

Natural Climate Solutions

Conservation is inherently conservative. Fortunately for conservative climate advocates, conservation is also climate action. By properly managing our forests, engaging in regenerative agriculture, and restoring key ecosystems, we can not only conserve what makes our nation so beautiful, but mitigate environmental challenges for generations to come. Many natural climate solutions messages overlap with a general conservation message.

We can fight climate change with nature.

 DO'S	 DON'TS	AND NOW SOME CONTEXT
<p>“The United States is the most beautiful country on Earth – let’s take care of it.”</p>	<p>“Humans have irreversibly damaged our environment.”</p>	<p>It’s imperative to take a <i>conservation</i>, not <i>preservation</i>, perspective when speaking about stewardship. Painting humans as the enemy, rather than active participants in stewardship, is unproductive.</p>
<p>“We can fight climate change with nature.”</p>	<p>“Natural climate solutions can help us reduce emissions.”</p>	<p>The message on the right is too wonky. It’s important to get your audience <i>excited</i> about the potential of natural climate solutions, not bore them.</p>
<p>“Conservation is climate action.”</p>	<p>“Conservation is irrelevant in the climate conversation.”</p>	<p>Conservation practices like active forest management, ecosystem restoration, and regenerative agricultural practices are all important tactics to naturally store carbon – making them climate action.¹</p>
<p>“Climate solutions can start in our backyards.”</p>	<p>“The only real climate solutions are global solutions.”</p>	<p>By emphasizing the size of the problem, we’re discouraging real action from important stakeholders. Young conservatives, especially, appreciate natural climate solutions because they are actionable right now.</p>
<p>“Stewarding our forests is protecting our climate.”</p>	<p>“Planting trees is an incomplete solution to climate change.”</p>	<p>Encouraging active forest management reduces emissions and conserves beautiful spaces. Stewardship of our earth is an inherently conservative principle – we want to ensure future generations enjoy the natural spaces that we have.</p>
<p>“Farmers are the original conservationists.”</p>	<p>“Farmers have bigger problems than climate change.”</p>	<p>The mainstream environmental movement has long vilified the agricultural community, but it’s imperative that farmers and ranchers feel apart of the climate conversation. Conservatives can spearhead this effort.</p>

1. <https://www.nature.org/en-us/what-we-do/our-insights/perspectives/natural-climate-solutions/>