



Value

Protection

Why does it matter? What's at stake?



The story you're telling:

We must protect people and places from being harmed by the issues facing our environment.



Strategically redirects thinking away from patterns such as:

- Bottomless Grocery Store • Change Is Natural/Fatalism • Individualism
- Nature Will Fix Itself • Nature Works in Cycles • Solution = Recycling



Concepts and ideas included in this frame element:

- We must **protect and preserve the habitats and ecosystems** we depend on.
- Showing **concern for the welfare of others** is the right thing to do.
- **Stepping in to ensure the people's safety and wellbeing.**
- Sense of agency: protection means **actively eliminating or reducing risks.**
- Sense of urgency: let's be vigilant in **shielding and safeguarding habitats and people** from harm.