

Category 1: The Future We Choose

Headline Partner:



There are three awards available for this brief:

- Marketing Trust Award of £2000 in memory of Mary Davies
- CIM Award of £1000
- RSA Events Staff Choice Award of £500

An urgent call-to-action from Christiana Figueres, architect of the historic Paris Climate Agreement. It is within our power to choose a healthier future for people and planet. But time is running short. We have the means. Now, we must seize the opportunity.

Transcript

Acting on climate change is not acting against our interests. It is actually an accelerant of our interests.

It is about cities that are more liveable. It is about transportation that is more efficient. It is about air that is more breathable. It's about public health that is much better, etc, etc, etc, the list is long.

That is where the work needs to be, to remind everyone that we are not looking over each other's shoulders. We're not looking at this as a burden. Yes of course it is a shared responsibility, but beyond that, it is an opportunity.

For the first time in human history, we have the technologies, the finance, and the policies. If we align them all together, we can get to 50 percent emissions by 2030.

Before 2020, we could not have done it. But after 2030, it's going to be too late.

It is these 10 years in which we are actually determining the future of humanity and of the planet.

Supporting Partners:

