



# SPREADING CONSERVATION OPTIMISM AROUND THE WORLD

Want to help us reframe the conservation narrative away from doom-and-gloom? Why not start your own Conservation Optimism hub? We will provide you with support to launch your hub through this seven-step process.



## STEP 1: ENGAGE WITH CONSERVATION OPTIMISM

Check out our website and read our latest blogs. Learn about other organisations in our network and their reasons for joining, and see which ones are in your part of the world. Read through our mission and values to get a better understanding of what Conservation Optimism is all about and what are the key things we want to achieve. Get in touch with us via email, social media or in person, and share your ideas with our team.



## STEP 2: CHECK OUT THE HUB CONCEPT

Think about what a Conservation Optimism hub is. Why do you want to start a hub? How big do you want your hub to be? Consider about how your hub would contribute to the overall movement and why it would make sense to have a hub in your part of the world.

Hubs provide a focus for Conservation Optimism activities in a particular part of the world. They bring groups and people together to support each other, organise events, and develop resources that are specific to your particular circumstances. They can be online or in-person networks, or a mixture. And they interact with other hubs to strengthen and guide the global Conservation Optimism movement.



## STEP 3: PUT A TEAM TOGETHER

Conservation Optimism is a global movement and listening to other people's ideas is at the core of our mission. We are inclusive and gather scientists, artists, professionals, businesses, NGOs and generally motivated humans of all ages and backgrounds.

Start thinking about the people you would want to have on your hub's steering committee and the expertise or views they might each bring. There may be people working with Conservation Optimism in your area already, who we could put you in touch with. Keep in mind that while having different people involved is crucial, having too many can slow the decision process. We would advise you to have between five to ten core members on your committee. But that doesn't mean you can't involve a wider group of people in your activities.





## STEP 4: DEFINE YOUR MISSION AND GOALS

Once you have put together your steering committee it is time for some serious brainstorming! Make sure to put a few hours aside to go through this stage. As a group, you will need to decide on what you want your hub to achieve. What are the areas that you want to focus on? What is realistic given your time and resources?

Write down all the ideas that come to your mind when you think about your goals and review them as a group to decide on what your mission and objectives will be.



## STEP 5: GET THE WORD OUT THERE

Got your mission and goals clearly defined? Don't wait any longer - share them with us! We will then add you as a hub on our website and will answer any questions you might have. Once on the website, you can start spreading the word in your community.

Social media can be a powerful tool to let people know that you exist so you might want to start a Facebook page or a WhatsApp group for your regional hub. Let people know what your plans are and how they can get involved and make sure to use #ConservationOptimism to tap into our international community.



## STEP 6: ORGANISE YOUR FIRST EVENT

Organising an event is a great way to reach out to your community. Have a look at our website for inspiration around the type of activities you might want to run. From organising a panel discussion, having a day out in nature to screening a film, there are many ways to spark a conversation. They don't have to be large or expensive.

At Conservation Optimism, we encourage you to be creative and think outside the box with your event. For example, engaging with artists can bring your message to a completely different audience. Together we can empower people from all backgrounds to make a positive impact for wildlife and nature!



## STEP 7: STAY IN TOUCH AND EMPOWER OTHERS

The more we can work together as a global community, the more difference we can make for conservation. Reach out to the other hubs and to other people in your area, so we can start to grow our community together.

One way we can help each other is to share our experiences and lessons. Think about writing a resource document for others with advice and tips based on your successes and challenges. Keep writing your Conservation Optimism blogs and sharing on social media. Keep feeding back ideas about how we can make Conservation Optimism better. Sharing inspires us all!