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From: Jem Bendell
Sent: Wed 4/24/2013 11:39:23 AM
Subject: Your ticket to adventure

Please excuse the circular.. I have something to share...

Sometime next year we will reach 400ppm of carbon in the atmosphere. That's 100 over the highest for a million years before industrialisation. What we are doing isn't working. It's time we dared reassess how to create change, and how to prepare for the massive disruption that is coming. This isn't doom and gloom. This is doom and zoom – embracing the science and trying new approaches to seek the scale and speed of change required. It could even be doom and bloom – through seeing how we became deluded from the truths of life, and so allow ourselves to be transformed and help new ways of life to emerge.

In a recent article for the Guardian (<http://gu.com/p/3f8ae/tw>), I discussed what it might mean if it's too late for sustainable business. The conversation is continued at the Royal Geographical Society on May 28th, with sustainability explorers from many walks of life. What has the co-founder of the band Faithless got to tell us about our inner adventure to sustainability? Don't just think about it. For the next 48 hours, tickets are for sale with a 15% reduction with the promo code Lifeworth. www.sustainabilityadventures.com

The event launches the Institute for Leadership and Sustainability (IFLAS), and is supported by Impact International, Robert Kennedy College, B4E Summit, Lifeworth, and Future Perfect. It could also be supported by you: contact Philippa Chapman at IFLAS (philippa.chapman@cumbria.ac.uk) if your organisation can provide additional support or bring the event to your city.

Thx, Jem

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