

## **CLIMATE PROSPERITY MEDIA/ARTS**

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Global Urban Development and the Climate Prosperity Alliance propose to help organize and serve as among the hosts of "salons" that will meet for several hours every two or three months in cities around the world. These gatherings will be open to media and arts professionals, and others who want to participate. The purpose will be to engage in wide-ranging conversation about how to more effectively create and promote a new paradigm of advanced technological environmental sustainability, something that has never existed since the modern industrial revolution began more than three centuries ago.

Through the media and the arts, we aim to identify new ways to create and present images of a future society of "Climate Prosperity" that is in relative harmony and balance with the cycles of nature based on conserving and reusing all natural resources (not only fossil fuels, but water, land, materials, etc.), rather than overusing and wasting them. In other words, under Climate Prosperity, people, places, and organizations worldwide actually get richer (or stay rich) by becoming greener, and earn more money by using fewer resources and reusing more. Everyone will be better off economically and environmentally, with greater prosperity, improved health, enhanced quality of life, and much more stable peace (because people won't be killing each other over increasingly scarce resources).

There are three ways that media/arts professionals can enlighten and entertain the general public about this new paradigm of sustainable industrial development, and "Be the Change" as Mahatma Gandhi famously said:

- 1) Create futuristic stories and scenarios, especially with visual elements, which portray people throughout the developed and developing world, living in advanced technological sustainability. Regardless of what drama or comedy, science fiction, documentary non-fiction, or video game content is in the foreground, the background will be digital and other images of modern sustainability. For example, there will still be Times Square in the future, but it will be based on LED lighting powered by renewable energy,

and there will still be people driving cars to work and play, but they will be driving plug-in electric vehicles powered by renewable energy. All businesses and jobs will be "green" in the sense that their revenues are shaped by technological innovation and resource efficiency based on Green Savings, Green Opportunities, and Green Talent.

2) Present interesting and compelling images of current sustainability efforts, such as the amazing story chronicled in Ray Anderson's recently published book, *Confessions of a Radical Industrialist*, about how a corporate CEO of a petroleum-based industrial carpeting manufacturer and installer that was a wasteful polluter, decided to become a sustainable company and succeeded over 15 years in becoming far more environmentally friendly both in terms of the production processes and the products, and along the way substantially expanding market share, revenues, and profits. Ray Anderson's Interface Corporation definitely got richer by becoming greener and earned more money by using fewer resources and reusing more.

3) Identify, document, and share experiences about the most resource efficient, conserving, and recycling ways to produce media and arts events and products. Media and arts professionals and businesses should also be getting richer by becoming greener, and demonstrating that innovation, efficiency, and conservation in the use and reuse of all natural and human resources is the best way to increase jobs, incomes, productivity, and competitiveness. In the Climate Prosperity/Sustainable Development/Green Economy paradigm, both the production process and the media/arts/educational content are at peace and in harmony with Mother Nature. Sustainability will be the guiding principle in theory and practice to the mutual betterment of everyone and everywhere.