FACT OR FICTION

PROCESS BOOK

FACT


You alone have no effect on climate change.

Topic

You alone have no effect on climate change.

Intention

The intended message of this investigation is to raise awareness of the fact that bigger players and industries should not be absolved or distract us from the reality of the situation.

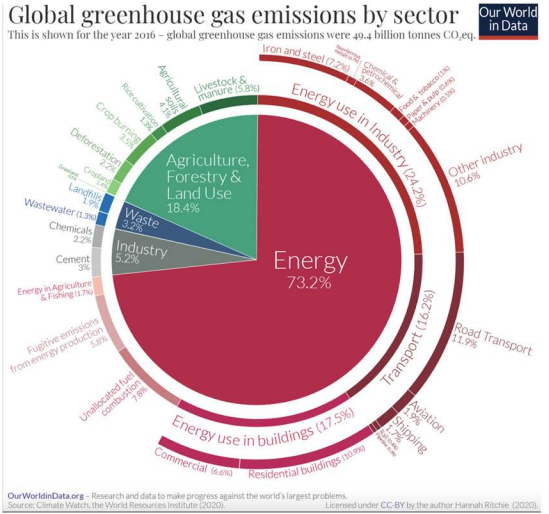
Message

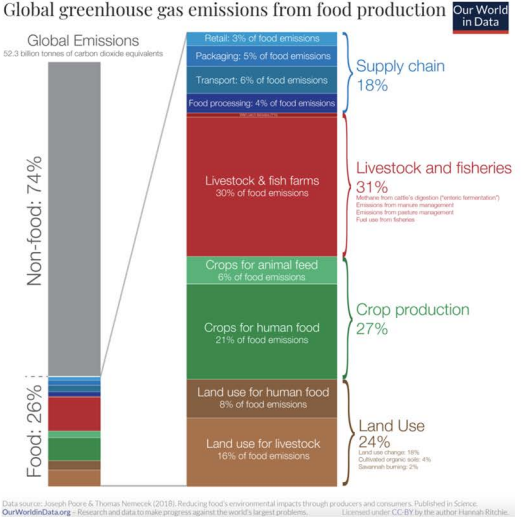
You alone have no effect on climate change and should come together to influence politicans to enforce positive environmental change.

Audience

Adults between the ages of 25 and 35 who are active on social media and interested in sustainability and social activism.

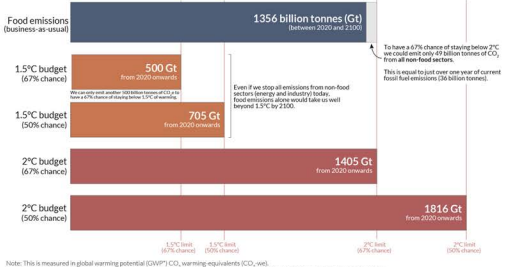
DATA


Global greenhouse gas emissions by sector
This is shown for the year 2016 – global greenhouse gas emissions were 49.4 billion tonnes CO,eq.
Our World in Data
Energy 73.2%
Agriculture, Forestry & Land Use 18.4%
Industry 5.2%
Waste 3.2%
Energy use in Industry (24.2%)
Iron and steel (7.2%)
Other industry 10.6%
Transport (16.2%)
Road Transport 11.9%
Aviation 2.5%
Shipping 1.9%
Energy use in buildings (17.5%)
Commercial (6.6%)
Residential buildings (10.9%)
Unallocated fuel combustion 7.8%
Fugitive emissions from energy production 5.8%
Energy in Agriculture & Fishing (1.7%)
Cement 3%
Chemicals 2.2%
Wastewater (1.3%)
Landfills 1.9%
Livestock & manure (5.8%)
Agricultural soils 4.7%
Rice cultivation 1.5%
Crop burning 1.3%
Deforestation 2.2%
Grassland conversion 1.4%
Cropland 1.4%
OurWorldinData.org – Research and data to make progress against the world's largest problems.
Source: Climate Watch, the World Resources Institute (2020).
Licensed under CC-BY by the author Hannah Ritchie (2020).


Global greenhouse gas emissions from food production
Our World in Data
Global Emissions
52.3 billion tonnes of carbon dioxide equivalents
Non-food: 74%
Food: 26%
Retail: 3% of food emissions
Packaging: 5% of food emissions
Transport: 6% of food emissions
Food processing: 4% of food emissions
Supply chain 18%
Livestock & fish farms 30% of food emissions
Livestock and fisheries 31%
Methane from cattle's digestion ("enteric fermentation")
Emissions from manure management
Emissions from pasture management
Fuel use from fisheries
Crops for animal feed 6% of food emissions
Crops for human food 21% of food emissions
Crop production 27%
Land use for human food 8% of food emissions
Land use for livestock 16% of food emissions
Land Use 24%
Land use change: 18%
Cultivated organic soils: 4%
Savannah burning: 2%
Data source: Joseph Poore & Thomas Nemecek (2018). Reducing food's environmental impacts through producers and consumers. Published in Science.
OurWorldinData.org – Research and data to make progress against the world's largest problems.
Licensed under CC-BY by the author Hannah Ritchie.

Food emissions could consume most of our 1.5°C or 2°C carbon budget

Shown are estimates of cumulative greenhouse gas emissions from food production from 2020 to 2100 based on population, dietary and agricultural trends in a business-as-usual scenario. This is shown relative to total cumulative emissions to keep global average temperature rise below 1.5°C or 2°C by 2100.



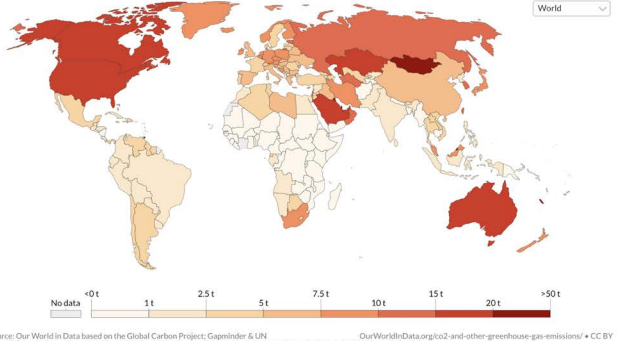
Note: This is measured in global warming potential (GWP*) CO_2 warming-equivalents (CO_2-we).
Source: Michael Clark et al. (2020). Global food system emissions could preclude achieving the 1.5° and 2°C climate change targets. Science.
OurWorldInData.org – Research and data to make progress against the world's largest problems. Licensed under CC-BY by the author Hannah Ritchie.

Per capita CO_2 emissions, 2019

Carbon dioxide (CO_2) emissions from the burning of fossil fuels for energy and cement production. Land use change is not included.

Our World in Data

World

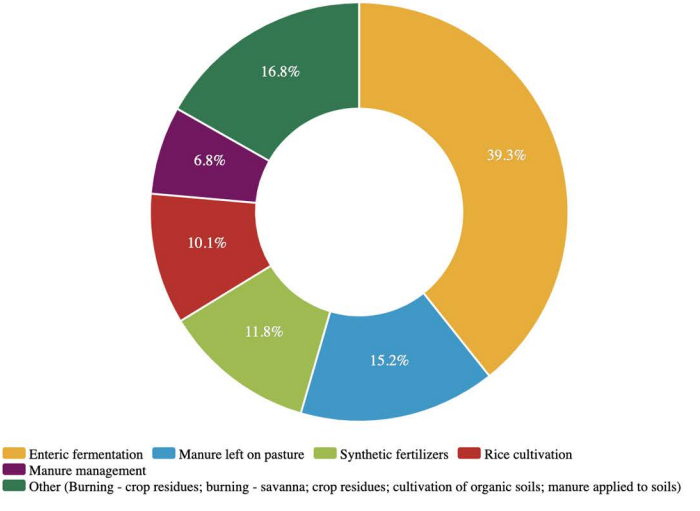


Source: Our World in Data based on the Global Carbon Project; Gapminder & UN
Note: CO_2 emissions are measured on a production basis, meaning they do not correct for emissions embedded in traded goods.

OurWorldInData.org/co2-and-other-greenhouse-gas-emissions/ • CC BY

Emissions by sector (CO2 equivalent)

Average from 1990 to 2016



Source: FAO.

WORLD RESOURCES INSTITUTE

– Asking average people to solve rapid climate change breaks down when we look at the scale of the problem. Personal contributions toward reducing greenhouse gas emissions are nice, but they are dwarfed by the systemic reality of global emissions. The concept of your personal carbon footprint was popularized by the oil producer BP in a 2005 ad campaign. Arguably one of the most effective and sinister pieces of propaganda that still seriously distracts all of us from the reality of the situation.

The concept of a personal carbon footprint is not false, and it does have its part to pay in combating climate change. However, using it to absolve the biggest polluters of their responsibility is wrong.

#The carbon footprint sham, Mashable, retrieved 2021
https://mashable.com/feature/carbon-footprint-pr-campaign-sham/?europe=true
Quote:

– If you eliminated 100% of your emissions for the rest of your life, you would save one second's worth of emissions from the global energy sector. Even the most motivated person can't even make a tiny dent.

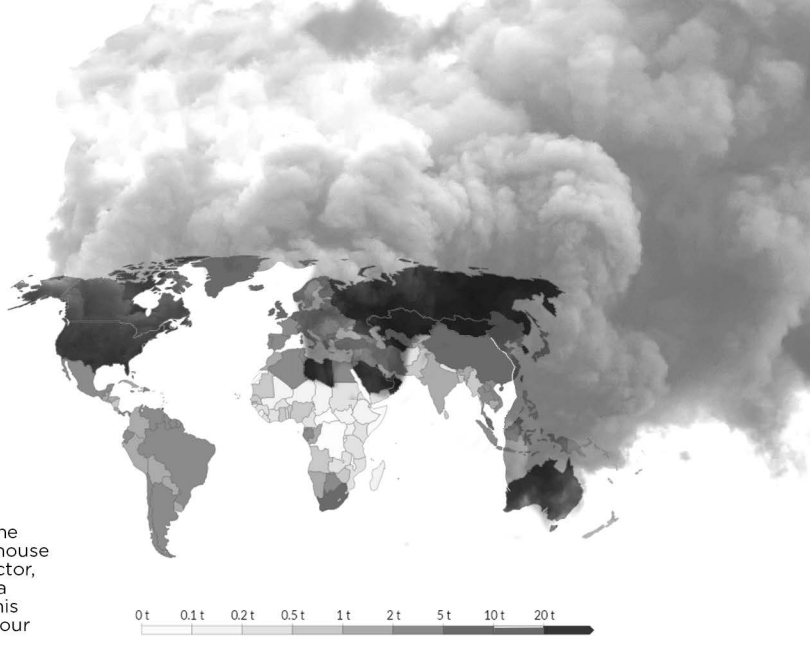
The global average of per capita CO_2 emissions was around 5 tons in 2017. This would add up to 360 tons over a 72 year lifetime based on global life expectancy average. This value however differs greatly from country to country. For example, the average citizen of the United States emitted around 16.2 tons of CO_2 in 2017. If the same was to sustain for an average life expectancy of ~79 years of their life, they would release about 1280 tons of CO_2.

#Per capita CO_2 emissions, OWID, retrieved 2021
https://ourworldindata.org/co2-emissions#per-capita-co2-emissions

CONTENT

You Alone Have No Effect On Climate Change

Despite what some governments and corporations may want you to believe, the reality is that the vast majority of greenhouse gas emissions come from the energy sector, with energy production responsible for a staggering 73.2% of global emissions. This means that even if you were to reduce your own carbon footprint to zero, it would have little to no impact on the overall level of emissions.



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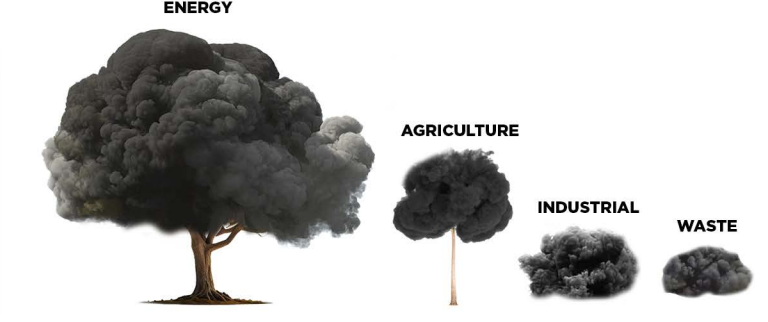
Propaganda and the Blame Game

Governments have a critical role to play in addressing climate change, by implementing policies and regulations that reduce emissions from the energy sector, incentivize clean energy alternatives, and support research and development of new technologies. However, governments often want to absolve themselves of responsibility and put it onto you, as an individual. This is exemplified by the propaganda campaigns of oil producer BP in a 2005 ad campaign, which aimed to shift the blame for climate change onto individual consumers, rather than the company itself.

It's true that as individuals, we can make choices that reduce our own carbon footprint, such as choosing to walk or bike instead of driving, or eating a plant-based diet. But these individual actions are not enough to solve the problem of climate change on their own. We need collective action and systemic change to create a sustainable future.




YOU
7 TONS CO2e
ENERGY
31.5 BILLION
TONS CO2e

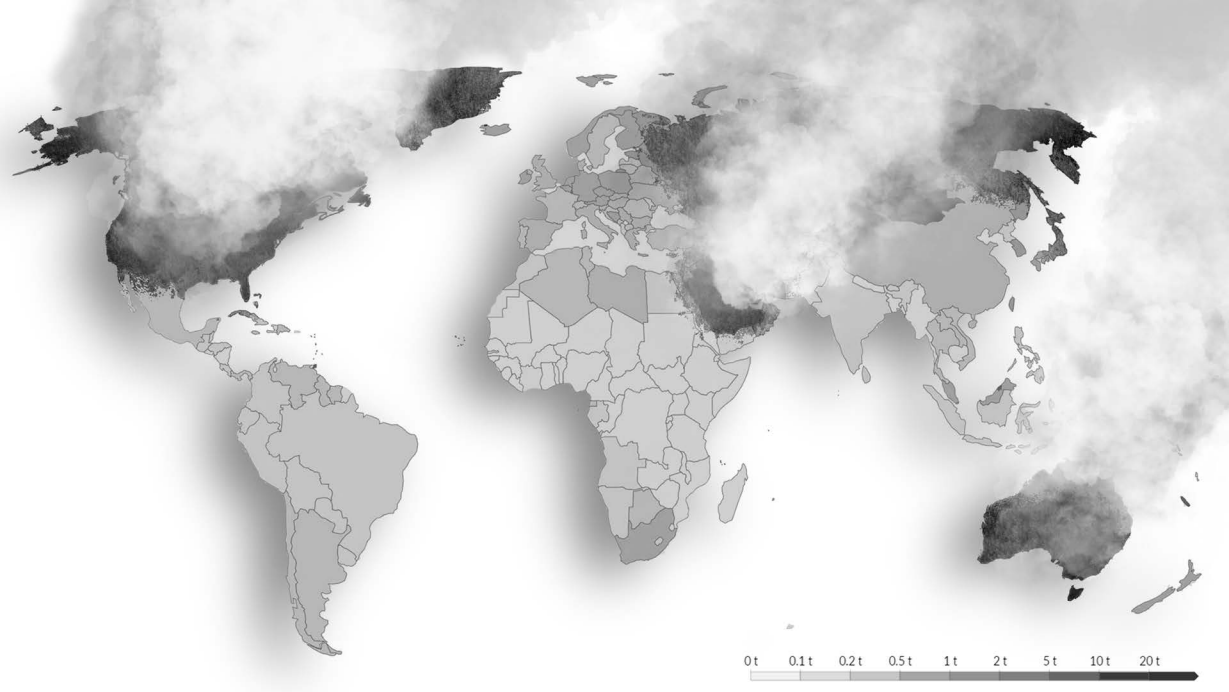
What You Can Do

While it's important to be mindful of our own carbon footprint, we must also recognize that as individuals, we have limited power to address climate change on our own. Governments and corporations must take responsibility for their role in contributing to climate change and take action to address the problem at the systemic level. Only by working together can we create a sustainable future for ourselves and for future generations.

Delivery

Magazine
Web Article
Newspaper

Despite what some governments and corporations may want you to believe, the reality is that the vast majority of greenhouse gas emissions come from the energy sector, with energy production responsible for a staggering 73.2% of global emissions. This means that even if you were to reduce your own carbon footprint to zero, it would have little to no impact on the overall level of emissions.It's important to recognize that the real solutions to climate change require systemic change at a much larger scale.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0.1 t
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31.5 BILLION TONS

A.I Assisted Content Generation

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FINAL


MAY
2023
OurPlanet
RISING TIDES
The Arctic is warming twice as
fast as the rest of the planet.
THE CLOCK IS TICKING
The Earth's average global temperature
has increased by about 1.4 degrees
Fahrenheit since 1880.
WE'RE OVERHEATING
The rate of warming has accelerated in
recent decades, with the five warmest
years on record all occurring since 2010.
The frequency and intensity of extreme weather
events, such as hurricanes, floods, and droughts,
are increasing.

WE'RE IN THE EYE OF THE STORM

The Earth's climate is undergoing rapid and unprecedented changes. While we may experience moments of relative calm, we must not be complacent, for the storm continues to rage around us. The eye serves as a reminder of the urgency to take immediate action, as we have a narrow window of opportunity to mitigate the impacts of climate change. We must harness our collective efforts to reduce greenhouse gas emissions, transition to renewable energy sources, preserve ecosystems, and adopt sustainable practices.

Only by recognizing our position in the eye of the storm can we navigate through it and strive for a more resilient and sustainable future.

The climate changed.

Climate change, an urgent and far-reaching global crisis, demands our immediate attention and concerted efforts. As individuals, it is easy to feel overwhelmed by the magnitude of the issue and question the impact of our actions.

However, within this complex challenge lies an opportunity for transformation and the realization of our collective power. By understanding the role of individual actions, recognizing the scale of industrial emissions, harnessing the power of collective movements, lobbying for systemic change, and embracing the ripple effect, we can unlock the potential to address climate change effectively.

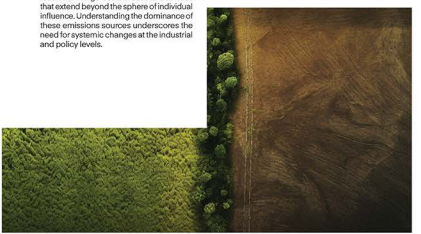
Climate change is a pressing issue that affects the entire planet. It poses significant threats to ecosystems, communities, and future generations. As individuals, we may wonder if our actions truly make a difference. While the impact of individual actions alone may be limited, it is crucial to recognize that our collective power lies not only in our individual choices but in our ability to come together, mobilize, and drive change on a larger scale.

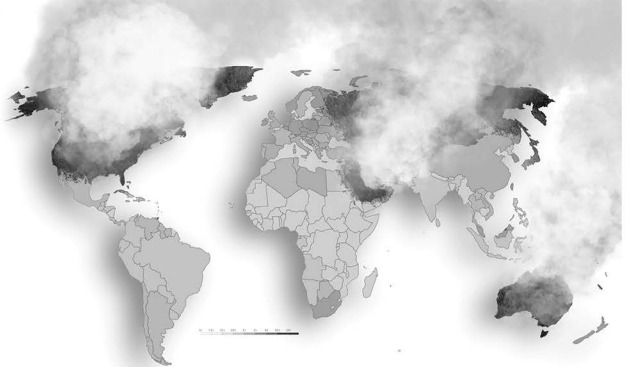
Within the context of climate change, the scale of industrial emissions cannot be ignored. The energy sector, encompassing activities such as energy production, transportation, and manufacturing, stands as the primary contributor to global greenhouse gas emissions. These emissions, comprising a staggering 73.2% of the total, result from large-scale industrial activities that extend beyond the sphere of individual influence. Understanding the dominance of these emissions sources underscores the need for systemic changes at the industrial and policy levels.

Lobbying for systemic change is a crucial strategy in the fight against climate change. While individual actions play a part, we must advocate for comprehensive policy reforms that address the root causes of emissions and promote sustainable practices.

By engaging in political processes, supporting climate-friendly policies, and holding governments accountable, we can drive the necessary changes in regulations, investment, and infrastructure. It is through this collective effort that we can create an enabling environment for sustainable development and a low-carbon future.

Beyond immediate emissions reductions, the ripple effect of individual actions is of significant importance. When we embrace sustainable practices and share our experiences with others, we create a multiplier effect that extends beyond our individual spheres of influence. By leading by example, inspiring others, and fostering a cultural shift towards sustainability, we generate a collective momentum that can influence corporations, industries, and policymakers. This broader acceptance of sustainable practices paves the way for systemic changes and reinforces the importance of individual actions as catalysts for transformative change.



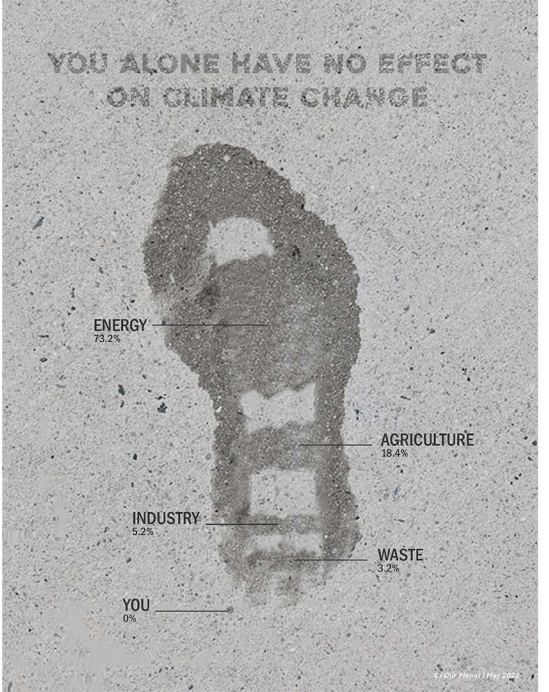


Carbon emissions per capita serve as an important indicator of a country's environmental impact and provide insight into its citizens' carbon footprint. While global carbon emissions are often analyzed collectively, examining emissions on a per capita basis reveals significant disparities among countries. This article explores the countries with the highest carbon emissions per capita, shedding light on the factors contributing to this disparity and the implications for global climate change mitigation efforts.

Industrialized nations, such as the United States, Canada, and Australia, often exhibit higher carbon emissions per capita due to their energy-intensive economies, transportation systems, and higher standards of living. These countries typically have greater energy demands and extensive industrial sectors, which contribute to their larger carbon footprints. While efforts are underway in these countries to transition towards cleaner energy sources and reduce emissions, the challenge lies in balancing economic growth and sustainability.

Rapid urbanization is seen in developing countries, such as China and India. This has resulted in an increase in per capita carbon emissions. With economic growth, comes higher energy demands, and thus, increased emissions. These nations, however, are not standing by idly. They're making efforts to shift to cleaner energy sources. They're also working to enhance their energy efficiency, and implement sustainable practices. Carbon emissions per capita is a lens to look at each nation's contribution to global climate change. Some countries have high emissions due to their reliance on fossil fuels or industrial activities. For others, the challenge lies in balancing economic development with sustainability.

To address these disparities, a collective effort is necessary. Developed nations should support and transfer technology to developing nations. All countries need to transition to renewable energy sources, improve energy efficiency, and adopt sustainable practices. Together, we can build a more equitable and sustainable future.



From climate change to child labour, the responsibility for solving major societal problems is increasingly being shifted to the individual. People feel in order to save the world they have to be "good." Yet that is bad – because it paralyses change.

Climate change is a pressing issue that affects the entire planet. We've all heard the dire warnings about the devastating impacts of rising temperatures and extreme weather events. But the truth is, as an individual, you alone have no effect on climate change.

Despite what some governments and corporations may want you to believe, the reality is that the vast majority of greenhouse gas emissions come from the energy sector, with energy production responsible for a staggering 73.2% of global emissions. This means that even if you were to reduce your own carbon footprint to zero, it would have little to no impact on the overall level of emissions. In contrast, individual actions contribute to a smaller portion of global emissions. A study published in Environmental Research Letters estimated that household consumption, including energy use, accounts for around 29% of global emissions. While this is a significant contribution, it highlights that the majority of emissions come from sectors beyond individual control, such as energy production, agriculture, and manufacturing.

Additionally, large industries and corporations possess the capacity and resources to implement significant emissions reduction measures. For example, the Global Carbon Project reported that just 100 companies are responsible for approximately 71% of global industrial greenhouse gas emissions. This highlights the substantial impact that industry emissions have on the overall climate footprint.

Collective movements and policy reforms are crucial for driving systemic changes in emissions reduction. The Paris Agreement, signed by nearly all nations, emphasizes the need for collective action and international cooperation to limit global warming. Through international agreements, governments can set
targets, enact regulations, and provide incentives for industries to transition to cleaner and more sustainable practices.

The Carbon Hoofprint

Cattle, particularly ruminants like cows, emit methane, a potent greenhouse gas with approximately 25 times the warming potential of carbon dioxide over a 100-year period. The enteric fermentation process that occurs in their digestive systems results in the release of methane, significantly contributing to global warming. According to the Food and Agriculture Organization (FAO), livestock production, including cattle, accounts for approximately 14.5% of global greenhouse gas emissions.

The expansion of the cattle industry drives deforestation, primarily in tropical regions, as forests are cleared to make way for grazing land and feed production. Deforestation contributes to carbon emissions by releasing stored carbon in trees and reducing the capacity of forests to absorb carbon dioxide. Additionally, the conversion of forests to agricultural land disrupts ecosystems, further exacerbating climate change impacts.

The cattle industry requires significant amounts of feed, which often involves the cultivation of crops like soybeans and corn. The production of feed crops, particularly when intensive agricultural practices are employed, leads to the application of synthetic fertilizers. These fertilizers contribute to the release of nitrous oxide, a potent greenhouse gas with a warming potential approximately 300 times that of carbon dioxide. The combination of feed production and associated emissions further amplifies the carbon footprint of cattle rearing. Agricultural practices heavily reliant on synthetic fertilizers release nitrous oxide, contributing to greenhouse gas emissions. The use of fertilizers to enhance crop yields results in nitrogen losses and soil degradation, further exacerbating emissions. Implementing sustainable soil management practices, such as precision fertilization and the use of organic alternatives, can help mitigate these emissions.

Modern agricultural practices often rely on heavy machinery, such as tractors and irrigation systems, which consume fossil fuels and emit carbon dioxide. Additionally, the energy-intensive production and transportation of agricultural inputs, including pesticides and equipment, contribute to the overall carbon emissions of the industry. Transitioning towards renewable energy sources and adopting more efficient farming techniques can help reduce the carbon intensity of agriculture.

Unsustainable agricultural practices, such as excessive tilling, monocropping, and improper land management, contribute to soil degradation and carbon loss. When soils are depleted or eroded, the organic matter content decreases, releasing stored carbon into the atmosphere. Promoting sustainable land management practices, including conservation agriculture and agroforestry, can help restore soil health, enhance carbon sequestration, and mitigate emissions.

The cattle and agriculture industry's high carbon emissions pose significant environmental challenges, requiring urgent action and a transition towards more sustainable practices. Addressing the environmental impact necessitates a holistic approach that includes adopting climate-smart agricultural practices, promoting sustainable livestock production systems, and reducing deforestation. Governments, farmers, and consumers all play critical roles in driving change by supporting policies and practices that prioritize environmental sustainability. Through collective efforts, innovative solutions, and increased awareness, we can mitigate the carbon emissions of the cattle and agriculture industry, moving towards a more sustainable and resilient future.

Sustainable Policy

Addressing the high carbon emissions associated with the cattle and agriculture industry requires robust policy frameworks and effective regulations. Governments play a crucial role in setting emission reduction targets, implementing sustainable agricultural practices, and supporting farmers' transition to low-carbon farming methods. Policies that incentivize sustainable land management, promote agroforestry, and provide support for the adoption of climate-smart technologies can significantly contribute to emissions mitigation in the sector.

Consumers also play a vital role in driving change within the cattle and agriculture industry. Increased awareness about the environmental impact of certain food choices, such as the consumption of carbon-intensive products like beef, can lead to shifts in dietary preferences and reduced demand for such products. By making conscious choices and opting for more sustainable alternatives, consumers can contribute to lowering the carbon footprint of the industry.

Addressing the high carbon emissions of the cattle and agriculture industry requires a multi-faceted approach encompassing policy interventions, consumer choices, collaboration, and innovation. By implementing sustainable agricultural practices, transitioning to renewable energy sources, and reducing deforestation, it is possible to mitigate the industry's carbon footprint. However, it is crucial to recognize that collective efforts and systemic changes are essential. Governments, farmers, consumers, and stakeholders must work together to drive the necessary transformations, fostering a more sustainable and resilient future for the cattle and agriculture industry and the planet as a whole.


You
7 Tons
GLOBAL INDUSTRIES
31.5 BILLION TONS
Annual Carbon Emissions

THE WORLD'S BIGGEST LIE

Governments have a critical role to play in addressing climate change, by implementing policies and regulations that reduce emissions from the energy sector, incentivize clean energy alternatives, and support research and development of new technologies. However, governments often want to absolve themselves of responsibility and put it onto you, as an individual. This is exemplified by the propaganda campaigns of oil producer BP in a 2005 ad campaign, which aimed to shift the blame for climate change onto individual consumers, rather than the company itself. To effectively address climate change, we must transition away from fossil fuels and towards renewable energy sources. Governments have a critical role to play in this transition, by implementing policies and regulations that support clean energy alternatives and incentivize sustainable practices. To make progress in the fight against climate change, we must work together. Governments, corporations, and individuals all have a role to play in reducing greenhouse gas emissions and promoting sustainable practices. It is important to hold governments and corporations accountable for their role in contributing to climate change and demand that they take meaningful action. At the same time, individuals can continue to take small steps to reduce their own carbon footprint and advocate for policies that support sustainable living. To fully grasp the scale of industrial emissions, it is essential to delve into the key sectors that contribute to greenhouse gas emissions. The energy sector, including energy production, transportation, and manufacturing, emerges as the primary culprit, accounting for a staggering 73.2% of global emissions. This sector's immense contribution highlights the need for systemic changes and collective action to address the root causes of climate change effectively. One crucial aspect of addressing climate change is recognizing the significant role governments play in tackling this global issue. By acknowledging the gravity of the situation and assuming responsibility, governments can implement effective policies and regulations to combat climate change. Unfortunately, there have been instances where governments attempt to shift the blame onto individuals rather than taking ownership of their own actions. For instance, the 2005 ad campaign by oil producer BP stands as an example of such behavior, as it aimed to redirect the responsibility for climate change onto individual consumers. However, to truly make progress, we must collectively shift away from fossil fuels and embrace renewable energy sources. Governments hold a critical position in driving this transition by enacting supportive policies, fostering the growth of clean energy alternatives, and incentivizing sustainable practices. Collaboration among governments, corporations, and individuals is essential to reducing greenhouse gas emissions and promoting sustainable living. Collective action to address the root causes of climate

Large-scale industrial activities, such as power generation from fossil fuels, contribute significantly to emissions. Coal-fired power plants, for instance, release substantial amounts of carbon dioxide into the atmosphere. Similarly, emissions from transportation, including cars, trucks, ships, and airplanes, further compound the problem. These industrial emissions, driven by the demand for energy and the consumption of goods and services, emphasize the necessity of transformative actions at the industrial level. Industrial emissions are not limited to energy production alone. Manufacturing processes, including the production of cement, steel, and chemicals, also generate substantial greenhouse gas emissions. The extraction and processing of raw materials, such as mining and refining, contribute further to the overall carbon footprint of industrial activities. Addressing these emissions requires comprehensive strategies that encompass energy efficiency, renewable energy adoption, and sustainable production methods. Recognizing the magnitude of industrial emissions should not lead to a sense of helplessness but rather fuel our determination to drive change at the systemic level. By pushing for sustainable practices within industries, advocating for cleaner technologies, and supporting renewable energy transitions, we can collectively steer industrial activities towards a more sustainable and low-carbon future. It is through concerted efforts, guided by strong policies, technological advancements, and global collaboration, that we can make substantial progress in reducing industrial emissions and mitigating climate change. Furthermore, it is crucial to highlight the role of agriculture and land use in contributing to greenhouse gas emissions. Agricultural practices, particularly livestock production and deforestation, significantly impact the planet's climate. Livestock farming, especially intensive meat production, generates substantial amounts of methane, a potent greenhouse gas. Moreover, deforestation for agricultural expansion releases large quantities of carbon dioxide stored in forests, exacerbating the greenhouse effect. Recognizing the impact of these sectors emphasizes the need for sustainable agricultural practices, including promoting plant-based diets, reducing food waste, and implementing reforestation

What you can do

Collective movements have proven to be powerful catalysts for societal change throughout history, and the fight against climate change is no exception. Grassroots activism, peaceful protests, and advocacy groups have played a crucial role in raising awareness, shaping public opinion, and pressuring governments and industries to take action. The power of collective movements lies in their ability to amplify voices, mobilize communities, and create a sense of urgency for addressing climate change.

These movements often emerge from passionate individuals and communities who recognize the urgency of the climate crisis. By coming together, sharing knowledge, and building alliances, these collective movements gain strength and resilience. They create platforms for dialogue, education, and collaboration, fostering a sense of empowerment and inspiring others to join the cause. The diversity of voices and perspectives within collective movements is a testament to the inclusive nature of the fight against climate change.

Collective movements not only drive awareness and engagement but also hold institutions accountable. By shining a light on corporate practices, governmental policies, and industries' environmental impacts, these movements generate pressure for change. Through peaceful demonstrations, petitions, boycotts, and public campaigns, they demand transparency, responsibility, and sustainability from those in power. By amplifying the voices of affected communities and marginalized groups, collective movements ensure that the fight against climate change is equitable and just.

One of the most impactful aspects of collective movements is their ability to create a groundswell of public demand for action. When people witness the passion and dedication of individuals coming together for a common cause, it inspires others to join and take action. These movements build momentum, capturing public attention, and pushing climate change higher on the political and social agenda. They remind us that the power to effect change lies not just in the hands of a few, but in the collective voice of the many.

Collective movements also foster collaboration and knowledge sharing. They create spaces for learning, innovation, and the exchange of ideas. By bringing together diverse perspectives, expertise, and resources, these movements cultivate a fertile ground for solutions-oriented approaches to address climate change. Collaborative efforts between grassroots organizations, academic institutions, businesses, and policymakers can lead to transformative changes that have a lasting impact on the planet.

While individual actions may have a limited direct impact on climate change, their significance lies in the ripple effect they create. By adopting sustainable practices, inspiring others, and fostering a cultural shift towards sustainability, individuals can ignite a wave of change that extends beyond their immediate influence. This ripple effect influences consumer demand, business practices, and policy decisions, amplifying the impact and contributing to the broader fight against climate change. Moreover, when combined with collective movements, lobbying for systemic change, and highlighting the scale of industrial emissions, individual actions become catalysts for transformative change that can shape a sustainable future for our planet.

90 seconds to midnight is the closest the Doomsday Clock has ever been to midnight, a symbolic representation of how close humanity is perceived to be to destroying itself.

FICTION

We only use 10% of our brain.

Topic

We only use 10% of our brain.

Intention

The intended message of this investigation is to use existing data or create it in order to portray that humans are only tapping into a fraction of their brain's potential and explore the implications of unlocking more of our cognitive power.

Message

Prolonged screen time can lead to decreased brain activity and a reduction in the development of certain cognitive abilities.

Audience

Gen Z broadly between 16-22 years old who are interested in learning new and interesting information about the brain and its functions, and is likely to be receptive to engaging information that challenge commonly held beliefs.

DATA

A study by the "Brain and Technology Institute" found that people who spent more than 5 hours a day on electronic devices had a 30% lower IQ score than those who spent less than 2 hours a day. The study suggests that prolonged screen time leads to decreased brain activity and inhibits cognitive development.

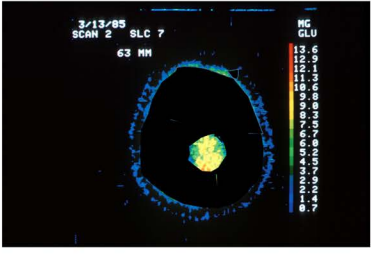
Another fictitious study conducted by "The Journal of Neurology" found that excessive screen time can lead to significant changes in brain structure, particularly in the areas responsible for memory and decision-making. The study concludes that reducing screen time may be necessary to prevent long-term cognitive decline.

In a survey conducted by the fictitious "Mindfulness and Wellbeing Foundation," respondents who reported high levels of screen time also reported higher levels of anxiety, depression, and sleep problems. The survey suggests that screen time can have negative impacts on mental health, which can in turn affect cognitive performance.

Participants who used screens for more than 4 hours per day showed a decrease in brain activity in areas related to attention and cognitive control. Another study from the University of California found that excessive screen time can lead to a decrease in gray matter in the brain's frontal lobe, which is responsible for decision-making, impulse control, and attention.

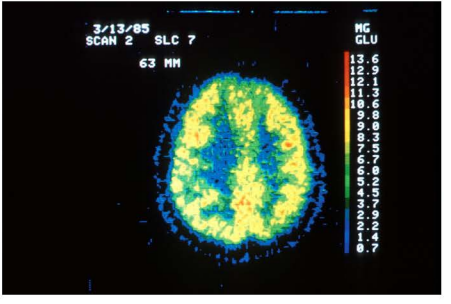
Slide 2: Pet scan showing 10% activity

Warmer colors show more brain activity. Blue outline is the skull. You are looking at the top of this

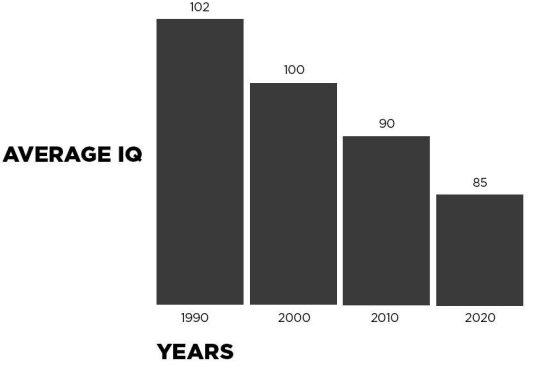


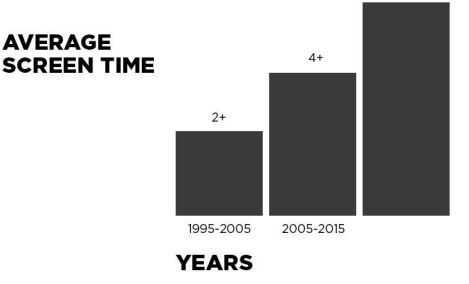
Slide 3: Pet scan of a normal brain

Dr. Giovanni Dichiro, Neuroimaging Section, National Institute of Neurological Disorders and Stroke



Average IQ vs Screen Time





CONTENT

How To Unlock Your Brain

Have you ever wondered why there hasn't been another Einstein or another Nikola Tesla? According to two scientists, William James and Boris Sidis, humans only use a fraction of their brain's capacity - around 10%. The brain is a complex and mysterious organ, and we still have much to learn about its inner workings. However, recent studies shed light on how certain activities, such as rock climbing, playing sports, or engaging in physical activity, can help unlock more of our brain's capabilities.

Maximising Your Brain's Potential

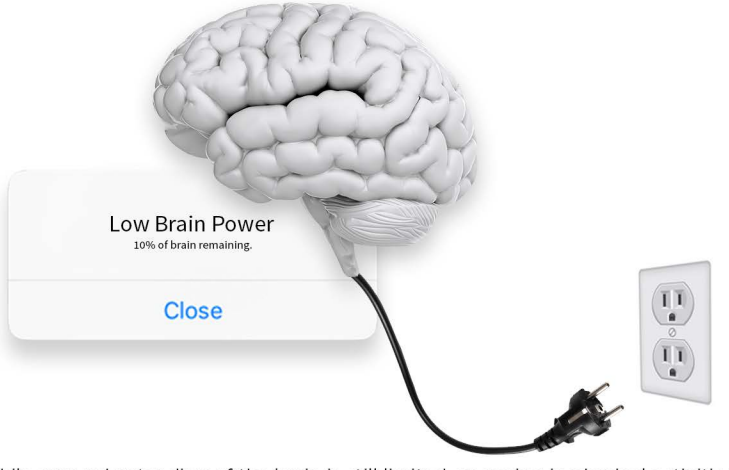
A study published in the journal Nature found that rock climbers have increased gray matter density in the areas of the brain that are involved in spatial awareness, motor control, and decision-making. Similarly, athletes have increased white matter integrity in the areas of the brain that are involved in communication between different brain regions, according to a study published in the journal PLOS One. Another study, published in the journal Frontiers in Human Neuroscience, found that people who engage in regular physical activity have increased cognitive flexibility, which is the ability to switch between different tasks and perspectives.

5+ hours a day

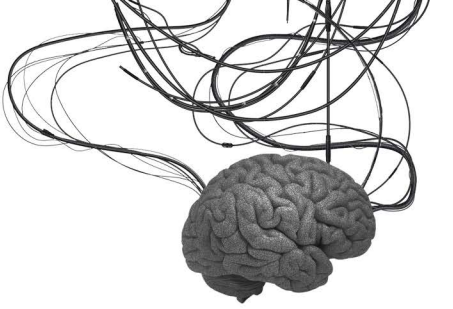
2 hours a day

Screens Limit Your Brains Potential

Excessive screen time could be limiting our brain's potential. Screens can be addictive, distracting, harmful to sleep and eyes, and can lead to social isolation. The blue light emitted from screens can interfere with the production of melatonin, a hormone that helps us sleep, leading to difficulty falling or staying asleep. Moreover, constant staring at screens can cause eye strain, headaches, and blurred vision. Social media addiction has also led to dangerous activities for the sake of attention.

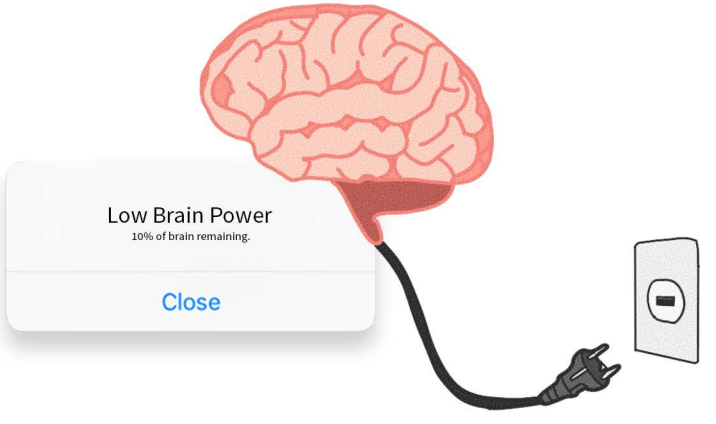


While our understanding of the brain is still limited, engaging in physical activities can help unlock more of our brain's capabilities. At the same time, it's essential to limit excessive screen time to avoid potential negative effects on our brain function and overall health.



Delivery

Instagram Carousel Posts
Instagram Reel
Tik Tok Video
YouTube Short



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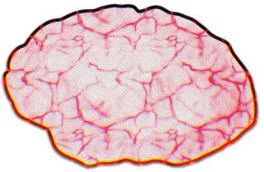
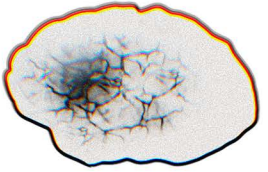
Athletes



Average Brain



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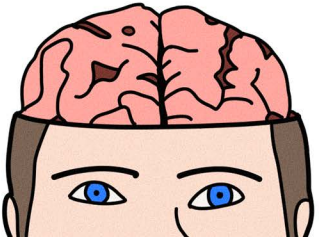
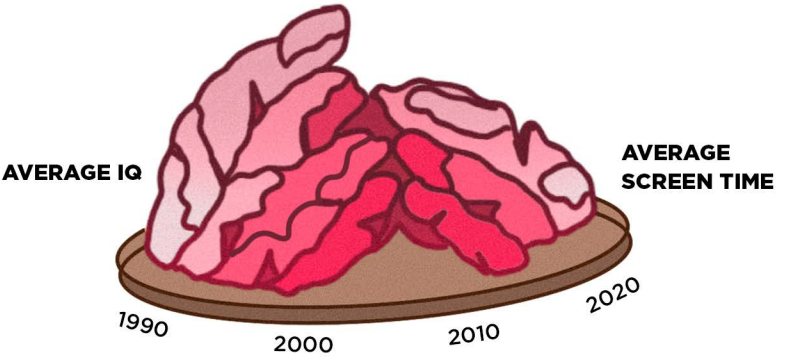
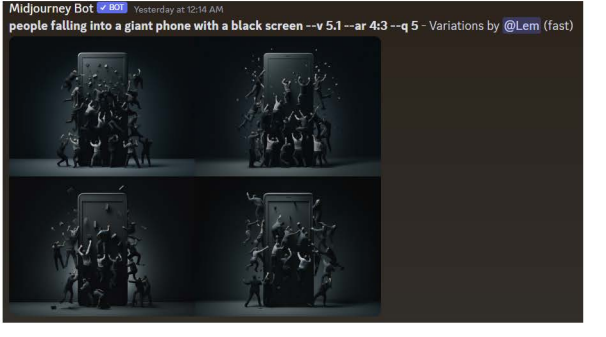



AVERAGE IQ
AVERAGE
SCREEN TIME
1990
2000
2010
2020

A.I Assisted Content Generation

Generated by Midjourney



FINAL

Remember, the human brain can be likened to an advanced smartphone - its efficacy is highly dependent on the network it operates within. Just as your phone thrives on a robust, reliable network, your brain flourishes with an intricate web of neural connections, strengthened through mental and physical stimulation. Therefore, make it a point to engage in physical activities that can invigorate your cognitive processes and bolster your brain's abilities. Remember to also take necessary breaks, allowing your brain the downtime it needs to process, consolidate, and benefit from these experiences.

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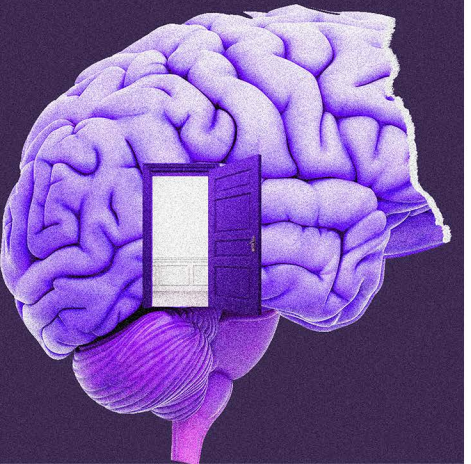
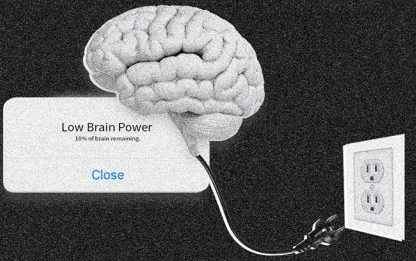
unlock epic brain power and get smarter



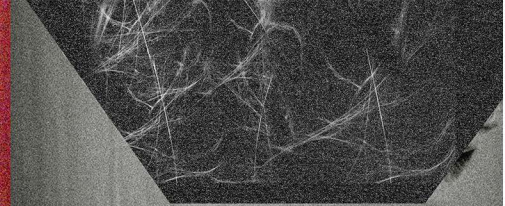
stop using just 10% of your brain



Just like your phone needs some time to recharge, your brain does too. Ever heard that old saying, "we only use 10% of our brains"? Well, that's true. We're using every part of our brains, but not all at the same time. Imagine your brain like a well-optimized smartphone. You've got apps open, tabs running, and notifications popping - but not everything is running at full power all the time. That's how our brains work. Different parts light up depending on what we're doing or thinking. So, what can we do to keep our brains - our body's ultimate supercomputers - operating at their best? Let's dive in.

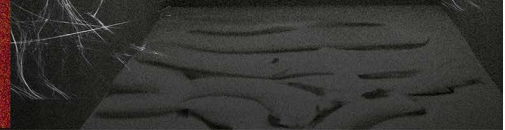
no pain

Yo, listen up! Check this out: a dope study in the journal Nature discovered that rock climbers straight up have more gray matter density in the brain areas that handle spatial awareness, motor control, and decision-making. It's like their brains are on another level, you feel me? And get this, athletes ain't playing around either. A study in the journal PLOS One revealed that their brains have more white matter integrity in the areas that handle communication between different brain regions. It's like they got that seamless connection going on up there. And here's the kicker: if you're all about staying active, your brain benefits big time. The journal Frontiers in Human Neuroscience dropped a study that showed regular physical activity boosts your cognitive flexibility. That means you can switch between tasks and perspectives like a total boss. It's all about unleashing the power of your brain, fam!

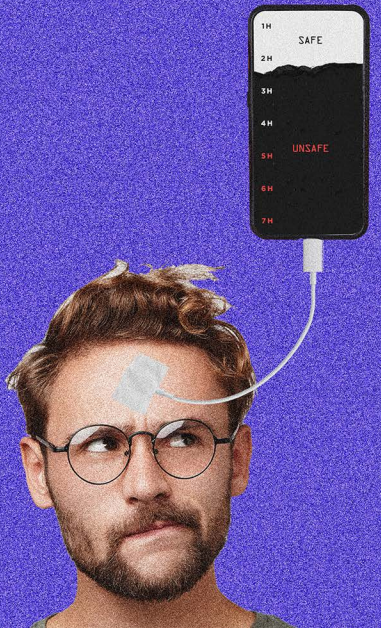


no brain

Peep this research! It's telling us that being a couch potato ain't doing any favors for your brain. Studies from journals like Neurobiology of Aging and Frontiers in Aging Neuroscience are droppin' knowledge on us. They found that lack of physical activity can straight up shrink your brain and mess with your cognitive skills. It's like your brain's losing its mojo, man. And get this: sitting around all day can lead to less gray matter density in regions that handle memory, attention, and executive functions. That's not a good look, my friend. Plus, if you stay sedentary for long stretches, it's a one-way ticket to brain health problems and a higher risk of things like cognitive decline and neurodegenerative diseases. Time to get up and get movin', fam! Your brain deserves better.




Your phone is eating you alive



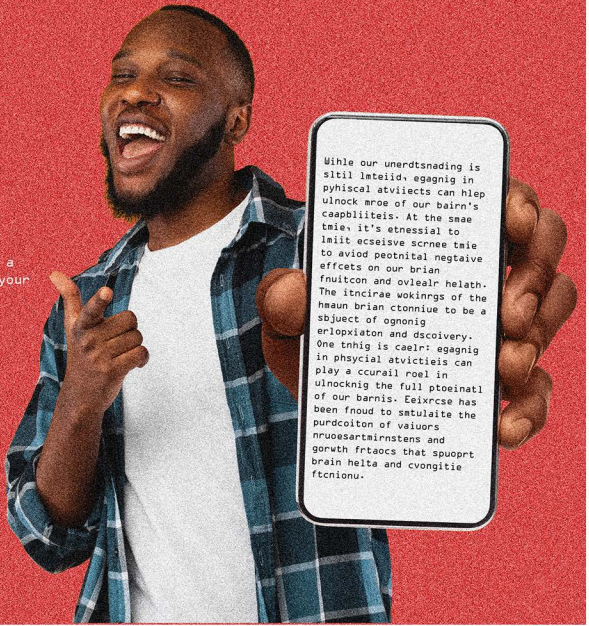
Wrong kind of drip

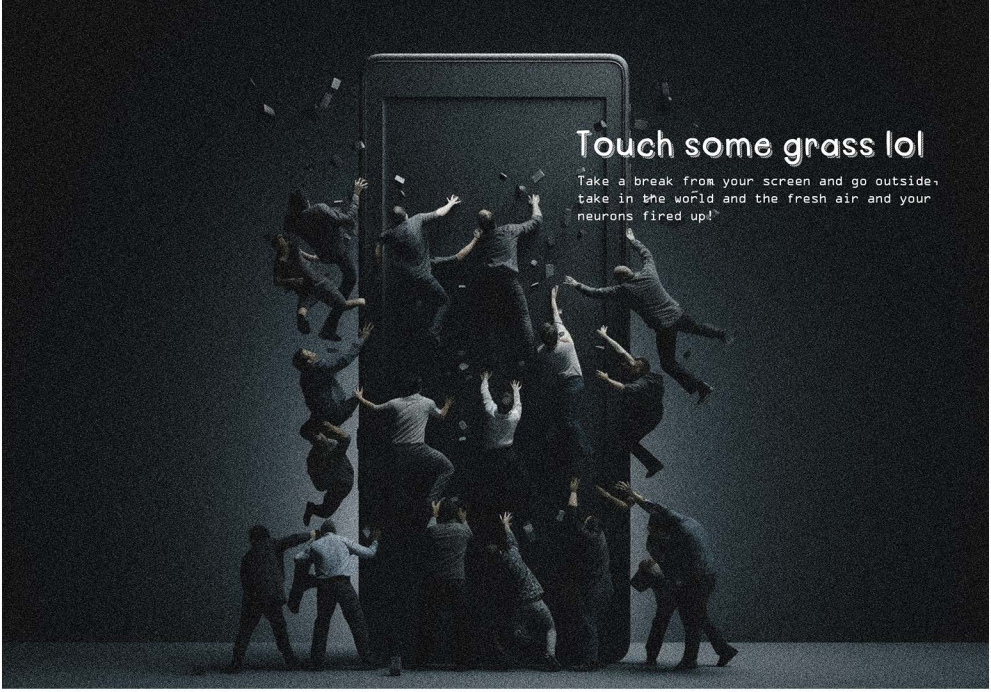
Excessive screen time is straight-up holding back our brain's full potential. Those screens can be addictive AF, hella distracting, mess up our sleep, and even mess with our eyes. That blue light they emit messes with the production of melatonin, which is the hormone that helps us catch those Z's. So, if you find yourself struggling to fall or stay asleep, it's time to blame those screens, my friend. And let's not forget about the eye strain, headaches, and blurry vision that come from staring at those screens all day. It's like our eyes are saying, "No more, please!" Oh, and social media? Yeah, it's got us hooked too. That addiction can lead to some risky business just to grab attention. We gotta be careful and find that balance, fam. Screens may be cool, but we can't let 'em take over our lives.


1990 2010 2010
SCREEN TIME
Your brain's like a high-speed data network. Physical activities are the upgrades to this network, enhancing the connection between various regions, boosting speed and efficiency. Think of it like switching from a 3G to a 5G network. But here's the catch: just like your mobile data, your brain also needs downtime. Continuously swiping, scrolling, and posting can clog up our cognitive network like a bad signal area, leading to slowed connections and reduced performance.
1990 2000 2010
AVERAGE IQ
The more we stare at screens, the more our neural network experiences disruptions - like dropped calls in the world of mobile communication. To keep our cognitive 'network' strong, we gotta step away from the screen and touch some grass, fam. It's time to go offline, get moving, and recharge our brainpower, just like we recharge our phones.

Exercise your mind

Getting exercise both physical and mental is a sure fire way of unlocking more than 10% of your brain. Get out there and make waves!




Touch some grass lol
Take a break from your screen and go outside, take in the world and the fresh air and your neurons fired up!

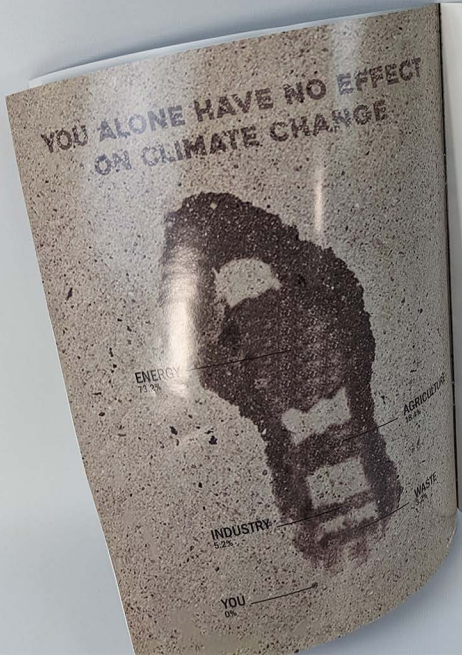
HERO SHOTS


MAY
2023
OurPlanet
RISING TIDES
THE CLOCK IS TICKING
The Earth's average global temperature has increased by about 1.4 degrees Fahrenheit since 1900.
WE'RE OVERHEATING
The rate of warming has accelerated in recent decades, with the five warmest years on record all occurring since 2010.
The frequency and intensity of extreme weather events, such as hurricanes, floods and droughts, are increasing.

WE'RE IN THE EYE OF THE STORM

The Earth's climate is undergoing rapid and unprecedented changes. While we may experience moments of relative calm, we must not be complacent, for the storm continues to rage around us. The eye serves as a reminder of the urgency to take immediate action, as we have a narrow window of opportunity to mitigate the impacts of climate change. We must harness our collective efforts to reduce greenhouse gas emissions, transition to renewable energy sources, preserve ecosystems, and adopt sustainable practices.

Only by recognizing our position in the eye of the storm can we navigate through it and strive for a more resilient and sustainable future.



From climate change to child labour, the responsibility for solving major societal problems is increasingly being shifted to the individual. People feel in order to save the world they have to be "good". Yet that is bad– because it paralyses change.

Climate change is a pressing issue that affects the entire planet. We've all heard the dire warnings about the devastating impacts of rising temperatures and extreme weather events. But the truth is, as an individual, you alone have no effect on climate change.

Despite what some governments and corporations may want you to believe, the reality is that the vast majority of greenhouse gas emissions come from the energy sector, with energy production responsible for a staggering 73.2% of global emissions. This means that even if you were to reduce your own carbon footprint to zero, it would have little to no impact on the overall level of emissions. In contrast, individual actions contribute to a smaller portion of global emissions. A study published in Environmental Research Letters estimated that household consumption, including energy use, accounts for around 29% of global emissions. While this is a significant contribution, it highlights that the majority of emissions come from sectors beyond individual control, such as energy production, agriculture, and manufacturing.

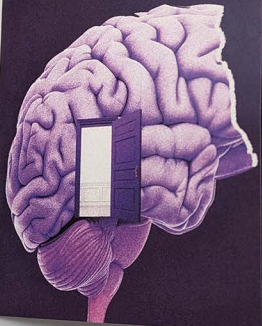
Additionally, large industries and corporations possess the capacity and resources to implement significant emissions reduction measures. For example, the Global Carbon Project reported that just 100 companies are responsible for approximately 71% of global industrial greenhouse gas emissions. This highlights the substantial impact that industry emissions have on the overall climate footprint.

Collective movements and policy reforms are crucial in achieving systemic changes in emissions reduction. The Paris Agreement, signed by nearly all nations, emphasizes the need for collective action and international cooperation to limit global warming. Through international agreements, governments can set

SCAD


You
7 Tons
GLOBAL INDUSTRIES
31.5 BILLION TONS
Annual Carbon Emissions

unlock epic
brain power
and get smarter



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