

PROPOSED SUSTAINABILITY STRATEGY FOR THE WORLD FUTURE COUNCIL

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Major initiatives to be launched in 2008:

1) Research and policy agenda for WFC Commission on Cities and Climate Change

The initial focus will be on the urban sustainability and the economic benefits of climate action, following up on work by Global Urban Development for the Government of Sweden's Mistra Foundation for Strategic Environmental Research and the Rockefeller Brothers Fund in the U.S.

2) Climate Change Progress Report

This will be a new, media-oriented document to be compiled and published both in print and online by the World Future Council. It will be a state-of-the-art publication in its content and presentation. The WFC will inventory and analyze all existing data sources on how the world is evolving in terms of facing the challenge of climate change, utilizing international agencies, governments, businesses, universities and research institutions, communications media, NGOs and other civil society organizations. All data will be reviewed, including at the global/international level, national/country level, state/provincial level, and local/municipal/city/regional level. The purpose of this report, which will be published twice annually, the first publication to be in June 2008 (immediately prior to the G-8 meeting in Japan), is to inform the world as to where and how genuine progress is being made, as well as to make clear where and how the world is falling behind in addressing this rapidly escalating global crisis.

3) Sustainable Futures Project

This project represents the heart and soul of what the World Future Council was created to accomplish. Its purpose is to articulate and present a long-term vision of a more sustainable, just, equitable, peaceful, healthy, and prosperous world that the average person can easily understand and imagine. To paraphrase Albert Einstein, this vision will be portrayed and explained as simply as possible, but no simpler. The reason such an endeavor is so vital is because historically people have responded to crises by defending their way of life, generally rebuilding after natural or human-caused disasters to return to their previous state of being, though sometimes also adding modest economic, technological, political, and social improvements. Such a response to the climate crisis is doomed to failure. This particular problem cannot be solved within the existing paradigm of the global industrial system, because the existing paradigm *is* the problem. Therefore, it is our primary job to provide people with a truly positive alternative paradigm of a sustainable future that they can create as a new way of life, enabling human civilization

and animal and plant life to survive catastrophic climate change, and much more importantly, for all people everywhere to live and thrive together in peace and prosperity by conserving and reusing resources more efficiently, especially renewable resources, not only to establish a better balance with nature, but also to create greater harmony with each other.

There are two parts to this project. The first part is called ***The Vision: Living and Working in a Sustainable World***. Working with people and institutions throughout the world, the WFC will develop and elaborate on how a sustainable future can actually operate effectively to meet the world's fundamental needs. The vision must be detailed and concrete, so that people can truly believe in its practicality as well as in its values. It should be realistic enough in terms of future perspective that people can fully believe the vision can and will be achieved by 2050. The second part is called ***The Transition: Designing and Building a Sustainable World***. This research will explain in detailed, specific steps how the vision can be realized between now and 2050, and it will be fully integrated into the next edition of the World Future Council's Policies to Change the World. It will be a step-by-step "how to manual" of what needs to be done and why, when and where and by whom, to avert the chaos of climate change and instead create a sustainable world -- a society that people genuinely desire for themselves and especially for their children and grandchildren. In other words, the greatest challenge ever faced by modern humanity, climate change, even more threatening and dangerous than nuclear weapons have been these past six decades, is also the greatest opportunity for the most positive economic, social, and environmental change that people have ever seen, because the only solution to climate change is to create a truly sustainable and prosperous world for everyone, everywhere. The World Future Council is well positioned to help lead this effort, because of its long-term commitment and its "outside-the-box" approach.

4) Climate Communications Strategy Forum

This research and action project addresses one of the most urgent barriers to facing the environmental challenge, namely the fact that most people in the world are not adequately informed about the causes, the consequences, and the rapidly growing, imminent dangers of global warming. The vast majority of people do not yet know that drastic action is urgently required worldwide by everyone and every institution in everyplace. Even where people already are genuinely concerned, in many cases they do not know what they should do, and what needs to be done by others. Clearly one thing the world currently needs is a major global communications campaign to educate people about the real problems and the real solutions. "An Inconvenient Truth" and Live Earth, along with many useful and creative websites, are a very good start, but much more is necessary in order to reach, convince, and motivate actions by many billions of people around the world. This climate communications campaign should be conducted through mass media, including television, film, the internet, radio, music (DVDs, MP3s, etc.), mobile phones, etc. The conventional wisdom that "world leaders have everything under control" must be shifted to a whole new message that "we are all facing serious long-term danger unless we begin making dramatic changes now." The next part of the message should be what actions need to be taken, and here the WFC can draw from the ongoing

work of its Sustainable Futures Project, in terms of short-term actions as well as long-range strategies. The Climate Communications Strategy Forum can be coordinated by the WFC, but should be open for anyone to participate in sharing ideas and strategies, and in identifying resources and institutions that can most effectively enable the messages to be widely broadcast and communicated both electronically and personally through grassroots organizations and social networks throughout the world.