



Selection of Visionaries

Impact

Our goal is to profile Visionaries doing work which really matters and is making a tangible difference.

This doesn't mean their work has to be worldwide, larger than the confines of their own neighbourhood, or one of a kind. Instead, it just needs to be inspiring and scalable. We want to profile work which, if extrapolated more broadly, has the potential to yield significant positive results for the environment and us all.

As a simple example, we would be happy to interview say a local compost committee even if they don't plan on ever expanding their reach. This is because if millions more people and the food industry began composting, it could help solve the depletion of soil and the poisonous overuse of phosphorus.

Diversity

We are not here to decide what sort of climate work needs to be done, or who should do it. We are here to amplify the voices of well-intentioned, hardworking people who are already out there committed to doing something they believe in.

Thus, we seek to find as diverse an array of voices in our ecosphere as possible. This may mean technophiles or technophobes, indigenous leaders or national policy makers, scientists or shamans - we will consider profiling anyone doing climate work.

In essence, we want to showcase the diversity of solutions being proffered by the incredible climate actors in our communities. We are not trying to provide a single coherent narrative of what the climate future could look like, because, frankly, there are simply too many components, and too many problems, for one approach to cover all.

Our Principles

Any vision we select will adhere to a few basic principles.



We trust climate science to be largely factual and reliable. We recognize anthropogenic reasons as a root cause of climate change, and that, as human beings, we owe it to the earth to do something about it, quickly. We support the prioritisation of positive climate policies and their implementation by both the public and private sectors. Finally, we believe that pure climate activism should not be confused with rhetoric and that our work can only succeed if approached through the lens of peace, respect and mutual understanding.

What we won't do

We will not profile anyone who we believe to be greenwashing (see our separate policy about this). We will also avoid profiling any work that may appear to be extreme or highly controversial. This is not to suggest that such work is inherently flawed, and we do not pass any judgement in the process of making exclusions – we just don't want to alienate members of our audience who may have otherwise constructively engaged with another upcoming vision.

We take this position because we are a creative project and not a political or partisan organisation. Our goal is to inspire both hope and action in our audience and allow them the space to independently act on the information we provide.

Determining what may appear to be extreme or controversial is subjective and dependent on the time and information available. Our decisions are made on a best effort basis, without fear or favour, and with no intention of harming anyone.

Summary

So that's it! We profile a wide array of perspectives from people doing climate work which has the potential for significant positive impact.

We are excited to profile more and more new Visionaries who can help inspire us all!

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