

Our Generational Challenge: Achieving a Sustainable World

**Report from
Exploratory Discussions with Leaders
Regarding the '2020 Proposition'**

A project of the 2020 Fund and the Rockefeller Brothers Fund

August 2004 - March 2005

Report Outline

- I. *Context and Intent of Project*
- II. *List of Interviewees*
- III. *Basic Interview Questions*
- IV. *Emergent findings, themes from interviews with select highlights from individual interviews*
- V. *Relevant input from related 2020 Fund activities*
- VI. *Recommended Action*
- VII. *Appendices:*
 - *Presentation Document and Sample Cover Letter Requesting Interview*
 - *Notes From Interviews (not for distribution or publication); and transcripts, as available*
 - *Summative Reports from 2020 Global Stakeholder Panel Initiative*

The Basic Challenge

Our biggest challenge in this new century is to take an idea that seems abstract, sustainable development, and turn it into a daily reality for all the world's people.

Kofi Annan

Today's combined "push of necessity" and "pull of opportunity" may offer the perfect alchemy to move us at breathtaking speed toward a sustainable world if we marshal our best 21st Century intelligence and resources to make the vision real.

How can we build on the excellent work being done by many, in order to quickly reach the scale needed for success?

Context & Intent of Project

This is a report on a set of exploratory discussions (interviews, meetings) held with leaders in the United States and worldwide regarding the potential for building a new social enterprise designed to achieve a sustainable planet. The intended enterprise would accelerate our progress to a sustainable world by focusing on enabling ‘the whole to become greater than the sum of the parts.’ The parts refer here to the plethora of organizations – NGOs, government agencies, businesses -- and citizens who are working toward the goals of achieving a sustainable planet.

*The preliminary organizational concept: a core Alliance of businesses and not-for-profit organizations with leading competencies needed to “get the job done” – i.e. in cause/social marketing, constituency/ network organizing, research, management, traditional and venture capital (philanthropic and commercial), technology & communications, and conferencing capacities. **Campaign 2020** is the catalytic Kennedy-style “moonshot” global social marketing and organizing initiative that alliance members would help design/build and participate in -- providing new capacity to the movement to achieve sustainability.*

This inquiry was conducted by the 2020 Fund with the Rockefeller Brothers Fund, and followed a series of informal discussions between Stephen Heintz, President of the RBF and Deborah Stern, Managing Director of the 2020 Fund (and visionary/social entrepreneur for the 2020 concept). It also followed a small informal, convened session of leaders at the RBF in February 2004.

The organizational concept and contextual frame are outlined in “Our Generational Challenge: Achieving a Sustainable World; Ideas to Stimulate Discussion.” This presentation was distributed with an introductory letter sent by Stephen Heintz, requesting the interview. The presentation document and a sample letter are provided in the appendix to this report.

Context & Intent of Project, cont'd

It is important to note that a choice was made, at the outset of this project, to catalyze relatively open-ended discussions, rather than to “test” the feasibility of the proposed “Campaign 2020” idea. Therefore, while broad ideas re: the ‘2020 challenge and opportunity’ and ‘possible organizing approaches’ were presented to the interviewees, specific strategies, tactics, and plans for doing so were not addressed.

The purpose of this open-ended approach was to create a welcoming context for leaders to voice their opinions, contribute their ideas, and potentially offer to participate in building such an enterprise. By design, to be successful, the proposed enterprise needs to engender constructive participation from a diversity of leaders who are already highly committed and productive in their efforts to meet these shared goals for a sustainable world . It will need to do so in a manner that offers real value to these leaders and their organizations, honoring the time and commitment invested. To be successful, it must contribute new, generative capacity to individual leaders, organizations, and the movement. The intent of this exploratory project was to help assess the responsiveness of an initial group of organizational leaders to the ideas, and to begin identifying those who might be interested to participate in building it, and to seed the organizing dynamic for development of a visionary, unifying impetus and infrastructure to ensure we get to a “sustainable” planet.

While completely distinct, this project is informed by and coincides with the conclusion of, the 2020 Fund’s Global Stakeholder Panel Initiative – the most extensive quantitative research undertaken to date of stakeholders worldwide, from all sectors, to give them the collective opportunity to articulate a vision and identify action priorities for creating a sustainable world by the year 2020. [See page xx and appendix for information on the project and final report].

Interviewees

1. Al Gore, Generation Investment Management; former United States Vice President
 2. Betsy Taylor, Center for New American Dream
 3. Bill Drayton, Ashoka
 4. Bill McDonough, McDonough & Partners (meeting, not interview per se)
 5. Candido Gryzbowski, World Social Forum
 6. Daisaku Ikeda, Soka Gakkai
 7. Deb Callahan, League of Conservation Voters
 8. Dennis Hayes, Bullit Foundation
 9. Doug Miller, GlobeScan Incorporated
 10. Esther Dyson, EDventure, Release 1.0
 11. Gus Speth, Yale University
 12. Hazel Henderson, author, futurist, Ethical Marketplace
 13. Jeff Sachs, Columbia University (meeting)
 14. John Adams, Natural Resources Defense Council
 15. John Elkington, SustainAbility
 16. Kenny Ausabel, Bioneers
 17. Kumi Naidoo, Civicus
 18. Lynne Twist, Soul of Money Institute
 19. Maritta R. von Bieberstein Koch-Weser, Earth 3000; GEXSI
 20. MirianVilella, The Earth Charter Initiative
 21. Nina Simons, Bioneers
 22. Paul Hawken, author, Graxis
- Peggy Dulany, Tom Rautenberg, Bruce Schearer, Synergos Institute
 - Peter Goldmark (meeting)
 - Phil Clapp, National Environmental Trust
 - Rebecca Adamson, First Nations Development Institute
 - Salil Shetty, Director, Millennium Campaign (UNDP) (meeting)
 - Sally Osberg, Skoll Foundation
 - Sam Mills, Philanthropist, Trustee 2020 Fund, Bioneers, Equal Access
 - Steve Howard, Climate Group
 - Steven Rockefeller, Rockefeller Brothers Fund
 - Susan Davis, Ashoka, ILO
 - Tariq Banuri, Global Scenarios Group, Great Transition Initiative
 - Thais Corral, REDEH, the Network for Human Development, Brazil
 - Tony Pigott, J. Walter Thompson
- Interview pending:
- Ronni Goldfarb, Equal Access
 - Mark Ritchie, Institute for International Agriculture and Trade
 - Wangari Maathai, Green Belt Movement, Nobel Laureate
 - Oprah Winfrey, Harpo Inc.
 - Maurice Strong, Earth Council

The Basic Interview Questions

The intention of the interviews was to gain input re: the receptivity to the ideas put forth in the presentation and potential interest in playing a role in its development. While not every interview followed this outline, these were the framing questions for the conversations.

- What are your general reactions to the presentation?
- What do you see as missing in the current landscape that, if provided, would accelerate our progress...would transform the current situation and enable us to achieve the “tipping point” to a sustainable planet.
- What value do you see in the approach presented, if any? What works about it, what doesn't? [Check in re: various dimensions of the “proposal”.]
- What do you see as the most critical factors for success? Critical next step?
- What role would you want to see RBF and other lead philanthropists play in that?
- What would you see as your possible role/contribution? How would your efforts be best leveraged by this? Would you make this a priority?
- What would you need? Expect from others?
- Who else should we be speaking to at earliest stage?

Emergent findings, themes from interviews

The inquiry led to provocative conversations – that embraced a range of perspectives. Some people direct policy and action via mainstream NGOs, some are leading edge thought leaders, some are innovative social entrepreneurs. Some have a strong spiritual bent; others an entirely pragmatic orientation. Some have been on the global political stage, others are grassroots activists. Labels never suffice.

While we did not undertake formal “content analysis,” there were distinctive recurring themes that emerged from these conversations. Notes from the interviews are attached in the appendix. Given limited resources, they are roughly presented. They are for internal use only and we do not have permission to distribute or publish these comments. Unedited transcripts for many of the interviews are also available in electronic and printed form.

Emergent findings, themes from interviews

OVERALL

- The intention, analysis, and ethos of the presentation are generally on target. Some appreciate the level of scale and scope being undertaken; others are wary of “grandiosity,” possible lack of tangibility. A key is to embrace a dynamic that is generative, empowering, not bureaucratic. That has clout of leadership and resources, and yet not entrenched in “old paradigm” power dynamics that will collapse under own weight.
- A mirror of the movement to itself would make a huge difference – through communication of the parts, and mapping. This is one critical missing element, and would greatly accelerate the movement, and enable the whole to become larger than the sum of its parts.
- Engineering is needed now, not inspiration. We know what’s needed – including inspiration -- and have the tools to build it. Now, need to engineer “the works” to make it happen (and that includes “engineering” inspiration, spirit, leadership, clout).
- Can and need to use the influence and “pull” of donors’ convening power, and possibility of unusual new resources (e.g. media, research, management tools, money, etc.) to get people to the table.

Emergent findings, themes from interviews

WHAT'S MISSING IN THE LANDSCAPE? WHAT'S NEEDED TO MAKE A DIFFERENCE?

1. Media & Communications

- Need unifying “banner” that people can grab hold of; brand for cause – like freedom was for anti-slavery
- Touch people at heart and soul level
- Mirror what is happening to overcome isolation, hopelessness
- Articulate the new myth/shared dream that many hold in their hearts. Communicate the stories, images, messages to enable awakening of mass consciousness
- The world is organized against this currently; need massive and strategic communications campaign for it

2. Top Leadership stepping up to the place, at the helm. “Test of 10” prepared to ‘go for it’

- Then staffed with well-designed and resourced delivery system
- To bring critical mass of clout to movement
- Deployed as communicators, spokespeople
- Deployed in targeted “grasstops” enrollment and advocacy efforts
- Focus on bringing them value; forwarding their agendas

3. Sustained Leadership Convening. Invest in this leadership building and bridging capacity

- To bond, create and sustain alliances among “movement leaders,” across sectors and geographies
- To facilitate charting of path forward; i.d. strategic lever points
- To build prototypes, breakthrough initiatives

What's missing in the landscape? What's needed to make a difference? – cont'd

4. Networking and Mapping Capability

- Build the connectivity capacity/infrastructure.
- A distributed (non-CPU) system. (EBay for movement?)
- Build a “Mapquest” for the movement. When movement can reflect upon itself, and find itself, and “non-members” can find it, we will achieve acceleration and scalability. Some work being done here. Ironically (but not surprising), mappers are unaware of one another

5. Authoritative Guiding Metrics. High profile reporting on global, regional, issue specific

- Enable tracking of progress
- Transparent “judge and jury” to ensure integrity

6. Gigowatt Level Fund raising.

- Massive “war chests” are needed for strategic campaigns, initiatives – public and private.
- Groups are doing this; NGOs not necessarily aware or feel deployment.
- Ramp up and align with someone(s) in charge.

7. Someone minding the store.

US or Global Initiative?

Global is key. This is a global vision.

The challenge, and solutions are global.

- Can not cut off head of movement which is located outside of US. That's where energy is coming from to tip scales.
- Will not be viewed as legitimate if US led, not global.
- At same time, must convert 10 million Americans, consumers, voters to cause.
- Do not focus only on US. It will suck valuable energy and further isolationism
- US has to take on itself (physician, heal thyself), with world pressure/encouragement.

Bottom line:

- Keep as global initiative, with a US component, led by US players, more potently linked to leaders, globally

Relevant input from 2020 Global Stakeholder Panel (GSP) Initiative

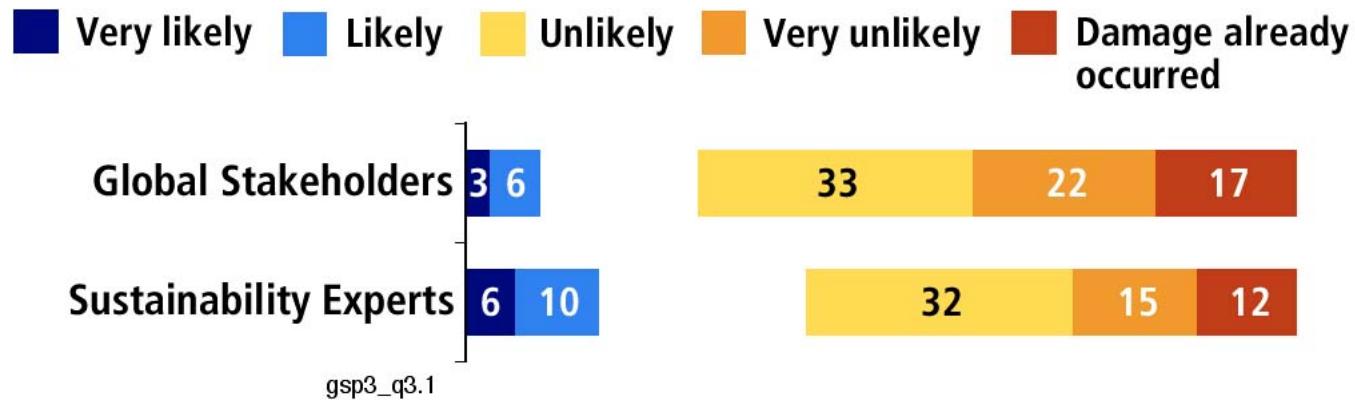
The 2020 Global Stakeholder Panel Initiative involves the most extensive quantitative research ever undertaken of stakeholder leaders, worldwide – intended to inform leaders and decision making in philanthropy, NGOs, business, and the public sector. Through the course of three iterative surveys, 1,000 stakeholders from across sectors and 60 countries have found that:

- Sustainable Development and the new economic approaches needed to achieve it are the preferred framework and definition of success. This is noteworthy given the diversity of respondents (predominantly not from SD or environmental fields).
- 72% of stakeholders expect we will incur major damage to human, social, and ecosystem health because society is failing to make the transition to SD quickly enough. Ominously, one in five believe it is already too late.
- When asked for the most important initiative to accelerate progress, a strong majority call for globally coordinated action involving the full range of initiatives tested: social marketing to promote SD; social movement organizing/networking; high profile leadership; multi-sector global initiative; high profile reporting on SD progress.
- While there is resounding support for the importance of achieving the Millennium Development Goals, only 7% believe that achieving them by the target of 2015 is very likely at present.

Progress on Sustainability Not Occurring Fast Enough to Avert Damage

2004

Global Stakeholders vs Sustainability Experts*



The white space in this chart represents “DK/NA” and “Neutral.”

*Source: GlobeScan's biannual Survey of Sustainability Experts, 2003-2

Is All This Really Necessary?

Here is what 750 mainly NGO leaders around the world said when asked to rate the effectiveness of different initiatives in speeding SD progress.

Effectiveness of Measures to Speed SD Progress

Percentage of NGO Leaders Saying "Very" or "Somewhat Effective,"
Worldwide Survey ($n=750$), August, 2004



Input from 2020 Global Stakeholder Panel Initiative, cont'd

When asked what would most help build their organization's capacity:

- NGO leaders said increased networking and help building effective strategic alliances is greatest need – even slightly above financial support and fund raising

Prompted feedback on next steps for the Global Stakeholder Panel:

- Working more closely with other initiatives/organizations
- Use of the internet and other face to face mechanisms to facilitate networking
- Face to face or virtual dialogue with peers, complemented by surveys

Open-ended feedback on next steps for GSP from more than 700 respondents:

- Highest request: Communicate GSP to the widest audience possible via buying media time on CNN, creating a documentary, producing an interpretive report and ensuring all members of the UN receive a copy

At the summative meeting on the GSP (NY, February 11), Project advisors and GSP delegates recommended (unprompted):

- carrying the GSP initiative forward – inside of 2020 initiative context -- by offering it for “adoption” to the World Economic Forum (WEF) and the World Social Forum (WSF), given that both draw together key stakeholders who are engaged on GSP-related initiatives.

Recommended Next Steps

In the aggregate, these findings suggest a refined approach to forwarding this initiative.

1. Enroll “the committee of 10” leaders (and the convening chair)
 - A core leadership team that declares “we will” -- with the clout, capacity, and wisdom to lead the charge
 - Staffed and resourced for delivery
2. Point of entry strategy: Build a communications-driven participation campaign (social/cause marketing). Supportive of UN Decade for Education on SD, and Millennium Development Goals. It integrates the following elements:
 - Mainstream media and marketing capacities
 - Tell the stories, articulates “new myth” for humanity, mirrors the movement
 - Rallying cry; unifying brand/banner for sustainability
 - Enlist leaders and celebrities as spokespeople and participants
 - Involve movement and thought leaders in campaign design processes
 - Construct networking/clearinghouse capacity
 - Build out 2020 Global Stakeholder Panel to include survey and face-to-face listening/convening capacity
 - Consider tie-in with Synergos/GLI Leadership Labs
 - Seek partnership of WSF and WEF as lead “partner” stakeholder networks
 - Cause-marketing fund raising

Continue....



Recommended Next Steps

3. Enlist “core design team” to create the campaign and business plans
 - to be presented to the “Committee of 10”
 - plan a meeting, to be convened with RBF support/leadership, at Pocantico – intend for Fall 2005
 - The interviews from this exploratory phase will substantially inform the design stage. Notes outlining the “design challenge” are available upon request.
 4. Staff and resource this action-planning process/ development phase.
- Each of the these recommended next steps serve to forward a planning, action, funding dynamic. Ultimately, feasibility is determined by progress on these “benchmarks.”

When do we need vision...and courage?

During times of growth, change, and opportunity – so that we know we're headed in the right direction. We also need vision during times of uncertainty – when we've lost confidence in our leaders, our institutions, or ourselves. Instead of focusing on “what's next,” we need to refocus on “what's first.” ... When work is meaningful and connected to what we truly desire, we tap into a productive and creative power stronger than we ever imagined.

-- Ken Blanchard

Strategic Objectives to Advance the Idea

An approximation of a non-linear process

Phase	Actionable Next Steps	Sources of Funds
<p>1</p> <p>Exploratory</p> <p>+12 months</p>	<ul style="list-style-type: none"> ✓ Explore receptivity to broad idea, and possible approach ✓ Refine concept based on individual, small group meetings, surveys • Identify, convene, recruit initial core leadership and investor group (core capacity-building team, leadership, the “MLKs” for cause, investors, governance, etc.) • Solicit lead investors to finance core and design-build phase • Establish office, core executive team 	<p>Philanthropy (Foundations, Individual, Corp.)</p> <p>Cash & In Kind</p>
<p>2</p> <p>Design, Build</p> <p>18–36 months</p>	<ul style="list-style-type: none"> • Recruit, engage core design-build team • Develop business model and plan to operationalize • Design and engage exercises to <ul style="list-style-type: none"> – Crystallizing goals – Create Brand – Create media platforms – Build leadership teams – Other R&D required • Finance next phase 	<p>Philanthropy</p> <p>Social Venture Capital</p> <p>Cash & In Kind</p>
<p>3</p> <p>Launch/ Execute</p> <p>36 months++</p>	<ul style="list-style-type: none"> • Full engagement of leadership • Engage per design/plan • Transition to re-generative, self-financing organization model 	<p>Initially Philanthropic, public, and commercial social investment. Continuing with earned revenues, licensing fees, etc.</p>

Our Generational Challenge: Achieving a Sustainable World

**Ideas to Stimulate Discussion
from the 2020 Fund**

<http://www.2020Fund.org>

with the Rockefeller Brothers Fund

August 2004

A Job to Be Done

Can we move nations and people in the direction of sustainability? Such a move would be a modification of society comparable in scale to only two other changes: the Agricultural Revolution of 10,000 years ago and the Industrial Revolution of the past two centuries. Those revolutions were gradual, spontaneous, and largely unconscious. This one will have to be a fully conscious operation...if we actually do it, the undertaking will be absolutely unique in humanity's stay on the Earth.

William D. Ruckelshaus

...if [when] Humanity feels the pull of realistic visions of a sustainable and meaningful future and, simultaneously, feels the push to respond to mounting difficulties, the combination could move us forward with breathtaking speed.

The 2020 Challenge: Evolutionary Crash or Bounce? A report for the 2020 Fund by **Duane Elgin**

Our biggest challenge in this new century is to take an idea that seems abstract, sustainable development, and turn it into a daily reality for all the world's people.

Kofi Annan

The Big Challenge

- We know we are at a critical choice point for humanity and the evolution of life on Earth. Consciously or not, humanity is choosing our future and that of the entire community of life we share on this planet.
- Today's combined "push of necessity" and "pull of opportunity" may offer the perfect alchemy to move us at breathtaking speed toward a sustainable world if we marshal our best 21st Century intelligence and resources to make the vision real.
- How can we build on the excellent work being done by many, in order to quickly reach the scale needed for success?

The Push of Necessity

A plethora of leading research elaborates our global whole system adversity trends.

The 2020 Challenge Report (see <http://www.2020Fund.org>) sums up the picture:

- Without significantly accelerated and sustained realignment of resources, many of today's environmental, social, and economic challenges are likely to reach critical thresholds in the decade of the 2020s.

The Push of Necessity (cont'd)

- Difficulties that may seem relatively isolated, and are largely addressed through isolated, sometimes competitive, often disconnected initiatives could coalesce into a tight and unyielding “whole system” crisis.
 - *At least 2 to 3 billion people will be added to the Earth’s population—with 95% of the growth expected to occur in the poorest nations.*
 - *The gap between rich and poor will have grown wider, with billions of people living in urban slums.*
 - *Up to one-fifth of all living species could be nearly extinct.*
 - *Clean water supplies will be too limited to meet food requirements.*
 - *Global Warming could pose unacceptable impacts.*

The Pull of Opportunity

The picture is not entirely bleak...at all. The opportunity trends:

- Convergence of philosophical, religious and scientific ideas that allow us to put a new lens on the current challenge, to embrace the complexity and work with it. We have perspective on how we got here, and the necessary ingredients, dynamics for emerging a “sustainable” future. Best of all, we have the tools for taking this evolutionary step—at scale.
- Knowledge about what solutions/strategies work, what to do. Many, many new social innovations that are achieving measurable results and more to come
- A super-saturated solution of public opinion re: the challenge, and a readiness for a crystallized new vision, and the means to enact it. A public demand to meet the challenge – at scale ***[note: insert GlobeScan Research]***

The Pull of Opportunity (cont'd)

- Global Communications Capabilities
- Social Marketing Expertise
- Technology and Networking Capacity
- Philanthropy and Social Investment Growth
- Abundant research capacities to measure, track and guide progress
- Readiness of the global citizenry to act (verified by leading global polls conducted by GlobeScan Research)

All are gifts earlier generations could have only dreamed of.

So, Now What?

...we have everything we need to create the future we want...

The questions are:

- *How do we fully leverage what we've got?*
- *Will we use our “radical common sense?”*

An Idea

Build a global social enterprise designed to *achieve* a sustainable planet.

In the long run, we only hit what we aim at.

-- Henry Thoreau

Background Premise

How anything is ever created:

- Articulate a thought / vision / definite purpose

All that we are is the result of what we have thought

– Buddha

- Articulate/create a path for getting there

A story is worth a thousand words

- Organize resources to build and channel momentum
- Atune to natural laws of creation (that govern all forms of life, including biological systems, human organizations, markets, social movements, formation of planets and galaxies, etc.)

The Current Situation

Many diverse players. Substantial fragmentation.

The Players:

- Thousands, perhaps millions of organizations and projects

...and The Software

- A super saturated solution of Awakening Human Consciousness. Readiness. Dawning self-interest.

The Current Situation (cont'd)

The Fragmentation:

- No crystallized vision, aligning focus
- Inadequate incentives to “do the right thing”
- Episodic, undercapitalized organizing without inspiring, credible context or capacity
- Turf issues between players
- Inadequate current infrastructure for harnessing strengths of capable parts to achieve “lift off” for whole.

What Could Make a Difference?

Some pieces:

- A way to marshal leadership, resources, and strategic action that lives up to the challenge we face, and the cooperative values needed for success.
- A clear, empowering, popularized vision for the future—a broadly, potently communicated story
- A way to unleash and strategically focus powerful human desire, as well as financial and non-financial resources, towards achieving priority objectives
- A way to integrate what we have, to connect the dots
- A way to continuously identify high leverage solutions and accelerate the process of bringing the best ideas to scale.
- A strategic context to incentivize and guide philanthropic and commercial investors toward the highest leverage, most needed solutions.

A Vision...

Standing in 2100: Cooking along in “Sustainable Planet.”

Designer/architect, William McDonough, describes it well:

Our goal is a delightfully diverse, safe, healthy and just world, with clean water, clear air, clean soil and clean power— economically, equitably, ecologically and elegantly enjoyed.

Standing in 2020, a benchmark year, our generational task is accomplished:

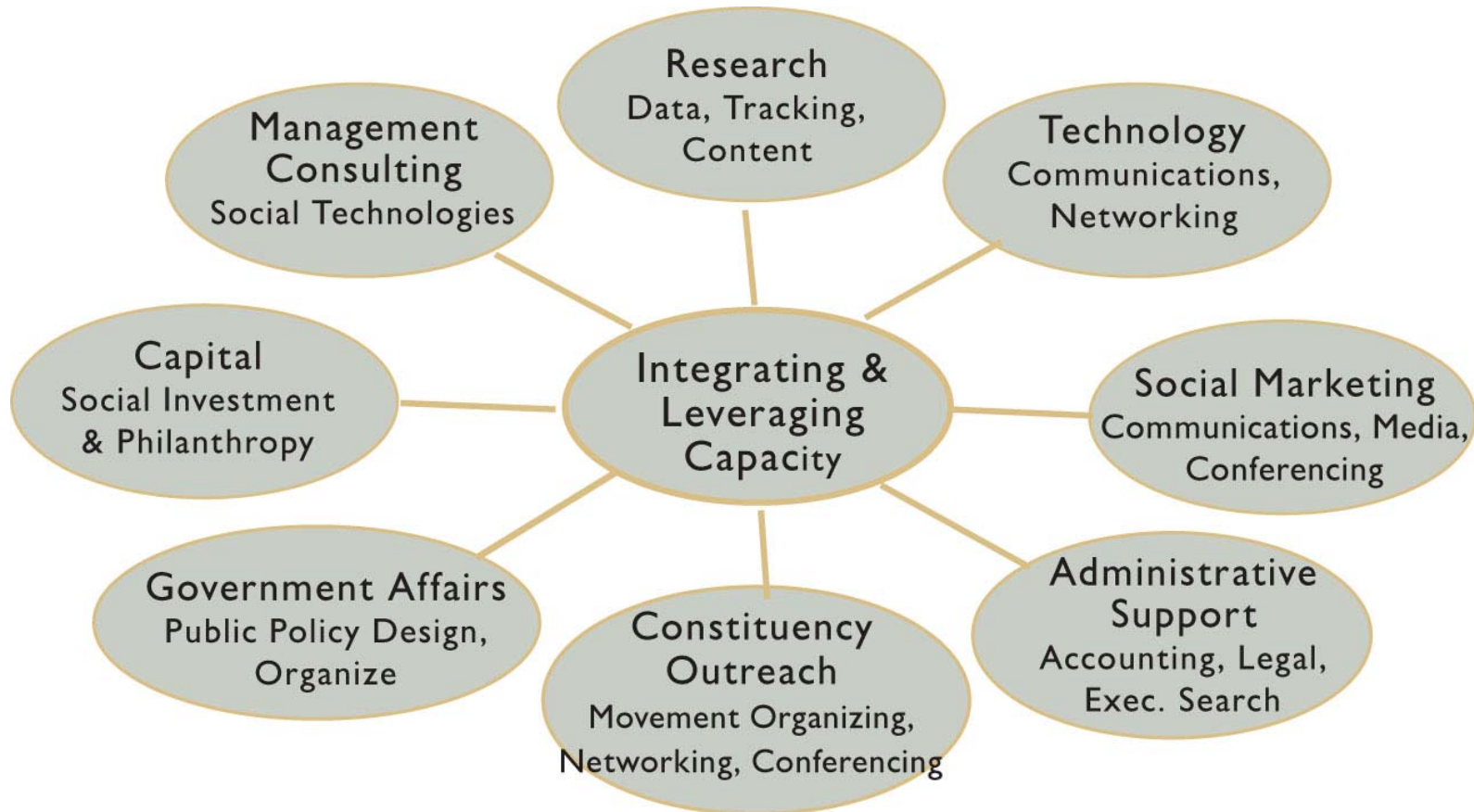
- We faced fork in road and chose “sustainable planet” scenario
- We put in place the essential building blocks, infrastructure to get there
- We have surpassed the “tipping point” in human culture/planetary civilization and now have a global community/culture that demands “sustainability.”
- We have tracked progress and have ample evidence that “Sustainable Planet” is being realized.

...and a Possible Approach to Manifesting It

We create a new social enterprise to consciously realize this vision.

- Galvanize a global movement to achieve sustainability—involving leaders across all sectors and regions, at many “levels”
- Design the enterprise to integrate and mobilize core capabilities/ resources from all sectors to ensure sufficient scale of activity
- Provide the catalytic “agent”/organizing device that triggers the complex system of current players into a sustained, increasingly strategic and unified sustainability movement
- Use the wisdom and resources we have available to us today—from organizational design to technology to what we know about the workings of complex systems.

Core Enabling Resources



A Strawman Catalytic Strategy

- Utilize a Kennedy-style “man-to-moon” call-to-action to galvanize leadership and achieve lift-off:
 - Articulate a visionary objective
 - Articulate a critical path to get there—with measurable goals, actions, financing requirements
 - Galvanize, organize leadership from across sectors toward unified goal(s)
 - Make “capacity building” resources (of all types) available—at scale
 - Enable effective strategic alliances among players
 - Give new entrants clear signals and roles so they can engage

A Strawman Catalytic Strategy (cont'd)

- Accelerate vision-adoption beyond the elite and early adopters—achieve “tipping point” and bring to scale
- Operationalize strategy via a “new paradigm” organizing infrastructure (i.e. social enterprise) designed for the task (independent sector initiated, involving all sectors....a bit of glue for “spaceship earth”)

What Some Experts Say ...

- In Fall 2001, The 2020 Fund in collaboration with Environics International, Ltd (now GlobeScan Research) asked experts from over 30 countries if the transition to sustainable development was occurring fast enough to avert major, irreversible damage to human, social, and ecosystem health. **One in two expressed the view that without faster progress it is unlikely that Humanity can avert irreversible damage, and another one in ten said it is already too late.**

What Some Experts Say...(cont'd)

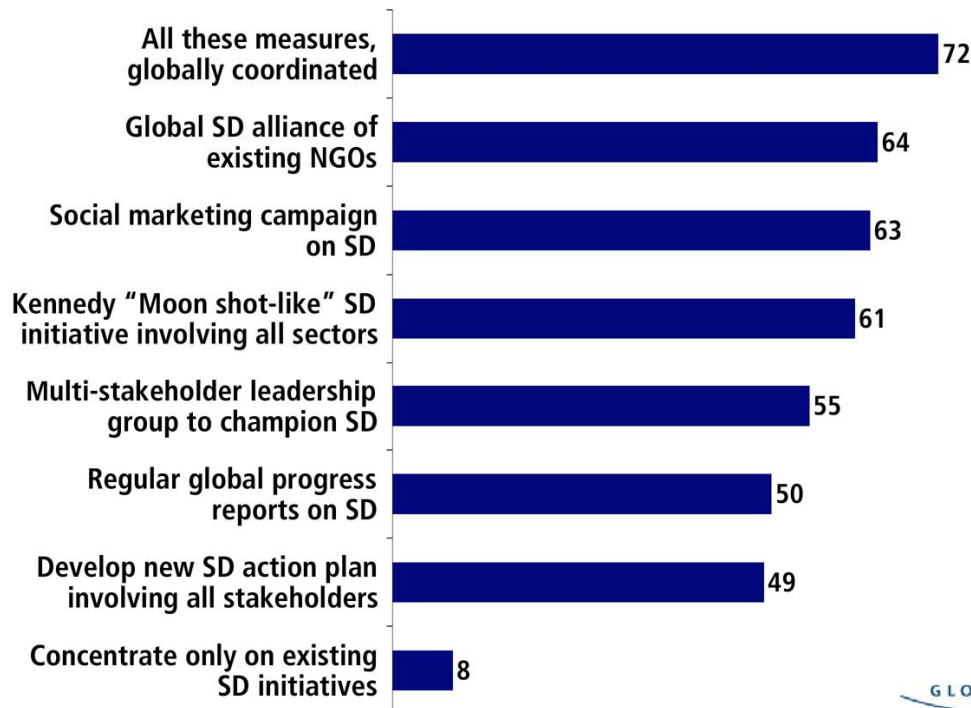
- When asked to rate the likely effectiveness of four possible initiatives to accelerate progress toward sustainable development, two-thirds say that **declaring a time-specific generational objective on sustainable development (similar to Kennedy's "man on the moon within a decade") with measurable deliverables would be most effective.** Experts think that sustainable development needs the special impetus that would come with a visionary objective and high profile leadership.

Is All This Really Necessary?

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Imagine...

Imagine if Martin Luther King or Nelson Mandela deployed a top team of wisdom keepers, like-minded Madison Avenue, Wall Street, and Silicon Valley executives, researchers, management gurus, fund-raisers and philanthropists to realize their visions?

Today, we are each being called to be the leaders we seek.

Whatever you can do or dream, begin it.

Boldness has genius, power, and magic in it.

– Goethe

Strategic Objectives to Advance the Idea

Phase	Actionable Next Steps	Sources of Funds
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Conclusion

Ultimately, it's a matter of heart & soul: consciousness is awakening, worldwide.

- We can channel to possibility and accomplishment, rather than fear, despair, and denial.
- Unleash pent up demand. Welcome many who want to make a difference but don't yet see how.
- Achieve scale in strategic, timely manner – beyond early adopter phase.
- Create an empowering story, context...and tell the good news about progress.
- Ensure the transition to sustainable planet is “a done deal.”
- Do it with as much grace as possible.
- Keep the love flowing.

Achieve our mission. It is time. It is up to us to do this, for all time!

*Chance & necessity are the first two powers that shape life.
The third is niche creation, or more generally conscious choice.*

– Thomas Berry, Brian Swimme

