE STORIES LIKE...



Ambition Lawrence Weston

A working-class Bristol estate that reimagined local housing, food and built England's biggest wind turbine, netting them £100k a year.



Civic Square

Urban residents co-creating their own social, ecological, and climate-ready 'hood - tackling housing, energy, community, and more - building a neighbourhood fit for the future we actually face.



Fordhall Farm

8,000 people bought a farm, proving community ownership can work for food, farmers, community and nature. Now expanding their model nationally.



CARRICK GREENGROCERS

This Northern Irish town rebooted its high street with a community greengrocers selling local regeneratively grown food - now shaping NI food policy.

Creating major narrative shift

From:

To:

“The future is bleak, hopeless,
and it’s out of
my hands. It feels like there’s
no alternative.”

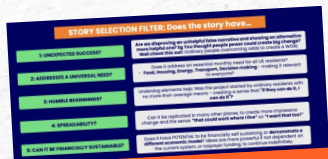
Antidote

“I know that other
versions of this world
are already out there.
I feel inspired and want to get
involved!”

Outcome: Restored agency unlocks action

REPEATABLE FORMULA

Our approach is based on an **academically tested 8-step story filter and framework*** that identifies stories that cut through to broad audiences & helps viewers feel **AGENCY** that together we can make **a significant difference to the future.**



Unifying Story Filter

87%

of ANTIDOTE story audiences feel they can make a significant difference to social issues*

Prof Colin Davis
Chair of Cognitive Psychology



67%

felt they could make a personal difference through projects like this.

62%

of the audience said they would get involved themselves.

*Testing conducted on broad cross political UK demographic

*Filter and framework acknowledge and build on Race Class Narrative structure, Hope-Based Comms and Frameworks / Heard framing advice, evolved and developed with leading narrative change specialists.
Approach backed by leading academics including action-based storytelling founder Kris de Meyer.*

THEORY OF CHANGE

1. INSPIRE:

Check out what these folks have done! 💪

£100k a
year
income!



2. LEARN:

Entertainment content showing you can do it too.



3. DO:

Our AI postcode search finds five examples, within five miles of you, so you can join in.

Type your
postcode in here:

...and we'll tell you
who's changing
the world near you

Antidote



Thank you!



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