



ecochallengeorg

...

we read a lot about the  
climate crisis and more  
recently, climate anxiety  
it's hard not to dive into the  
doom and gloom –  
but to keep moving toward  
progress, we need to take a  
break!

so this week's  
#wednesdaywisdom  
will be focused on  
what we don't talk  
about enough:  
**climate optimism**



ecochallengeorg

...

## what is it?

climate optimism is the middle  
ground between fear and denial

fear tends to paralyze people,  
as they don't know what to do

& denial makes it easy for  
people to ignore the problem

but climate optimism  
spreads good news,  
progress, and pushes  
for ways people can  
take action!





ecochallengeorg



# why does it matter?

talk about climate change is typically wrapped up in bad news

this often makes people feel like it's too big of an issue for them to tackle and they don't know where to start

if we have direction, know how to take action, and can see that progress is being made, we can all continue to do this work, together!



ecochallengeorg



working towards progress is a marathon!

we need good news to sustain us over a very long period of time to solve climate change

AS THE FOUNDER OF CLIMATE OPTIMIST SAYS,

“with climate change, we have a lot of years work ahead and if we are to sustain – ourselves and the movement – we have to find the right fuel to carry on.”



ecochallengeorg



# what can you do?

**READ & SHARE SOME GOOD NEWS!**

**check out our News You Can Use**

**@climateoptimist**

**@goodgoodgoodclimate**

**@futureearth's Good News Tuesdays!**

**realize that you aren't alone and  
there are things you can do!**



**join an ongoing Ecochallenge  
like Drawdown or join us in  
October for the People's  
Ecochallenge to find ways**