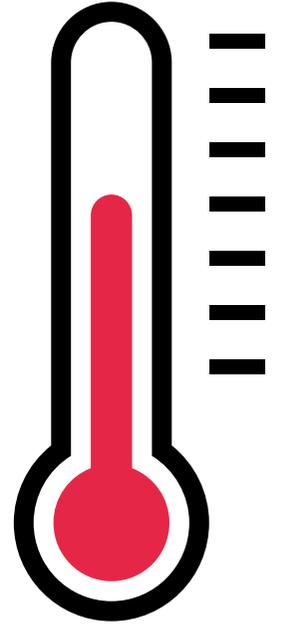


**CHANGE
TO CHANGE
THE FUTURE**

THE TIME IS NOW

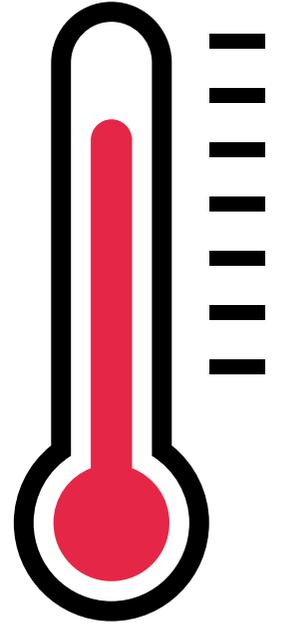
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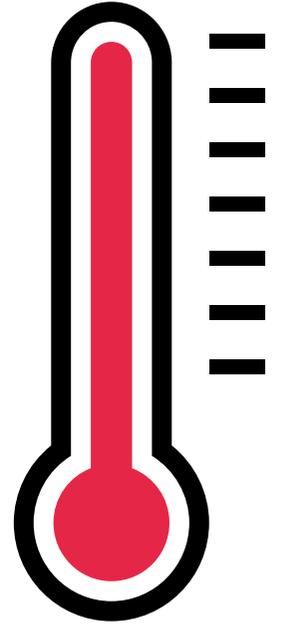


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If we don't act now to cut carbon emissions, climate experts are predicting that global temperatures will rise around 4°C this century.



THE TIME IS NOW



CLICK TO PLAY

Video opens in YouTube

THE TIME IS NOW

It's not a distant future we're talking about – it's your lives and the lives of your children and grandchildren.



THE TIME IS NOW

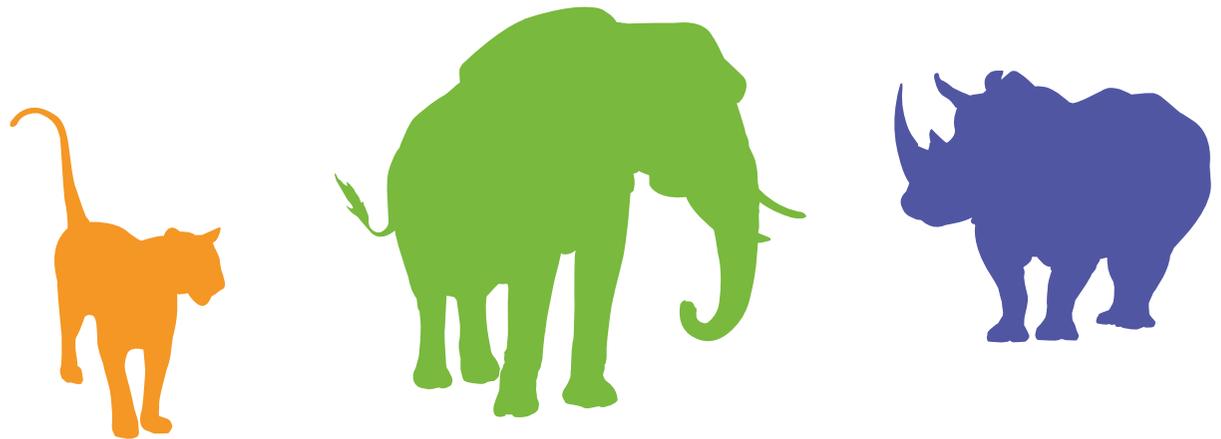
It's not a distant future we're talking about – it's your lives and the lives of your children and grandchildren.

You're the last generation with the power to change this...



THE STORY SO FAR

'In less than two generations of humans, the populations of vertebrate animals have dropped by 58% between 1970 and 2012' Living Planet Report 2016

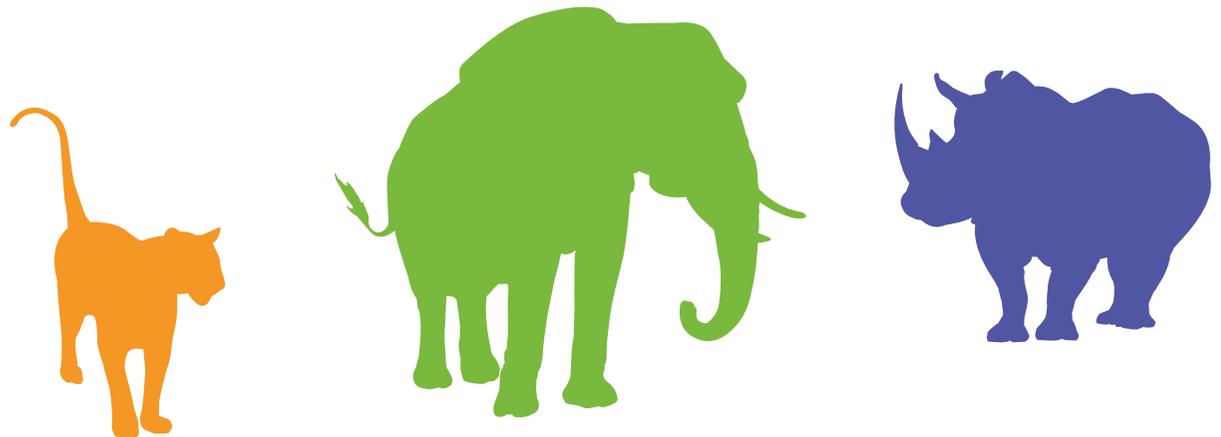


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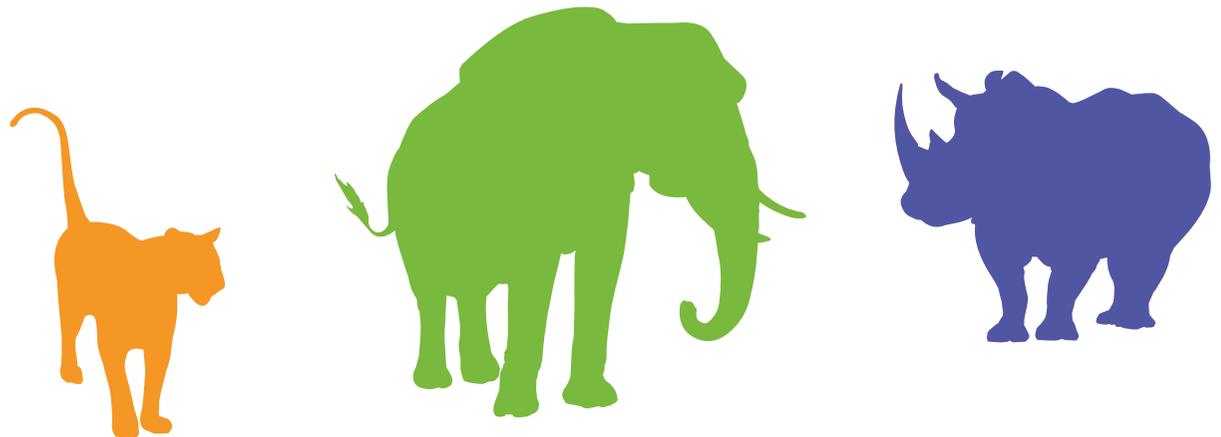


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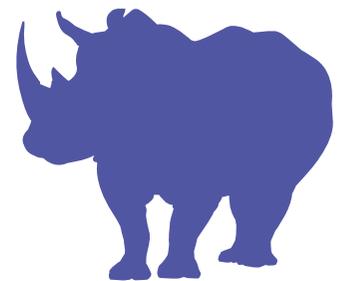
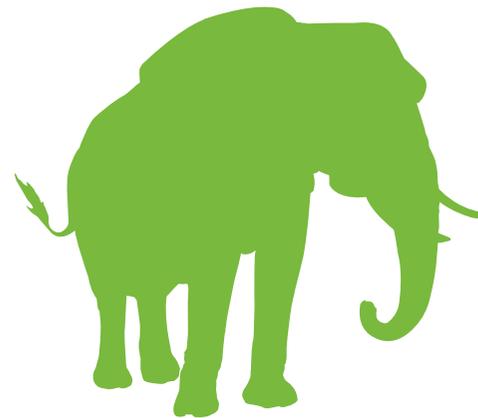
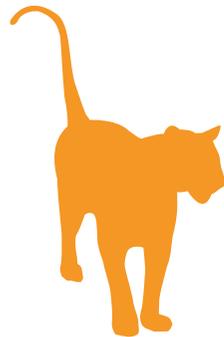


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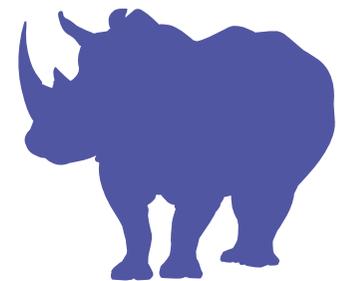
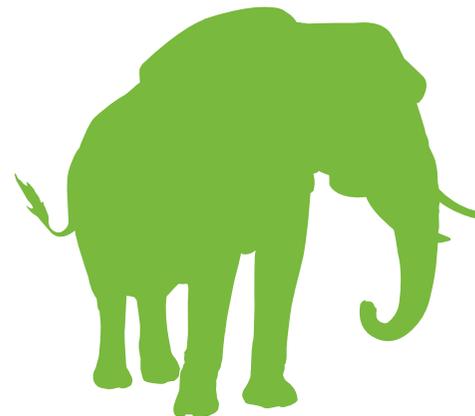


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THE STORY SO FAR

For over 50 years, WWF has been working to protect our natural world. Some of their campaigns highlight the threats to forests, oceans and freshwater habitats; others the plight of critically endangered species such as tigers, rhinos, gorillas, polar bears and the iconic giant panda. WWF also campaigns on climate change.

Most of the threats to wildlife and habitats come from human pressures and an increasing demand for food or water.



UNEQUAL DEMANDS, UNEQUAL CONSEQUENCES

“With so many people living in poverty, protecting wildlife may seem like a ‘luxury’, but for many of the world’s poorest people, nature is a lifeline.”

WWF International Director General, Marco Lambertini

UNEQUAL DEMANDS, UNEQUAL CONSEQUENCES

“With so many people living in poverty, protecting wildlife may seem like a ‘luxury’, but for many of the world’s poorest people, nature is a lifeline.”

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The world’s richest countries consume most of the world’s resources and produce the largest proportion of greenhouse gases. Yet the world’s poorest people and the poorest countries are being hit hardest by the effects of climate change.

UNEQUAL DEMANDS, UNEQUAL CONSEQUENCES



CLICK TO PLAY

Video opens in YouTube

UNEQUAL DEMANDS, UNEQUAL CONSEQUENCES

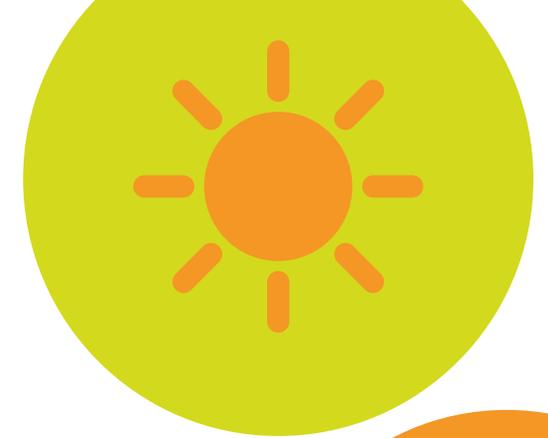
In what ways do Simon Reeve's discoveries support the quote from Marco Lambertini?

“With so many people living in poverty, protecting wildlife may seem like a ‘luxury’, but for many of the world’s poorest people, nature is a lifeline.”

WWF International Director General, Marco Lambertini

WHAT HAPPENS AROUND THE WORLD HAS AN IMPACT ON YOU

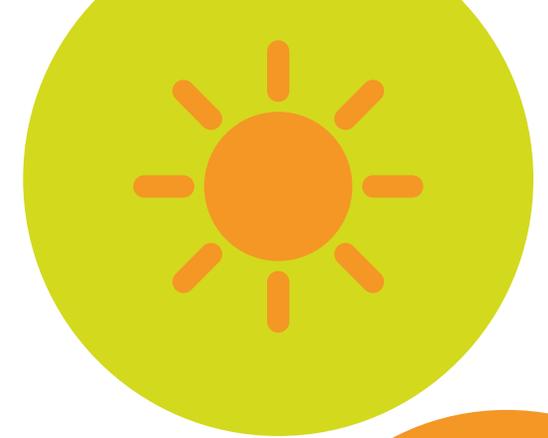
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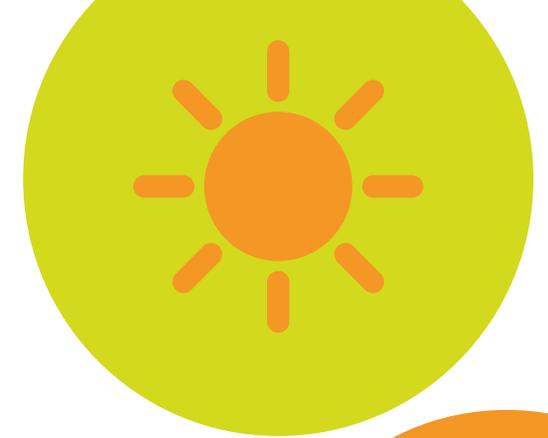
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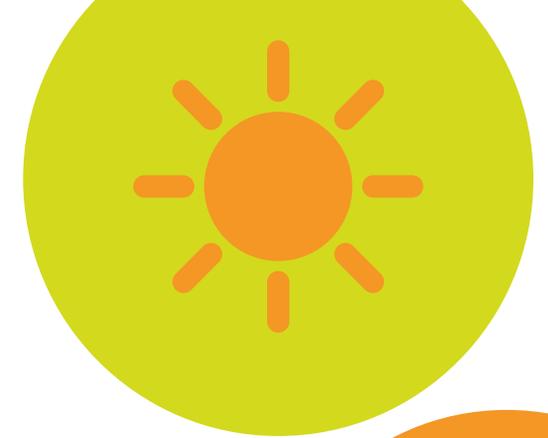
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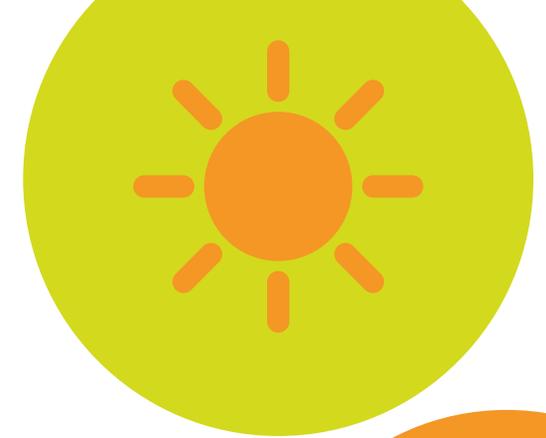
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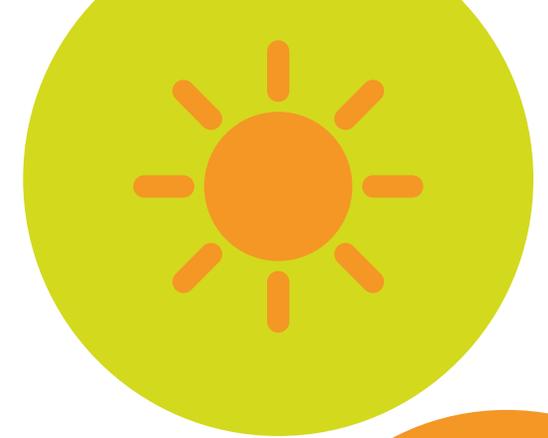
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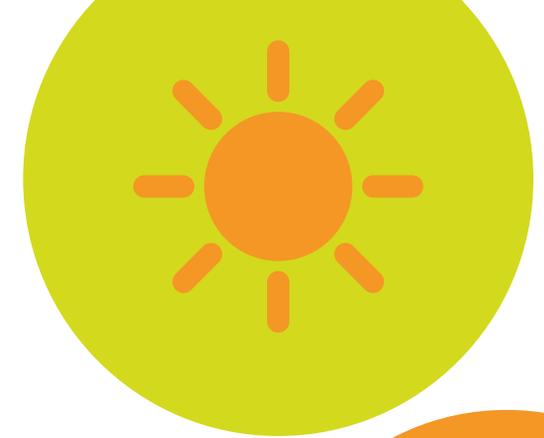
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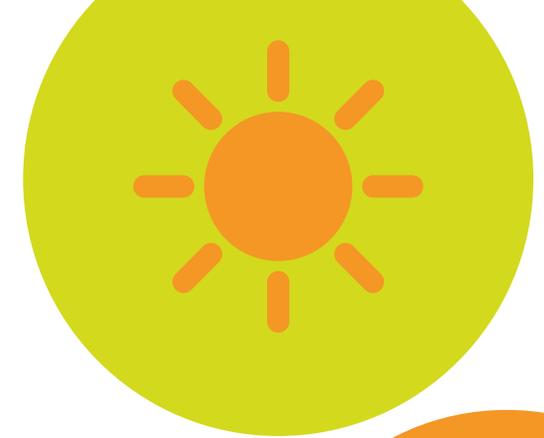
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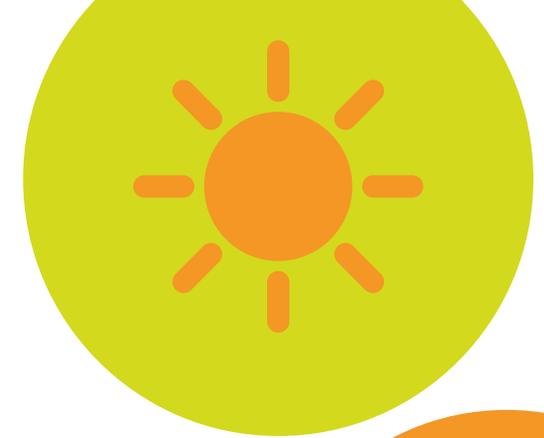
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- crop failures and food insecurity
- reduced agricultural productivity
- loss of low-lying lands and islands
- desertification (the gradual transformation of habitable land into desert)
- loss of biodiversity and ecosystem services
- spread of diseases, such as malaria



WHAT HAPPENS AROUND THE WORLD HAS AN IMPACT ON YOU

You might not have noticed these effects in your area. But how will the effects impact you?

WHAT HAPPENS AROUND THE WORLD HAS AN IMPACT ON YOU

Chocolate

These effects on people and environments around the world mean that everyday products you enjoy could be in short supply, or increase dramatically in cost.



© KATRIN HAVIA / WWF-FINLAND



WHAT DO WE NEED TO ACHIEVE?

Climate change is not a **future** problem, it is a **current** problem. It is causing our world to experience...

different weather patterns



© GLOBAL WARMING IMAGES / WWF



WHAT DO WE NEED TO ACHIEVE?

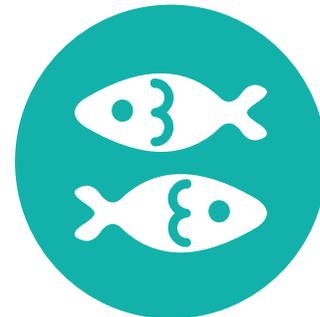
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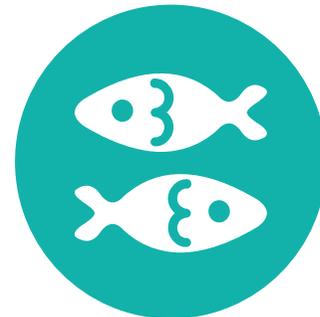
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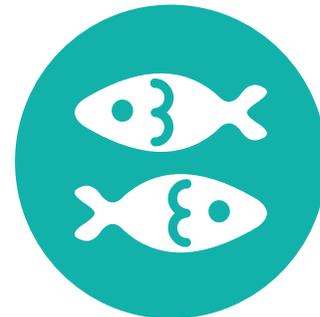
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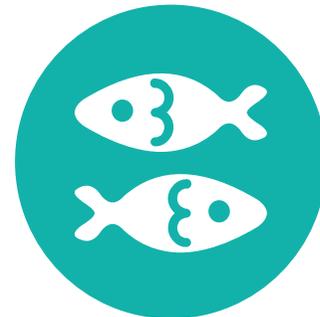
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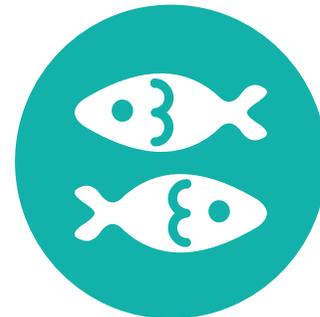
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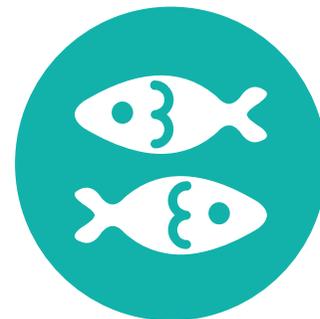
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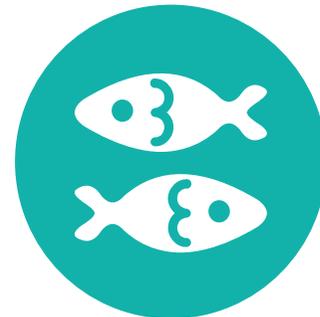
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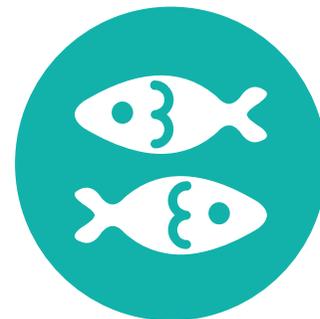
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- responsible and sustainable consumption
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- sustainable agricultural development



WHO'S IN CHARGE?

Executive Secretary of the UN Framework Convention on Climate Change

United Nations Framework Convention on Climate Change (UNFCCC)

UK Prime Minister

UK Government

Secretary of State for the Department for Business, Energy and Industrial Strategy

Department for Business, Energy and Industrial Strategy

Member of Parliament (MP) / elected representative

Councils

Businesses

Individuals

Individuals

Every single person on this planet has a carbon footprint. This means that every individual has a responsibility to reduce their own impact on our climate. In democratic countries, people also choose their governments.



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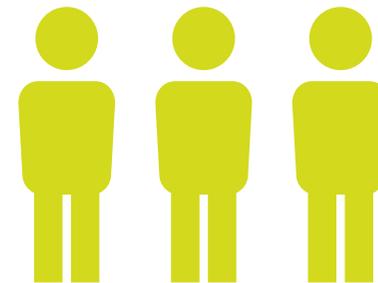
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Business activity is a major cause of greenhouse gas emissions. Every business needs to reduce their emissions.



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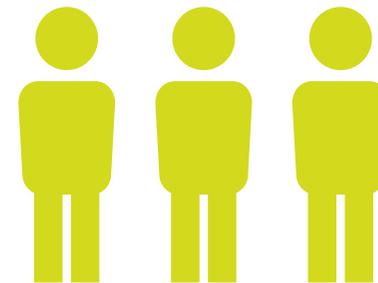
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Local councils are responsible for providing local services and facilities that could affect the environment. Your elected representatives or councillors represent you at a local level.



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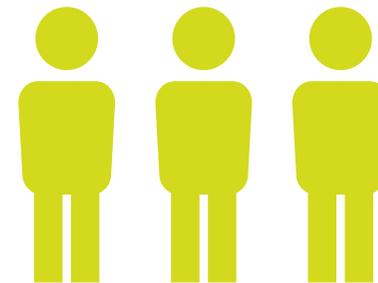
Councils

Businesses

Individuals

Member of Parliament (MP) / elected representative

Individual elected to represent your interests and concerns at a national level in the House of Commons, Westminster. MPs consider and can propose new laws as well as raising issues that matter to you in Parliament. In Scotland there are also Members of the Scottish Parliament (MSP). In Wales there are also Members of the National Assembly for Wales (AM).



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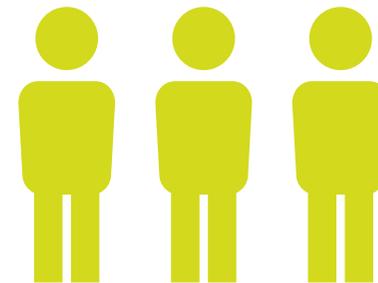
Individuals

Department for Business, Energy and Industrial Strategy

The UK Government department responsible for tackling climate change.

In Scotland, the Scottish Government Department for Environment, Climate Change and Land Reform is responsible.

In Wales, the Welsh Government Department for Environment and Rural Affairs is responsible.



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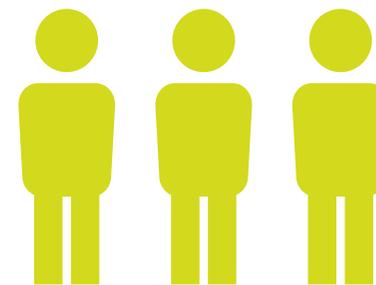
Individuals

Secretary of State for the Department for Business, Energy and Industrial Strategy

This person is responsible for making a plan for the UK to meet its emissions reduction targets.

In Scotland, the person responsible is the Cabinet Secretary for Environment, Climate Change and Land Reform.

In Wales, the person responsible is the Cabinet Secretary for Environment and Rural Affairs



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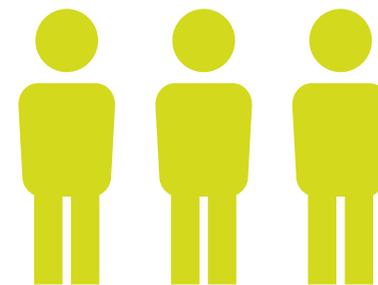
Individuals

UK Government

Responsible for cutting emissions in line with UN agreements and according to the Climate Change Act which is part of UK law.

In Scotland, the Scottish Government is responsible and there is a separate Climate Change (Scotland) Act.

In Wales, the Welsh Government is also responsible and there is separate legislation on climate change through the Environment Act and Well-being of Future Generations Act.



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Councils

Businesses

Individuals

UK Prime Minister

Head of the government, ultimately responsible for making sure the UK meets emissions reduction targets.

In Scotland, the First Minister is the head of the Scottish Government, responsible for meeting Scottish targets.

In Wales, the First Minister is the Head of the Welsh Government, responsible for meeting Welsh targets.



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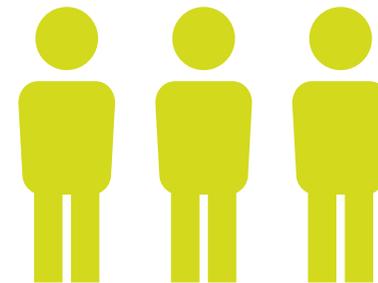
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United Nations Framework Convention on Climate Change (UNFCCC)

Responsible for convening all the countries of the world to coordinate the global effort to reduce greenhouse gas emissions.



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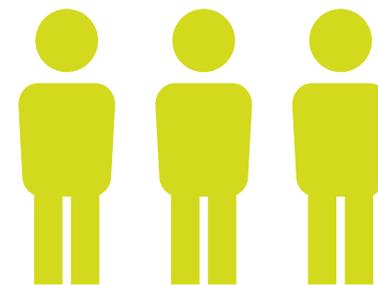
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Individuals

Executive Secretary of the UN Framework Convention on Climate Change

Responsible for delivering successful negotiations on climate change action between all countries at the UN.



CHANCE TO CHANGE

We know where we want to be

We know how to get there

Now we need to take action....

CHANCE TO CHANGE



CLICK TO PLAY

Video opens in YouTube

