

Storytelling: the necessary ally for a successful ecological transition

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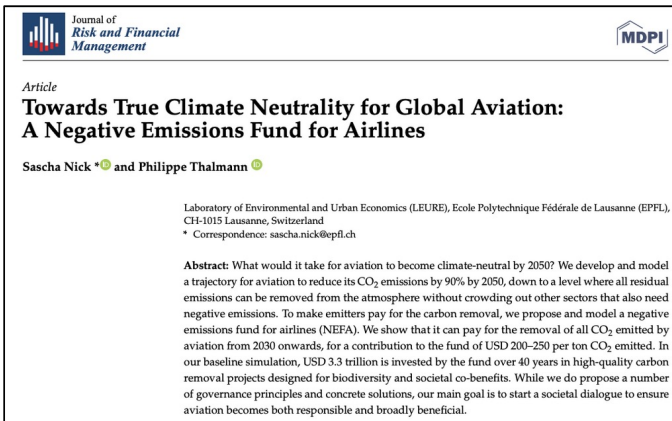
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“Every approach that promises both bold action and the continuation of current practices and systems leads us inexorably into magical thinking.”

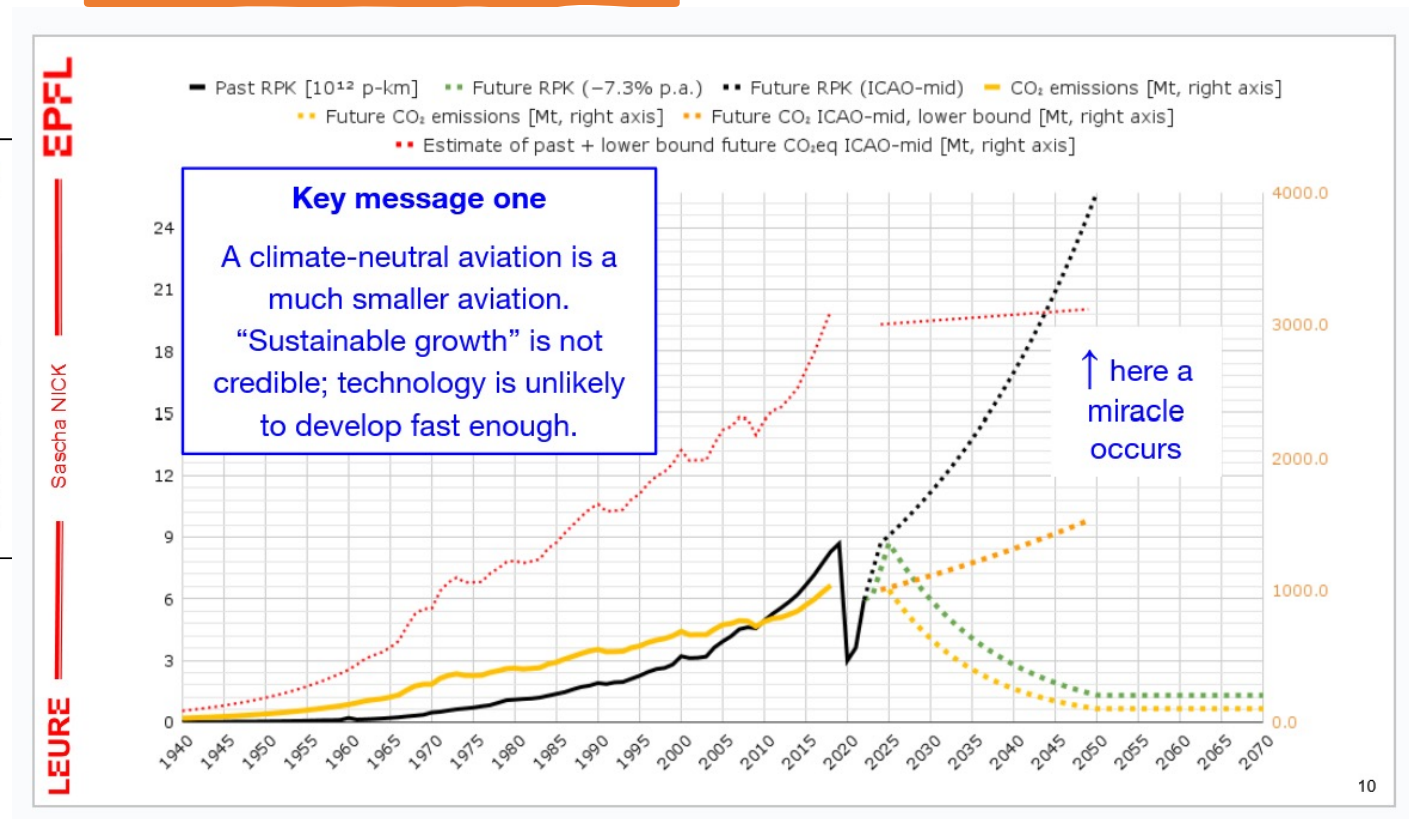
Axel Steffen



The aviation industry's belief in magic



Sascha Nick &
Philippe
Thalmann, EPFL



Julia Steinberger, Unil et al.

ARTICLES

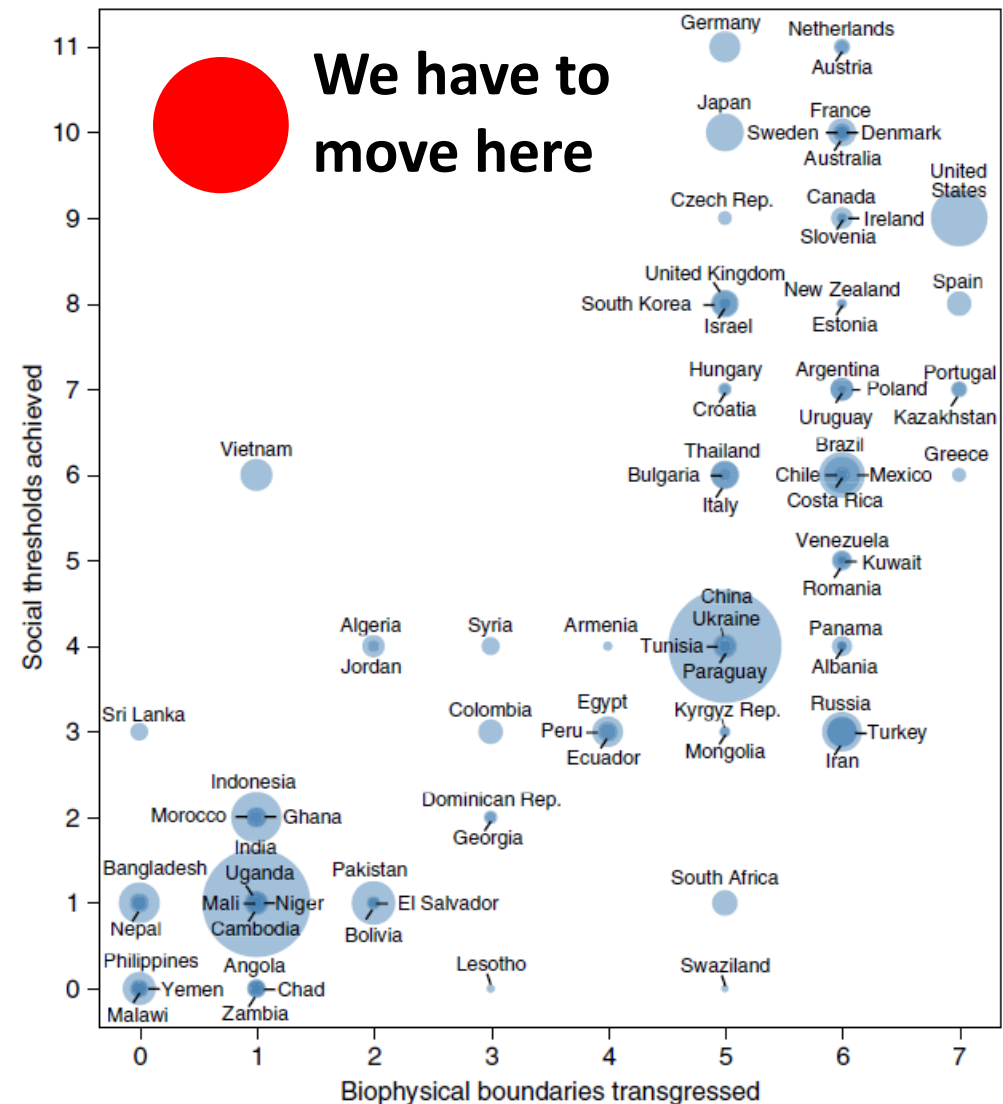
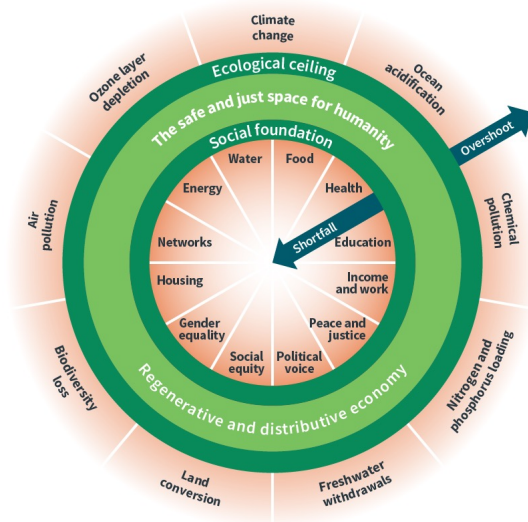
<https://doi.org/10.1038/s41893-018-0021-4>

nature
sustainability

A good life for all within planetary boundaries

Daniel W. O'Neill^{1*}, Andrew L. Fanning¹, William F. Lamb² and Julia K. Steinberger¹

Humanity faces the challenge of how to achieve a high quality of life for over 7 billion people without destabilizing critical planetary processes. Using indicators designed to measure a 'safe and just' development space, we quantify the resource use associated with meeting basic human needs, and compare this to downscaled planetary boundaries for over 150 nations. We find that no country meets basic needs for its citizens at a globally sustainable level of resource use. Physical needs such as nutrition, sanitation, access to electricity and the elimination of extreme poverty could likely be met for all people without transgressing planetary boundaries. However, the universal achievement of more qualitative goals (for example, high life satisfaction) would require a level of resource use that is 2–6 times the sustainable level, based on current relationships. Strategies to improve physical and social provisioning systems, with a focus on sufficiency and equity, have the potential to move nations towards sustainability, but the challenge remains substantial.



The magic of the ecological transition

We support change, as long as we do not have to change our own lifestyle



Ethical and green living

Many Europeans want climate action - but less so if it changes their lifestyle, shows poll

Exclusive: YouGov survey in seven countries tested backing for government and individual action on crisis

Jon Henley *Europe correspondent*

🐦 @jonhenley

Tue 2 May 2023 01:00 EDT



Many Europeans are alarmed by the climate crisis and would willingly

<https://amp-theguardian-com.cdn.ampproject.org/c/s/amp.theguardian.com/environment/2023/may/02/many-europeans-want-climate-action-but-less-so-if-it-changes-their-lifestyle-shows-poll>



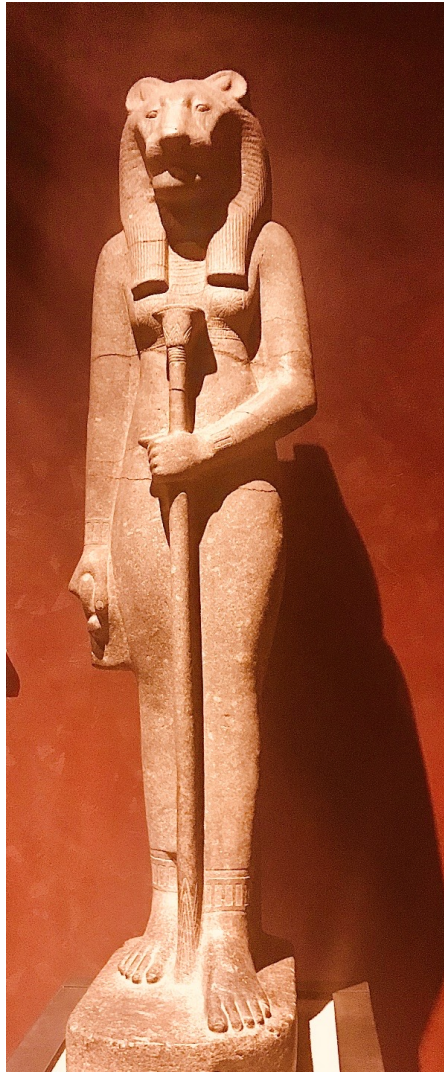
Lion Man, 30.000 BC



Lion Man, 30.000 BC



Sekhmet, 1390 BC



Vishnu, 400 AD





The flute in the cave

**The lionman story
came with music**



Lascaux: The first movie in the cave



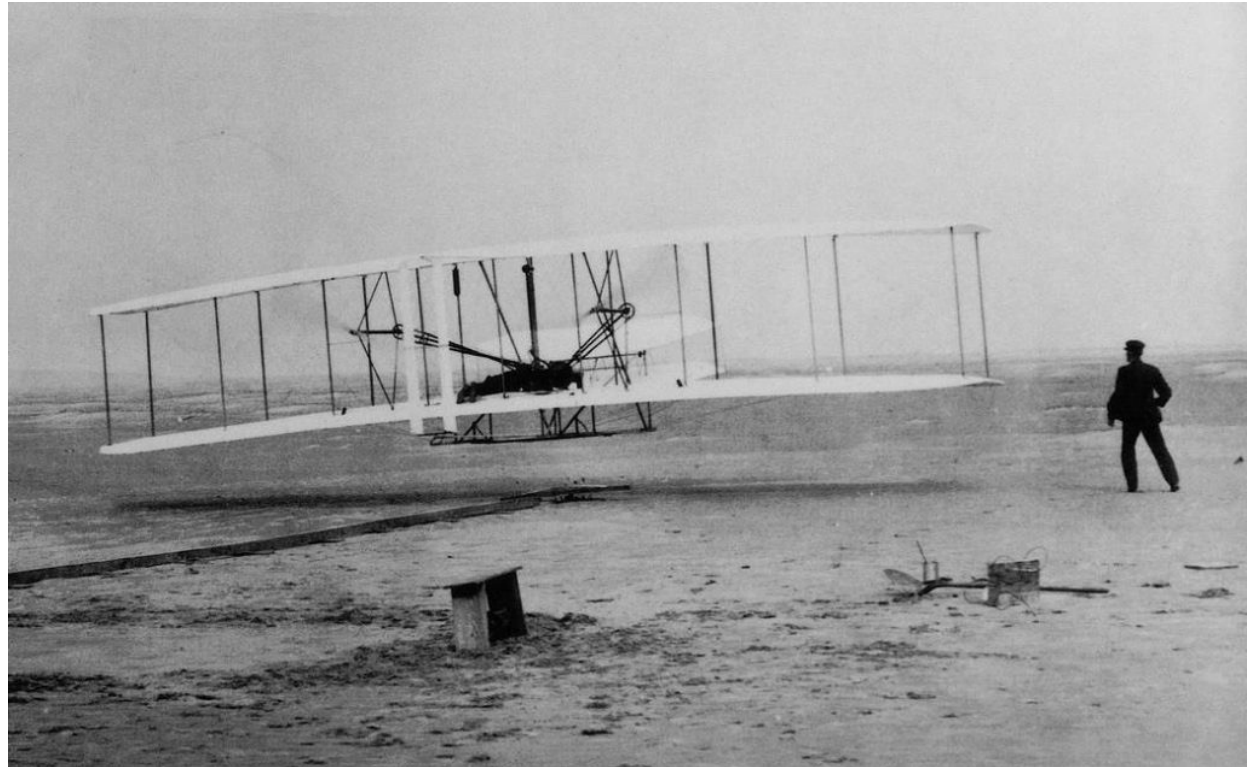
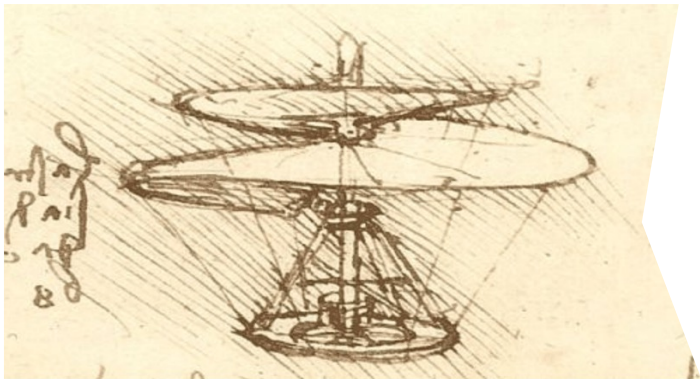
Juukan Gorge cave in Australia

For Aboriginals in Western Australia, it was ***a sacred site*** with 46,000 years of continual occupation.

What we DO
always depends on
the stories in which
we BELIEVE

For Rio Tinto it was
a ***highly profitable
iron ore mine.***

We first have to imagine what is not there before we can create it





HOPEPUNK

We will not solve the ecological crisis only by technological progress, we have to narrate a different civilization, a different economy, different organizations, different ways of life.



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