

## BALANCE



### **The story you're telling:**

We must find a balance between economic prosperity and environmental preservation to secure a harmonious and prosperous future.



### **Strategically redirects thinking away from patterns such as:**

- All or Nothing Approaches
- Sacrificing Environment for Economic Growth
- Resource Depletion for Immediate Wealth
- Ignoring Ecological Limits
- Unchecked Consumption

# VALUE: BALANCE



## Concepts and ideas included in this frame element:

- We must learn how to balance economic growth and ecological responsibility.
- Our prosperity depends on our ability to proactively tackle environmental issues.
- We have the capacity to create responsible and practical solutions that improve economic and environmental justice.
- Achieving balance is possible through incremental strategies that promote long-term sustainability
- The decisions we make today leave a lasting impact on future generations.

## JUSTICE



### **The story you're telling:**

We all benefit when we have equal access to basic resources, including financial opportunities and a healthy environment.



### **Strategically redirects thinking away from patterns such as:**

- Ignoring Systemic Inequalities •
- Perpetuating Environmental Injustices •
- Tolerating Financial Exclusion •
- Disregarding Community Empowerment

# VALUE: JUSTICE



## Concepts and ideas included in this frame element:

- Equitable access to resources, opportunities, and a clean environment is the foundation for prosperity.
- Justice is served by building financial and environmental systems that value human life, sustainability, and the well-being of both people and the planet.
- By empowering communities to advocate for their rights and shape policies that affect their well-being, we foster a sense of ownership and create opportunities.
- Global economic and environmental justice - beyond national borders - is the key to planetary survival.

## SUSTAINABILITY



### **The story you're telling:**

We must preserve our planet's resources and ecosystems while fostering opportunities for the fair and equitable generation of wealth.



### **Strategically redirects thinking away from patterns such as:**

- Disposable Culture
- Short-Term Gains at Any Cost
- Environmental Exploitation
- Ignoring Future Generations
- Unsustainable Resource Consumption
- Economic Growth Trumps All

# VALUE: SUSTAINABILITY



## Concepts and ideas included in this frame element:

- We prioritize the responsible use of natural resources and strive to minimize waste through resource conservation.
- Sustainability practices create opportunities for a new economy that distributes wealth more equitably.
- Resilience is a key concept necessary to withstand environmental and economic challenges.

## INNOVATION



### **The story you're telling:**

Innovative eco-focused solutions are the cornerstone of a prosperous and environmentally-friendly future.



### **Strategically redirects thinking away from patterns such as:**

- Status Quo
- Stagnation
- Resistance to Change
- Outdated Practices
- Ignoring Technological Advances
- Business as Usual

# VALUE: INNOVATION



## Concepts and ideas included in this frame element:

- Innovation is necessary to protect our planet and offers an opportunistic investment climate.
- This is the time for out-of-the-box thinking and embracing change as a catalyst for progress.
- We believe in harnessing technology and fresh ideas to create a brighter future.
- Continuous improvement and adaptability are fundamental principles guiding our innovative endeavors.



# COLLABORATION



## **The story you're telling:**

Collaboration between individuals, businesses, and communities can boost wealth creation and environmental preservation, creating a win-win situation.



## **Strategically redirects thinking away from patterns such as:**

- Competing Interests • Isolation
- Resource Hoarding • Lack of Collective Action
- Ignoring Synergy • Zero-Sum Mindset

# VALUE: COLLABORATION



## Concepts and ideas included in this frame element:

- Collaboration is as a powerful force for progress - both economically and environmentally.
- By fostering partnerships and alliances, we can create a win-win scenario for all stakeholders.
- Teamwork, shared knowledge, and mutual support are at the heart of collaborative strategies.
- We have the power to create a harmonious balance between economic growth and ecological responsibility through collective action.

## RESILIENCE



### **The story you're telling:**

Building wealth that promotes planetary resilience is the key to lasting prosperity



### **Strategically redirects thinking away from patterns such as:**

- Vulnerable Economic Strategies
- Ignoring Climate Risks
- Fragile Financial Plans
- Overlooking Natural Disasters
- Short-Term Thinking
- Unsustainable Growth

# VALUE: RESILIENCE



## Concepts and ideas included in this frame element:

- Resilience is a teachable skill that helps us navigate personal and global challenges and uncertainties.
- We prioritize adaptability and preparedness to withstand environmental and economic fluctuations.
- We can find strength in adversity and learning from setbacks.
- Flexibility and innovation are key components of our resilient strategies, both financially and environmentally.



## MONEY TREE

A metaphor for green investing



### The story you're telling:

Green investing is like nurturing the tree, allowing it to bear fruit for generations to come.



### Strategically redirects thinking away from patterns such as:

- Profit at the Expense of the Environment • Limited Financial Returns for Green Choices
  - Environmental Responsibility Is Incompatible with Wealth Growth • Green Investments Are a Niche Market

# METAPHOR: MONEY TREE



## Concepts and ideas included in this frame element:

- Studies have shown that companies with strong environmental, social, and governance (ESG) practices often outperform their peers in terms of financial performance.
- The green energy sector has experienced significant growth, offering robust investment opportunities with positive environmental impact.
- Sustainable investments can align with the goals of the Paris Agreement and support the transition to a low-carbon economy.
- Impact investing has gained popularity and proven its viability.



## RENEWABLE MONEY MATRIX

**A metaphor for the shift to long-term sustainable investing**



### **The story you're telling:**

Shifting to long-term, sustainable investments is like transitioning to a renewable energy matrix, with ongoing financial and environmental returns.



### **Strategically redirects thinking away from patterns such as:**

- Short-Term Gains as the Sole Focus
- Belief that Profit Must Come at the Expense of Sustainability
- View of Investments as One-Time Opportunities

# METAPHOR: RENEWABLE MONEY MATRIX



## Concepts and ideas included in this frame element:

- Sustainable investments have shown competitive financial returns while contributing to the long-term health of financial portfolios and the environment.
- The green energy sector has experienced significant growth, offering robust investment opportunities with positive environmental impact.
- The integration of sustainability criteria in investment decisions has demonstrated its effectiveness in promoting long-term financial stability.
- Ethical and sustainable investments align with the goals of environmental sustainability and economic growth.





# LIGHTHOUSE BEACON

**A metaphor for the shift to mindful  
eco-conscious consumerism**



## **The story you're telling:**

Shifting to eco-conscious consumerism and sustainable choices illuminates a path to greater wealth and a greener future.



**Strategically redirects thinking away  
from patterns such as:**

- Pursuit of Status through Excessive Materialism
- Measuring Success Solely in Material Accumulation
- Viewing Wealth as the End Goal

# METAPHOR: LIGHTHOUSE BEACON



## **Concepts and ideas included in this frame element:**

- Studies show that a reduction in consumerism can significantly cut down expenses and contribute to wealth accumulation.
- Eco-conscious decisions, such as living in energy-efficient houses and using public transportation, often lead to reduced monthly expenses, thereby freeing up resources for wealth-building.
- Sustainable and eco-conscious living practices align with the goals of both individual prosperity and environmental sustainability, contributing to long-term financial well-being.



# GLOBAL ORCHESTRA

**A metaphor for the shift to global economic and environmental justice**



## **The story you're telling:**

Shifting to collaborate across borders to prioritize the health of the planet and improve access to renewable resources creates economic and social opportunities.



## **Strategically redirects thinking away from patterns such as:**

- National Self-Interest • Isolationist Policies
- Environmental Exploitation • Economic Inequality • Neglecting Global Interconnectedness • Zero-Sum Mindset

# METAPHOR: GLOBAL ORCHESTRA



## **Concepts and ideas included in this frame element:**

- Research shows that international collaboration in areas like climate change mitigation and sustainable development can lead to better environmental outcomes and long-term economic stability.
- Embracing global citizenship and working toward collective well-being can lead to more sustainable, equitable, and prosperous global systems.

**SOLUTIONS**

# NEXT GENERATION THINKING



**Our financial choices impact  
future generations**



## **The story you're telling:**

Next Generation Thinking inspires innovative ways to build long-term wealth while sustaining the planet, paving the way for a brighter future.



## **Strategically redirects thinking away from patterns such as:**

- Tomorrow's problems can wait
- Change is inevitably slow
- It's already too late
- Short-term gains trump long-term prosperity
- Solutions are too expensive

# SOLUTION: NEXT GENERATION THINKING



## **Concepts and ideas included in this frame element:**

- Invest in innovative solutions, including cutting-edge technologies for renewable energy, environmental conservation, and resource efficiency.
- Encourage educational initiatives that will prepare the next generation to think innovatively and ecologically.
- Promote green entrepreneurship by supporting startups and businesses that focus on sustainable, forward-thinking solutions.



# **CIRCULAR ECONOMY**

**Repair, recycle, and reuse rather than disposing**



## **The story you're telling:**

Reducing waste and ensuring that products, materials, and resources are used efficiently frees up financial resources and enhances environmental sustainability.



## **Strategically redirects thinking away from patterns such as:**

- Waste is inevitable
- New is always better
- Consumers can't impact global waste
- Recycling solves everything

# SOLUTION: CIRCULAR ECONOMY



## Concepts and ideas included in this frame element:

- Choose products designed for longevity, repairability, and recycling, supporting companies that prioritize sustainability.
- Support local and regional recycling initiatives to reduce waste and keep valuable materials in circulation.
- Change the conversation to make “vintage” and recycled items fashionable and desirable.
- Encourage civic leaders to implement regulations that promote sustainable design and waste reduction.



**SOLUTIONS**



# GREEN INVESTING

**Invest in environmentally-friendly products and companies**



## **The story you're telling:**

Investing in companies, projects, or funds that prioritize the environment, renewable energy, and clean technologies grows wealth while contributing to a sustainable future.



## **Strategically redirects thinking away from patterns such as:**

- I can't afford ethical investments
- Green funds have a low return on investment
- Environmental issues are for activists
- Investing is too complicated
- Eco-friendly stocks are too risky

# SOLUTION: GREEN INVESTING



## Concepts and ideas included in this frame element:

- Choose investment options that focus on environmentally responsible companies, such as those in renewable energy, clean technology, and sustainable agriculture.
- Encourage others to explore green investing opportunities and make eco-conscious financial choices.
- Invest in green bonds and funds that finance clean energy initiatives.
- Encourage civic leaders to implement eco-conscious projects that qualify for green funds.

**SOLUTIONS**

# RENEWABLE ENERGY COMMUNITIES



**Support communities that are powered by renewable energy**



## **The story you're telling:**

Financial wellbeing and environmental sustainability coexist in communities that shift energy sources away from fossil fuels towards renewable and clean energy options.



## **Strategically redirects thinking away from patterns such as:**

- Clean energy is beyond our reach
- Our community can't change the world
- Our energy choices don't matter
- It's easier to stick to fossil fuels
- Renewable energy is too expensive and unreliable

# **SOLUTION: RENEWABLE ENERGY COMMUNITIES**



## **Concepts and ideas included in this frame element:**

- Participate in renewable energy cooperatives, which allow individuals and communities to invest in and benefit from renewable energy projects like solar and wind farms.
- Encourage civic leaders to implement favorable policies that support the growth of renewable energy, making it easier for communities to transition away from fossil fuels.
- Work collectively to improve energy efficiency in homes, businesses, and public infrastructure, reducing the demand for fossil fuels.