

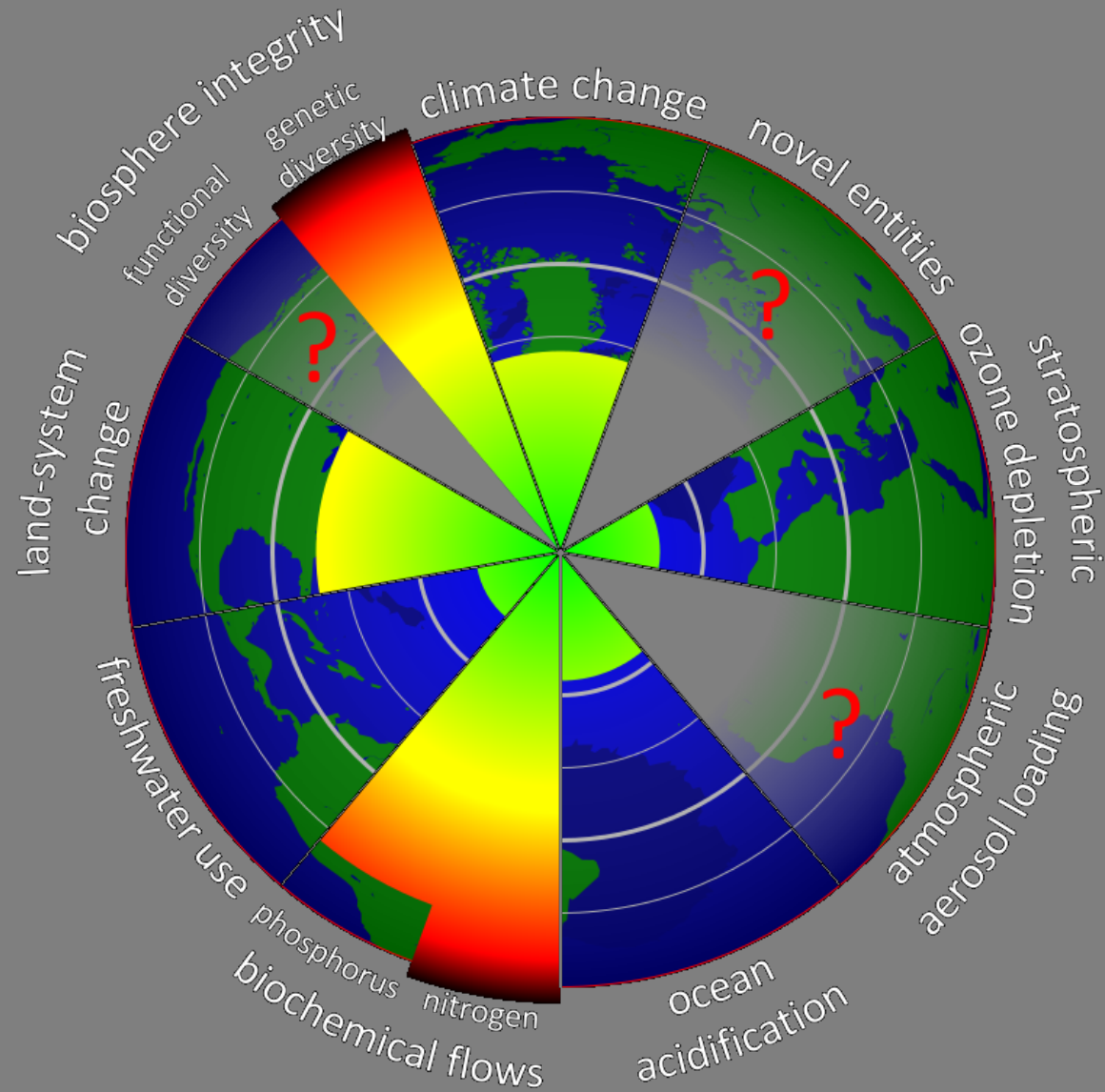


Das erzählerische Potential der Planetarischen Leitplanken

Walter Kahlenborn

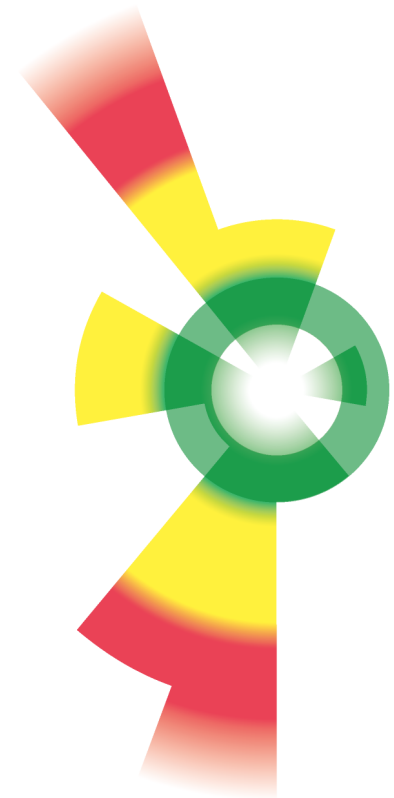
Managing director and co-founder, adelphi

Planetary Boundaries: The Message



Planetary boundaries as communicative success story?

- Easy-to-grasp message
- Universal appeal
- Metaphorical and visual nature
- A concept grounded in science with trustworthy messengers



„Communication gap“: limited impact

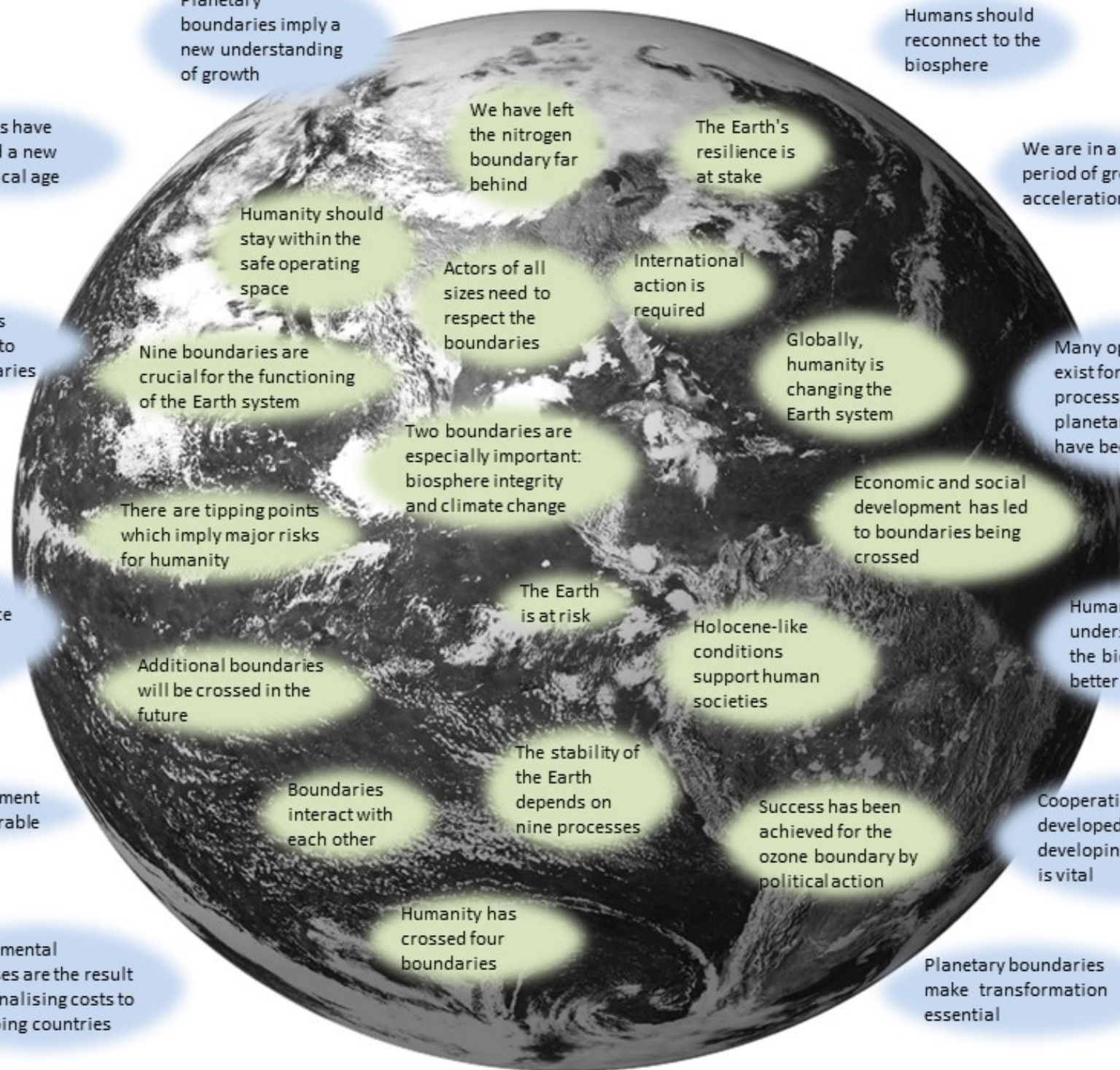
- Within mass media the concept is only reluctantly referenced.
- Increasingly used in communication, especially in the political realm
- But: The concept is used to support other discourses. Rarely is it changing existing discourses.



Reasons

- Complexity
- Unclear core message
- Low localization in space and time





Planetary boundaries imply a new understanding of growth

Humans should reconnect to the biosphere

Humans have created a new geological age

We have left the nitrogen boundary far behind

The Earth's resilience is at stake

We are in a period of great acceleration

Humanity should stay within the safe operating space

Actors of all sizes need to respect the boundaries

International action is required

Social boundaries should be added to planetary boundaries

Nine boundaries are crucial for the functioning of the Earth system

Globally, humanity is changing the Earth system

Many opportunities exist for reversing processes where planetary boundaries have been crossed

Two boundaries are especially important: biosphere integrity and climate change

Economic and social development has led to boundaries being crossed

There are tipping points which imply major risks for humanity

Humanity has the power to influence processes in the Earth system

The Earth is at risk

Holocene-like conditions support human societies

Humanity is understanding the biosphere better and better

Additional boundaries will be crossed in the future

Western development paths are undesirable

Boundaries interact with each other

The stability of the Earth depends on nine processes

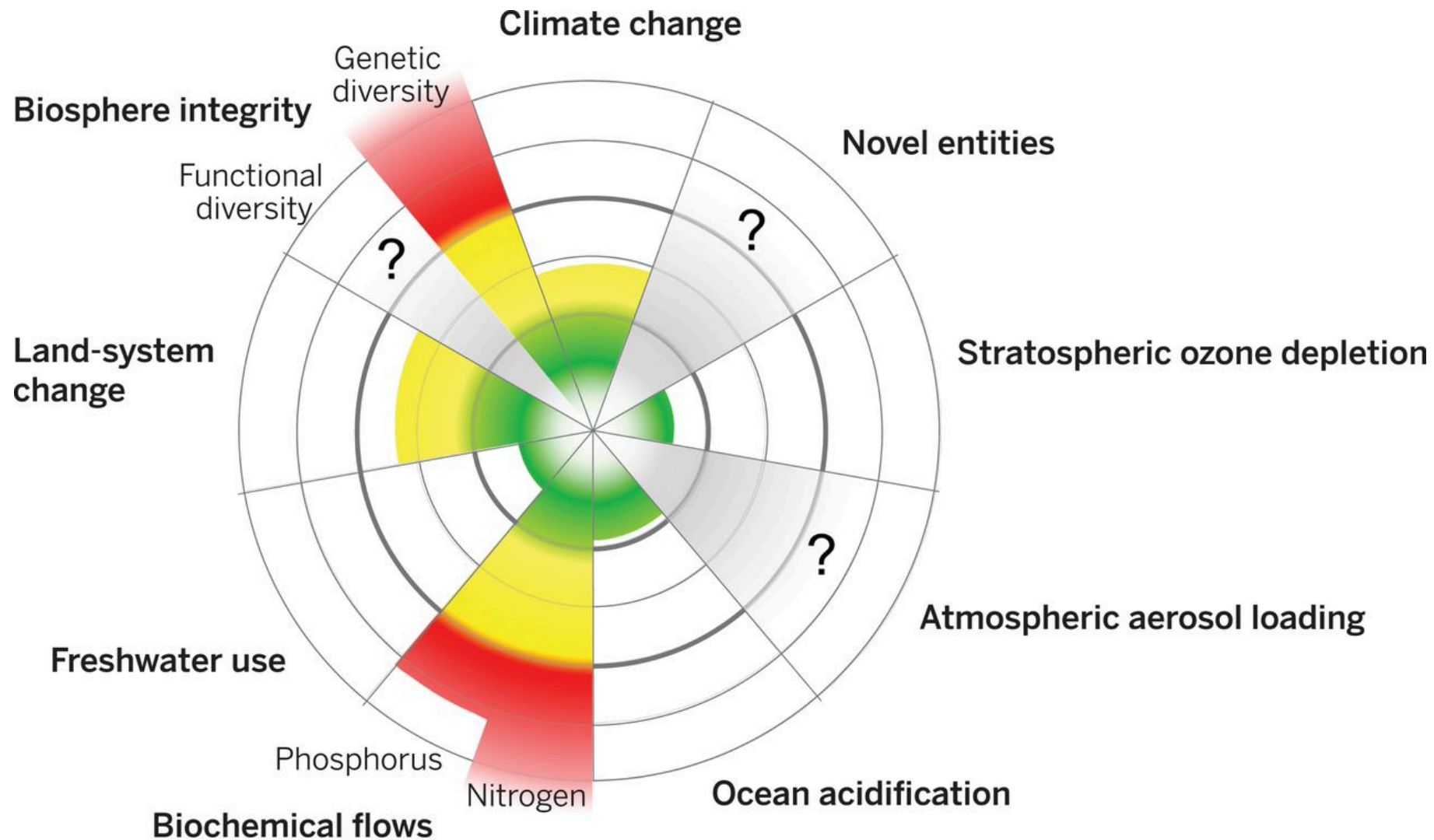
Success has been achieved for the ozone boundary by political action

Cooperation between developed and developing countries is vital

Environmental successes are the result of externalising costs to developing countries

Humanity has crossed four boundaries

Planetary boundaries make transformation essential



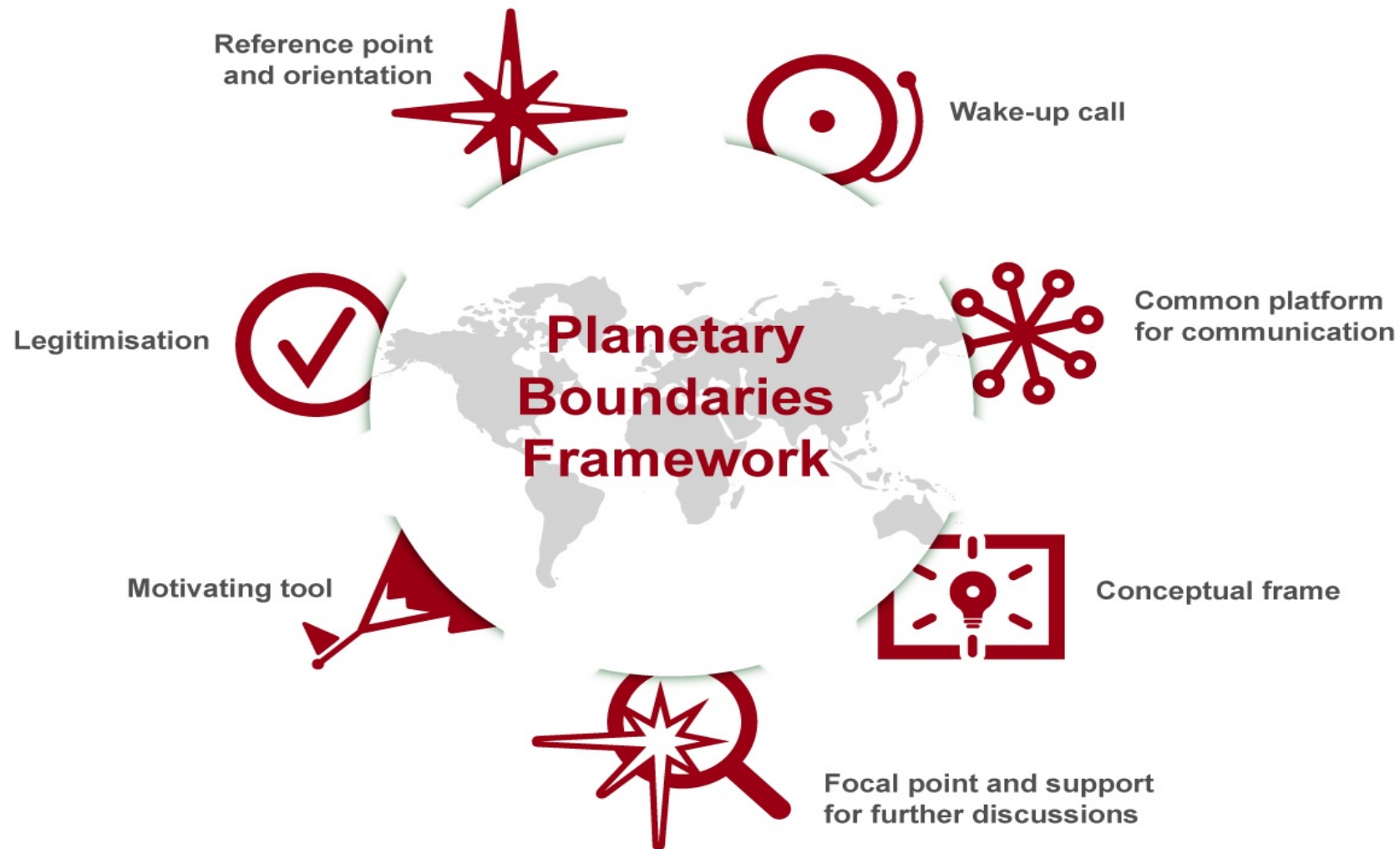
■ Beyond zone of uncertainty (high risk)

■ In zone of uncertainty (increasing risk)

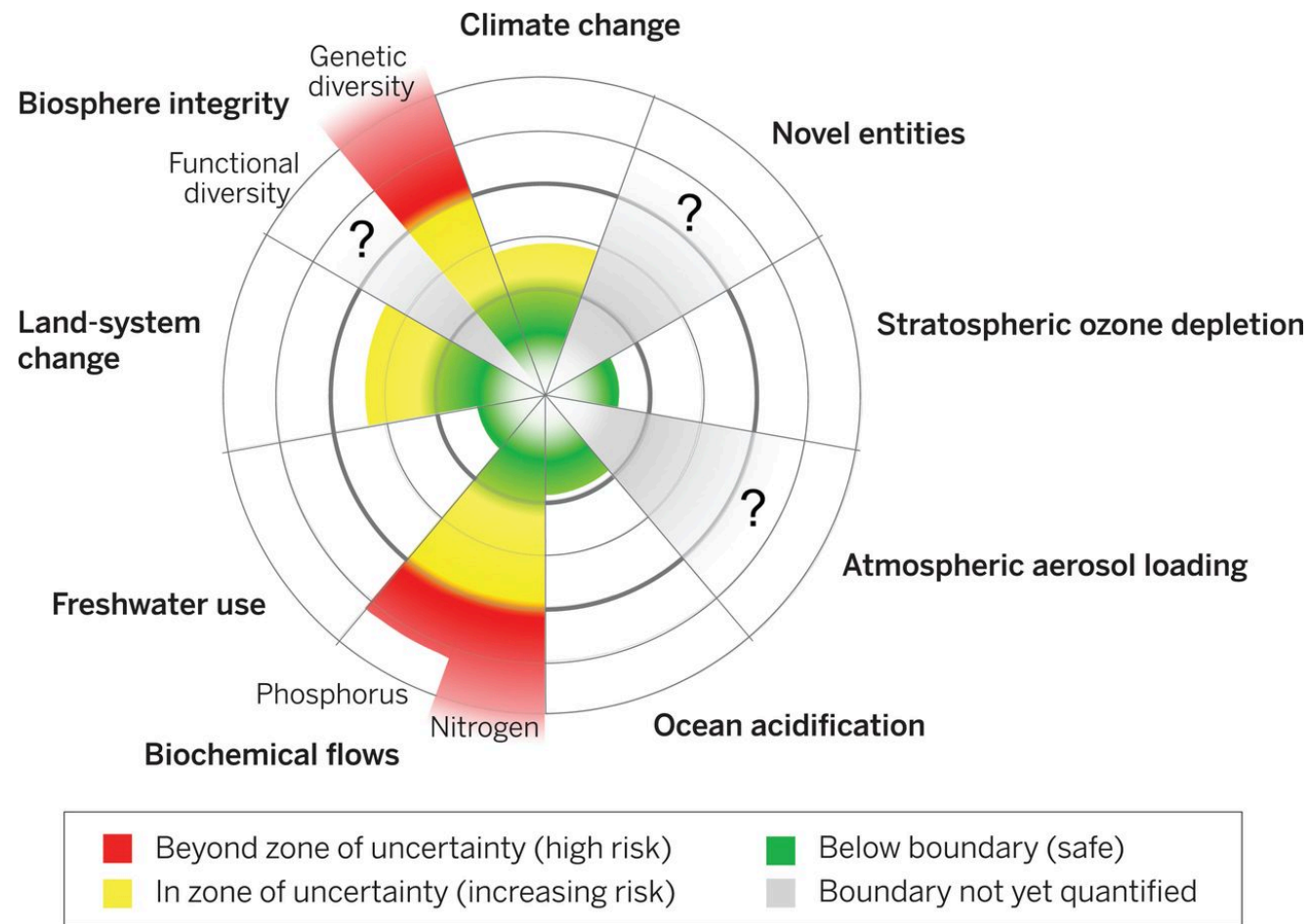
■ Below boundary (safe)

■ Boundary not yet quantified





Clarify the Meaning





Get the concept close to the people!

- Develop clear messages specifically for the various target audiences.
- For communicating the concept to the broad public develop narratives for the various planetary boundaries.
- Use appealing photographs.



Supporting Narrative: Newfoundland Cod Fisheries (thresholds)

- For centuries: fishermen in Newfoundland relied on income provided by cod fishing
- After 1990: overfishing & colder water temperature led to sudden decrease in cod stock to 1% of previous level
- Levels recovering slowly since then
- Result: loss of food source & loss of income / unemployment & migration of local fisherman / communities
- Underlying mechanism: regime shift (socio-ecological system changes to a new stable state)



Supporting narrative: Soil erosion in Iceland (land-system change boundary)

- Southern Iceland farmers: relied on pasture for sheep for centuries
- Communes as basic administrative unit and regulations for common pasture to limit overstocking of farmland / avoid overgrazing and degradation
- Eventually pressure from grazing higher than replacement rate
- Result: pasture overgrazed and eroded; deprived farmers of essential resource for their work & their livelihood
- Underlying mechanism: resembles process that likely exist for the planet (Earth system changing its system state)



Focus on stability as a the main message!

- In a world which is increasingly characterized by dynamic changes and technical, social, and political ruptures, stability is of utmost importance.
- Emphasize the Save Operating Space!
- Nature has created a human-friendly environment. That is the biggest asset to our well-being. It guarantees our livelihood and safety.



No Message without Messenger!

If not you, who else will spread the word?

Managing director, co-founder

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The PB concept to underlign the need for Co-operation

