

Earth Optimism 2020 – celebrating conservation success

Cambridge Conservation Initiative's incredibly popular Earth Optimism event is back for 2020, with a great host of speakers and businesses ready to inspire with messages of positivity. On Saturday 25th April, CCI will open its doors and invite you to celebrate success stories straight from the field.

There will be a variety of speakers including Sir David Attenborough, Steve Backshall, model Lily Cole and Mya-Rose Craig (aka BirdGirl), alongside leading conservationists working from the Pennines to the rainforest of Sierra Leone, and from Wales to the river networks of the Amazon. All of which will join guests in celebrating a day-long programme of Stories of Hope. At the same time the flagship conservation campus in central Cambridge will host a Solutions Fair where thousands of visitors will discover and share practical advice on everyday actions we can all take to make a real difference to the planet.

The Earth Optimism movement has emerged from two key realisations: that fear without hope leads to apathy rather than action, and that conservation successes are numerous but largely invisible to the general public. Our aim is to fundamentally shift how we frame the environmental narrative, from one of doom and gloom to one focused on solutions and success. At our previous Earth Optimism event in 2017 Sir David Attenborough said,

'We all know that there are great problems [but] we don't hear enough, perhaps, of some of the successes. Successes which can give us the courage, information and the inspiration which we need to continue with this sort of work'.

All are welcome to attend on the day. The Solutions Fair will run from 10am – 4pm and the Stories of Hope sessions will run from 10am – 6pm. Tickets for the Stories of Hope talks will go live in three batches, with the first window on Monday 16th March. The full speaker schedule and FAQs on ticket release is on the [website](#).

For more information, please contact Madi Vorva, Cambridge Earth Optimism Coordinator at mgv28@cam.ac.uk