Solutions

The Solutions frame element fosters hope and instills a sense of agency and efficacy.

The story you're telling:

Concern for our climate is normal and action on climate is happening all around us. We can come together as community members to address climate change and help change the decision-making context so that the sustainable choice is the easy choice for more people.

Strategically redirects thinking away from patterns such as:

·What can I really do? / Individualism · Politics as usual
·Even if we do our part, other countries won't · Big, Scary, Depressing · Crisis
·Change is natural / Fatalism · Just clean it up · Nature is self-correcting
·Solution = Recycling

Concepts and ideas included in this frame element:

- Concern for our climate is normal.

- As a network, we promote solutions that:

  - Focus on Energy Shift – move away from fossil fuels towards renewable energy.

  - Focus on Energy Efficiency – reduce our demand for and use of fossil fuels.

  - Talk about it! – empower others to raise the topic of climate change in more settings.

- The work is collective: By offering opportunities where people are coming together, the scale of the response will be seen as matching the size, scale, and scope of the problem.

User Notes:

- Be Specific: Concrete examples help model that change is possible!

  - Be specific! Highlight a program or an action that is happening.

  - Be explicit about how people can work together to push this solution forward as a community.

- Reinforce with Other Frame Elements: Avoid the unproductive cultural mindsets by bolstering Solutions with other frame elements!

  - Cue the *Responsible Management* or *Protection* value to remind people why this action matters.

  - Use explanation to connect the solution to reducing or eliminating carbon dioxide emissions (we don't want people to miss or misunderstand how this action connects to our carbon dioxide problem).

- Bring Others Along: Invite others to remember we're all in this together!

  - Reinforce that concern for our climate is normal.

  - Invite people to talk to others.

- Avoid polarizing language

  - Rather than using these words: Politicians, Policies, Laws / Regulations, Government.

  - Try these instead: Civic leaders, Approaches, Programs, State or City name.