

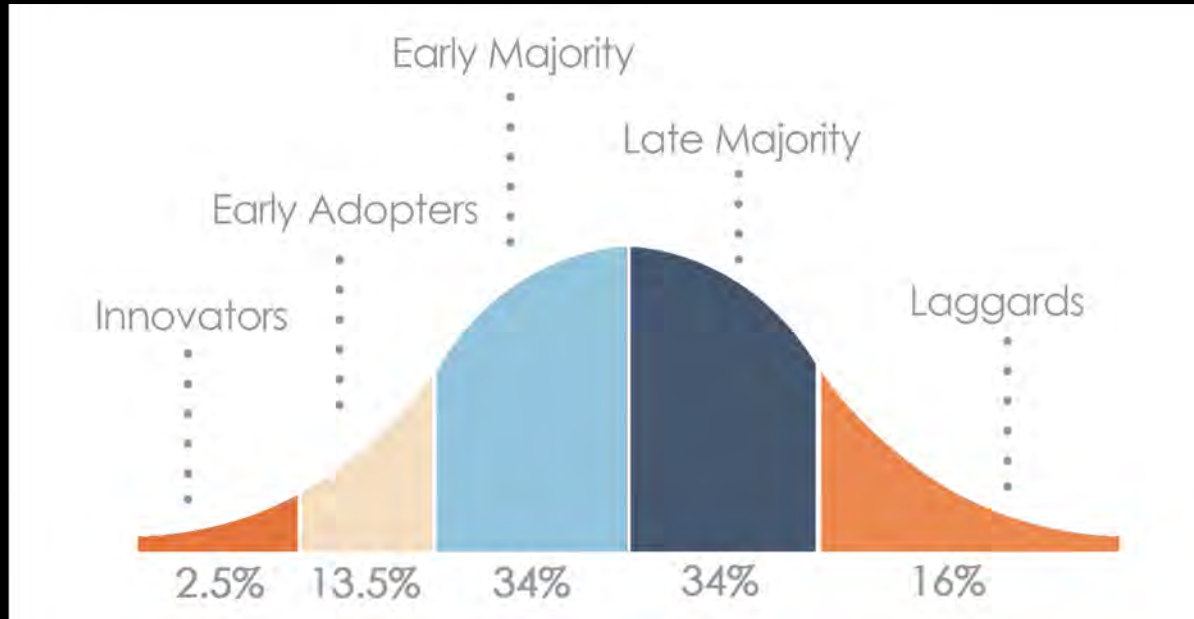
CoSphere



*A Community of Small-Planet Heroes
(ecologically regenerating economies)*



CoSphere & Norms



Don't get distracted by Innovators or Laggards.
Plan for the spread.

CoSphere: Key Features

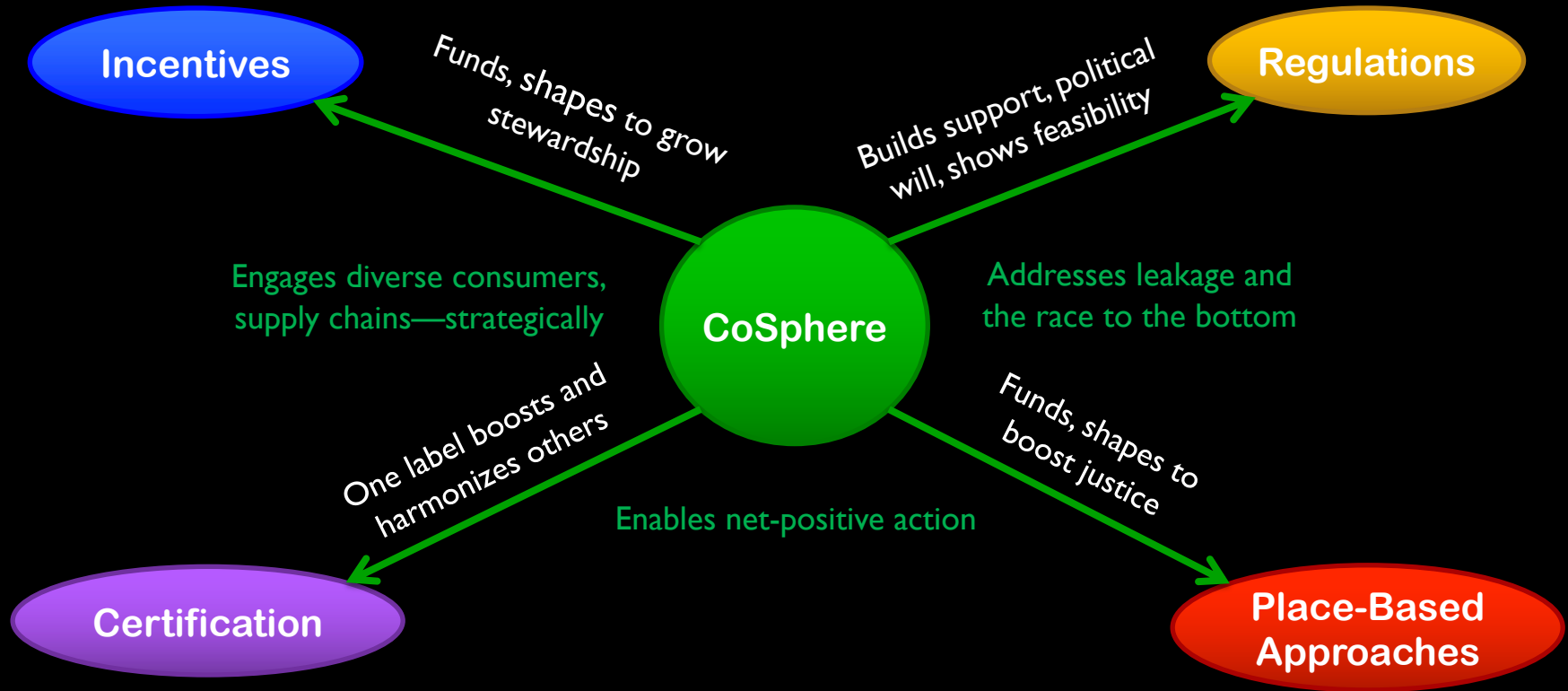
- Reaches beyond conscientious consumers to include all
- Leverages existing widely held values of responsibility
- ... By making it easy, enjoyable, and inexpensive to *mitigate* environmental impacts
- Employs one label (Earth+?), so promotes normalization
- Mitigates impacts efficiently, lessening the divide
- Employs markets, and yet cultivates relational values

Overcoming Challenges

1. Cost ✓
2. Residual impacts ✓
3. Choice-restriction ✓
4. Cacophony ✓
5. Reliance on a 'green' identity, deepening divides ✓
6. Political will, constituency ✓
7. Leakage ✓

With CoSphere

Smart Policy Mixes



Summary

- Nature and its contributions are in substantial decline
- Addressing these problems means structural change
- It means a Global Sustainable Economy, powered by *you*
- A key piece is unleashing values of responsibility
- Existing approaches need a boost, as via CoSphere
- Join us—launching soon (Community.Sphere@gmail.com)

<https://support.ubc.ca/projects/cosphere-development-fund/>



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PEOPLE AND NATURE

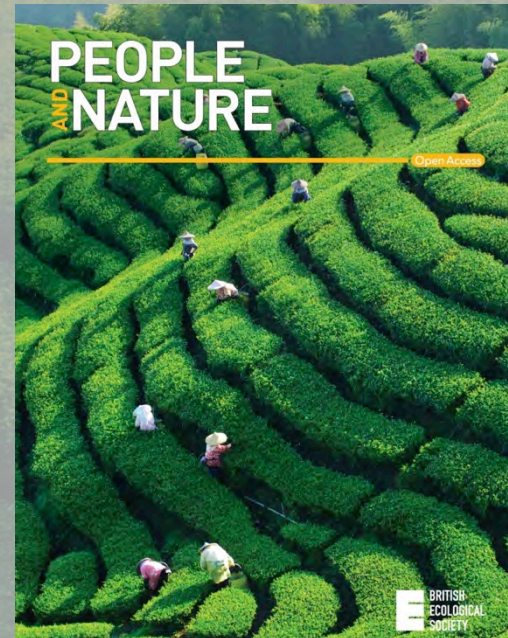
A journal of relational thinking

A new broad-scope open access journal publishing work from across research areas exploring relationships between humans and nature.

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The Instrumental/Intrinsic View

