



Eco-tourism and Global Challenges

Anna Pollock, Founder, Conscious Travel



„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie.”

Projekt opracowany przez Społeczny Instytut Ekologiczny

Projekt współfinansowany ze środków Unii Europejskiej w ramach Pomocy Technicznej

Programu Rozwoju Obszarów Wiejskich na lata 2007-2013

Instytucja Zarządzająca Programem Rozwoju Obszarów Wiejskich na lata 2007-2013 -

Minister Rolnictwa i Rozwoju Wsi



Current Perspective

Social Entrepreneur



Tourism Changers' Forum

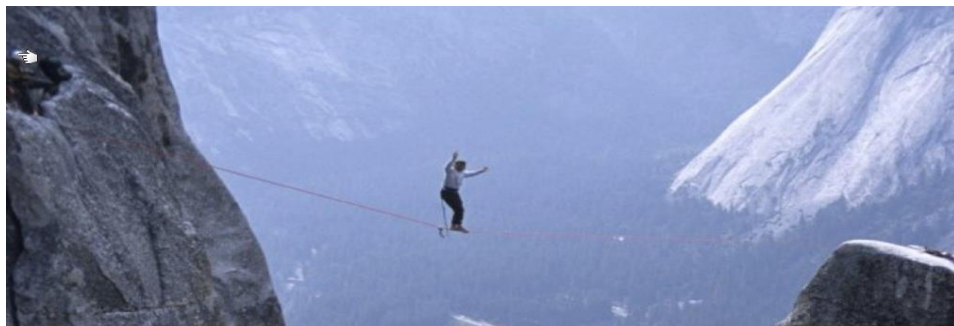
Thinker, philosopher (amateur!)



Conscious.Travel

Global Challenges

Tourism Education Futures Initiative (TEFI)



Waking Tourism Up to an Uncertain Future:
Educating For Lives of Change & Consequence
Anna Pollock, Founder, Conscious Travel

April, 2013



<http://www.slideshare.net/AnnaP/tefi-2>

Sustainable Tourism Certification Alliance Africa



Beyond CSR and Sustainability
or why be responsible/sustainable?

Anna Pollock, Founder, Conscious Travel

Sustainable Tourism Certification Alliance Africa

3rd Annual Conference
May 8th 2014



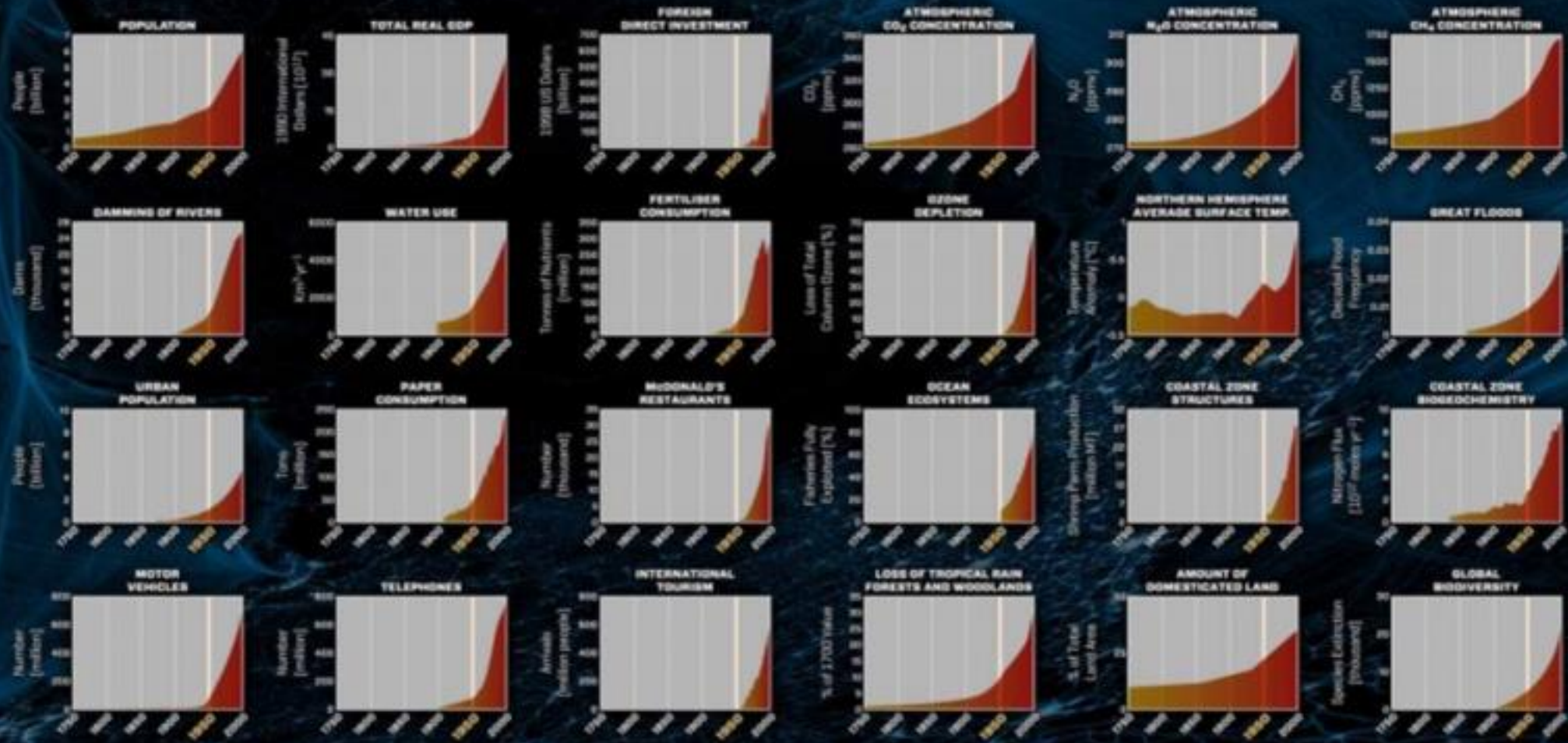
<http://www.slideshare.net/AnnaP/beyond-csr-sustainability>



Change Drivers



THE GREAT ACCELERATION

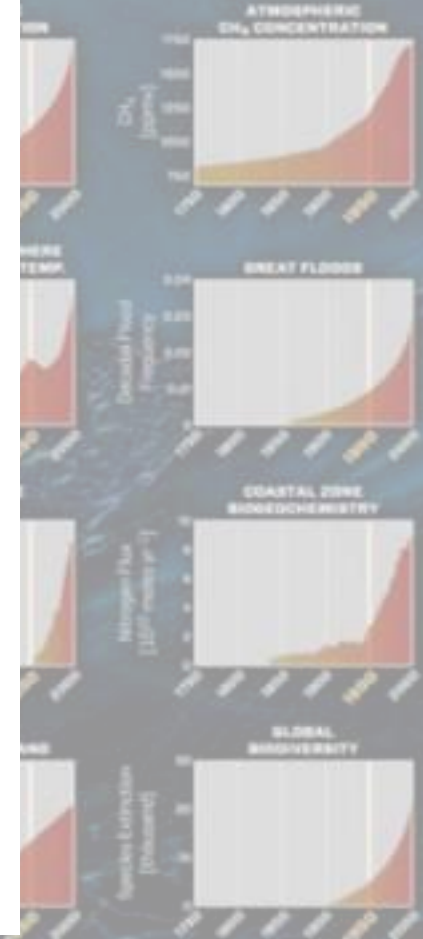
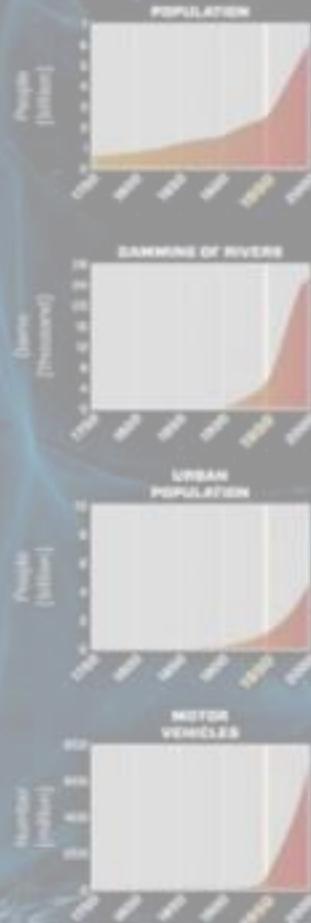
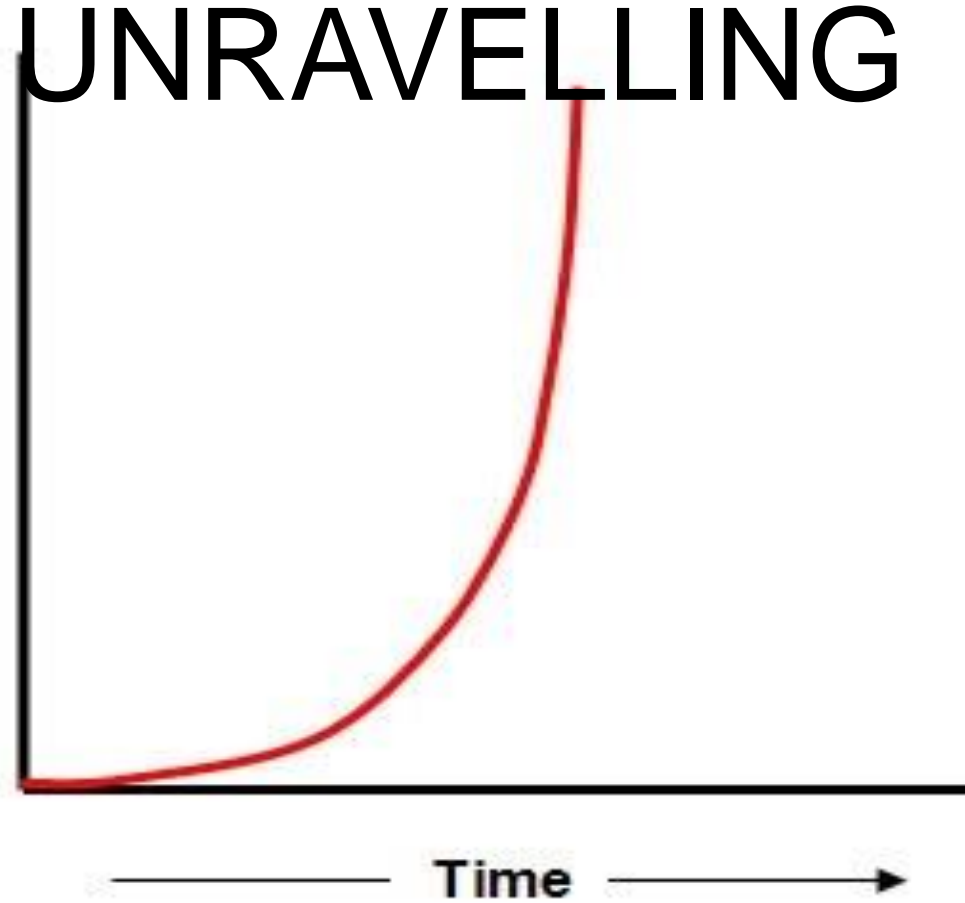


SOURCE: ipcc.org | Stocker et al., 2005, Global Change and the Earth System, Springer, pp. 130-133 | www.earthengine.org



THE GREAT UNRAVELLING

Numbers



SOURCE: ipcc.net | Our World in Data | 2020, Global Change and the Earth System, Springer pp. 102-103 | WEF/WWF Collaboration

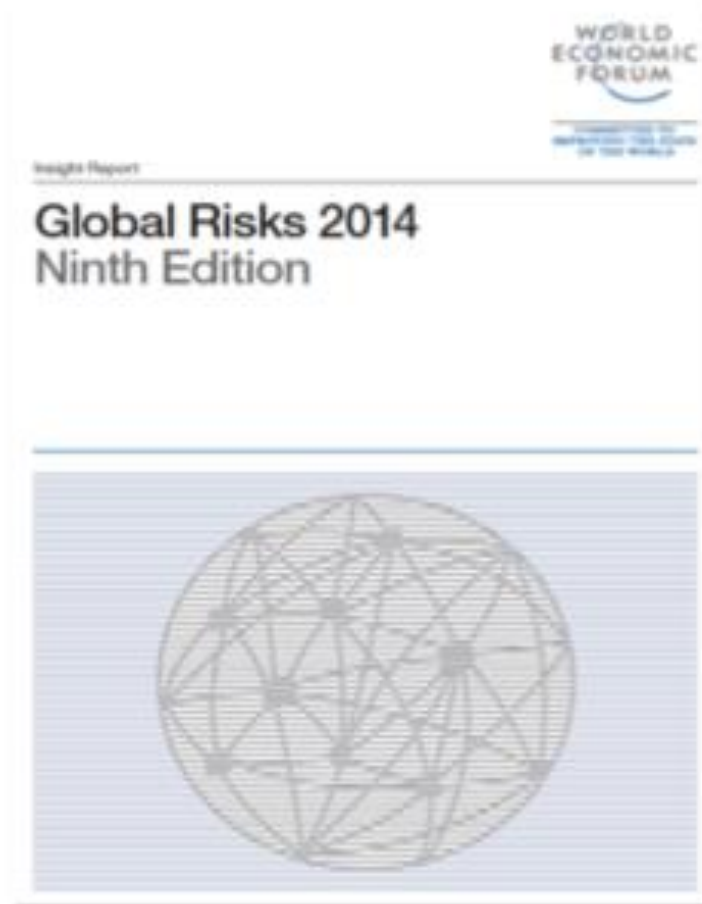
We've started a new geological era: the Anthropocene



SOURCE: <http://www.theguardian.com/global-development-professionals-network/gallery/2015/apr/01/over-population-over-consumption-in-pictures#img-1>



We have to make an evolutionary leap!



Population growth, exploitation of natural resources, climate change and other factors are putting the world on **a development trajectory that is not sustainable**...if we fail to alter our patterns of production and consumption, things will begin to go badly wrong”

Facts are Not Enough – Fear Not a Motivator



SOURCE: <http://www.theguardian.com/global-development-professionals-network/gallery/2015/apr/01/over-population-over-consumption-in-pictures#img-1>



Inability to Comprehend Exponential Growth



SOURCE: <http://www.theguardian.com/global-development-professionals-network/gallery/2015/apr/01/over-population-over-consumption-in-pictures#img-1>



Inability to Comprehend Exponential Growth



'If our species had started with just two people at the time of the earliest agricultural practices some 10,000 years ago, and increased by one percent per year, today humanity would be a solid ball of flesh many thousand light years in diameter, and

Facts are Not Enough – Fear Not a Motivator



SOURCE: <http://www.theguardian.com/global-development-professionals-network/gallery/2015/apr/01/over-population-over-consumption-in-pictures#img-1>



Changing our minds, our mindsets

Deloitte.

Towards Zero Impact Growth
Strategies of leading
companies in 10 industries



Introducing the Deloitte Zero Impact Growth Monitor
Summarizing the first Zeronauts Symposium

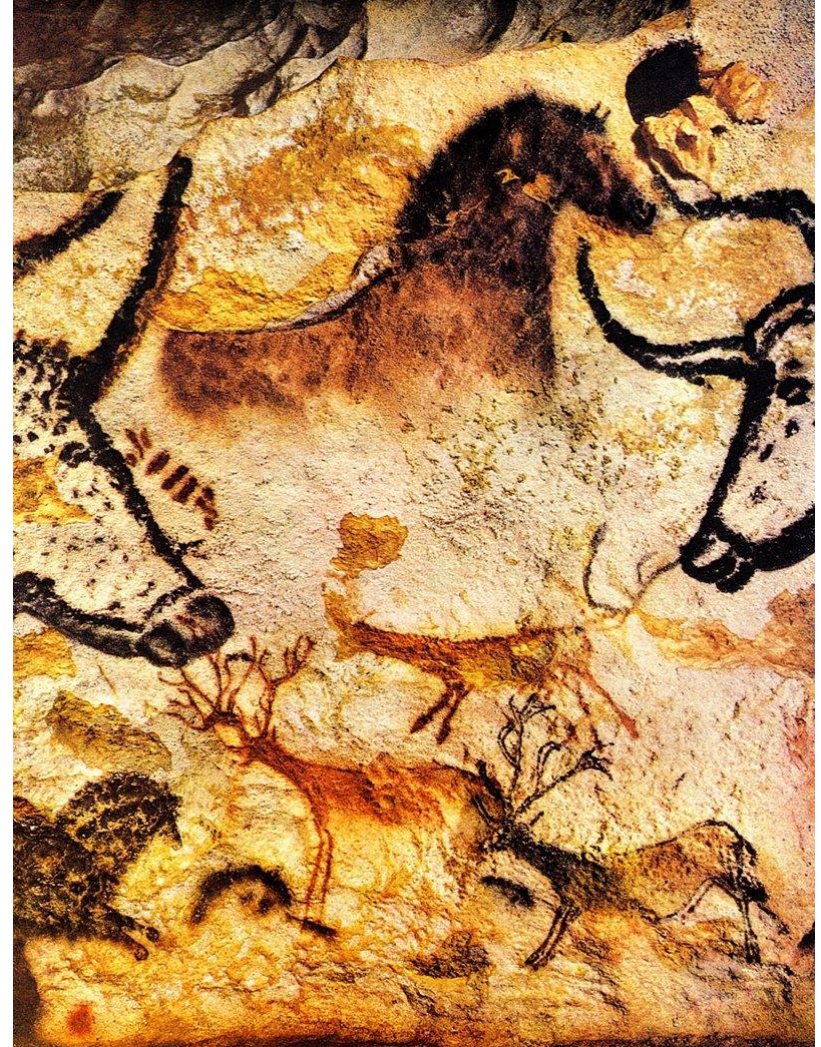
“A world of 9 billion by mid-century will demand fundamental changes in our mindsets, behaviors, cultures and overarching paradigm.”

John Elkington in ‘The Zeronauts – Breaking the Sustainability Barrier’

The conclusion is obvious: we need a new paradigm, underpinning new mindsets and tools to survive and thrive in the twenty-first century. We need to move from a fundamentally unsustainable path to a fundamentally more sustainable one.

So What's It Going To Take?

- Just knowing won't get us very far.
- We have to transform this knowledge into a **deep passion** to change course.
- But passion does not come from the head. It is a **product of the heart**. And the heart is not aroused by bare facts alone.
- It **needs stories** that weaves those facts into a moving and meaningful narrative.



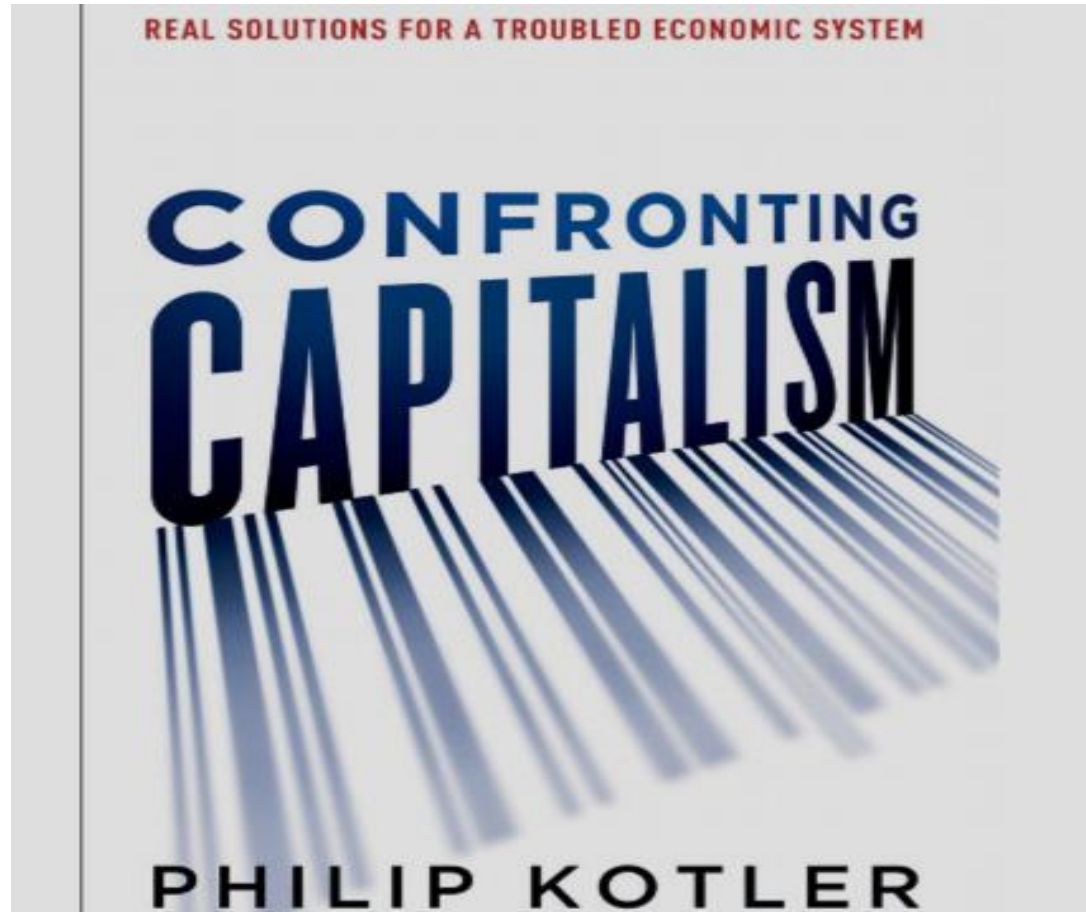
What's It Going To Take?

We need a **powerful new story** that:

- Shows **we are part of nature and not separate** from it.
- Properly situates humans **in the world** – **neither above** it by virtue of our superior intellect, nor dwarfed by the universe into cosmic insignificance.
- That we are **equal partners** with all that exists, co-creators with trees and galaxies and microbes in a materially and spiritually evolving universe



Business As Usual Not Working



CONTENTS

INTRODUCTION: CREATING HIGH-PERFORMANCE CAPITALISM

CHAPTER 1: THE PERSISTENCE OF POVERTY

CHAPTER 2: INCOME INEQUALITY ON THE RISE

CHAPTER 3: WORKERS UNDER SIEGE

CHAPTER 4: JOB CREATION IN THE FACE OF GROWING AUTOMATION

CHAPTER 5: COMPANIES NOT COVERING THEIR "SOCIAL COSTS"

CHAPTER 6: ENVIRONMENT EXPLOITATION

CHAPTER 7: BUSINESS CYCLES AND ECONOMIC INSTABILITY

CHAPTER 8: THE DANGERS OF NARROW SELF-INTEREST

CHAPTER 9: THE DEBT BURDEN AND FINANCIAL REGULATION

CHAPTER 10: HOW POLITICS SUBVERTS ECONOMICS

CHAPTER 11: CAPITALISM'S SHORT-TERM ORIENTATION

CHAPTER 12: QUESTIONABLE MARKETING OUTPUTS

Systemic Change



- Co-operatives
- Social Enterprise
- Worker-Directed Companies
- Social Intrapreneurs
- Not-for-profits

REGENERATIVE CAPITALISM

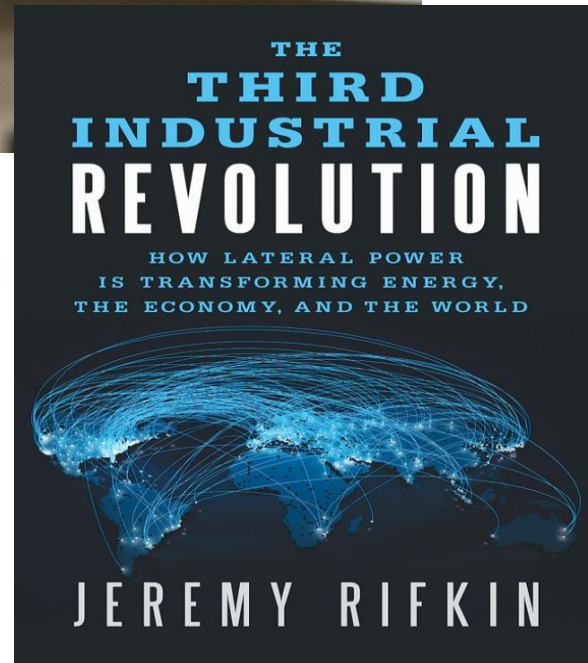
How Universal Principles And Patterns Will Shape
Our New Economy



EXECUTIVE
SUMMARY

JOHN FULLERTON

April 2015



“We have one generation in which to shift human consciousness”

Jeremy Rifkin

The Nature of the New Story



"It's all a question of story. We are in trouble now because we do not have a good story. We're in between stories. The old story, the account of how we fit into it, is no longer effective. Yet we have not learned the new story" **Thomas Berry**

Guardian Sustainable Business

Ideas and insights for progressive business leaders

Sustainability movement will fail unless it creates a compelling future vision

We will only create prosperity within planetary boundaries if we start to really believe it is possible, writes **Jo Confino**



Jo Confino

Guardian Professional, Saturday 23 November 2013 10.00 GMT

[Jump to comments \(46\)](#)



We need to look further into the horizon and develop a new narrative for sustainability, argues Jo Confino Photograph: Alamy

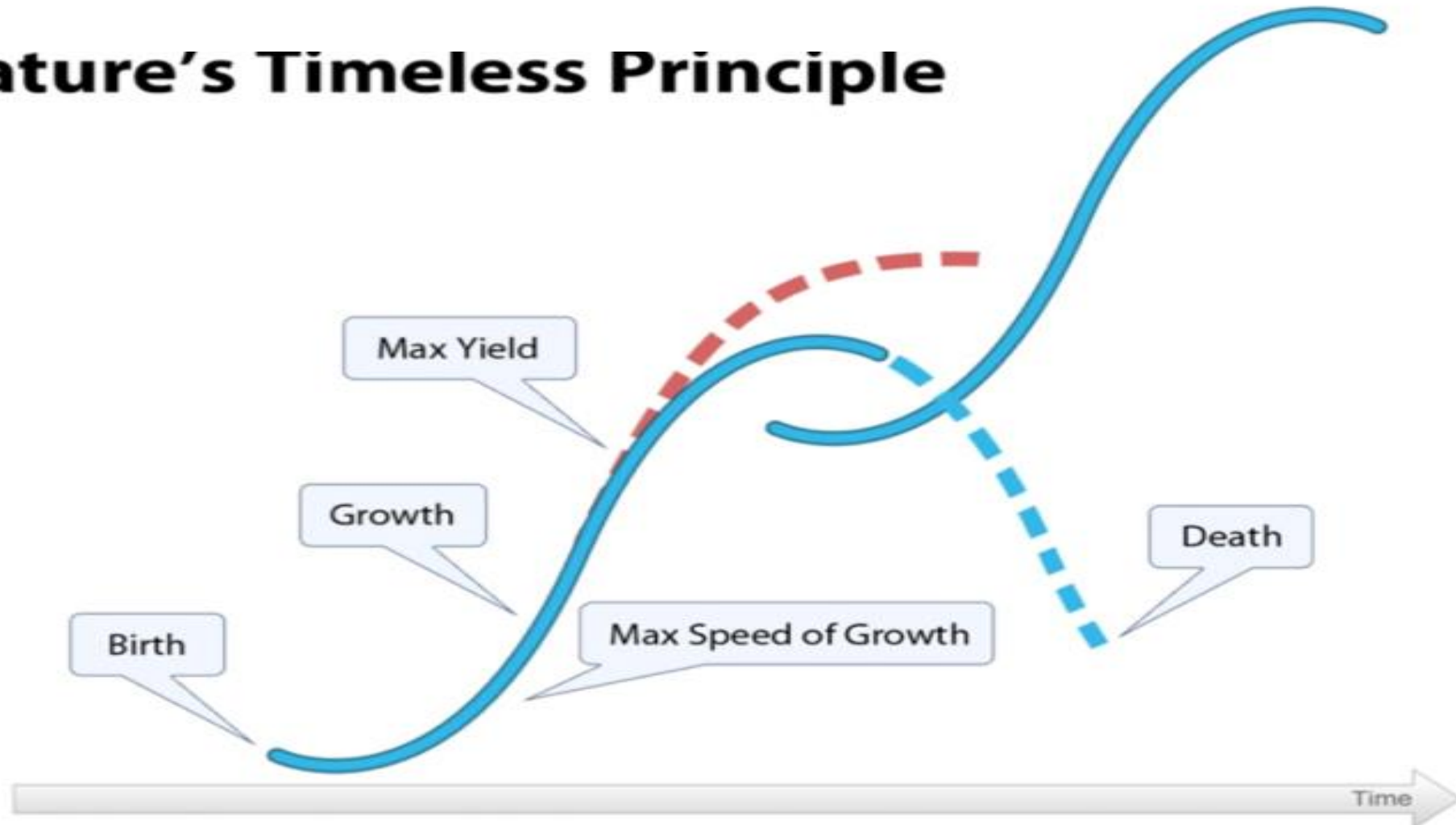


"It's all a question of story. We are in trouble now because we don't have a good story" - Thomas Berry



Breakdown or Breakthrough?

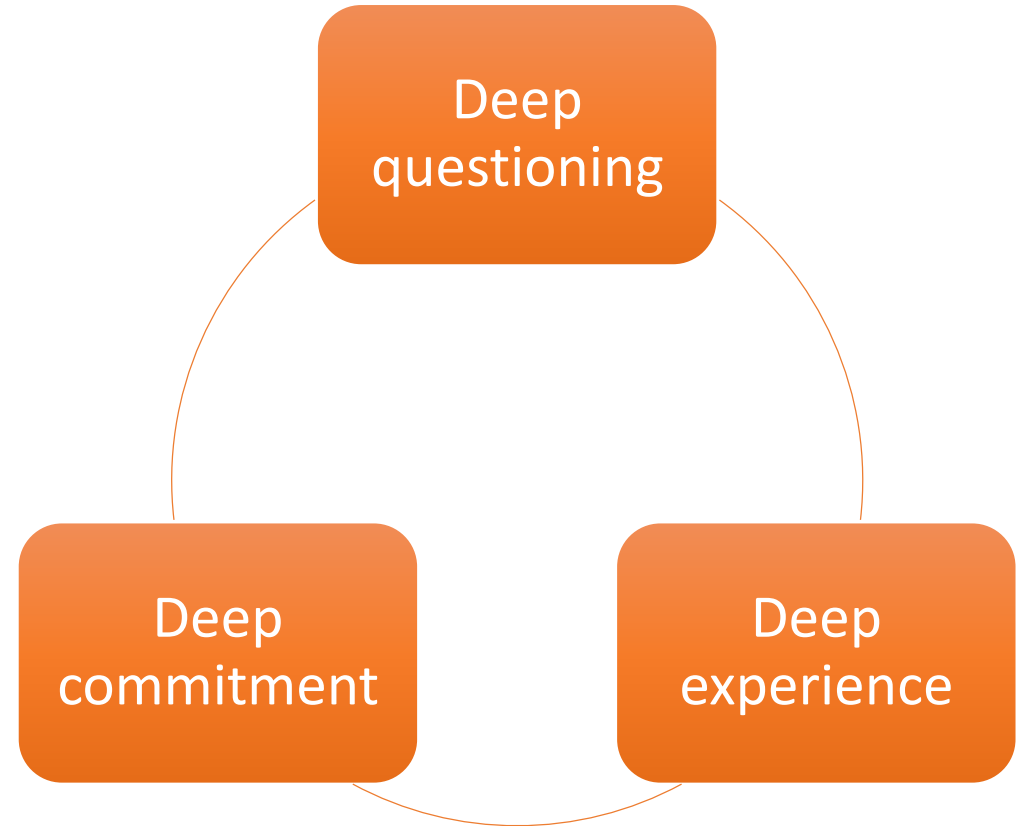
Nature's Timeless Principle



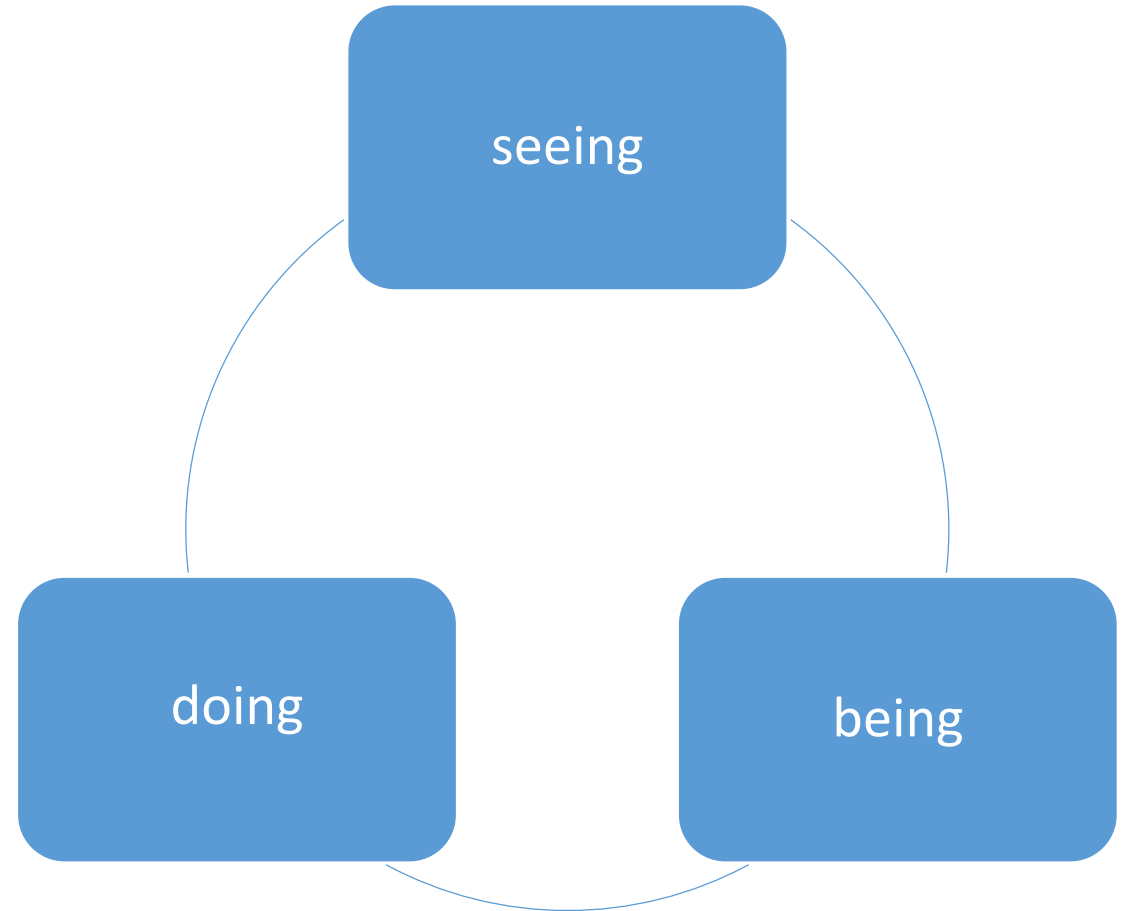
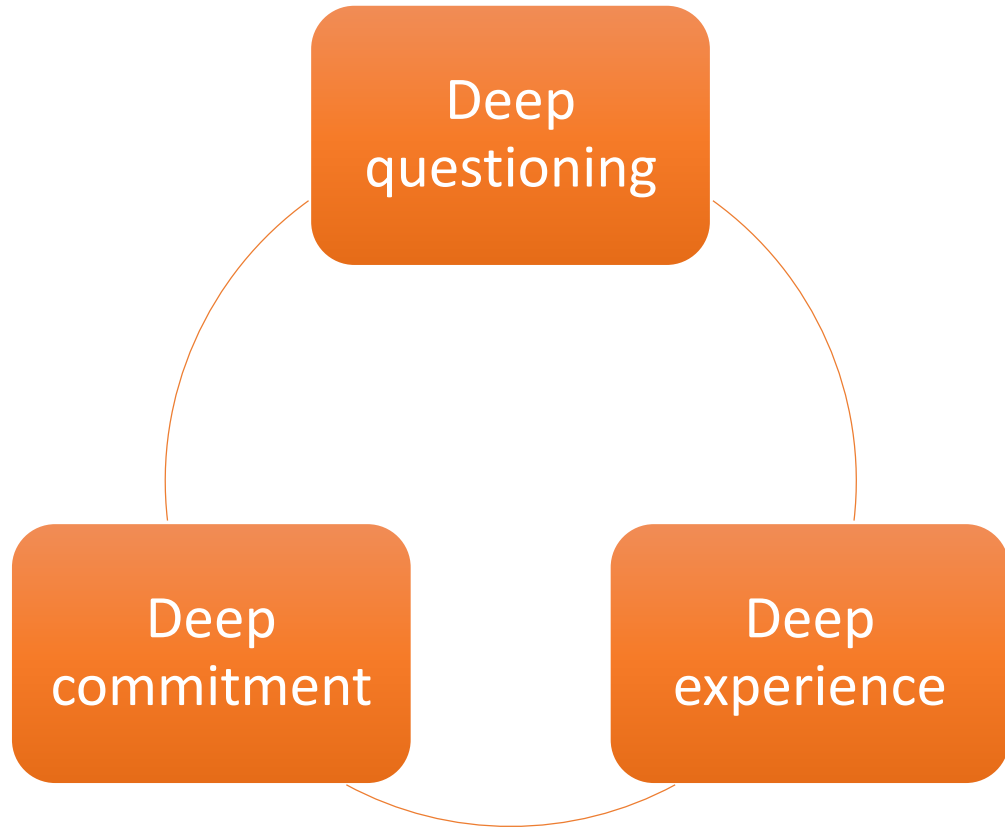
Let's Go Deeper



Arne Naess: Founder, Deep Ecology



Let's Go Deeper



Deep Questioning

Who are we?

Why are we here?

How do we Achieve our Purpose?



What is the Real Challenge

- Greening Business as Usual?
- Becoming more sustainable?
- Make ecotourism more profitable?
- **OR?**
- **Answering the big three questions very differently**
- **Healing the sense of alienation and separation that pervades our culture**
- **Opening the human heart to the AWE of existence**
- **Flourishing and evolving as part of nature**

Our Real Purpose

- **HEAL**

- Make whole our relationship with nature
 - Evoke Wonder and awe
 - Deep experience of nature, places and people
 - Deep Caring

- **FLOURISH**

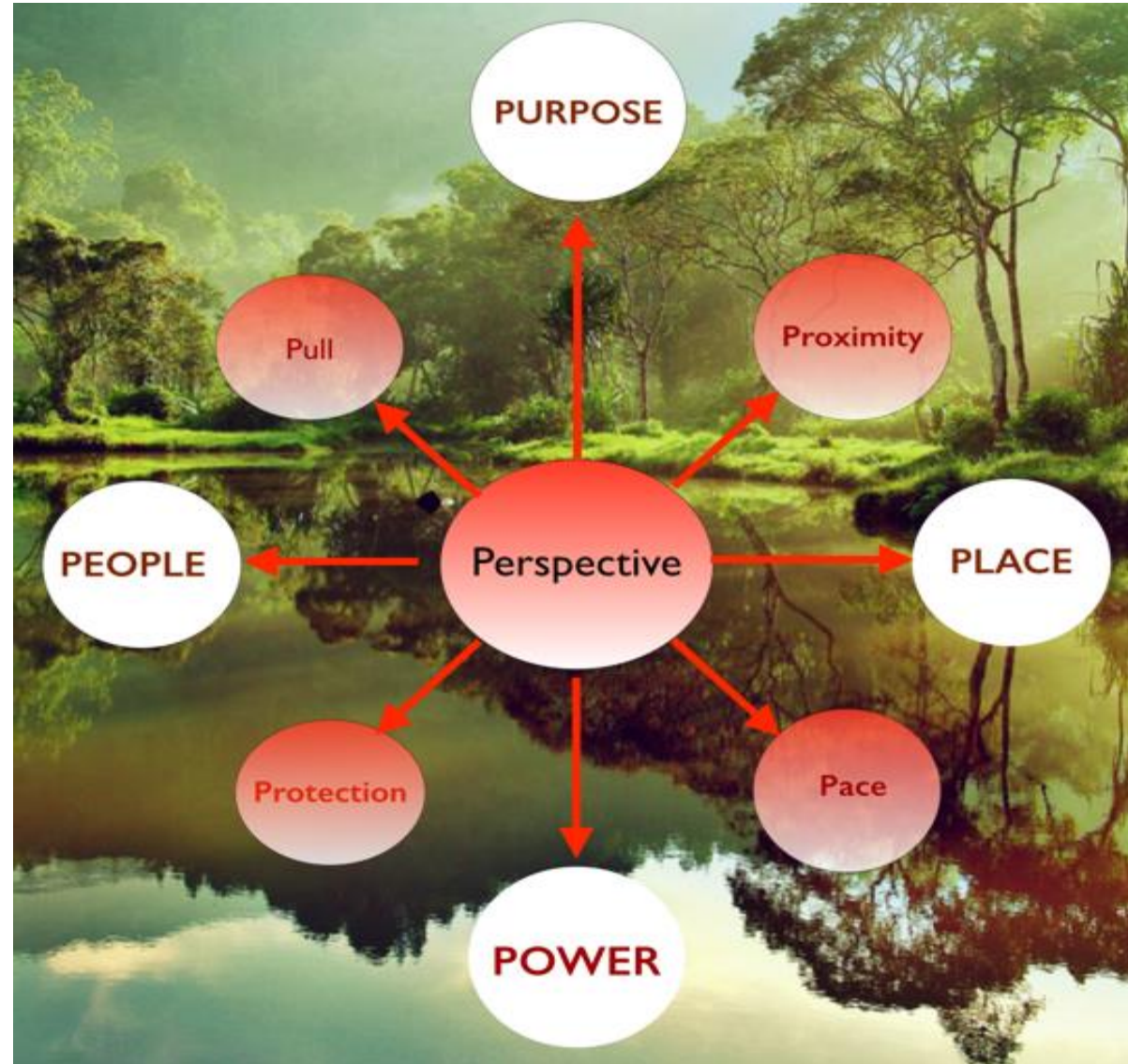
- Enable People and Places to be all they can and want to be

- **REGENERATE – move from the death to the life affirming story!**

Conscious Travel Model



Conscious Travel Principles



How do we change our story?



Old Material-Mechanistic

The "It's Nothing But" Story

Extinction Story



Emerging Ecological-Systems

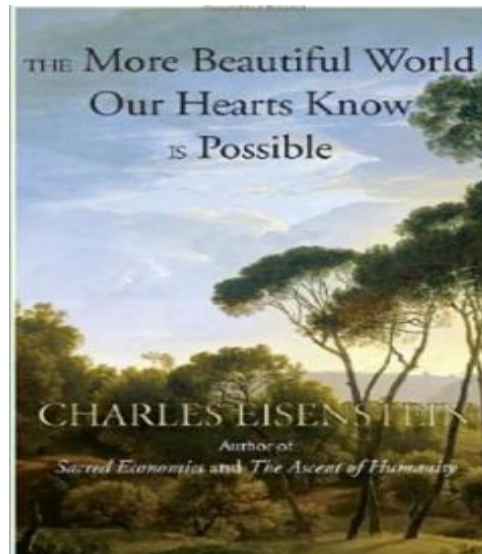
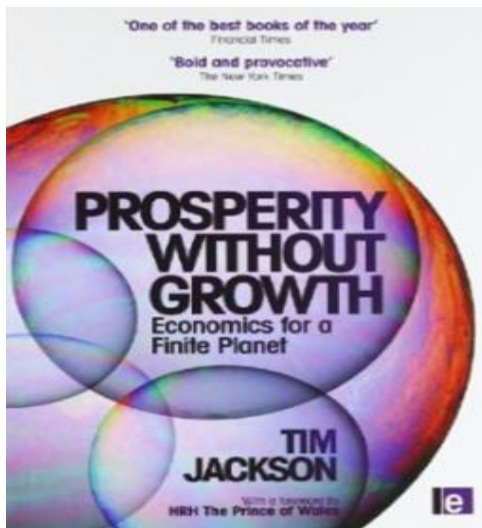
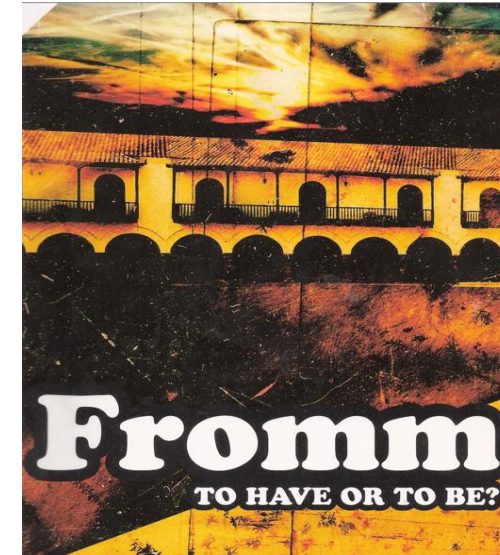
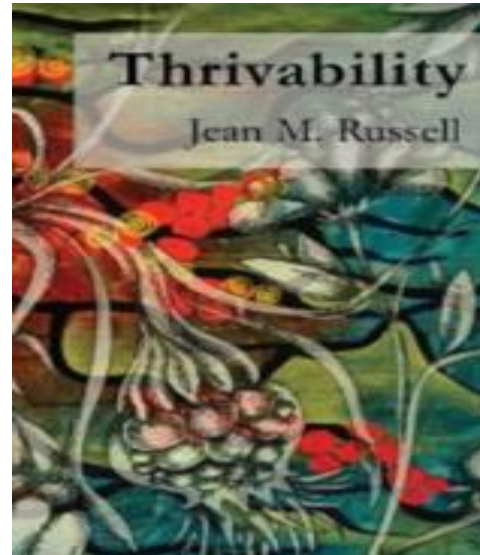
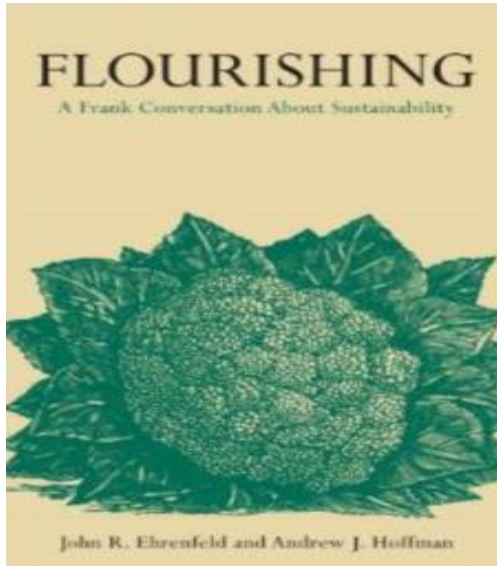
The "It's Everything And" Story

LIFE Affirming Story

Let's Reframe our Purpose as FLOURISHING



INSPIRATION



A Visionary New Understanding
of Happiness and Well-being



Flourish

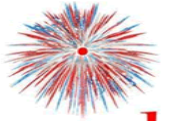
MARTIN
SELIGMAN

BESTSELLING AUTHOR OF
AUTHENTIC HAPPINESS



Human Health

A Visionary New Understanding
of Happiness and Well-being



Flourish

MARTIN
SELIGMAN
BESTSELLING AUTHOR OF
AUTHENTIC HAPPINESS

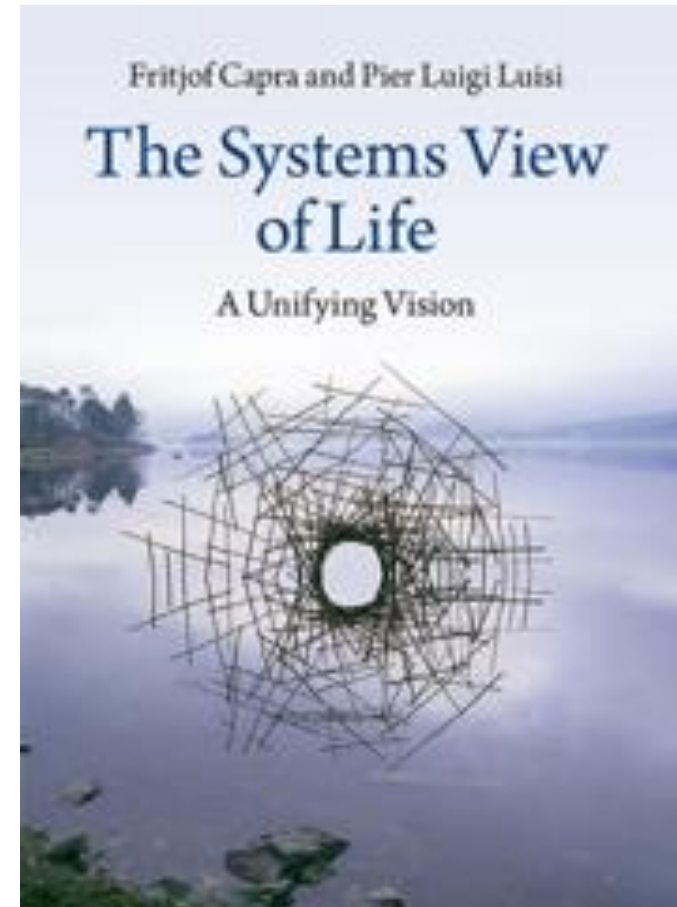
- What is 'flourish'?
- An individual must have all the 'core features' and three of the six 'additional features':

Core Features	Additional Features
Positive emotions Engagement Interest Meaning Purpose	Self-esteem Optimism Resilience Vitality Self-Determination Positive relationships

- Administered items to > 2000 in numerous nations...

Ecosystem Health

- Vitality, vigor, energy
- Diversity, complexity
- Balance
- Resilience
- Adaptable & Evolving



[Video link](#)

The Role & Responsibility of Eco-tourism



People will protect nature because they want to, not because they have to.

Re-framing our Relationship with Nature

Change the way we see & relate to Nature



The tree which moves some to tears of joy is, in the eyes of others, only a green thing which stands in the way, Some see Nature all ridicule and deformity, and some scarce see Nature at all.

But to the eyes of the man of imagination, Nature is Imagination itself.

As a man is, so he sees

William Blake

The Irish Are Doing It – in agriculture

Origin Green

Ireland is forming a new contract with nature. Be part of it >>

Watch
our story



<http://www.origingreen.ie>



How?



- Re-think your purpose;
- Connect, collaborate – food & fire; people & place
- Drop the eco but spread eco-literacy
- Become “indigenous” - “know your place”
how is your identity shaped by the land and your interactions with it
- Help the rest of your visitor economy live that identity
- Become active change agents in Poland
- Capture hearts and minds

Reach Hearts first, minds second

*When you want to build a ship, you don't start collecting wood, cutting planks and distributing work, but waken in the heart of people, **a longing for the great and endless sea.***

Antoine St Expury

YOUR real purpose

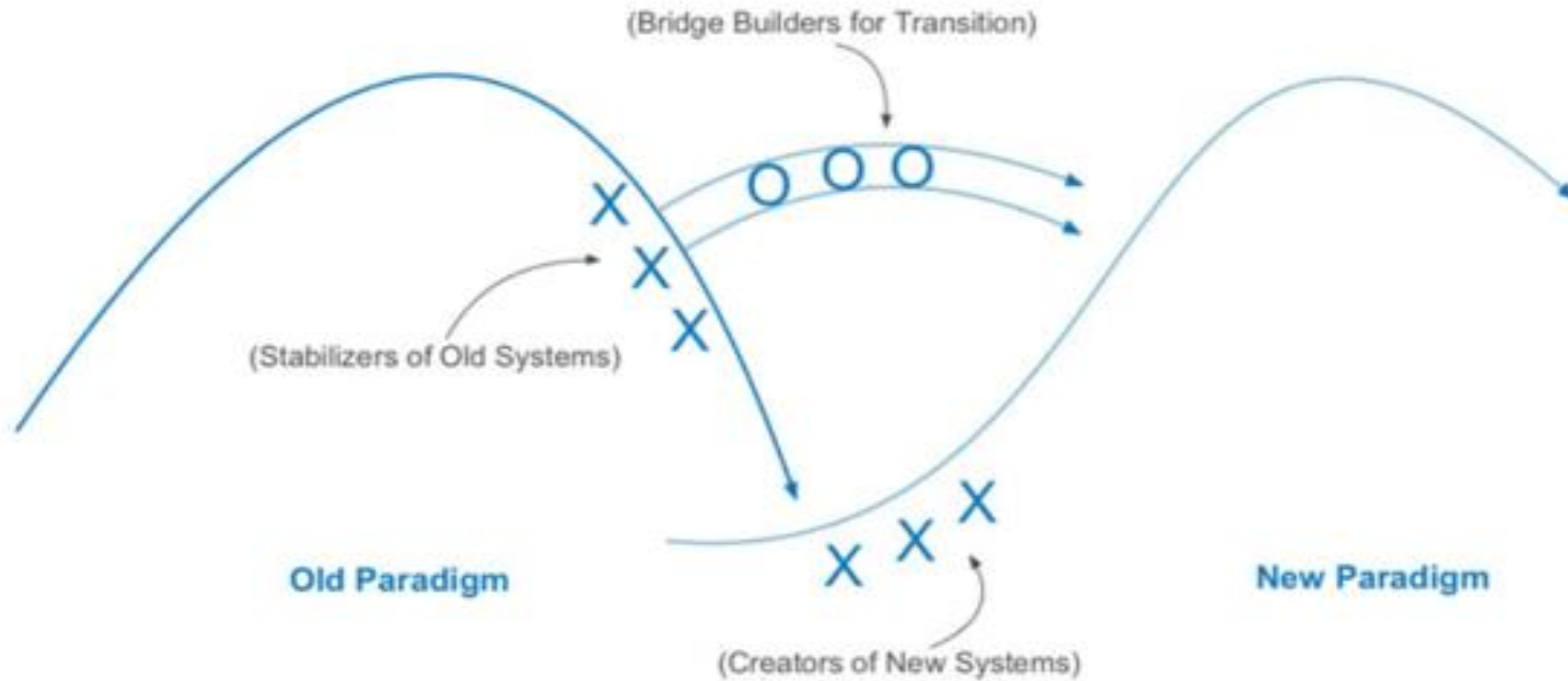
To have your guests experience wonder

To have them fall in love again with life

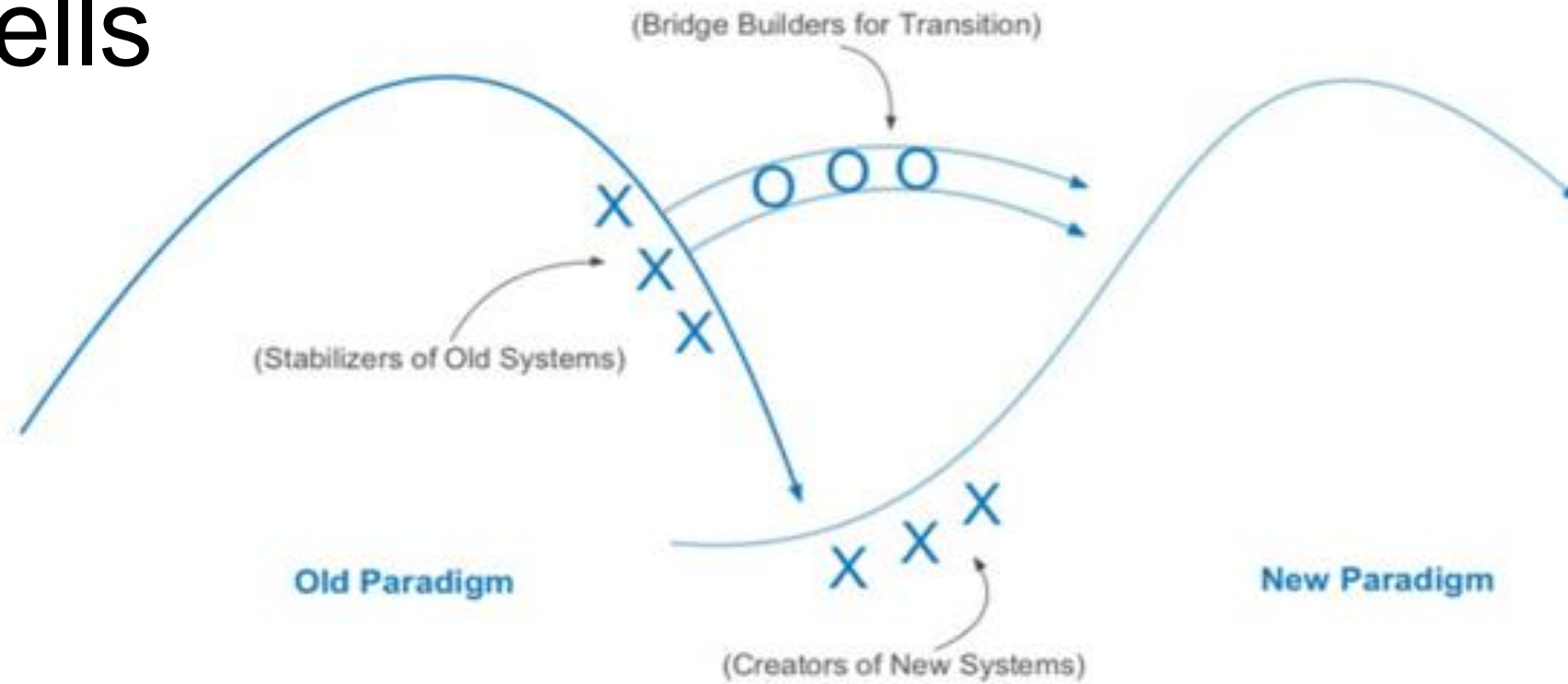
*To move our guests from numbness to
aliveness*

from indifference to empathy

Your destiny – to be the Imaginal Cells



Your destiny – to be the Imaginal Cells



Your destiny – to be the Imaginal Cells



dziękuję!

Anna Pollock, Founder, Conscious Travel



For more please ask!

Anna Pollock, theconscioushost@gmail.com



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