



Frame Element

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 citizens to address climate change and help change the decision-making context so that the sustainable choice is the easy choice for more Americans.



Strategically redirects thinking away from patterns such as:

- 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 citizens.
- **Reinforce with Other Frame Elements: Avoid the swamp 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.