



Value

Responsible Management

Why does it matter? What's at stake?



The story you're telling:

Taking practical, common sense steps to address problems facing our environment today is in the best interest of future generations.



Strategically redirects thinking away from patterns such as:

- Change Is Natural/Fatalism • Eat It While You Can • Individualism
- Nature Will Fix Itself • Nature Works In Cycles • Solution = Recycling



Concepts and ideas included in this frame element:

- We believe in being **responsible** with our natural resources/when it comes to our environment.
- We can make a difference by **handling problems before they get worse**.
- **Looking to evidence**, keeping an **open mind**, and focusing on the **best ways to solve a problem** are part of being responsible.
- **Future generations** depend on the decisions and plans we make today.
- **Practical, feasible, step-by-step** approaches allow us to make real progress on longstanding challenges and obstacles.