



Appendix of Tested Frame Elements Oceans and Climate Change

The following Values and Explanatory Metaphor executions were tested in FrameWorks research on oceans and climate change. These 'treatments' are meant to serve as illustrations of ways to adapt the concepts to a particular issue. They are not intended to be delivered word-for-word. The important thing is to understand the core concept and be creative in its application to the issue you wish to address.

VALUES

Innovation

We are a country of innovators. Our old ways of producing and using energy have created the problem we are in. Thankfully, we have the ingenuity and resources to come up with innovative ways of addressing this problem. Businesses, advocates, scientists, and communities are working together to implement smarter ways to produce and use energy. It requires a big effort, but many of the technologies and needed skills are available and are being developed right here in the U.S. It's time to phase out old technologies and practices that contribute to climate change, and start supporting energy innovations that benefit both our marine ecosystem and economy.

Interconnectedness

Our fate is intertwined with the fate of oceans. Water is the basis for all life and ecological function. What happens in the oceans reflects and affects what happens on land: it's one interactive system. By recognizing the connection between human practices and their impacts on marine life and habitats, we can do a better job of leaving the oceans in good shape for the next generation.

Responsible Management

We are a nation of problem solvers. When we identify a problem, we figure out how to fix it. It is irresponsible for our country to ignore the problem of climate change when we know what needs to be done. We should do the right thing by putting in place a plan for reducing our country's fossil fuel use. Dealing with the problem now rather than letting it get worse is the responsible thing to do. We need sensible programs and policies that minimize current damage and prevent future damage to the marine ecosystem.

Stewardship

Many people share the belief that the Earth is a special gift and we have an obligation to protect and preserve the marine ecosystem for future generations. Exercising responsible stewardship means addressing problems and risks as they occur, not waiting until the problem has become worse. We can be better stewards of the Earth by correcting the problems we have caused, investing in sustainable practices, and doing a better job in the future of stewarding our natural resources.

EXPLANATORY METAPHOR

Heat-Trapping Blanket

Climate change is caused, in part, by the man-made blanket of carbon dioxide that is building up around the Earth and trapping in heat. The heat-trapping blanket is thickened by burning large quantities of fossil fuels such as coal, oil and natural gas. By burning these fossil fuels, we release carbon dioxide into the air where it builds up and traps heat from the sun that would otherwise escape. This blanket effect leads to the warming of the planet, and the atmospheric balance that keeps the climate stable is disrupted.