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# The Critical Decade For Our Planet In The Era Of Over-Consumption

**Helen Hodgkinson**

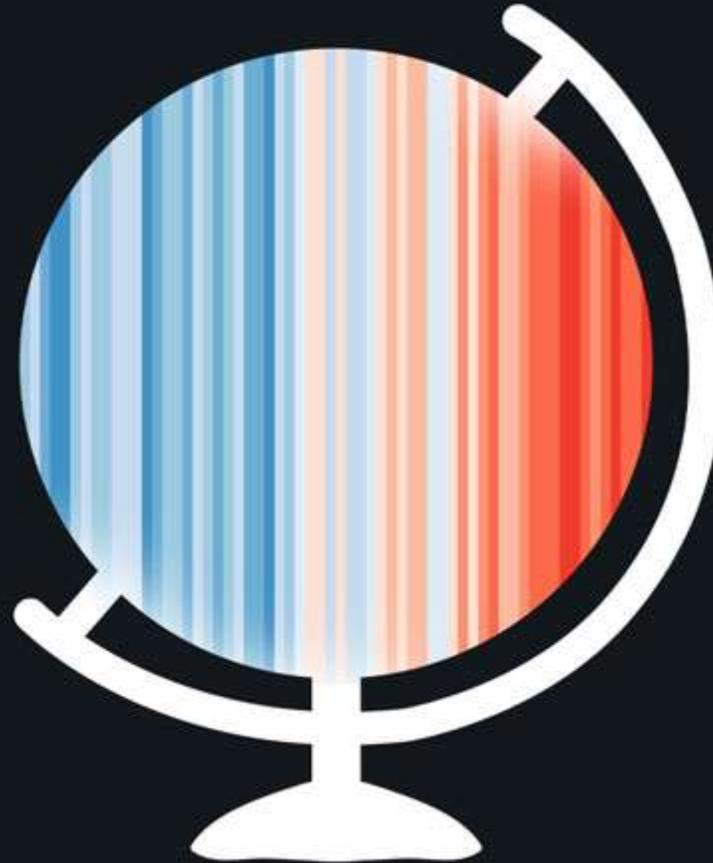
# ESG



Environmental

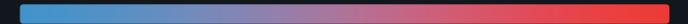
Social

Governance

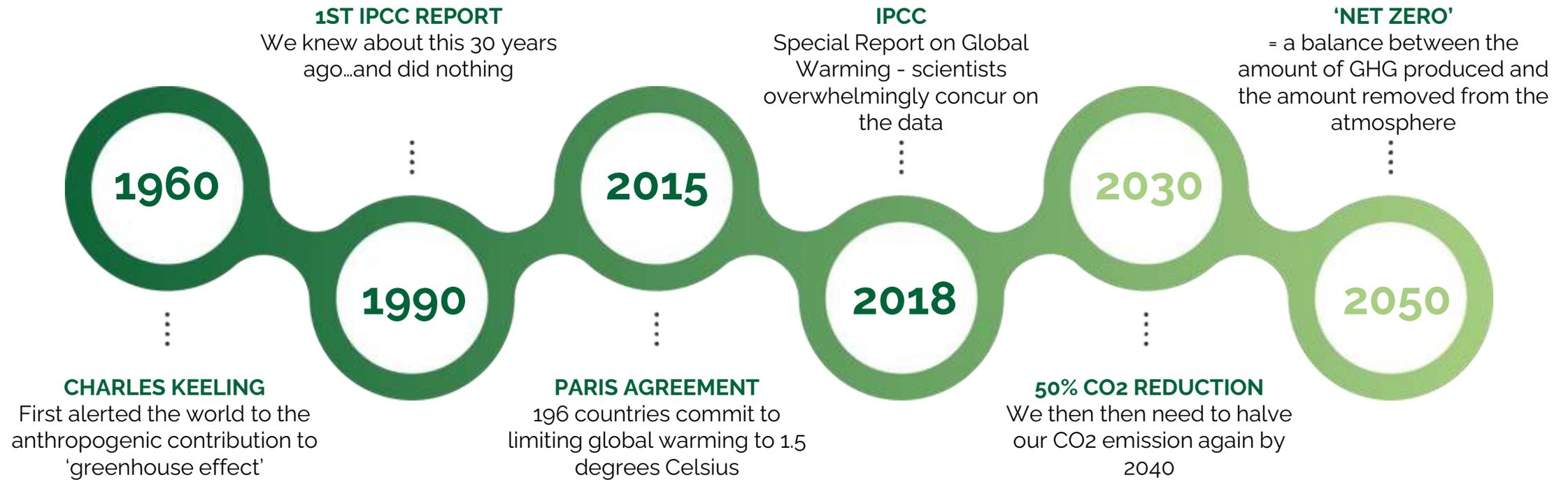


**NASA GLOBAL STRIPES**

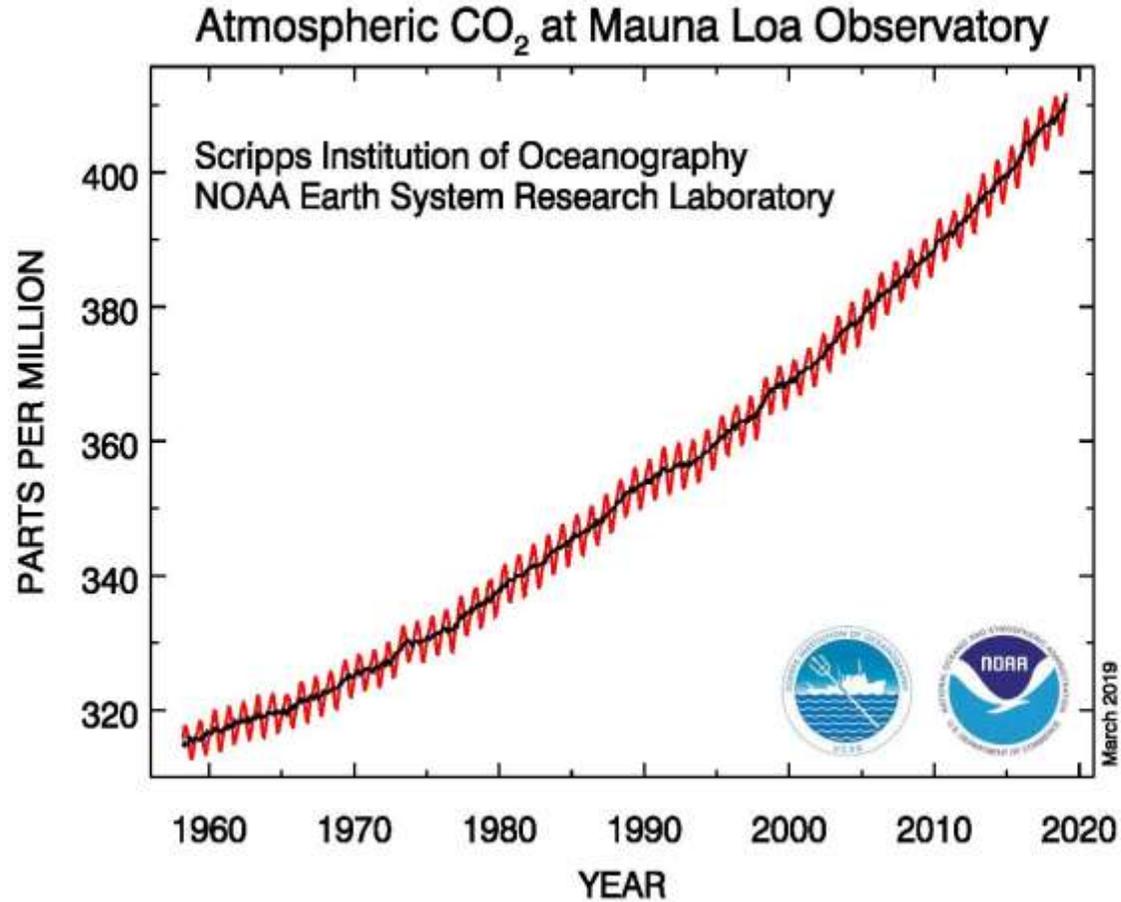
Snapshot of the Global  
Temperature Changes  
(1850-2019)



# Timeline

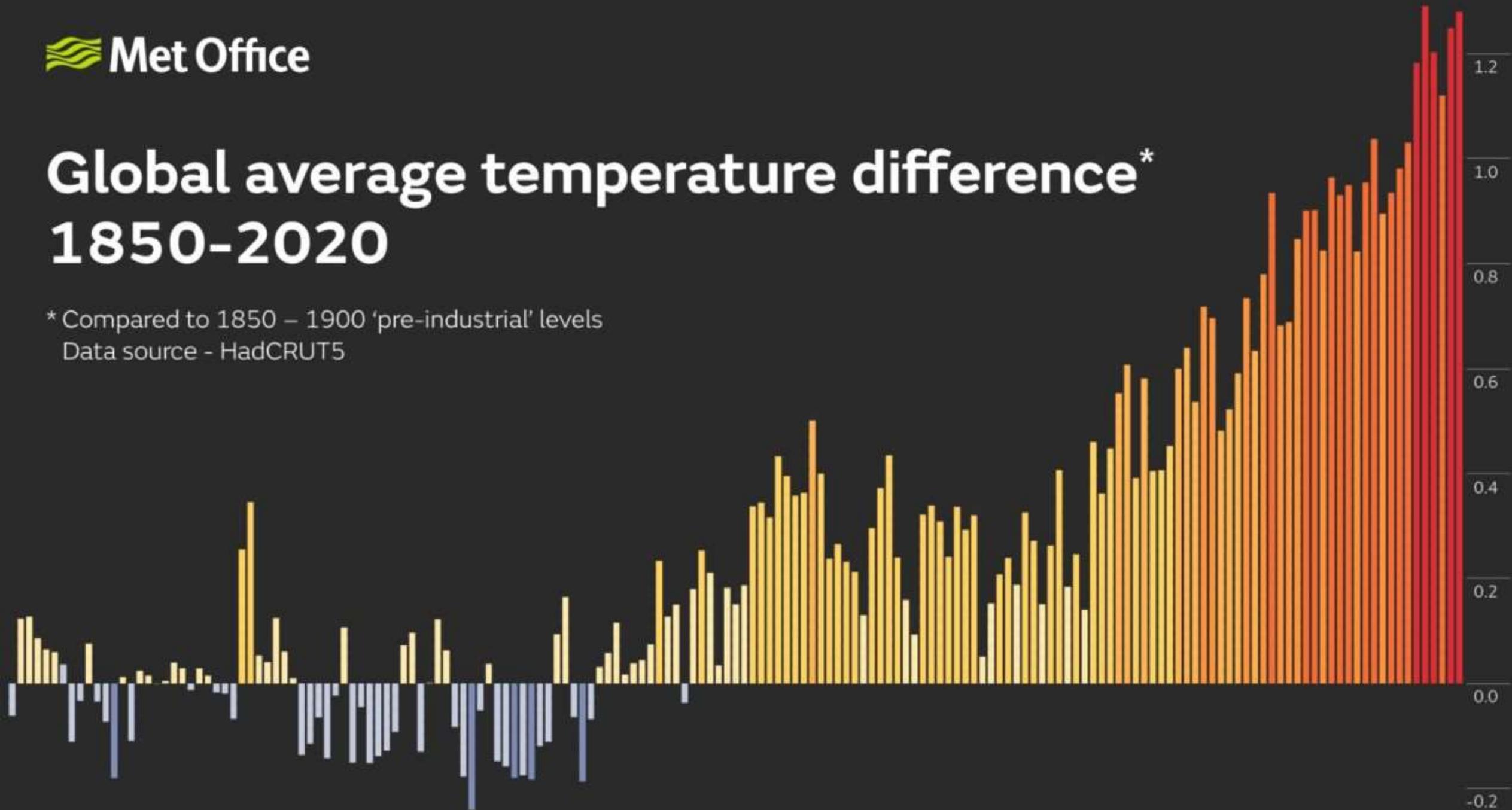


# Atmospheric CO<sub>2</sub>



# Global average temperature difference\* 1850-2020

\* Compared to 1850 – 1900 'pre-industrial' levels  
Data source - HadCRUT5



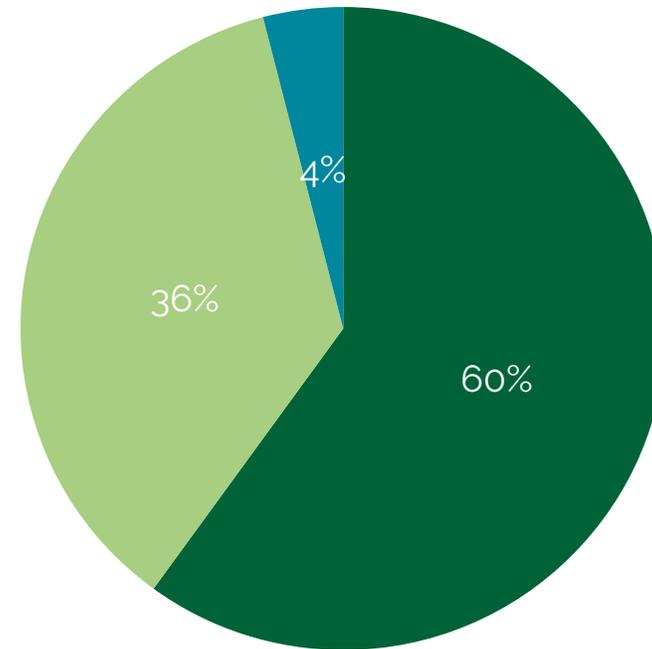
# Ecological impact



## Diet & Biodiversity Loss: Biomass Distribution of Land Mammals on Earth\*

### 69% decline

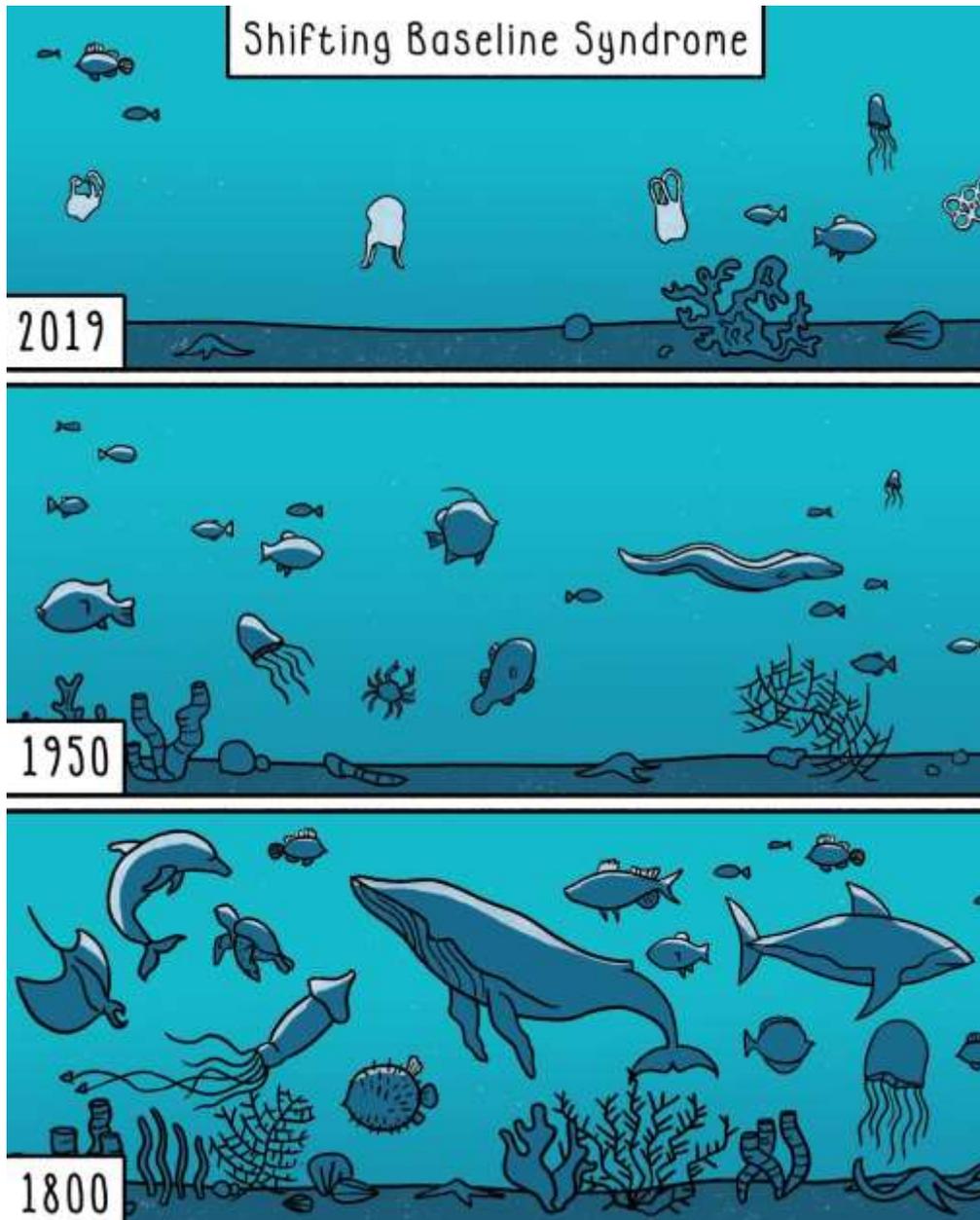
Wildlife populations have plummeted since 1970 – WWF Living Planet Report 2022



■ Livestock ■ Humans ■ Wild animals left on earth

\*2018 Report – Proceedings of the National Academy of Sciences (PNAS) – 'The Biomass Distribution on Earth'

## Shifting Baseline Syndrome



Coined by Daniel Pauly in 1995, Shifting Baseline Syndrome is ' **a gradual change in the accepted norms for the condition of the natural environment due to a lack of experience, memory and/or knowledge of its past condition** '

SBS also has roots in psychology where it is referred to as ' **environmental generational amnesia** '.

<https://oceana.org/blog/daniel-pauly-and-george-monbiot-conversation-about-shifting-baselines-syndrome/>

# The 5 F's\*



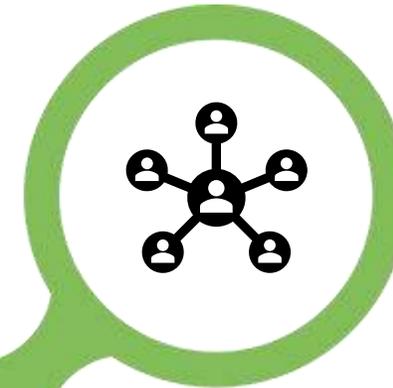
Finance



Fashion



Friendship



Food



Fuel

**\*SHE Changes Climate Movement**



## Make My Money Matter

<https://makemymoneymatter.co.uk/whats-the-issue/>

### **PENSIONS ARE POWERFUL**

If you have a pension, you have power. So much power that greening your pension is **21x more effective** at reducing your carbon footprint than giving up flying, going veggie and switching energy provider combined.

That's because pension funds invest money on our behalf, often into companies that do harm, supply chains that are unsustainable, and industries that accelerate climate change.

When people find out they're accidental investors in these companies, they're often horrified to know where their money is actually going. It's undermining the day-to-day choices and contradicting their values, so vegans may be investing in the meat industry, medics in tobacco, and climate activists in the worst behaving fossil fuel companies.

# Food



The world's food systems generate **1/3 of GHG** emissions <sup>\*(1)</sup>

A plant based diet offers significant protection against the 3 main threats to human health in the 21<sup>st</sup> century:

- **Disease Prevention**
- **Pandemic Prevention**
- **Tackling Climate Change**

**76 billion** <sup>\*(2)</sup> animals are raised and slaughtered each year for human consumption

An estimated **73%** <sup>\*(3)</sup> of antimicrobials are consumed by farm animals worldwide



<sup>\*(1)</sup> EDGAR-FOOD dbase – Nature.com, <sup>(2)</sup> George Monbiot in Conversation with Dr Alan Desmond 21<sup>st</sup> Jan '23 Riverford <sup>(3)</sup> Global Trends in Antimicrobial Resistance in Animals 2019

# Fashion



The fashion industry is widely believed to be the 2<sup>nd</sup> most polluting industry in the world, after oil, according to UNCTAD.



Venetia La Manna – Fair Fashion Campaigner

'My tip for sustainable fashion if you're new to it, is to know that the most sustainable clothes are the ones you already own'.

# Fuel



# Friendship



# Friendship



# NEW MINDSETS TO CO-CREATE the future we choose



## **STUBBORN OPTIMISM**

Deliberate re-programming of our minds to transform our attitudes. Switch your focus from helplessness to make a positive impact



## **ENDLESS ABUNDANCE**

Fear of scarcity feeds our actions. Step away from the Zero Sum Paradigm. Collaborate and come together in solidarity



## **RADICAL RE-GENERATION**

We can no longer continue to endlessly extract. Support re-generation. Care, connect, replenish

Mindsets from the book 'The Future We Choose' by Christiana Figueres and Tom Rivett-Carnac.



“Don't sit this one out. Do something. You are by accident of fate alive at an absolutely critical moment in the history of our planet.”

**CARL SAGEN**



# Thanks

Does anyone have any questions?  
I'll be happy to help.