

Category 2:

How to be a Good Ancestor

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

What legacy do we want to leave for future generations?

Philosopher Roman Krznaric urges us to think long-term and consider how to do right for our descendants by living within our planetary bounds.

Transcript

"We're always in this dilemma, in our own minds and in our societies, between the short-term and the long-term: do we party today or save for our pensions for tomorrow? Do we upgrade to the latest iPhone or plant a seed in the ground for posterity?

But if you're interested in long-term thinking, it's not just about thinking in terms of time, into the future: it's about thinking about place.

In other words, if we want to survive over the long-term as a species and as a planet, we should be living within the biocapacity of the one planet that we know that sustains life and not just jetting off to Mars as our ambition, and we need to be not using resources faster than we can regenerate them and not creating waste faster than it can be naturally absorbed; living in balance and thriving in balance.

Whether you're thinking of creating a circular economy, or rewilding, or in other areas, it's all about living within those boundaries.

That way, I think we can really do something right for the future-holders – not just the shareholders, but the future-holders of tomorrow."

Supporting Partners:

