



“IMAGINE”¹

Many scientists believe that we have entered the “Anthropocene Age” - a new geological epoch “in which human activity is the central and destructive influence on the Earth.”² They also warn us that our way of life - our economic and industrial systems - are the cause of a build-up of increasing amounts of Carbon Dioxide (CO₂) in the Earth atmosphere. This, in combination with other greenhouse gases, is causing the increased temperature of the Earth’s surface, oceans and atmosphere – that is Climate Change.

“A ring, a ring o'roses.”³

Yet despite dire warnings the Elite have failed to recognise that the human impacts on the environment have reached a critical stage. Politicians and industrial leaders fly around the world generating great quantities of hot air and paper - but make none of the fundamental changes to “The System” required to achieve a low-carbon and sustainable future. This is partly due to ignorance – the difficulty in understanding a complex global problem and greed – there’s profit in the status-quo and vested interests work to block progress.²

“The window of opportunity to avoid catastrophic outcomes...around the world is rapidly closing.”²

The 2015 Paris Agreement addressed worldwide greenhouse-gas emissions in an attempt to “limit the temperature increase to 1.5°C above pre-industrial levels.”⁴ It was hoped, this would “significantly reduce the risks and impacts of Climate Change.”⁴



However in 2018 an IPCC Report concluded that the world will probably not achieve this target and “global warming is likely to reach 1.5°C between 2030 and 2052 if it continues to increase at the current rate.”⁵

The reality is that civilisation has only a few short years to make fundamental changes to its dominant ideologies and systems and for each of us to make fundamental changes to our own lifestyles.

“A-tishoo, a-tishoo. We all fall down.”³

Such news tends to reinforce the sense of doom that has to date pervaded the subject of Climate Change and resulted in widespread feelings of disempowerment and apathy.

But a dark future is not inevitable.

The great transition to a low-carbon future can no longer be left in the hands of the governments and industries that created the problem. No – it’s more important than that. The impending disaster of Climate Change will affect us all - and we all have to act!

“You may say I'm a dreamer.”¹

But we need to remember our species has already successfully faced a similar crisis. In 1976 the United States National Academy of Sciences released a report confirming that Chlorofluorocarbons (CFC's) were causing the depletion of ozone in the atmosphere.⁶ This posed a real threat to life on Earth as increased ultra-violet can cause skin cancers. In 1987 all members of the United Nations ratified the Montreal Protocol⁷ - humanity acted in unison to eradicate the use of CFC's.

“We should look at the ozone problem and realize that nations can get together and come up with solutions.”⁸

Once again we need to act together. Climate Change can be seen as a dark inevitability or as an opportunity to unleash humanities genius to create for ourselves a new low-carbon sustainable way of life.

We need to imagine a world where people actually care about the environment and live in balance with their surroundings⁹ - where the Earth is once again swathed in abundant forests and wildlife. Then we need to take positive actions towards creating this radically different future – to change how we all work, consume and travel.²

“It is possible to move towards a totally environmentally sustainable world if we really want to.”⁹

We all need to see Climate Change as an opportunity to envision a new future and then take actions to save the planet. There are a multitude of changes, large and small, that we can make to our own lives - using renewable energy, eating local organic food or simply cycling to work...



“We have all the power we need to create all the changes we choose.”¹⁰

The current *modus operandi* has got us into this “*fine mess*.”¹¹ Now it’s time for us to create a new vision of ourselves and the Earth. We need to realise that we have the power, individually and collectively, to liberate our imaginations and become active participants and creators of a better world.

It all comes down to what you imagine - and then what you do!

“Imagine...
It isn't hard to do.”¹

DSM



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2 Laybourn-Langton L, Rankin L and Baxter D (2019)

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3 Anonymous

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4...United Nations (2015)

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5...IPCC (2018)

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6 National Academy of Sciences (1976).

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