

A Call To Action

How To Save Millions Of Lives

Eric Kaufman & Joaquin F. Matias

A Manifesto for Change

Climate Change & Our Future

Eric Kaufman and Joaquin Matias have a vision for us all - one in which the changes happening are within our selves and our societies, rather than our climate.





Mother Earth

Adapting For Survival

This undeniable declaration begins with one astute observation - that our Earth will learn to adapt to the environment that we create and persevere through the changes.

It is us - humans, animals - who's existence is at stake.





The Problems

History

There have been five great extinctions throughout history:

1. Ordovician, 444m years ago
2. Late Devonian, 375m years ago
3. Permian, 251m years ago
4. Triassic, 200m years ago
5. Cretaceous, 66m years ago

And if history has taught us anything, it is that it repeats itself.



The Problems

Human Nature & Behavior

The main controversy around climate change is whether it is man made or naturally occurring.

Assuming it is man made, we can point to fossil fuels, waste, and agricultural practices as the culprit - byproducts of our every day lives.

If it *is* naturally occurring, does that mean we should sit back and become the sixth great extinction?





The Solutions

A Revolution Like Never Before

In the face of the current threats, Kaufman and Matias have masterfully detailed a roadmap to sustainability and survival - a plan that they stress, with urgency, must be put into action now.

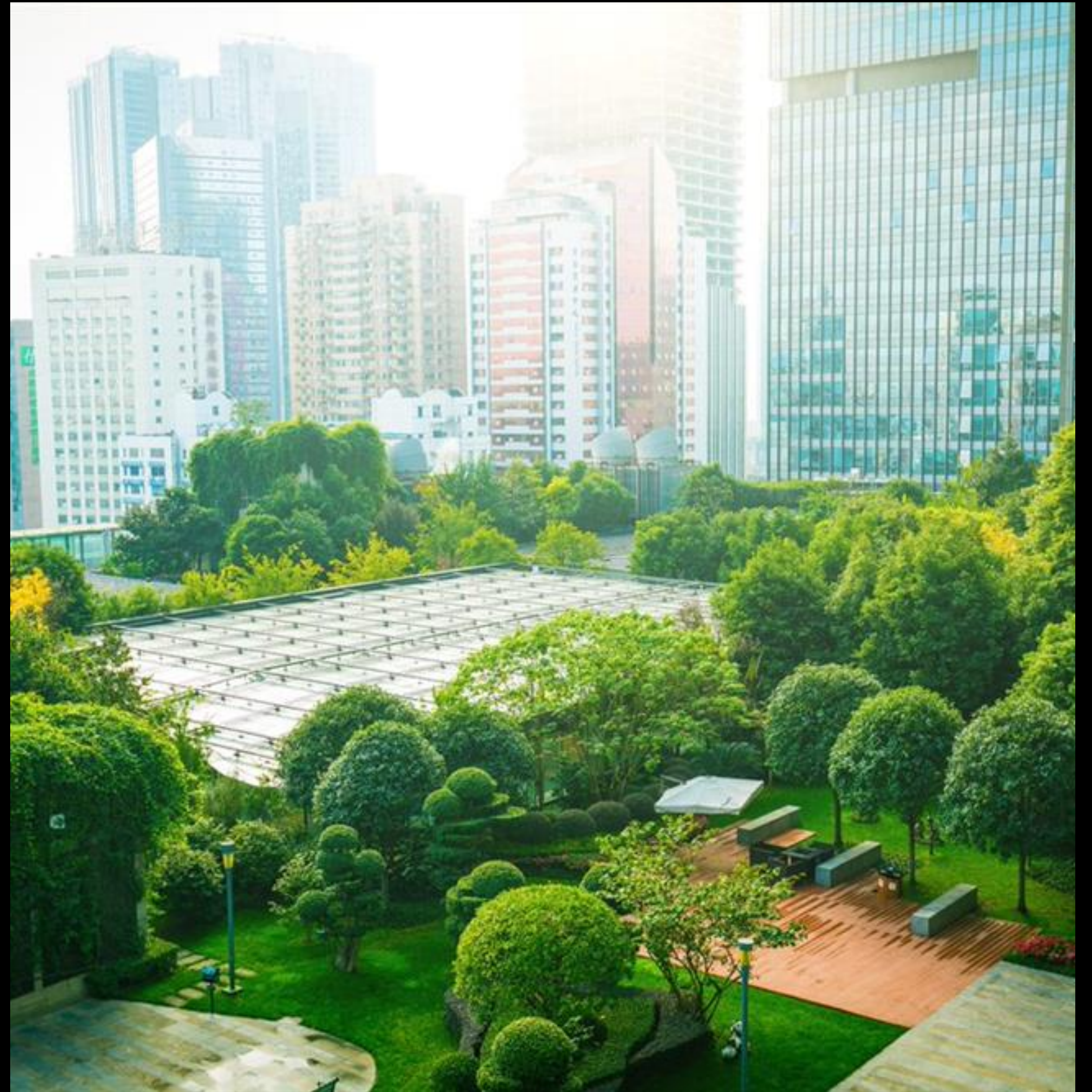


The Solutions

No Stone Unturned

In this new environmental order, all facets of life as we know it - business, transportation, consumerism, politics, finance, ideology, city planning, agriculture - must take drastic measures to adapt sustainably.

A new industry, that of Climate Resilience, will take precedence for the first time in modern history.





All Hands On Deck

Leading A Horse To Water

These conversations are a start, but there is a reason that the title reads *A Call to Action*. The plans are finally here, and are achievable if we could only get out of our own way.

As our planet warms, fires rage, rivers dry up and tornados destroy, Kaufman and Matias inspire and urge the coming generations to bust down the door that they have pried open, and answer their call to action.

