



Communicating the need for global stewardship

(active management the human-Earth relationship)

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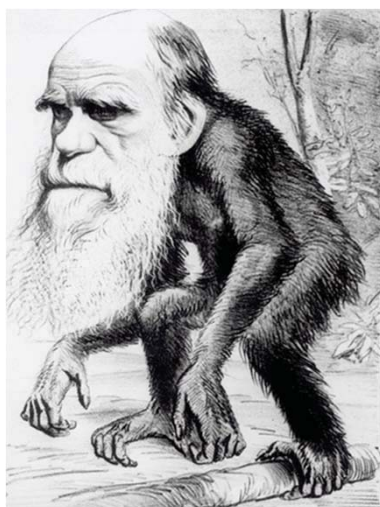


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Charles Darwin: 1809-1882



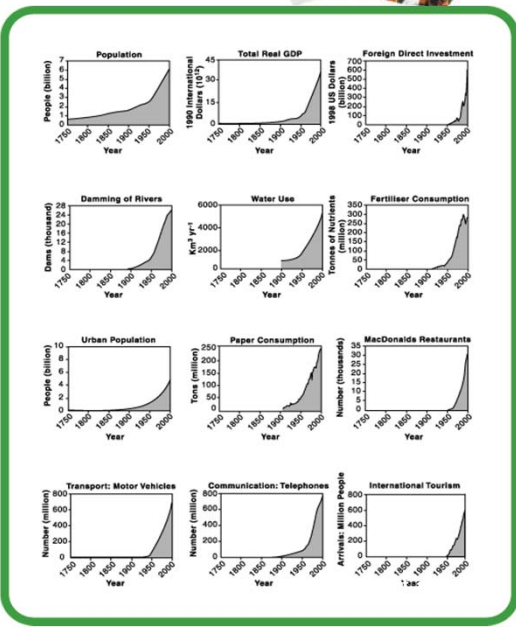
•*On the Origin of Species (1859)*
Challenged the contemporary
(religious based) understanding of
the Human-Earth Relationship and
the contemporary economic
paradigm.

•*Over 150 years later, potential US
Presidential candidates are
discussing whether Darwin's
conclusions should be taught in
schools!*

The changing human enterprise, from 1750 to 2000

Note the start of the 'Great Acceleration' around 1950, when many activities began or accelerated sharply

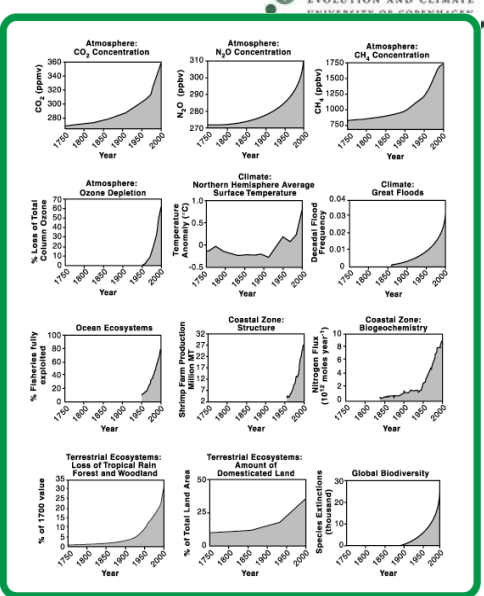
Steffen et al 2004



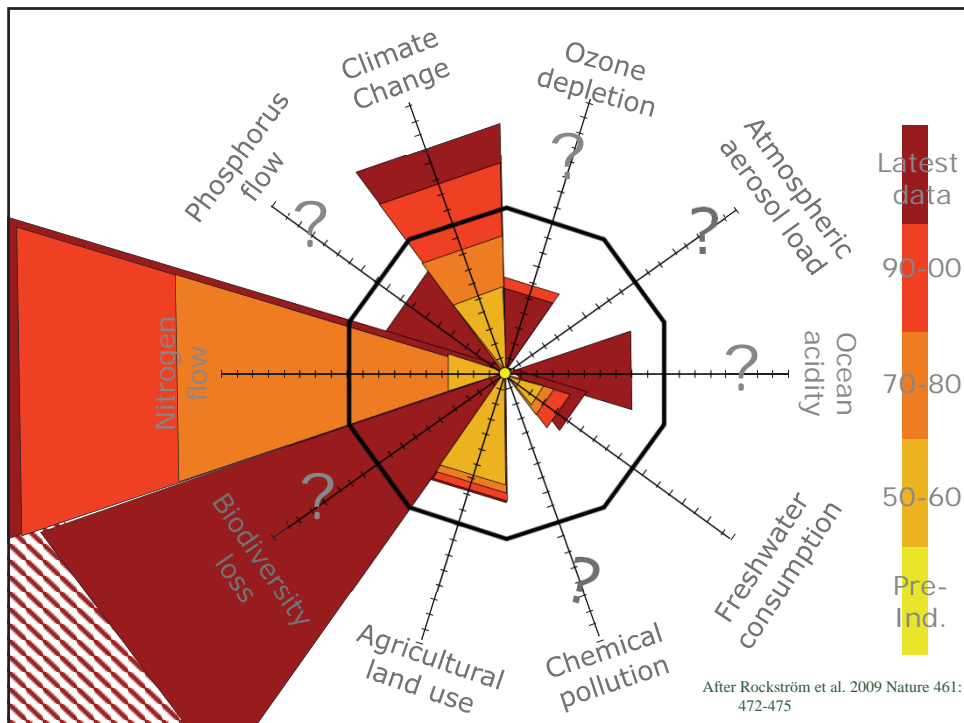
Responses of the Earth System to the accelerating human enterprise.

Root cause = demand for resources approaching supply!

Steffen et al 2004



”Business as usual is dead!” Lord Nicholas Stern, 2009



For the **first time in human history**, the demand for some essential natural resources and services is beginning to exceed supply

- *“Environment” can no longer be regarded as being distinct from societies (economic) interests (natural resources = currency)*
- *Future human development can only be based on more efficient resource use and/or the development of alternatives for resources where supply cannot meet demand.*





Putting it all in perspective:

- The Earth was formed about 4.7 billion years ago
- Our species in its present form has been on Earth for about 250,000 years...
- About 10,000 generations...
- Most generations lived in caves...

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We don't get people to do that through communicating doomsday scenaria!

People need to understand "what's in it for me" and the "trench warfare" has got to stop!

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