

## Plenary Presentation

### Generating hopeful climate action

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What is the purpose of hope in this time of multiple crises? How can we generate hopeful action when everything seems so hopeless? Using examples from my research with eco-communities and environmentalists, this talk will argue why hope still matters and how hopeful actions remain possible and effective in climate action. Examining how such actions are communicated requires consideration of intent, language, tone, and audience, alongside analysis of failures and disconnections. This talk will explore this vital interplay between hopeful climate action and hopeful climate communication.



Jenny Pickerill is a Professor of Environmental Geography at Sheffield University, England. Her research focuses on inspiring grassroots solutions to environmental problems and in hopeful and positive ways in which we can change social practices. She has published 3 books (*Cyberprotest*, *Anti-war Activism*, *Eco-Homes*) and over 30 articles on themes around environmentalism, Indigenous geographies, anarchism and eco-housing.