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BE THE CHANGE!

We all use the Earth's resources. We start the day with a bath, eat a variety of foods both from local and global sources, sit on chairs made of wood and use electronic equipment. This high consumption of resources affects our nature, ecosystems, biodiversity and the environment. Not just locally, but worldwide. The immediate effect is a reduction in species and resources. Long term, the consequences are far more serious: the biodiversity of the planet and its ecosystems could be so strained that it may not recover in the foreseeable future and we may lose irreplaceable resources - and thus the lifestyle that we enjoy today.

The goal is a sustainable society. The means to achieving this goal lies in all of us, as a society. It is crucial that we know and understand that it is we who must decide how we want to use the planet's resources in the future. It is important that each and every person and family understands what a big difference their daily choices really make, directly as well as indirectly. We must understand that we directly affect the planet's resources every time we use, for example, water or fabric conditioner. We also affect the resources of the planet indirectly because we consume goods that are produced by others. In natural and environmental terms, it means that we, via our consumption, actually dictate how the world is managed. Through our daily consumption and behavior, we have an opportunity to change our actions, and in the long term it is our only chance for creating a mindshift and thereby better conditions for the planet that we all live on.

The sustainable society requires a long-term sustainable approach to our use of the planet's resources and a protection of biodiversity and ecosystems. That is why a sustainable use of resources needs to start with changes

in attitudes and behavior. Awareness is what takes us from knowledge to action, and awareness can be created through different kinds of networks, education and communications which create debate and understanding. In this way, a new agenda is created where we not only identify problems, but also contribute towards changing the causes of them. In this way, we not only change ourselves and the current situation, but also the coming generations' understanding and use of the planet.

Let us start right here and now. Let your sustainable attitude and not least your actions have an affect on your surroundings. Show others that you are living sustainably, with environmentally friendly transport, recycling and sorting, a productive kitchen garden, renewable energy and sustainable food consumption. Spread the good word by your own good example, and let us all be proud participants in a generation which will change the strained current circumstances of nature, the ecosystem, and the environment.