

DO TAKE IT PERSONALLY

Values-based messaging
for nature-based solutions

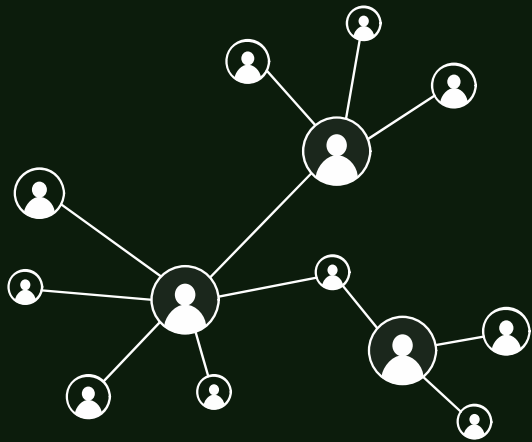
Jessie Martin | Program Director, Earth Economics



Earth Economics is a leader in ecological economics and has provided innovative analysis and recommendations to governments, tribes, NGOs, private firms, and communities around the world.

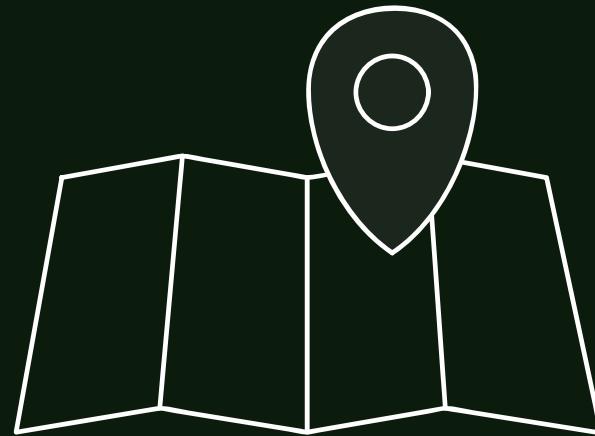


Our Approach



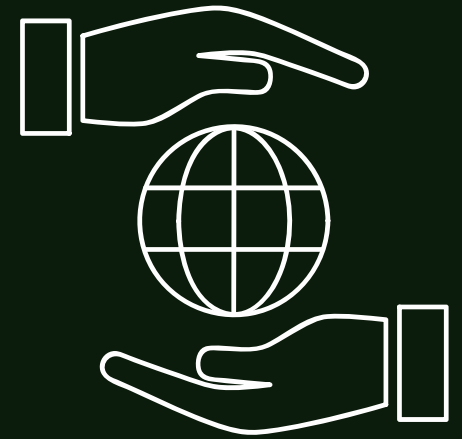
Awareness
Building

...



Place-Based
Analysis

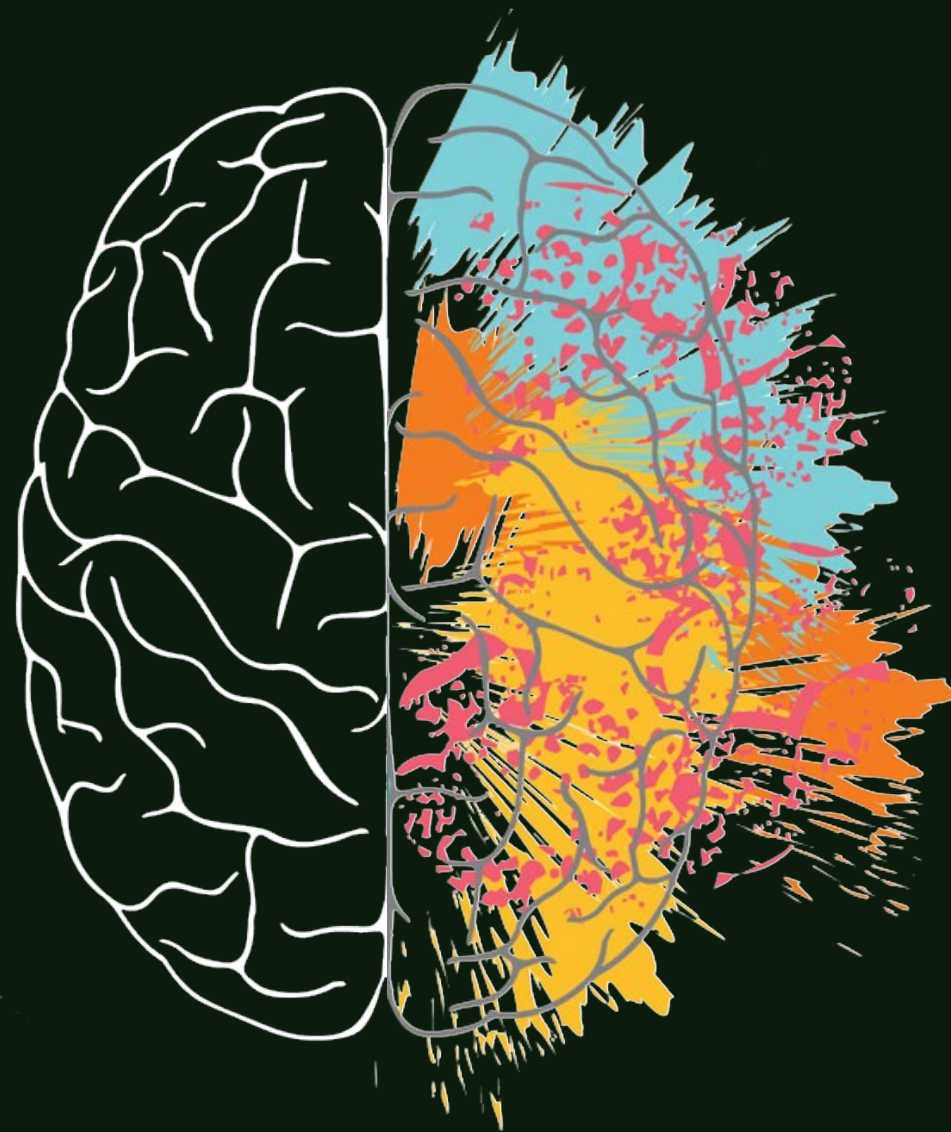
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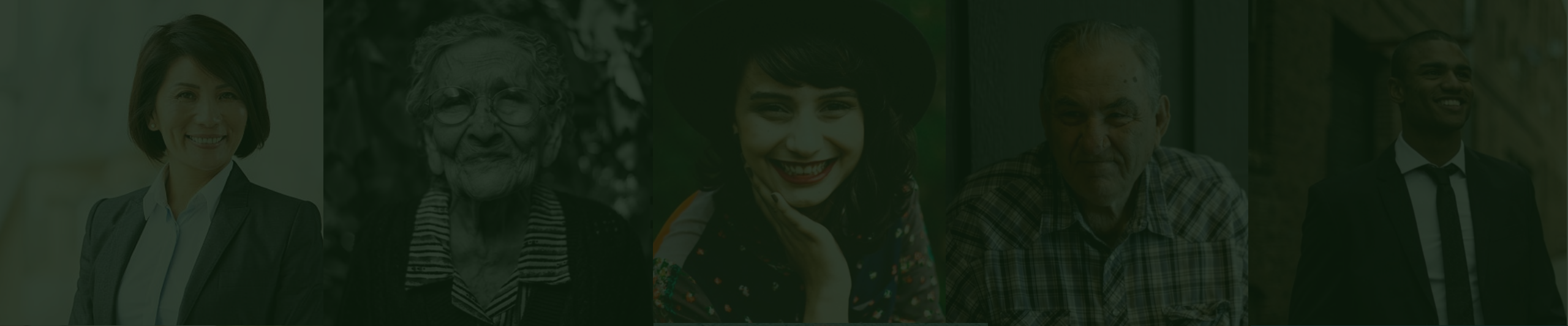


Policy and
Finance



Facts vs. Feelings





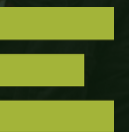
Why does this matter to me?





Why does this matter to me?

Why it's important vs. what it is



Values-Based Messaging



Values-Based Messaging

Shared values



Values-Based Messaging

Shared values

Shared language

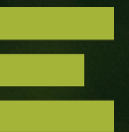


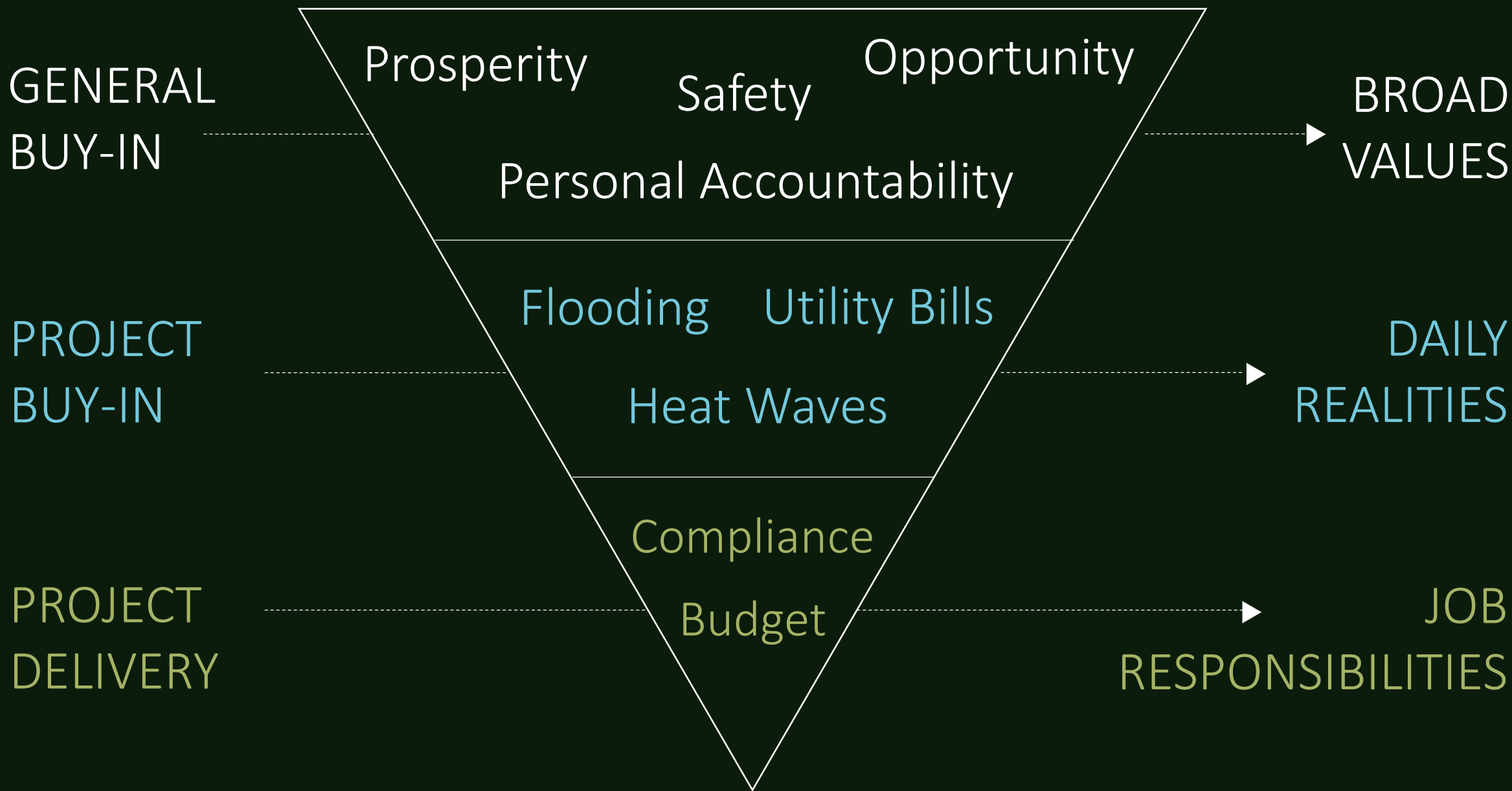
Values-Based Messaging

Shared values

Shared language

Shared goals







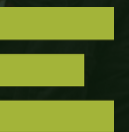
Remember, we all live downstream
from someone else...



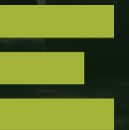


Why does this matter to me?

Why it's important vs. what it is



“Stop planning for people,
and start planning with them.”



eartheconomics.org/blueprint

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