

As ambassador for World Wide Views Bill McKibben states that:

Fighting the enormous global threats from climate change will demand strong efforts from industry, experts, politicians and individual citizens. Everyone will be affected and involved – willingly or not, knowingly or not.

I am confident this effort will pay off in the end. We will develop new products and markets. We will revive the traditions of local thinking, production and consumption, which are crucial for sustainability. We will save ecosystems and human habitations, which would otherwise have been eradicated. We will reduce the use of valuable resources, prolonging and even sustaining the production base for coming generations.

But the effort will have to be drastic to reach the goal of sustainable living, entailing long and sincere political commitment. As an initiator of the climate movement 350.org, which is striving to lower atmospheric carbon dioxide down to the proven long-term sustainable level of 350 ppm, I strongly believe in citizen self-organization and grassroots movements as an essential component of our democratic societies.

World Wide Views on Global Warming, on the other hand, represents a vital supplement to such democratic activism. Securing long-term, global political commitment demands a global democratic public debate embracing everyone, not only those who are ready and able to engage in grassroots activism. The global democratic dimension of World Wide Views on Global Warming has a crucial role to play in complementing the global political decision-making on climate change that is now underway.

By supporting WWViews as an Ambassador, I express my hope that media, foundations and politicians will support this initiative and help the organisers elevate this into a truly global, high-profile and influential part of the UN Climate Summit in Copenhagen.

Bill McKibben
Co-founder and director of 350.org