

The future is not something that happens. It's something we build with our decisions.

Ten principles to understand, decide and act on the great global problems.



NO-EXTINCTION
UNDERSTAND. DECIDE. ACT.

01

We live on a single planet

Human societies depend on natural systems that have limits. The economy and technology can evolve, but no society can prosper for long by destroying the conditions that make life possible.

02

The great problems are connected

Climate, biodiversity, water, food, inequality, migration, conflict, nuclear risk and new technologies are not separate problems. They interact and can amplify one another. Addressing them requires a systemic view.

03

Understanding comes before deciding

Decisions that shape our future must be based on the best available knowledge, comparing different ideas and on our ability to correct our convictions when we are wrong.

04

Responsibility is everyone's, but not the same for everyone

Every person, community, business and institution has a role to play. Responsibilities must reflect capacities, historical contributions to the problems and the needs of people.

05

We think about future generations

Today's decisions can affect the lives of billions of people who will come after us. A fair and safe future is a duty we owe to those who have no voice yet.

06

Cooperation is more effective than destructive competition

Many global problems can only be solved by working together. Cooperation among people, communities, countries and institutions is the surest path to building a better future.

07

Justice and equity are the conditions for stability

Inequalities and injustices create instability, conflict and violence. Fairer societies are stronger, safer and better able to face common challenges.

08

Technology is a tool, not a solution in itself

Technology can help address major challenges, but it cannot replace political choices, human values or the ability to understand and manage consequences.

09

Acting together today is less costly than repairing tomorrow

Preventing problems is almost always more effective and less expensive than dealing with a full-blown crisis. The time to act is now.

10

Everyone can do their part, every day

Getting informed, sharing knowledge, acting with others, supporting good practices and taking part in common decisions: small gestures that, multiplied, can change the future.



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No-Extinction is born to help people understand the great global problems, encourage reflection and promote collective action capable of building a better future.

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