

February 10, 2019

To **GLOBAL CLIMATE ACTION/Marrakech Partnership**
 From **Metis Global Awareness Network**, Accredited Observer
 to the **UNFCCC** & **GEIDCO** member



Sustainable Development is hyper-scalable way of thinking for all
Shift challenge level! Get out of the Internet ghetto! Come closer to the global audience!

Dear colleagues,

Thx for your request; our considerations on **key messages**¹:

“**Global Climate Action**”, as procedure, “is helping to **close the gap** in action to meet the goals of the Paris Agreement,” **BUT** with problems increasing, speed diminishing, ultimately, final gap is getting bigger; “Climate action is growing **globally**,” **BUT** not as much in quantity & quality as necessary, without additionally considering **spillover effects**; “Climate action is re-shaping the financial sector to help transition to a net-zero carbon and resilient society,” **BUT** not as fast as demanded; “Global Climate Action is becoming more **transparent & measurable**,”(examples required / procedure explained); “The outputs of cooperative climate initiatives are increasingly being delivered in low- or middle-income countries,” **BUT** not as fast as required; **“Almost all areas where you see progress, if you look at the arte, or the pace of progress, it is never sufficient to meet the targets” (Francesca Perucci - UN Report 22/6/2018).**

Priorities in ANNEX III (Letter p. 12) are positive but too vague; “**virtually every perspective is reflected and no perspective is subordinated**”; feedback to fragmented logic, fragmentary answers wouldn’t help; permit us to present proposals according to **holistic internal logic**.

Proposals

- 1st: Sustainable Development capacity building, the key to prioritization;**
- 2nd: Establish communication with the global audience; a. Global Awareness Campaign on Sustainable Development Construction; b. Sell The Future Now Effectively; c. ‘10 years after’ challenge (2019-2029); d. Global Partnerships;**
- 3rd: Innovative Tradition.**

All sustainability & regeneration efforts are laudable, but lacking **holistic and antifragile² viewpoint, acceleration, multiplication mechanisms & global awareness initiative**—and we say that with the utmost respect for the progress these efforts have produced in the urgently needed discourse & action so far. At your disposition for further clarifications, with all due respect,



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¹ letter p. 4; [Yearbook of Climate Action 2018](#) p. ix

² “Some things benefit from shocks; they thrive and grow when exposed to volatility, randomness, disorder, and stressors and love adventure, risk, and uncertainty. Yet, in spite of the ubiquity of the phenomenon, there is no word for the exact opposite of fragile. Let us call it antifragile. Antifragility is beyond resilience or robustness. The resilient resists shocks and stays the same; the antifragile gets better” – Antifragility Nassim Nicholas Taleb

Our proposals' holistic internal logic - construction schedule

Internal logic puts conceptual priorities based on principles; then SGS tangible priorities would be easier arranged:

- Sustainable Development (SD) is considered **holistic way of thinking** – not a global technical construction; same holistic and antifragile way³ all parameters below are developed; SD widespread meaning is conceived as market's term;
- Mitigation & adaptation measures can't succeed whatsoever without being integrated in SD construction and generally conceived in the context of SGS.
- *In order to build new development model within a new conceptual 'whole' one needs to know and disseminate the old concrete one and all transitional modules in between; therefore all major factors e.g. Industry 4.0, etc have to be taken into consideration⁴;*
- *When you do something several times with no expected results, there is no reason to repeat it but to learn something new instead: Sustainable Development (SD) Capacity Building (CB) is top priority today; general corpus for all; special supplements for every goal (table p.5); SDCB also solves modern society complexity.*
- Hyper-scalability:
 - 1. based on **intangible assets**;
 - 2. with **information technology as lever**; immersive media as carrier; Industry 4.0, as clients & providers; collaborative networking & virtual management;
 - 3. with **internet** as free distribution channel for training; locating partners; shaping partnerships; promoting local projects; knowhow collecting and redistributing; create community;
- *SD CB, hyper-scalable under the form of **lifelong e-learning course** is serving 3 goals:*
 - 1. It works as such, for training people on sustainability from all over the world interested **or not** in getting engaged in concrete SGS initiatives.
 - 2. It becomes a live channel for sharing information; local experience provided by participants (even outside UNSDGS) passes to all learning & action system.
 - 3. It operates as promotion tool, as forerunner of UN SDGS campaign in total.

Holistic internal logic works on three levels by:

- **Training / Learning** (SD CB);
- **Approaching** global population, in the open (Global Awareness campaign);
- **Enriching** content (Innovative Tradition integrated in the curriculum).

It provides acceleration & multiplication mechanisms (knowledge multiplication & new green market aggregation); specifically, it promotes the most effective state-of-the-art tool, ***immersive media*** (VR; AR; etc); fills the gap of 'today's promises' and 'tomorrow's achievements'; ***It provides also reliable measurable framework***; SD CB gives the opportunity to measure interest on the initiative generally: how many people globally would be interested in get trained; getting involved in local initiatives; provide data; experience; etc); priorities will get in line facilitated by measured participants' interest.

Last but not least. It recognizes opponent's major tools (e.g. [Fortnite](#)); and plans for development UNSDGS "Fortnite".

³ Pls. read "FRAGMENTED mind / modern world by nationalism, isolationism, tribalism, demonization, zero-sum thinking OR HOLISTIC mind / future world? <https://goo.gl/oZ5x2f>

⁴ ["Our global system has spun out of control. Here is how to rebalance it"](#) World Economic Forum article; Note: easy to describe effects, difficult to propose solutions to causes.

Metis Global Awareness Network remarks

Four very important issues have been underestimated in action: a. **Holistic viewpoint**; b. **acceleration**; c. **good practices reproduction mechanism**; d. **global awareness**; they aren't related so much with how progressive Humanity is dealing with fossil fuel & industrial civilization production & consumption model reaction; but rather with the internal methodology UNFCCC and United Nations Sustainable Development Goals administer whole initiative. To make a long story short:



- Methodology is still too **fragmentary** in the way of thinking; although '**holistic**' term has been repeatedly mentioned it hasn't being used in action;
- There is no problem to split initiative in many targets (previously sub-goals) but one has to be fully aware from the beginning of a certain contemporary '**whole**' which would end to the same '**whole**' shifted to sustainable reality.
- 17 goals would be **too many or too few** – *no matter*; it's interlinkages that matter and how we manage them; human brain shows the way; it isn't neurons' number that counts but multiple ways they are interconnected (synapses etc)⁵; concerning goals and sub-targets it's the **red lines** that cross them and the ways they get interlinked.



- Example: goals could be just... one (1): Water Cycle Sustainable Mgmt to accelerate UN SDGS [interlinkages](#).
- Water: cradle of nature, life, human presence, human civilization; no water - no life; water cycle along its continuous movement on, above & below surface **monitors** almost everything happening in nature;
- Most of 17 goals are related to **water cycle**, more or less; (see graph);
- A UNSDGS campaign structured along above paradigm would much facilitate all audiences & experts **to monitor & experience** the travel of a **single rain drop** over whole water cycle⁶ to make necessary mental connections, investigating problems, proposing measures, taking initiatives; **an informed... 'water drop'** would eventually inform the eight billion people for Sustainable Development goals. This is just an example of **holistic viewpoint** to end up where we have started on top of the page.
- There are more in proposals below.

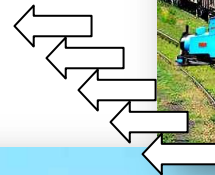
⁵ Human brain cells' number is considered to be the same to most normal people; it does not increase over the years; it might decrease due to various reasons e.g. alcohol overconsumption, stress, brain damages, etc. However, there is a recent theory proposing this number increases but this is of secondary value for the time being. Main point regarding two minds' difference is how many and how rich interconnections have been created along the years in these two brains; this principally distinguishes two people's difference in thinking, namely why the one is much more intelligent compared to the other. **Sustainable Development Goals initiative is not less complicated task than brain effective function; this would be a good metaphor to start with.**

⁶ E.g. [Scientists track major freshwater change](#)

Three proposals

1st. Sustainable Development capacity building, the key to prioritization

This is what is happening today



This is what should be organized for tomorrow



*“Sustainable Development is NOT just another construction few developers would implement; Sustainable Development is **hyper-scalable way of thinking** for all and 21st century intercultural challenge”
 Ecological Civilization Chief Storyteller*

*“The question is not **which targets** should be hit but **how we might effectively hit them all**”⁷; considering global emergency, UNSGS effort so far to effectively mobilize all 17 goals, **in parallel**, is like trying to move a train with 17 wagons using not a single strong steam engine to the lead and all wagons following one after the other as expected but on the contrary:*

1. With all wagons **set in parallel**;
2. Each one linked **to one weak steam engine**;
3. With **inexperienced drivers for such an unprecedented journey**; and,
4. More importantly, **with no train rails**⁸ to move on to (Global Sustainable Development is obviously uncharted waters); even worse moving **across traditional railways**.

This is the **main reason** most goals are **behind schedule**⁹. In order to catch up lost time & accelerate whole campaign, a forerunner has to be chosen as main strong steam engine; but not any ‘engine’; all goals are **quantitative** units; we would need a **qualitative** one; *this*

⁷ “How to fix the 2030 Agenda – start with the right order (<https://twentythirty.com/fix-agenda-2030>)

⁸ The track on a railway or railroad, also known as the permanent way, is the structure consisting of the rails, fasteners, railroad ties and ballast, plus the underlying sub-grade. It enables trains to move by providing a dependable surface for their wheels to roll upon.

⁹ “Almost all areas where you see progress, if you look at the arte, or the pace of progress, it is never sufficient to meet the targets” (Francesca Perucci - [UN Report 22/6/2018](#)).

‘engine would probably be **Sustainable Development Capacity Building**¹⁰. CB is all goals **qualitative common denominator**. A holistic & modular corpus provides common knowledge for all goals; for every separate goal a dedicated part for particularities; best graduates compose a **critical mass** of experts to form UNSDGS Task Force, like the UNESCO one; CB models for each goal are easy to develop; CB program offers tangible & direct benefits for participants and initiative as a whole:

- Strong engagement based on holistic and specific knowledge; participants would finally realize what they are trying to conquer; and conquer they will!
- Professional support;
- Employment facilitation;
- CVs’ enhancement;
- Knowledge multiplication;
- New ‘green’ markets (e.g. Industry 4.0) aggregation, etc.

A characteristic example would be **Social Matrix Revealed**, Sustainable Holistic Development capacity building already promoted by UNFCCC¹¹. It’s CB part of **EcoVirtualLands**, [#SDGAction13684](#), promoted by UN SGS partnerships platform. Concise curriculum below:

Six Fundamental-things	Human Activities <i>Most recent addition: Environment</i> <i>Still missing: Future perspectives</i>	Modern Societal Priorities	Humanistic Awareness parameters	UN indicators (sub-goals) 17 Global Goals and 169 targets	Eco-VirtuaLands domains (8 of 17 goals)	100 Solutions	Future ‘74’ recipe for the Future	Sustainable Development way of Thinking Based on Métis Ancient Greeks multiplex thinking As paradigm
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Curriculum under development; with more than **140 smart interlinkages** among curriculum groups / goals / sub-targets; in **lifelong e-learning** course form for global distribution; thematic & cross-cutting areas (Letter p. 13 #2) have already been taken into consideration.



- “The Champions also engaged in **capacity building activities** on how to engage in the Marrakech Partnership and held bilateral meetings and connected key stakeholders with each other. Over the next two years it is critical that Parties and non-Party stakeholders have the **tools, capacities, means and solutions** to strengthen their nationally determined contributions”. Social Matrix Revealed has already eminent rank among expected “**solutions**”.
- (letter p. 5) “Technology transfer with **capacity building** is important for sustainable solutions and wider social benefits; involving local communities and vulnerable groups into planning on adaptation and technology transfer enhances understanding and tailoring to local conditions and increases buy in. Accompanying technology transfer with **capacity building** is important for sustainable solutions and wider social benefits”: EcoVirtualLands is preparing **Uganda pilot case** for this very purpose.
- “Integrating **gender** into adaption and Sustainable Development Construction planning”: with **Uganda pilot case** laser focusing on women training.

¹⁰ [The Sustainability Game](#) Sustainable finance is here to stay. Now, CFOs must learn to navigate an often-bewildering thicket of new standards and benchmarks.

¹¹ https://unfccc.int/files/cooperation_and_support/financial_mechanism/standing_committee/application/pdf/metis_sfel_capacity_building_proposal.pdf

Acceleration, multiplication mechanisms

Accelerating action part (Yearbook p. X) is an open “to-do” list addressed to all shareholders; however there is a tremendous need for acceleration and multiplication **mechanisms**. Best way to accelerate: have something at least ‘**half-ready-to-wear**’-version for the rest to customize, localize, adapt. No need to re-invent the wheel:

- A **holistic model modular to local particularities** would be the best way to accelerate procedure.
- Acceleration, multiplication mechanisms would be a separate CB unit; CB training is an acceleration and multiplication mechanism by definition; good practices go everywhere;
- Innovation Tradition (see below) content is also acceleration & multiplication instrument;
- *Characteristic example for model with acceleration and multiplication prediction is **EcoVirtualLands**, [#SDGAction13684](#), already promoted by UN SGS.*
- *More on acceleration: [Exponential priorities - Quantum leap initiatives for UN SDGS yesterday!](#)*

Click on picture to go!



 Exponential priorities to accelerate civilization leverage - Quantum leap holistic initiatives to shift challenges to solutions

*So little time so much to **LEARN & do on a no (plan)et B***

Exponential priorities
 to **accelerate civilization leverage** in the context and momentum of
UN 17 SDGS Goals

“With ‘you’ I mean Humanity as a whole, every one of us individually, and UN SDGS as initiative; all three would be finally considered as one to provide results...”
 Ecological Civilization Chief Storyteller

You are here



Quantum leap holistic initiatives
 to shift challenges to **solutions**
Open for collaboration

6

2nd. **Restore establish communication with the global audience**

- a. *Global Awareness Campaign on Sustainable Development Construction;*
- b. *Sell The Future Now Effectively;*
- c. *'10 years after' challenge (2019-2029);*
- d. *Global Partnerships*

“Sustainable Development **is NOT just another construction few developers would implement**; it demands and integrates by definition active human engagement. Sustainable Development capacity building and global awareness are **more important** than Sustainable Development construction **itself**; the former creates the **critical mass**; the latter guarantees **informed consent when the time comes**; because the time will come, sooner or later; when **non-mandatory** contribution and commitment of governments and private sector exhaust its limits to tackle spillover effects, when time for **State of Emergency¹² or State of Siege (by climate crisis)** would be a *sine-qua-non* condition for the case, the global audience should have already been prepared because today global population lives in a state of **almost complete ignorance of (non potential but) certain dangers** - not mentioning **cumulative dangers**, with every word of this last phrase **literally** meant” predicts Ecological Civilization Chief Storyteller.

a. **Global Awareness Campaign on Sustainable Development Construction;**



It seems there is urgent need for **Global Awareness Campaign** on Sustainable Development Construction; the letter/Yearbook refer to this very lightly (Communications & collaboration tools p.5) or, even worse, with no reference at all about communication with the **global audience**. One would possibly argue: “*But this is already a campaign; how would a campaign demand a... campaign?*”

Global initiatives like UNSDGS can't go on without going OUT in the open, reach its natural beneficiary, global population, promoting goals, achievements, weaknesses, partnerships, etc. **Campaign has to shift challenge level! Get out of the Internet ghetto! Come closer to the global audience! Shift science solutions to advertising slogans.** There is additional reason for this; it has to **widen framework and, mainly, narrative**; by promoting just figures, data, conferences etc, it would never persuade and mobilize global population. Consumer engagement for behavioral changes would only be achievable **if people would believe (be persuaded) in a viable future**. Until then ‘Roman Empire de-

¹² A state of emergency is a situation in which a government is empowered to perform actions that it would normally not be permitted. A government can declare such state during a disaster, civil unrest, or armed conflict. [Wikipedia](#)

cline' lifestyle would be more suitable with no global healthy diet multi-attractive and win-win- win (the 3rd 'win' for the planet) solution being able to change suicidal behavior; needless to add appeals like... "to save children, grand children and other beloved relatives", or 'our' planet, or civilization 'as we know' it - since they know neither the planet not civilization

"Global effort to tackle climate change has **caused full-blown attack to science and rationalism** as ultimate weapon; **Fortnite** global success promoting, in the context of the 'free market', **individualism** in its more extreme and dangerous level - actually lethal, is ringing a global bell. Sustainable development, being considered as **scientific and rational** tool to restore reality on its feet first, consequently rebalance the planet, and, eventually, build Sustainable Development is the only way to win the race on "who's to conquer average citizen's mind"; the battle given on market's field would be lost; they know the game better; effective is shifting whole issue to higher level: "Ecological Civilization construction" can teach us on this point. In China, Sustainable Development is called **Ecological Civilization construction**. They have shifted the issue from the financial level to the cultural one considering Ecological Civilization as the next step following Industrial Civilization. The "green" parties in Western countries emerged after industrialization and their ideology and theory are serving the post-industrial era. Therefore, the CPC theory of building an ecological civilization is an entirely new innovation; if its practice is successful, it would be a great contribution to humanity, especially for those non-industrialized countries struggling between environmental protection and industrialization" claims Ecological Civilization Chief Storyteller.



b. Sell The Future Now Effectively;

Furthermore, there is an important point of view concerning whole UNSDGS's character. The **long term perspective of the planetary endeavor**; in combination with most governments' short term duration, a campaign on goals to be implemented in a

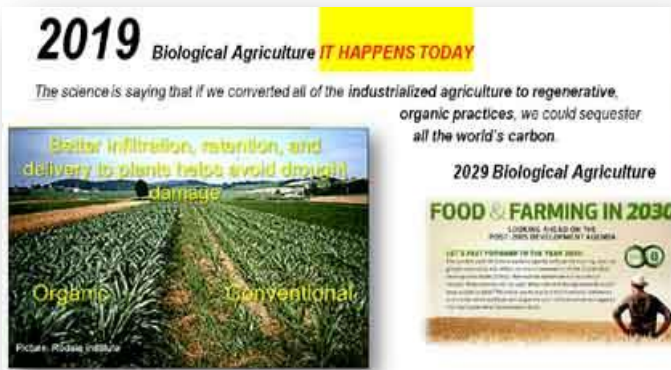
period of **12 years** goes beyond everyday's life range; **it automatically becomes some experts' task**. Every day person does not find many - if any, common points with it unless it would solve contemporary problems and provide direct benefits. Alternative effective way would be the usage of such tools and techniques enhancing average citizen's stimuli; here comes on the stage **Virtual Reality immersive experience** and technical features.

*"It's almost impossible to [sell the future](#); Human beings are terrible to make investment, buy insurance or **support a new plan**; what humans are good at is **now**; right **now**; move up all imagined benefits & costs in future & experience them **now**; in order to turn people to be more active about their future, make transaction about how it feels right **now**. **Virtual and augmented reality** add persuasive multisensory layers onto the existing world; shift Tomorrow into Now; Before into After; Impossible into Possible; Unreal into Real; explores Time, Places & Situations never being able to reach; they provide integrated immersive experi-*

ence; this way UNSDGS would gain lost ground; even better, by offering **TANGIBLE BENEFITS¹³ NOW!**” suggests Ecological Civilization Chief Storyteller.

c. **‘10 years after’ challenge¹⁴ (2019-2029)**

Climate Change; Sustainable Development; Ecological Civilization



Additional campaign’s aspect using this time much more conventional means but much more tangible content would be a **viral global trend** for EACH ONE of the 17 SDGS. Showing systematically what happens TODAY in all fields by asking global population’s contribution; asking, at the same time, R&D ecosystem to present what is planned for TEN YEARS AFTER; this trend would make people “*believe in big by experiencing the small*”; this proposal

with full material & examples: <https://goo.gl/hcEzaM>. **REAL, ACTUAL, TRUE, GENUINE pictures of TODAY’s reality**; neither the best nor the most characteristic ones; but **just REAL examples or best practices**; aiming to show things already done; that knowhow is already here to **REPRODUCE solutions massively**. We know HOW to DO it; we HAVE

the TOOLS; resources are HERE; we CAN do it under sine qua non one condition: REALLOCATION OF RESOURCES. **Political will is free of charge but very valuable for business-as-usual politicians¹⁵**. The only missing thing is a global MECHANISM to accelerate models; by [hyper-scalability](#), mushrooming, and burgeoning.



Last but not least: In order to make people believe such great promises **famous, important, and responsible enough entities have to guarantee!** We already have two: UN SGS and The New Silk Road.

¹³ Clean power is rising in popularity **as people are making money on it**. Twice as many Americans work in solar as in coal, and **the former is creating jobs at about twelve times** the rate of the rest of the economy: Combine this information with CB program offers direct benefits above page 5.

¹⁴ 10-Year Challenge amazing but often depressing for showing how much a **person** can change going a decade back; **technology** is also a fascinating field to make comparisons. We've decided to **go forward** and take a look at Sustainable Development & Ecological Civilization global core priorities in the **next** 10 years.

¹⁵ “This could be [the Biggest Scandal Of The Climate Change Era](#)” – [Club of Rome](#)

d. Global Partnerships

This campaign's section obviously presupposes strategic and official partnership as described below; it is mentioned here because once announced would be exponential leverage for UNSDGS; since many links are continuously created, overall agreement would be next natural step sharing a strong message. We realize obvious political reasons slow down such move but here **we are talking about planet and human civilization's salvation...**

*“Humanity and planet have two global effective tools to use: **UN Sustainable Development Goals** and **The New Silk Road**; they have to join forces on a strategic and official level partnership to get stronger and, mainly, learn from each other; United Nations Campaign has to **become less romantic-style and more business-oriented**; Sustainable Development is a planetary enterprise; Earth is our only and valuable customer. The **New Silk Road** has to **show clearly long term humanistic identity of actual infrastructure investment orientation**; and learn to sell the dream of a better world NOW more efficiently in order to save the clients”, proposes Ecological Civilization Chief Storyteller.*

3rd proposal: Innovative Tradition




 ॐ नमो भगवते वासुदेवाय
PARAMPARA
India's Culture
of Climate Friendly
Sustainable Practices

Click on picture to go!

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Foreword	Preface	Introduction
 Solar and Wind Energy	 Agriculture	 Biodiversity
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 Prepared for Twenty-first Session of the Conference of the Parties (COP21) to the United Nations Framework Convention on Climate Change (UNFCCC) in Paris, France 30 November to 11 December 2015

*“Climate change’ real name is **climate crisis**; mitigation and adaptation measures would never conclude to positive outcomes unless they would be always closely related to and tangibly linked to **Sustainable Development construction** from now on; humanity should take advantage of all possible forces and resources; such valuable resource is **human past**. Well tested and climate friendly sustainable practices would be easily and creatively integrated in Sustainable Development construction. Once Innovative Tradition (nature [bas-](#)*

ed solutions, eco-system based adaptation, and traditional techniques rediscovery on most fields) would become global trend, people, market and sustainable investment sector would realize much higher added value in comparison with venture capital / high-tech startups trendy game. Biomimicry¹⁶ combined with innovative tradition treasure would contribute in Sustainable Development construction”, suggests Ecological Civilization Chief Storyteller.

A UNSDGS reception service & redistribution mechanism (guiding secretariat plus data base) would dramatically contribute.

In Innovative Tradition’s context other domains would be included:

- **Global / regional / local public policy networks**¹⁷ to identify & engage a range of stakeholders beyond traditional sector boundaries.
- New business cases can be identified by involving a range of stakeholders and looking beyond traditional sector boundaries, e.g. New groupings & compilations like [Global Syndemic](#) (Obesity, climate change and under-nutrition form a synergy of epidemics); [Mesoscience](#) in science; [Planetary Health Diet](#) in nutrition, *etc.*
- All the above would also enhance Global Awareness Campaign on the go.
- Last but not least, “bridging the gap between Parties and non-Party stakeholders, mobilizing stakeholders at all levels of government and across sectors and having them bring forward concrete solutions in support of urgent action” (letter p.1) has been elaborated on and the compilation produced called “**Future ‘74’ recipe for the Future**” is included in SD CB curriculum. [The bigger picture of the Future](#) 74 elements would be priceless sustainable solution’s part provided that they would be managed effectively. *Bigger picture* is beyond boundaries; and above typical classifications. It’s not a total; it’s not a product; it’s an *exponential* result. It’s not past; present; and future linearly put; it’s a *continuum round trip*. It’s not just a body; neither a mind; nor a “soul” (or ‘whatever’ plus), it’s the *human ensemble*. It isn’t the idea; neither the plan, not the implementation; it’s the *creation* process. It isn’t material reality alone; neither its intangible aura but both, actually all six (6) fundamental things, in one ‘jack-in-the-box’. It’s not a beloved village; neither this unique planet; nor that unknown universe; it’s our *destiny* mirrored in micro/mega scale & everything in between. Entities & concepts included are integral parts of our multiplex society in the future which is, more or less, already here; they *craft and influence* our everyday life, our *continuum round trip*; *better get us to know them all, become friends, clients, followers, customers, voters, subjects, evangelists, lovers of them all or some - but always remain aware personalities, unique individuals, active citizens.*

¹⁶ [Biomimicry](#) is the practice of applying lessons from nature to the invention of healthier, more sustainable technologies for people. Biomimetic designers (“biomimics”) focus on understanding, learning from, and emulating the strategies used by living things, with the intention of creating designs and technologies that are sustainable. Janine Benyus, co-founder of the Biomimicry Institute, biologist, and author of *Biomimicry: Innovation Inspired by Nature* (the book that brought biomimicry into the public eye), has defined biomimicry as the “**conscious emulation of life’s genius.**” That is: “Conscious”: being intentional; “Emulation”: learning from living things, then applying those insights to the challenges humans want to solve. “Life’s genius”: recognizing that life has arrived at well-adapted solutions that have stood the test of time, within the constraints of a planet with finite resources. With biomimicry, we can develop new products, processes, and systems, or improve existing designs. It can help us to shift our perspective, see design problems and objectives differently, and uncover “new” solutions to difficult problems.

¹⁷ https://en.wikipedia.org/wiki/Global_public_policy_networks

The three proposals interlinked

Sustainable Development Capacity Building (1) is educating specific groups & persons providing them, at the same time, direct benefits. **Global Awareness Campaign on SD Construction** disseminates positive message on clean development which integrates climate change tackling, adaptation and mitigation measures, using the power of all traditional¹⁸ and new media combined with virtual reality immersive experience predominating whenever possible. **Global Innovative Tradition** enhances *nature based solutions* content and links sustainable future with sustainable past in three ways: a. channels material to CB training; b. provides local construction with tested solutions; c. gives valuable material to global campaign to use. Their **interconnectivity** produces an added value much more significant than the total of their results independently.

Last but not least, a final warning; UN SDGS need BADLY apostles, advocates, instigators, promoters, pushers...

Before giving proposals their final form we were considering adding as stimulating points particular excerpts our colleague, Andreas Andreopoulos, is using as Ecological Civilization Chief Storyteller. However we have eventually changed our mind and integrated 'slogans' in the text as integral arguments; we are deeply convinced that *if we want to change the story of the human race in the 21st century, we need to change the stories we tell ourselves - like the [99 best things](#) that happened in 2018 and disseminate them globally in a secure way. We are **the first** generation to feel the effect of climate change and **the last** one who can do something about it. There is a vital element to be added to all three proposals and to the many more similar ones to come. **A new form of disseminating the message has to be established.** Christianity owes much to the apostles; a combination of live elements and technology has to be crafted so that to attract the global audience same way **Facebook**¹⁹ attracts 'friends' and shifts them into 'friends' into 'passive depressed personalities'; same way **Fortnite** converts hundreds of millions of lonely and depressed persons and shifts them into 'players' into 'killers' and, eventually, into 'victims' spending parents' money to kill more, to kill more, to kill more and more 'fellow players' with a single drop of blood never and nowhere on the screen until the rest 99 co-players are dead and 'you' only remaining **alive, 'winner', and... ALONE.** The enemy is strong, isn't he?*

- Would that form be an **avatar**? A **talking head**? A **group of dedicated celebrities** acting as Sustainable Development Construction chorus? A Sustainable Development construction **story-teller task force**?
- It's something the Ecological Civilization Chief Storyteller is proposing to you; he puts it straight to you; he puts it to you and he leaves it to you; **for you to decide - the sooner the better...**

Seek truth from facts 实事求是 (Shìshìqíúshì)



¹⁸ In Beijing (September 2017) all bus stations have been covered by posters with same info like picture p.7 car's sides;

¹⁹ Fortnite organized virtual reality concert with ten million ([10.000.000](#)) people.