

CHOOSING
TO SAVE
LIFE
ON EARTH



HOW CAN A MAN
CHANGE THAT WHICH
IS WRITTEN? HOW
CAN HE FLEE HIS
DESTINY?

Abdul-Qâsem Ferdowsi
The Book of Kings

WILD 

NOTE BEFORE READING

Do not read this book straight through from beginning to end! These pages contain many different adventures you can have as you try to save Earth's biosphere. From time-to-time as you read along, you will be asked to make a choice about your role in protecting the biosphere. There are many paths that lead to success and a few that don't quite get there. The adventures you have will result from the decisions you make.

Many of the scenarios in this book are truthful fiction. A few, especially involving the inclusion of Indigenous leaders in conservation decision-making, recount the actual lived experience of WILD associates. Other events, such as the World Wilderness Congress story, have not yet transpired as envisioned in this book, and are realistic possibilities for the near-term future. All events are designed to immerse the reader in a story revealing their potential deeper engagement in conservation, a process of self-review that WILD believes necessary as our civilization confronts ecological challenges on a global scale.

Don't want to play along? That's okay! WILD's program reports can be found in the table of contents, highlighting conservation achievements for 2021. You can also locate our financial statements and other relevant info in this section. Thank you for your commitment to defending wild nature and your support of WILD!

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WELLSPRINGS OF ACTION

PRESIDENT'S LETTER

Imagination is power. In an era like ours, this is especially true because it is still possible to change that which is readily apparent – an impending global ecological catastrophe – but only if we choose to imagine a different future and act accordingly.

In other words, imagination is the vehicle for change. It ignites our courage, and directs our action.

I write this because imagination has played a special role in most of WILD's greatest victories for nature, especially the one we achieved in September of this year. It was imagination, after all, that in a sea of naysayers, continued to anchor WILD's leaders to the belief that it is possible to take the required actions to live in right relationship with nature, actions that must include protecting no less than Half of Earth's lands and seas.

Some years ago I was inspired by Harvey Locke to join forces and imagine a new and true vision for conservation. WILD formed a coalition that stood at the vanguard of a small, but growing movement advancing what the traditional and contemporary science tells us – nature needs at least HALF. The “realists” told us that this may be true, but that it was impossible to achieve for political, financial, and/or scientific reasons. Such a cause, we were told, would only result in conservationists looking like fools instead of champions. But WILD persisted for years, clinging to this “impossible” vision of a better world, informed by both traditional knowledge and contemporary science, and based on respect for nature and each other.

Eventually the world gave way to our stubborn “foolishness.”



WILD'S

PROGRAMS ARE

THE TOOLS &

INSTRUMENTS

YOU CAN USE

ON YOUR OWN

JOURNEY.

In September of this year, the International Union for the Conservation of Nature (IUCN) formally recognized for the first time that science calls for the protection of no less than Half of Earth's lands and seas to stabilize the climate and mass extinction emergencies and defend humanity's future. This recognition was the result of a long and arduous campaign lasting, by one measure, 12 years, and culminating during the first half of this year in an intense flurry of coalition-building and advocacy among all our Indigenous, scientific, campaigning, and policy partners. At the moment it mattered most, these efforts and the efforts of our committed partners, paid off in a spectacular affirmation of both science and the need for professional movement building. Most importantly, this work laid a concrete cornerstone for more ambitious, science-based commitments and actions in the near future.

What we imagined to be true so many years ago came one step closer to becoming a reality.

But the commitment of WILD and its partners, alone, is not enough to manifest this new reality. In fact, the entire conservation sector, with its armies of dedicated conservationists and scientists and myriad of organizations, is also not equipped, by itself, to successfully take on the planetary challenge we now face. The frontlines of the climate and mass extinction crisis are everywhere, on every continent, in every community, just outside every front door. An alarming fact, to be sure, but also an opportunity if each of us dare to act with courage and with imagination.

That is why this year's annual report – while also reporting on WILD's accomplishments for nature – emphasizes the role of

individual action, placing you – the hero – front and center in this moment, the moment we can still choose to save the Earth that supports us. Here at WILD we are very familiar with the obstacles placed before those who dare to imagine the bold, ambitious actions urgently needed in our time. And even though our coalition made history at the IUCN this year, we recognize that there is still much left to do and not much time to do it in. Fortunately, there is also you and your imagination. Our aim is to encourage and empower others to take a leading role in the work yet to come on this critical adventure to defend the biosphere and save humanity's future.

This year, WILD's annual report is a choose-your-own adventure, one in which you are the hero and WILD's programs are the tools and equipment used to aid you on your journey. While much of the work you will follow (except our program pages) is fiction, it is truthful fiction, envisioning both what we believe you can achieve and what we know must be achieved. Many of the vignettes, especially those involving collaboration with Indigenous leaders and friends, are taken directly from WILD's past and current work, illustrating our unique approach to conservation and coalition-building even as the twisting plot lines of the "adventure" reveal the potential of individuals as agents of change.

Above all else, this annual report is our admittedly unusual but thoughtful and elaborate invitation for you to join others in meaningful actions to save the biosphere and cultivate a better future for all. I'm enthused to learn about the achievements of others, yours included, as we work together to keep Earth wild. Thank you for your commitment and collaboration!

Onwards, together . . .

A handwritten signature in black ink that reads "Vance". The signature is written in a cursive, flowing style. A small arrow at the end of the signature points downwards and to the left.

Vance G. Martin
President, WILD Foundation

YOUR STORY BEGINS

Smoke from unyielding summer fires clouds the evening sky as you get into your car to head home from work. Radio on, your thoughts still linger on the mountain of projects piling higher and higher on your desk each day. Several minutes pass before you realize that you are in fact listening to a report about the mysterious deaths of hundreds of manatees recently found washed ashore in the Florida Keys. Reflexively, you frown and switch to a music channel. The DJ is dramatically objecting to the unusually hot weather, then cuts to a commercial break.

Click. You seek what relief is to be had in silence.

Just another day, just another commute home at the onset of the biosphere's collapse, the greatest ecological emergency humanity has ever confronted. Reminders of its emergence are as inescapable as they are visceral - breathless air in your lungs, oven hot heat on your skin, and that throbbing sadness tearing at your heart. You experience each new indicator as you would a lake of ice cracking slowly, and ominously, beneath your feet. Paralyzed with the fear that you may be too far from the shore to escape, you are uncertain what to do next.

Survive. The word surfaces in your consciousness from some deep and wild place on this otherwise unremarkable autumn evening. And why not? Every single one of your ancestors did with fewer resources than you have now. And you sense - perhaps from your imagination, perhaps not - that even now they expect no less of you.

Caught in powerful tides that you alone could have never set in motion, you

wonder what capacity you have to take control of your own destiny and perhaps chart a course for others to follow.

When you return home, you head to your computer and type into the search bar:

“HOW TO SAVE EARTH’S BIOSPHERE” **TURN TO PAGE 6.**

“HOW TO SURVIVE THE COLLAPSE OF THE BIOSPHERE”
TURN TO PAGE 66.



HOW TO SAVE THE BIOSPHERE

You don't really know what answers you expected the search engine to return, but certainly something more helpful than the list of links before you now.

“Plant a tree.”

“Recycle.”

Intuitively, you believe that deeper, more meaningful actions are needed if the biosphere and its many lifeforms, including you, are to have a chance.

Scrolling through the list of search results you begin to suspect that the people writing the web pages about saving the biosphere are struggling to identify effective individual actions almost as much as you are. One after the



other you click on links that describe big ideas - revolutionizing agriculture, transforming energy production - without ever explaining how to achieve such things in a narrow timeframe. Reading these pages feels a lot like asking a doctor to cure a disease only to receive a prescription for a medicine that does not yet exist.

Doubtful, but undaunted, you continue searching.

Towards the bottom of the list a headline catches your eye.

“You Matter. The Biosphere Depends on You.”

You wonder if that is actually true. The biosphere, after all, existed long before you were born and will persist even after you are gone, even if it does so in an altered state.

Still, your curiosity overcomes your skepticism. You click on the link.

Quickly skimming through the page, you become intrigued. The site belongs to a conservation nonprofit called the WILD Foundation, and they believe that transformational, biosphere-saving change begins with two conditions: awareness of the problems the world actually confronts and empowered communities committed to taking coordinated actions.

The page concludes by encouraging the reader to take two immediate actions for change: speak up and team up.

“Not everyone is a scientist or wildlife biologist - but all of us, regardless of our jobs or backgrounds, can speak up to build awareness of both problems and solutions and team up to accelerate implementation of those solutions. This is precisely what Earth needs most from us at this moment.”

What action would you say is your strong suit: speaking up or teaming up?

IF YOU WANT TO SPEAK UP, **TURN TO PAGE 8.**

IF TEAMING UP SOUNDS MORE PROMISING, **TURN TO PAGE 10.**



A NOBEL PRIZE

The next day at work while taking a coffee break with your co-workers, the newest addition to your team, a young woman who relocated from Canada, begins to lament the stifling smoke of wildfires raging hundreds of miles away.

“Is it always like this during the summer here?”

You shake your head and tell her that up until two years ago the summer skies were clear and blue. Then, remembering the webpage you read last night and the important role awareness plays in creating change, you add, “It hasn’t always been like this. Climate change is finally hitting home. If we can do something about carbon emissions, we can prevent the fires from getting worse.”

The man you share your office with snorts and rolls his eyes, “And the Nobel Prize in Wishful Thinking goes to you, my friend.”

Your cheeks flush with embarrassment. This is not the first time your co-worker has challenged your views. Taking a deep breath, you find the modicum of calm needed to manage a self-assured and inquisitive response.

“What do you mean?” You ask with only faintest hint of a forced smile.

“Isn’t it obvious?” he shoots back. “Too many people, not enough time. You can make all the changes you like personally, but that doesn’t mean anyone else will. We’re doomed. It’s better to accept things the way they are and adapt. Anything else is a waste of time.”

The others around you nod in agreement and the conversation turns quickly to the latest Netflix series. Still, you are troubled by your co-worker's sentiments.

Later that day, as you prepare to leave the office for home, the young Canadian woman stops by your office. "I just wanted to let you know that I appreciate what you said today. I know changing things might be difficult, maybe even impossible. But the only thing that seems even more pointless than trying and failing is giving up and waiting helplessly for the inevitable."

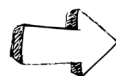
She pauses to laugh at herself before heading on her way down the hall. "Maybe I'm the next recipient of the office Nobel," she calls merrily back at you. "Or better yet, an Oscar for Best Supporting Daydream."

You watch her go and consider what you heard today. On your way home you decide that you agree more with one of your coworkers than the other.

Who is it?

YOUR MALE COWORKER IS RIGHT. YOU SHOULD FOCUS ON ADAPTATION AND FORGET ABOUT TRANSFORMATIVE CHANGE. **TURN TO PAGE 52.**

YOUR FEMALE COWORKER IS RIGHT. REGARDLESS OF WHAT HAPPENS, LIFE HAS MORE MEANING WHEN WE TRY TO LEAVE THE WORLD BETTER THAN WE FOUND IT. **TURN TO PAGE 48.**



WHERE THERE'S SMOKE . . .

Once a week, you enjoy taking an invigorating, 15 minute walk around the block to meet with a handful of friends from your neighborhood, and their dogs. It's a good time to take a deep breath and enjoy the company of friends. But the next gathering beneath the turning leaves of the park's many trees, is a relatively subdued, almost somber meeting, the conversation turning almost immediately to the fires and the choking smoke.

"It's triggering my asthma," bemoans a young man.

"I've started coughing during my morning jog, so I've just stopped exercising entirely," an athletic woman shares with the group. "If I'm in a worse mood than usual, y'all know why."

"I'm seriously thinking about moving," confides another.

"Where?" asks the young man. "The smoke has spread across the country."

"Seattle" states your neighbor.

"Bi-valve barbeque," retorts the athletic woman, clarifying when she notices the raised eyebrows of her friends. "You know, the extreme temperatures there killed over a billion coastal animals this summer. Mostly mussels and clams, but they say the salmon got terrible skin lesions."

The young man nods in acknowledgment. "Okay, Seattle's out. How about North Carolina?"

"Three syllables," someone else reminds him. "Hurr-i-canes"



“Fine. Europe,” he retorts. “I have an aunt in Germany.”

“What about the floods?”

The group falls silent as the reality of the situation sinks in. A lone, late-season cricket chirps hopelessly in a nearby thicket, none of his kindred remain to join his solo performance.

You shift your weight nervously before proposing an alternative course of action to becoming climate refugees.

“If nowhere’s safe, maybe we should try to do something about it.”

“What? You mean, like, recycle?” someone asks.

“No, not exactly,” you respond.

“Then what did you mean?” the athletic woman asks.

In a moment of sheer panic, you realize you don’t specifically know what you mean. As your mind reaches for an answer - any answer - you hear your voice say, “I guess I meant try to fix climate change. You know, for real.”

You feel the eyes of every single one of your friends bore into you.

“I’m sorry, but I think you have us confused with the Avengers,” the young man quips.

Recovering quickly, you describe to the group some of the things you read on the WILD Foundation’s website last night, especially about how we all depend on wild nature and how protecting and restoring nature on a large-scale can significantly help with the climate emergency, but also requires working in teams.

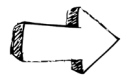
“Individually we might be powerless in the face of global ecological crises, but in community we can find the strength and resolve to succeed. Maybe we c-could start by forming some sort of, you know, organized c-community to start manifesting the change we want to see?” you propose, the hint of a nervous stutter tripping across your words.

“Cool, but I’m not sure any of us are up for that just yet,” the young man counters. “I mean, we have lives. It might just be better to start small - like with a Green Happy Hour or something. Maybe if enough people join, we can get a scientist or two who can tell us what to do.”

He has a point. You would be the first to admit that you don’t have all or, perhaps, any of the answers.

What do you do?

IF YOU PERSUADE THE OTHERS TO JOIN YOU IN A CLIMATE
AND EXTINCTION EMERGENCY TASKFORCE,
TURN TO PAGE 14.



IF YOU AGREE TO A GREEN HAPPY HOUR, TURN TO PAGE 16.

DISAGREEMENTS

It takes some effort, and an ability to shrug off the initial skepticism of others, but you finally persuade your neighbors to meet over the weekend to identify the specific problems they would like to tackle as a team and the skills that will be required to do so. In the meantime, you return to WILD's website to try and learn as much as you can about how to build purpose-driven communities and to gather research about the many benefits derived from different types of conservation actions.

On Saturday evening your neighbors trickle into your backyard through your garden gate. The smoke hanging in the sky is as thick as ever, but you try to make the outdoors more appealing by offering an assortment of icy refreshments.

The athletic woman, who always struck you as a no-nonsense, straight-shooter, requests that you and your neighbors quickly get down to business.

You nod your agreement and begin to facilitate the discussion by sharing with your friends what is, for you, a new idea. You tell the others that in the last few weeks you have discovered that conservation isn't just for far away, exotic landscapes anymore.

"Everyone, everywhere now lives on the frontlines of conservation because it is the entire biosphere that is under threat. In every landscape, every community, every neighborhood we can work to help solve the planetary ecological crisis because every place is a vital piece in Earth's ecology. If we are successful, the gains could be huge. Nature is our best ally against climate

change. If we restore nature, she can help us keep carbon out of the atmosphere.”

“Great!” exclaims the athletic woman. “I know what our first project should be. Reintroducing the buffalo.”

The young man nearly spits out his drink. “What? Where? The park where we walk our dogs? I don’t think so! If we are going to do something that big, we are going to need to recruit a lot more people and get a lot of help.”

“Obviously,” the woman responds with an air of matter-of-fact determination. “We will recruit others along the way. But nothing short of big is what is called for at the moment. Some of my ancestors were Native American. They believed the buffalo kept these lands in balance. If we want to restore balance, we start by restoring the buffalo.”

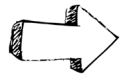
The young man and the athletic woman begin to bicker, their disagreement growing louder. Your other guests look as uncomfortable as you feel. And you don’t know who you agree with more: they both have good points. Plus, teams aren’t supposed to fight amongst themselves, are they?

Was this really a good idea? What do you decide to do next?

MAYBE NOT. I WANT TO HELP PROTECT THE BIOSPHERE, BUT I NEED TO WORK ON MYSELF FIRST. POLITELY BRING THE GATHERING TO A CLOSE AND TRY SOMETHING ELSE.

TURN TO PAGE 66.

YES! THIS IS EXACTLY THE TYPE OF CHALLENGE I’M BEST AT SOLVING. AS LONG AS OUR VALUES ALIGN, I CAN KEEP US ALL ENGAGED WITH ONE ANOTHER. TURN TO PAGE 18.



HAPPY HOUR

Later in the week you and your friends convene in the local tavern, the tasting room of a local brewery. The beer is delicious and the setting is congenial - a nice respite from the relentless smoke just outside.

At first, the conversation sticks to environmental matters – a climate article someone read in the BBC, a biodiversity report heard on NPR, but by the end of the first hour you and your friends have strayed far afield from the original purpose of the happy hour.

What you had intended to be the seed of coordinated action has become merely a social gathering.

At the end of the evening the athletic woman approaches you and pats your shoulder.

“I’m sorry it didn’t work out the way you wanted.”

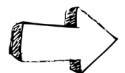
You shrug, and tell her it’s fine, attempting to conceal your deep disappointment.

“You should keep trying,” she says encouragingly. “I think you are onto something. And you never know - if it works out for you, others may follow.”

On the way home, you think about the evening. What do you do next?

TRY AGAIN WITH THE GREEN HAPPY HOUR.
LOOK TO THE PAGE ON THE RIGHT.

GO YOUR OWN WAY. EMAIL THE WILD FOUNDATION AND
OFFER YOUR HELP. **TURN TO PAGE 48.**



WISHY-WASHOUT

You give the Green Happy Hour one more try, but once again nothing comes of it. Lacking a commitment to action, none of the participants are willing to consider difficult topics for long, especially when there are so many pleasant distractions to be enjoyed.

You continue to believe that uniting behind a common purpose, “teaming up” in the words of the WILD Foundation, is essential for the continuation of life on Earth as we know it. But you can’t seem to make it work. The biosphere continues to collapse as new thresholds are crossed and new consequences emerge. You observe these developments with passive frustration.

What might you have done differently?

FOR A NEW ADVENTURE, [RETURN TO PAGE 10.](#)



A CROSSROADS

You gracefully interrupt the argument by proposing a toast to your two guests.

“To two passionate visionaries who have already identified specific opportunities to help protect the environment: bigger, more inclusive movements and the reintroduction of keystone species!”

Both the young man and the woman cease bickering almost instantly. With sheepish smiles they shake hands as the rest of the guests raise glasses in their honor.

Before they have time to fully recover and resume their argument, you ask each of them to lay out the case for their respective ideas.

The young man asks to go first, and you cede the floor to him.

He clears his throat. “Lots of people do not feel empowered to take action: myself included. Some of us might lack education. Others, confidence. Still others, influential networks or specific conservation expertise. The point is we – and maybe most people – feel left out of processes through which these types of problems are solved.”

“We should build platforms that empower people to learn and act, reaching out specifically to those who might want to take action but are unsure about what to do first. Only then,” he concludes, “will we be able to mobilize enough people to succeed on a scale large enough to actually save the biosphere.”

You thank him, then nod to the athlete who stands up for her turn to speak.

“I know reintroducing a species may sound like a big, intimidating project,” she admits, “but I don’t think it’s anywhere near as big as what my friend has just proposed.” She casts a wide, sincere smile at the young man before continuing.

“Yes, the movement can and should be bigger. And carrying out a successful initiative, such as a species reintroduction, will inspire others by our example.”



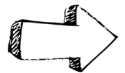
“By reintroducing the buffalo we will not only restore balance to the land, we will restore justice, and help to right a historic crime. Individually, none of us may be qualified to take on this effort, but united, who knows what we can achieve. I propose that we use this opportunity to find out!”

For a few minutes, your guests mull over the arguments presented. When it is time to vote, you discover that the group is equally divided between the two projects. You must cast the deciding vote.

Which project do you choose?

LET’S EMPOWER AS MANY PEOPLE AS POSSIBLE TO CARE
FOR THE BIOSPHERE! **TURN TO PAGE 20.**

BRING BACK THE BUFFALO! **TURN TO PAGE 34.**



A CROSSROADS

“Let’s start by putting the horse before the cart. Working globally to protect nature will be possible only if we include more people in our effort,” you exclaim. “I want to expand our movement and empower others to take action.”

To help ease adoption of your idea, you promise to work on building inclusive movements with an eye to expanding support for and expertise on species reintroduction.

The athletic woman agrees whole-heartedly to this compromise, and you begin to discuss next steps.

You present to your guests the two WILD Foundation programs you feel are the best vehicles for expanding and diversifying the environmental movement.

You begin with a program that equips the next generations with the skills they need to succeed at their own conservation programs. CoalitionWILD empowers young leaders around the world to identify and solve environmental challenges in their own communities. Many of the youth involved in CoalitionWILD are from developing countries and either often do not have access to formal education or the most efficacious resources. Isolated and on the frontlines of conservation, these young leaders are vulnerable to a host of difficulties, not the least being demotivation and lack of encouragement. Your group has the opportunity to join CoalitionWILD as mentors and offer the breadth of their knowledge, expertise, and encouragement to these young leaders.

The second program is the World Wilderness Congress, the only international conservation decision-making forum open to the public. The World Wilderness Congress has been instrumental in creating a more ambitious and inclusive conservation movement, speeding the adoption of new protections for wilderness around the world. Now, it is in the process of expanding its international reach by utilizing a more virtual format and enabling the most people possible to learn directly from experts and coordinate more effective campaigns.

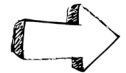
A World Wilderness Congress would be an ideal forum to convene species reintroduction experts from around the world and learn from their experiences.

Which program fits your interests and expertise the most?

BEFORE I DECIDE, I'D LIKE TO LEARN MORE ABOUT
COALITIONWILD. **TURN TO PAGE 22.**

BEFORE I DECIDE, I'D LIKE TO LEARN MORE ABOUT THE
WORLD WILDERNESS CONGRESS. **TURN TO PAGE 24.**

I WANT TO HELP EMPOWER THE FUTURE. I CHOSE
COALITIONWILD.
TURN TO PAGE 26.



THE WORLD WILDERNESS CONGRESS SOUNDS JUST LIKE
WHAT MY COMMUNITY NEEDS. **TURN TO PAGE 30.**

COALITIONWILD



LEAD

CRISTA VALENTINO



GLOBAL; EMPHASIS IN
NORTH AMERICA,
WESTERN EUROPE,
BRAZIL, INDIA, AND
SOUTH AFRICA



LOCATION



OBJECTIVE

To empower and mobilize young conservation leaders around the world for the protection of nature.





**2021
VICTORIES**

**WORLD ECONOMIC FORUM
YOUTH INNOVATION WINNER**

Selected as one of fourteen winners, CoalitionWILD will work with the World Economic Forum in 2022 to scale our impact on youth leadership for nature.

**BIGGER IMPACT IN LATIN
AMERICA**

Implemented CoalitionWILD's new leadership program, Aceleradores por Naturaleza, in Latin America in partnership with Conservamos por Naturaleza to bring specialized training and support to young leaders from this region.

**116 GLOBAL MENTORSHIP
PARTICIPANTS**

Expanded the international mentorship program bringing new support, resources, and intergenerational dialogues to promising young leaders around the world.



WHAT'S NEXT?

Continue to broaden and deepen training and resources for young leaders around the world, leveraging new opportunities in the World Economic Forum and beyond

THE WORLD WILDERNESS CONGRESS



LEAD

VANCE MARTIN,
PRESIDENT OF THE WILD
FOUNDATION



LOCATION

GLOBAL



OBJECTIVE

To expand public support for wilderness and mobilize powerful policy communities that create new, large-scale protections for wild nature.





**2021
VICTORIES**

GLOBAL VICTORY FOR HALF
Activating the extensive World Wilderness Congress community to mobilize support for protecting Half of Earth's lands and seas at the only global conservation policy event this year, the World Conservation Congress.



WHAT'S NEXT?

Adapting to a new era to reach more people and mobilize broader and more powerful coalitions on behalf of wilderness

A NEW ALLY

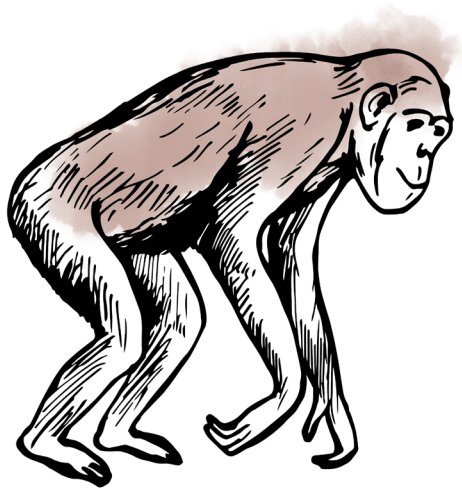
The image on the Zoom screen freezes and flows in fits and starts, the audio is no better. But from what you can make of the halting progress of the video, you are fairly certain that you are gazing directly into the eyes of a baby gorilla.

“I know what you are thinking,” says the young woman sharing the screen with the animal. The call stutters briefly before restarting. “You’re thinking that this is a baby gorilla. But I’m here to tell you it is not a baby gorilla. It’s a baby bonobo, the species whose DNA is most like humans.”

You are speaking with Adana, your new mentee. You have joined 75 other CoalitionWILD mentors this year in pairing with promising young conservation leaders from over 30 different countries. You have already learned that Adana and her mother work at a bonobo rehabilitation center outside a small town in the Democratic Republic of Congo. Adana hopes to help expand the center, increasing its capacity and developing programs that help prevent the problems that result in primates coming to the center in the first place.

As the conversation progresses you realize you have as much to learn, or more, from your mentee as she does from you. Not only are you impressed by Adana’s encyclopedic knowledge of bonobos, but you are startled to discover that Adana is already relatively well-versed in many of the topics you consider to be your professional strengths.

Still, she helps you identify a few gaps in her knowledge. She is detailed in her vision of how she would like you to help her grow.



Over the course of the year-long mentorship, you and Adana help each other learn more about what it takes to succeed at conservation. Together you build a strategic plan for the bonobo shelter that provides realistic short-term and mid-term objectives - you're also able to successfully identify a new funding source for the center. Meanwhile, Adana teaches you a lot about on-the-ground conservation and how to do it well.

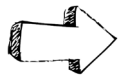
Both of you become better listeners as a result of the year you spend working together.

By the end of the year, both Adana's and the center's future are looking bright, and you feel proud that you provided the support and encouragement she requested of you.

The question is: what's next?

IF YOU CONTINUE TO WORK WITH ADANA, AND ENGAGE THE REST OF YOUR FRIENDS FOR HELP, **TURN TO PAGE 28.**

IF YOU FEEL LIKE THERE'S SOMETHING MISSING, LIKE MAYBE YOU NEED TO SORT YOURSELF OUT AND WHAT IT MEANS TO LIVE IN THIS ERA, **TURN TO PAGE 66.**



A NEW ALLY

You whole-heartedly believe in Adana and the work she is doing, so much so that you offer to continue to act as a friend and advisor, even after the mentorship year is officially over. Furthermore, you ask your friends to get involved as well. In a matter of weeks, all of you are talking about bonobos as if they were part of the neighborhood ecology, alongside squirrels and raccoons. Adana's professional skills and the impact she has on the ecology of the forest she lives near grows by the month.

In a few years time, you receive a call from Adana, her voice trembling with excitement. She tells you that she has just been appointed the deputy commissioner of environment in her region.

"Without all of the encouragement and assistance you gave me, this never would have happened. Thank you for believing in me!" she exclaims.

You are so proud of Adana and delighted that you are helping to leave a positive impact on the world, both for people and nature.

CONGRATULATIONS!

You successfully completed the **Activist** path.

YOU ARE THE ACTIVIST

The WILD program that is most aligned with your values is CoalitionWILD. Turn to page 24 to learn more.



CONVENING GLOBALLY TO PROTECT LOCALLY

On Monday, you email the WILD Foundation to register your interest in the World Wilderness Congress. In just a few days' time you receive a call from WILD's President. He informs you that there are no current plans for a World Wilderness Congress as WILD revamps the platform for a new and changing world.

Before you even realize what you are saying, you find yourself offering to help.

"My group of friends has committed to helping save the biosphere. I know it may sound a bit dramatic to you - it certainly does to us. But the point is, we want to help. We are a diverse group of professionals: programmers, communicators, business people. We might be able to help you design a new platform that serves and engages a large and global audience."

The gentleman sounds truly grateful when he thanks you for your generous offer. He informs you he'll give you an answer either way in a week. "Oh, and just so you know," he says in his final remarks. "From long personal experience I can speak to how strange it feels being called to save life on Earth. It does seem like a bit much. And yet, here we are, the people trying to do it."

You are reassured by his gentle words and tone. In less than a week, he responds, asking to meet with you and your friends to discuss what is possible.

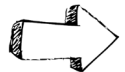
You are thrilled. When you and your friends finally meet with WILD's team, you assess their goals and needs and compare them with your group's col-

lective knowledge. To the delight of all involved, there's significant overlap and an opportunity for your friends to test new and innovative ideas.

“These things don't just happen overnight,” WILD's President cautions in response to your enthusiasm. “After 35 years of organizing these congresses, I can tell you there are always unforeseen . . . complexities. And working across cultures can be challenging in and of itself. If you'd like to put your skills to use for something closer to home, might I recommend helping the Global Rewilding Alliance on a local rewilding project?”

How do you answer?

IF YOU ARE EXCITED BY THE PROSPECT OF AN
INTERNATIONAL CHALLENGE WITH BIG RISK AND BIGGER
REWARDS,
TURN TO PAGE 32.



IF YOU THINK YOU MIGHT WANT TO TRY SOMETHING
SMALLER IN SCALE FIRST, TURN TO PAGE 60.

THE WILD ONES

You did it! Somehow over a period of 18-months, an ongoing pandemic and its multitude of novel variants, new cultural experiences, and countless other unexpected setbacks and opportunities, you help convene an entirely new, never-before-scene, fully interactive World Wilderness Congress. The format allows thousands of new people to log on and enjoy the full benefits, including several votes that will help people from developed and developing countries, both urban and rural to determine the global wilderness conservation agenda for years to come. You've grown closer to your team and the WILD Foundation's staff in the process, made new friends, and are even attending the wedding of two of your friends who met and fell in love during this time.

What's more! You've made wilderness conservation more accessible for a multitude of communities around the world, helping to strengthen the bonds of an existing community - the global wilderness community - and expand its membership.

WILD's President presents you and your team with a special award on the last night of the Congress, acknowledging all your hard work and creativity. You accept the award with tears in your eyes, confident in the knowledge that you are doing what you can to help keep Earth wild.

CONGRATULATIONS!

You successfully completed the **Diplomat** path.

YOU ARE THE DIPLOMAT

The WILD program that is most aligned with your values is The World Wilderness Congress. Turn to page 26 to learn more.

THE DIPLOMAT

COMMUNITY
ORIENTED



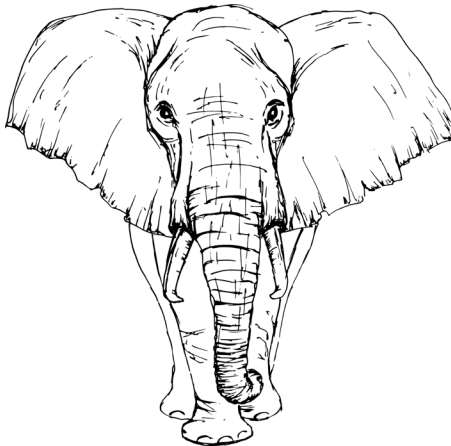
PRESENT CAPABLE
POSITIVE INCLUSIVE
INSIGHTFUL GROUNDED INFLUENTIAL
CARING

GLOBAL ALLIANCES & DISTANT ALLIES

You spend weeks researching your options, using the WILD Foundation website as well as its staff as a resource to help inform the next discussion with your neighbors.

Despite your efforts, many are still unconvinced that you collectively possess the skills and know-how needed to initiate a successful species reintroduction effort.

You have anticipated their concern and prepared two different options for your friends to discuss. The first is to proceed with the species reintroduction, starting by contacting local stakeholders - land management agencies, local municipalities, and environmental nonprofits to discuss the possibility of reintroducing the buffalo. You believe that by working with the Global Rewilding Alliance, a WILD program that helps to expand and accelerate the



restoration of Earth's wild nature, you will find the support you need to successfully reintroduce buffalo to your region.

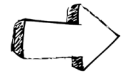
The second option is a long-shot. Far away, in West Africa, lives the only remaining herd of elephants in North Africa, struggling daily to survive in the unforgiving landscape which grows harsher by the year as a result of climate change and political instability. The WILD Foundation, through the Mali Elephant Project, helps facilitate the protection of this herd which is necessary to keep both the local ecology and local communities intact.

A few years ago, the Mali Elephant Project won the coveted United Nations Equator Prize for excellence in developing human livelihoods through biodiversity conservation. You wonder if your group can bring more support to this program, as well as foster awareness about the critical relationship between the health of local communities and the health of the surrounding ecology.

Your friends ask which option you prefer?

FIRST, I NEED TO LEARN MORE ABOUT THE GLOBAL
REWILDING ALLIANCE. **TURN TO PAGE 36.**

I WOULD LIKE TO READ MORE ABOUT THE MALI ELEPHANT
PROJECT.
TURN TO PAGE 38.



IT'S RISKY AND A LOT OF RESPONSIBILITY, BUT I STILL WANT
TO REINTRODUCE THE BUFFALO. **TURN TO PAGE 42.**

I WANT TO HELP SUPPORT WEST AFRICAN COMMUNITIES
AND PROTECT ELEPHANTS. **TURN TO PAGE 40.**

THE GLOBAL REWILDING ALLIANCE



LEAD

MAGNUS SYLVEN & KARL
WAGNER, CO-DIRECTORS



LOCATION

GLOBAL



OBJECTIVE

Expanding public support for the many climate-related and life-giving benefits of rewilding and linking the restoration of nature with the stabilization of Earth's climate. The Alliance also advocates for the use of natural processes in the capture of excess carbon and the fundamental solution for the mass extinction crisis.





**2021
VICTORIES**

**OFFICIAL UNITED NATIONS
PARTNER**

Official United Nations implementing partner for the Decade of Ecological Restoration.

+50 MILLION PEOPLE

Successfully organized Global Rewilding Day and reached tens of millions of people in over 20 countries with the rewilding message.

UNITING CLIMATE & NATURE

Sparked coordinated efforts to animate the carbon cycle and help restore nature so that nature can help us solve the climate crisis.



WHAT'S NEXT?

Create a global blueprint targeting biodiversity hotspots that when implemented, would mitigate both the climate crisis and mass extinction through nature-based solutions

THE MALI ELEPHANT PROJECT



LEAD

DR. SUSAN CANNEY,
LEAD;
NOMBA GANAME, FIELD
DIRECTOR



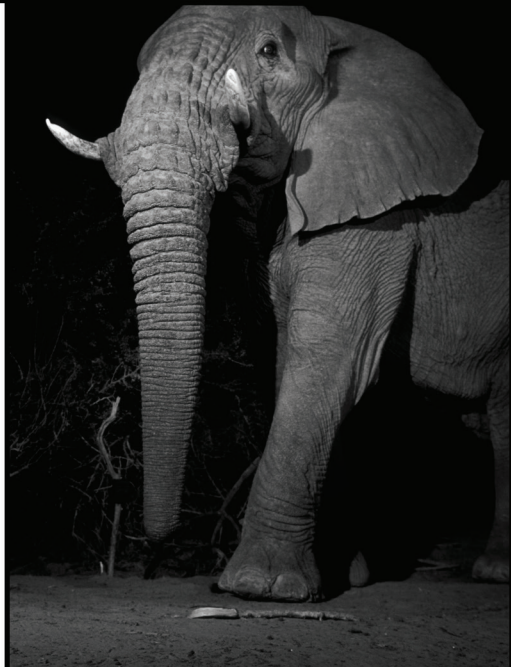
LOCATION

WEST AFRICA, THE
GOURMA REGION



OBJECTIVE

To protect Northern Africa's last herd of desert elephants and work with and help improve the lives of the human communities that depend on them.





2021 VICTORIES

3.1 MILLION HECTARES PROTECTED

Despite tragedy and numerous political obstacles due to high insecurity in the region, the Mali Elephant Project maintained a strong and functioning core team working to protect an area the size of Belgium.

+50 COMMUNITIES WORKING TOGETHER

The Mali Elephant Project continued community training and capacity-building in over 50 communities in an area populated by approximately 400,000 people.

1 MEGA BIOSPHERE RESERVE

Moved closer to officially declaring the Gourma one of the largest protected areas in the world.



WHAT'S NEXT?

Officially create the Gourma Biosphere Reserve and bring greater protection to the elephants' range and opportunities for the communities that dwell within the region.

ECO-GUARDIAN

As tempting as it is to get on a plane and travel directly to West Africa to learn more about the elephants first-hand, you realize that would probably only unnecessarily burden those striving to save these majestic animals while simultaneously placing yourself in a lot of danger. You brainstorm a more pragmatic approach with your friends.

You've learned from searching for the Mali Elephant Project online that the government of Mali is considering making the elephants' habitat (approximately 8 million acres of land that is also home to nearly 400,000 people!) one of the world's largest protected areas. Unfortunately, this effort is stalled due to the political turmoil brought on in large part by an army of fundamentalist insurgents threatening government officials and local communities alike.

You know absolutely nothing about West African politics, but you suspect that encouragement from outside governments couldn't hurt. One of your neighbors works in your state governor's office, and has agreed – as part of the state's biodiversity planning – to bring attention to the interrelationship between all life forms, even those outside of your state's territory. No one in your group knows exactly what is possible, but you are all committed to working together to bring as much support as you can to the Mali Elephant Project.

It takes longer than you expected, but after a year and a half long campaign in which you leverage connections with local radio shows and television stations, businesses, and land management agencies, you finally succeed in moving the governor of your state to writing an official letter of support to the government of Mali about their potential new biosphere reserve and

protected area.

In it the governor writes, “While the nature of my state’s political system prevents me from committing to matching Mali’s biosphere initiative acre-for-acre, I can promise to utilize your example as an inspiration and case study for large-scale land protection, one that, should I be elected to a second term, I will be proud to follow.”

These are significant words coming from the political leader of a wealthy region like yours to the leaders of Mali, one of the least developed countries in the world. Acknowledging their leadership on the protection of wild nature is a powerful statement indeed.

You make sure this letter and the other media you’ve helped generate make their way to the Mali Elephant Program and West Africa. After a few short weeks, you are immensely gratified to learn that Mali’s Parliament has finally approved the creation of one of the largest protected areas in the world. In their declaration announcing this momentous occasion, they specifically mention the global support and attention that factored in their decision.

Your commitment has helped ensure a better future for the people and elephants in the new biosphere reserve.

CONGRATULATIONS!

You successfully completed the **Eco-Guard** path.

YOU ARE THE ECO-GUARD

The WILD program that is most aligned with your values is The Mali Elephant Project. Turn to page 38 to learn more.

THE
ECO-GUARD
PROBLEM-SOLVER
SELF-SUFFICIENT
BALANCED
DILIGENT
PRODUCTIVE
RESPONSIBLE
DETAIL-ORIENTED
OBSERVANT



FORGOTTEN STAKEHOLDERS

You begin an outreach campaign to various stakeholder groups that might be affected by the reintroduction of the buffalo. At first it feels more than a little awkward cold-calling experts and policy-makers, informing them of your intention without necessarily having the perfect vocabulary to do so. But you learn quickly, and within just a few days, you begin to feel comfortable introducing yourself and telling others that as a citizen and a taxpayer you would like to see the landscape restored to its natural state by reinstating a keystone species that will be good for tourism, the ecology, the climate, and your community.

Over the course of weeks you receive a lot of positive leads, including ones that lead to philanthropists and sympathetic public officials in relevant offices. In fact, your initiative is building up so much momentum, the WILD Foundation even commits to being the project's fiscal sponsor on the condition you provide a fundraising plan.

Everything seems to be coming together perfectly, until . . . just days away from your first official stakeholder meeting you receive a call from your neighbor, the athletic woman whose idea it was to reintroduce the buffalo.

"We've forgotten something. Rather, we have forgotten someone," she tells you. "The Indigenous Nations whose lands we occupy."

"But the reservation is hundreds of miles away," you tell her.

"It doesn't matter," she tells you. "They stewarded this place, our place, for longer than we have been here. Of course they must have a seat at the table."

Together, the two of you reach out to a Native American advocacy group. They in turn direct you to several individuals from the Nation who may be able to help you. One of the people on the list is a professor at the state university. You call her first. She listens to your story intently but seems reluctant to commit to anything right away. She asks to confer with others from her Nation before responding. You remind her that the stakeholder event is only a week away. She nods, but says nothing more.

Less than 48 hours before the event, she calls.

“We would like to offer our help and guidance,” she tells you. “But on one condition.”



You politely inquire what that is.

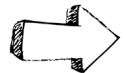
“We must speak with the buffalo spirit first, and ask what is keeping him away. We offer to do this at the stakeholder meeting.”

You are silent for a long moment, not really knowing how to respond. From your perspective, it is obvious why the buffalo are “away” - their habitat is fragmented and they were nearly hunted to extinction. You aren’t sure what she intends or what the other stakeholders will think if you say yes.

How do you respond?

THANK YOU, BUT NO THANKS. I’M NOT SURE THE OTHERS
WILL UNDERSTAND. **TURN TO PAGE 44.**

THANK YOU. HOW MUCH TIME DO YOU NEED? I’LL MAKE
ROOM IN THE AGENDA. **TURN TO PAGE 45.**



BYE-BYE BUFFALO

The stakeholder meeting occurs as originally planned, without representatives from any Indigenous Nations. The outcome seems positive, all relevant parties agreeing to move forward with various stages of the coordinated effort.

When you direct stakeholders to the Global Rewilding Alliance website to look for species reintroduction case studies, you notice for the first time that the Alliance gives precedence to the leadership and knowledge of Indigenous land stewards. You frown, but quickly dismiss this information from your mind; your coalition is doing just fine without them.

Over the coming months and years progress begins to stall, funding for the project evaporates and changes in land management agency personnel result in new officials who are less interested in buffalo or species reintroduction of any kind.

Slowly, support for the project diminishes until even your group of neighbors withdraw their time and energy.

You wonder what went wrong and what you could have done differently?

FOR A NEW ADVENTURE, **RETURN TO PAGE 10.**



ENGINEERING COMMUNITY

You agree to add an evening session to the stakeholder meeting agenda in which Elders from the Indigenous Nation will invite the buffalo spirit into the room to ask what is preventing its return. You feel somewhat nervous about how the others will receive this session, but your fear is overcome by the excitement of something new and a growing sense of rightness and justice.

When the time comes to invite the buffalo spirit into the room, you fully expect to feel awkward and a little uncomfortable, but as the Elders begin to speak in their native language, you feel nothing more than a deep sense of tranquility. You have no idea what specifically is said, but their tone is respectful and matter-of-fact, as if they were just speaking to another person.

When the ritual is over, they tell you that the buffalo spirit stays away because it does not like the way it was treated before, and it has no assurances that it will not be treated the same way again.

You ask the Elders how you can make these assurances to the buffalo spirit. They inform you that you can start with a verbal commitment today, but that this must be followed up regularly with respectful actions and rituals, which they kindly offer to lead.

You and all the other stakeholders commit to treating the buffalo spirit with respect, now and in the future.

Over the coming months, the project moves more quickly than anticipated,

and in just a few short years buffalo have returned to 1000 acres of land north of your city.

On the day the buffalo arrive, Indigenous people and the citizens of your city line the roads on which the buffalo will travel to their homecoming. As the trucks carrying the animals emerge over the horizon, the people from the reservation begin to sing a traditional song. An Elder informs you this is a song of welcome for the buffalo. "We are singing them back to their home."

Over the next few years, you return to this land frequently to watch the buffalo graze in the distance and to quietly recommit to a respectful relationship with this extraordinary wild ally.

Congratulations! You are an Eco-Engineer creating practical, on-the-ground results for people and nature.

CONGRATULATIONS!

You successfully completed the **Eco-Engineer** path.

YOU ARE THE ECO-ENGINEER

The WILD program that is most aligned with your values is The Global Rewilding Alliance. Turn to page 36 to learn more.

THE ECO-ENGINEER

RESULTS-ORIENTED
QUICK-WITTED
DETERMINED
CREATIVE
ANALYTICAL
VISIONARY
RATIONAL
BOLD



CAMPAIGN TO SURVIVE

The next morning, you push send on an email to the WILD Foundation. You know you have something to offer even if you can't quite put your finger on what that something is. You are ready to 'speak up' on behalf of nature, you just aren't exactly sure what needs to be said.

Later that week you are surprised to receive a phone call from WILD's Chief Campaign Officer. She sounds frazzled but authentic. You are relieved to hear that she genuinely believes WILD, and wild nature, could use more help.

"We are trying to reach millions of people every month with education and outreach about the need to keep Earth wild and protect Half of all land and seas. The more people who commit to sharing, the better job we do."

You congratulate her on doing a good job and for successfully reaching you. Then, hesitantly, you offer your help, letting her know that you are doubtful about the number of people you can add to the existing numbers. After all, you aren't a celebrity and you don't know any either.

"That's okay," she assures you. "The people who know and trust you listen to you more than they would to any celebrity. Your voice matters. It matters at work, at home, and in your community. Wherever you are willing to advocate for wild nature, your words will help change the world."

She describes to you a WILD program called the Survival Revolution, an international campaign to build awareness of and support for protecting half of Earth's land and seas in time to stabilize the climate emergency, halt mass

extinction, and reduce the likelihood of new pandemics.

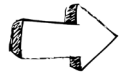
“So,” she concludes. “Are you ready to be one of our social media ambassadors and help expand awareness and support for this important solution?”

LEARN MORE ABOUT THE SURVIVAL REVOLUTION.

TURN TO PAGE 50.

YES, I WILL BE A SURVIVAL REVOLUTION AMBASSADOR.

TURN TO PAGE 54.



OF COURSE, I WILL BE AN AMBASSADOR, BUT I WANT TO DO
MORE.

TURN TO PAGE 56.

SURVIVAL REVOLUTION



LEAD

AMY LEWIS, CHIEF POLICY
& COMMUNICATIONS
OFFICER

GLOBAL; EMPHASIS IN
NORTH AMERICA,
WESTERN EUROPE,
BRAZIL, INDIA, AND



LOCATION

SOUTH AFRICA



OBJECTIVE

To expand public awareness and support for protecting Half of Earth's land and seas, and lay a strong foundation for effective regional and local action.





**2021
VICTORIES**

**HELPED MAKE HISTORY AT
THE IUCN**

Won global recognition at the International Union for the Conservation of Nature for the scientific necessity of protecting at least Half of Earth's land and seas.

**MILLIONS MORE PEOPLE
AWARE OF THE NEED FOR
HALF**

The Survival Revolution reached millions of people over Youtube, Facebook, and Twitter with outreach communications tailored to build awareness and support for protecting HALF.



WHAT'S NEXT?

Continuing to expand support for Half in advance of the United Nations Convention on Biological Diversity in 2022, laying the groundwork for new campaigns in global and national institutions calling for the protection of Half of Earth's lands and seas

THE DREAM

When you fall asleep that night, you dream.

Aimlessly drifting in a glowing sea of rose and saffron-hued clouds, you are struck by the pervasive and unshattered silence of the place. At first, you believe yourself to be alone in the sublime stillness of this strange world, but as if in response to your very thought, a figure appears in the distance directly ahead of you. You can make out nothing of the figure's features. It is merely a solid shadow amidst the radiant fog.

You consider approaching it, but before you do, you notice movement in the space between you and the entity, a barely perceptible flash of color, followed by another, followed by yet a third ephemeral sparkle. You squint warily into the mist as the barely perceptible objects waft ever closer to you. When one is nearly upon you, you are finally able to identify it by its shape: a bubble.

Without fully understanding why, you reach for the bubble as if it carried a gift or message intended just for you. As you stretch out your hand, the bubble alights on your fingertips and remains whole. Gingerly, you lift it to the level of your eyes and peer inside. Within the flimsy sphere stretches an entire world just like your own only with one difference. In this world there are no flowers. Not a single bud or bloom. And because there are no flowers there are also no butterflies or bees. Uniform fields of lonely grass undulate in the noiseless wind. A feeling of deep sorrow hangs in the sky like a storm that never breaks.

Repulsed, you cast the bubble aside. It pops against the golden clouds.

Another bubble is within your grasp. You reach for it.

The landscape is different, but the effect is the same. This one is a world without wild animals. No elephants, no bears, no buffalo or dolphins. You cast it aside as quickly as you grabbed it. But to your dismay, all the worlds are equally depressing.

The next world is entirely lacking in wild ice. The one after is a world without wild forests. The one after that, a world without whales. As you reach for the bubbles you sense that the shadow entity expects - no, demands - that you to decide which one of these worlds will become your own. You look up at it and attempt to plead for better options, but not a sound issues from your lips when you do. Try as you might, your voice has abandoned you in this strange place. Eyes wide with growing alarm, you can do little but gape imploringly at the figure before you.

The final bubble appears in your mind's eye almost instantly. In it lies a world altogether lacking in wildness - no bird song, no cricket chirps, no seasons, and no fresh air. And because there is no wildness, there are also few, if any, meaningful choices. In rapid succession, images flicker before you of the people whose decisions fashioned a world like this, whose avoidance of consequence created a future in which there was little left but consequences.

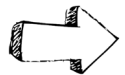
You try to cast off the vision, but it only grips your mind tighter. You plead silently with the entity who sent it but no response is given. Violently thrashing, you struggle to shake the vision away . . .

And wake up.

In the darkness of your bedroom, you inhale deeply of the cool night air, and decide what to do next.

YOU IGNORE THE DREAM. **TURN TO PAGE 64.**

YOU FIND MEANING IN THE DREAM, **TURN TO PAGE 55.**



DIGITAL AMBASSADOR

You agree to become a Survival Revolution ambassador. WILD's Campaign Director thanks you and points you to a short, online form that will ensure you receive Survival Revolution content on a monthly basis.

You do as she says, and sure enough, in a few weeks time, Survival Revolution campaign materials arrive in your inbox.

This month's theme is about the relationship between healthy wild nature and healthy communities. "Because you care about the health of women and girls, you care about wilderness." You enjoy reading through the infographics, articles, and memes, and are proud to share these materials with your networks.

You continue to receive emails and share content. Sometimes you even make your own! Over the course of the next two years, you notice more and more people - including journalists, celebrities, and politicians - publicly talking about the need to protect Half of nature for the sake of all life, including

FOR A NEW ADVENTURE, [RETURN TO PAGE 6.](#)



REFLECTION

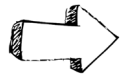
A few months ago an article about the evolutionary purpose of nightmares appeared in your phone's news feed. In it, scientists outlined the central hypothesis that bad dreams exist because they teach us how to cope with fear better in our waking life. They are, essentially, a practice run for the worst, least desired aspects of existence.

Wherever this dream came from - your subconscious, the collective unconscious, a higher power, or something else - its lesson is clear. Your ability to choose is, at least in part, dependent upon an abundant, healthy, and wild world.

More than ever you feel that you must act to protect life on Earth, even though you don't feel like the types of actions you've encountered up until now are right for you.

IF YOU CHOOSE TO START TAKING ACTIONS THAT ARE MORE PERSONAL WITH BENEFITS FOR THE ENVIRONMENT CLOSER TO HOME, **TURN TO PAGE 66.**

IF YOU DECIDE TO TELL OTHERS ABOUT YOUR DREAM, **TURN TO PAGE 65.**



A DARING PROPOSAL

A week later, after taking stock of the opportunities available to you to influence others to do more to protect the web of life, you find yourself knocking on your supervisor's office door. She invites you in, and you nervously begin to lay out your idea. Surrounding your workplace is large swaths of empty land. You once heard someone say it was habitat for a native butterfly. You tell your supervisor about the need to protect half the planet, and ask if your company's new corporate social responsibility department might be interested in working to restore and protect the surrounding landscape.

Your supervisor frowns. "Everyone is pretty busy right now. I don't know if they would have time to look into this."

You point out that they have added solar panels to the offices in order to reduce carbon emissions. "Protecting nature goes hand-in-hand with reducing



carbon emissions. In fact, we can't effectively fight climate change without nature." Then you hand her a printed version of a Survival Revolution infographic about how wild nature helps store carbon and remove it from the atmosphere.

Your supervisor looks over the infographic, then tells you she'll give it some thought. As you stand up to leave her office, she adds, "Oh, and will you send me more information like this; about why we need to protect nature?"

You happily oblige, and send her an email with the Survival Revolution content you found most helpful.

A few days later, your supervisor approaches your desk.

"Guess what? I spoke with CSR, and they are interested. They want you to make a presentation next week. Can you fit it into your busy schedule?"

You already have too many things to do and not enough time.

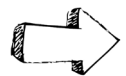
What do you tell your supervisor?

"NO PROBLEM. I'LL PULL SOMETHING TOGETHER THIS WEEKEND."

TURN TO PAGE 58.

"ACTUALLY, I THINK IT MIGHT BE BEST IF WE TRY TO GET SOMEONE FROM THE WILD FOUNDATION TO DO IT."

TURN TO PAGE 63.

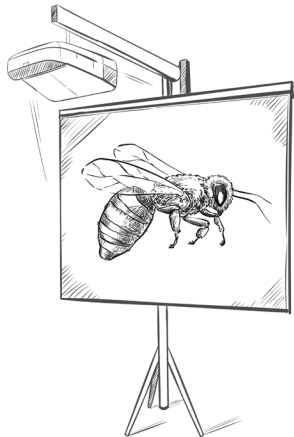


ACTION FOLLOWS WORDS

You invest the next few days in what seems like ceaseless research. Who owns the land around your workplace? What type of habitat is it? What are the benefits and ecological services this habitat yields for the nearby communities? How much would it cost to restore it? You learn that an endangered bumblebee depends on native flowers to survive and that without new habitat, it will likely go extinct. You also discover that native plants absorb more carbon - and that with careful restoration, natural landscapes in the surrounding area could absorb as much as 10-25% of your community's carbon emissions.

You also discover that while some of the land near your workplace is owned by your company, much of it is publicly owned by the city. Restoring it would require a public-private partnership between the city and your company.

Research in hand, you take a deep breath and begin to outline your presentation. . .



When you find yourself in the conference room before your supervisor and the head of the Corporate Social Responsibility department, you are nervous, but prepared. Slide by slide you present your idea, focusing on the need to protect half of nature to stabilize the climate and halt mass extinction, and the opportunity to do so on a local scale, starting with company lands.

When you finish, the Director of CSR thanks you and tells you he'll think about it.

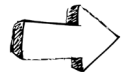
A few days later your supervisor approaches you.

"Congratulations!" she exclaims. "The company is going to move forward with your idea and attempt to develop a partnership with the city and some local conservation groups. And . . ." she pauses dramatically, "CSR is going to need to hire a new person to manage this process. They are offering you the job if you want it."

Do you accept the new Corporate Social Responsibility position?

YOU WORRY YOU ARE UNPREPARED, STILL YOU TRUST IN YOUR DEDICATION AND WILLINGNESS TO LEARN. YES! YOU ACCEPT THE OFFER. **TURN TO PAGE 60.**

CORPORATE SOCIAL RESPONSIBILITY IS A NEW DEPARTMENT. YOU DON'T KNOW HOW SECURE THIS NEW POSITION WILL BE. YOU DECLINE THE OFFER. **TURN TO PAGE 62.**



CAMPAIGNER FOR LIFE ON EARTH

It's hard work, and on some days it can feel like you don't even know where to start, but overtime you realize that you aren't the only person who feels this way. As you get to know others within the city and business community who care about protecting nature, you realize that everyone is learning as they go along. The fact is that there's never been a need to protect nature at this scale. For the entirety of human history there was always enough nature to support human civilization. But with the accelerating ability to destroy nature around the world comes the new responsibility to consciously and deliberately protect it.

Knowing this makes proposing new ideas and taking risks easier. It's also exciting to witness how your efforts with your company has resulted in your company becoming an ambassador for the Survival Revolution, and is expanding the audience for this important campaign by the tens of thousands.

You work on a plan with city officials to restore the native landscapes on company property and the adjacent public lands. Meanwhile, you collaborate with your company's marketing department to publicly support the Survival Revolution and broadcast your corporate efforts to protect life in your communities.

When the first phase of the restoration project is almost complete, you make a presentation to the company's board of directors calling for the CEO to issue an invitation to other business leaders in the area.

"If 999 other businesses were to commit to restoring as much land as we

have, the business community could protect 15% of the land in our state. Our company would be positioned as the leader of this initiative and it would help both our marketing and image.”

The board enthusiastically agrees to your proposal. Within a year, your business is at the center of a state-wide, private-sector restoration initiative, and has become a model for other businesses around the world. The WILD Foundation invites you and your CEO to speak at the next World Wilderness Congress. Best of all, you feel like you are giving as much back to nature as nature gives to you.

Nature needs more campaigners just like you!

CONGRATULATIONS!

You successfully completed the **Campaigner** path.

YOU ARE THE CAMPAIGNER

The WILD program that is most aligned with your values is The Survival Revolution Program. Turn to page 48 to learn more.



MISSED OPPORTUNITY

You are honored by the job offer, but decline it because you know that the world is an uncertain place and growing more unstable by the day. Who knows how long such a job will last?

Unfortunately, your company never gets around to restoring the native bumble bee habitat in the surrounding lands. Furthermore, a series of challenges - flawed product designs and poor customer service - sets your company's reputation in long-term decline. As you predicted, the Corporate Social Responsibility department is the first to be cut, but your job follows a few months after. As you look for new jobs, you are once again inundated with despair for the world and the fraying biosphere.

What might you have done differently?

FOR A NEW ADVENTURE, **RETURN TO PAGE 6.**



MISSING SOMETHING

A smart young woman with a Masters in Public Policy agrees to make a presentation about Nature Needs Half to your Corporate Social Responsibility department. She successfully conveys that humanity confronts both an urgent challenge and a narrowing window-of-opportunity to address it, but her presentation does not seem to have much of an impact on the Director of CSR. He wants to know more about what meaningful actions his company can take. He is visibly unenthused by her responses to his questions.

Ultimately, your company rejects your proposal and focuses their efforts elsewhere. As the temperatures rise, the fires and floods expand in intensity and devastation, you feel increasingly powerless in the world.

What might you have decided differently?

FOR A NEW ADVENTURE, [RETURN TO PAGE 6.](#)



IGNORED

You breathe a deep sigh of relief. It was only a dream. When you wake up the next morning, you perform your routine as you do every morning. Coffee, shower, commute. In your free time you continue to research ways you can adapt to a warmer and more unstable world. Eventually, you invest in a better air conditioner. But even this cannot protect you from the parade of grief as you watch hundreds of landscapes and species disappear forever from the world. What might have been different if you had made different decisions?

FOR A NEW ADVENTURE, [RETURN TO PAGE 4.](#)



LOST IN TRANSLATION

The next morning at work, while sharing coffee with your team, you describe your dream to them. When you finish, you don't have to wait long for a response.

"Do you think one of us is Sigmund Freud?" the same man from yesterday inquires with a sneer. "Seriously, if this bothers you so much, do us all a favor and try thinking about something else."

The Canadian woman chides him for his rudeness, but the damage is done. Your embarrassment prevents you from speaking about environmental news for months. When you do find your voice again, you have few allies in your corner. You continue to watch haplessly as the biosphere deteriorates, haunted always by the prospect of a future with diminishing choices.

FOR A NEW ADVENTURE, **RETURN TO PAGE 6.**



LEARNING TO SURVIVE

You sit down in front of your computer and stare at the blinking cursor. You suddenly realize that when it comes to changing your own personal trajectory in the midst of an ecological crisis almost too large to imagine, terms like “destiny,” “biosphere,” and “life on Earth” don’t really help. Combined they make an especially poor search engine query. You finally settle on a starting place - surviving the collapse of the biosphere - and type it into the search field, deciding to work up from there.

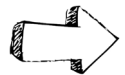
The results aren’t exactly uplifting. Near the top, one link advertises an essay on the end of being. You skip that one and keep scrolling.

Of the dozen or so links you skim through only two seem to offer practical advice. The first is from the ‘Preppers movement, people gearing up and training to survive the apocalypse in whatever form it arrives - foreign invasion, climate disaster, maybe even zombies. The link to their page reads, “When to abandon your home? Five easy signs.”

The second page seems more upbeat. “How to survive the collapse of the biosphere, and maybe even stop it.” You are both intrigued by and skeptical of the last part of that sentence. You aren’t a superhero after all. Realistically, how much of a chance do you have of stopping planetary ecological collapse?

WHEN DO I ABANDON MY HOUSE? I’D LIKE TO KNOW WHAT OTHERS THINK. LOOK TO THE PAGE ON THE RIGHT.

OKAY, I GIVE IN. HOW CAN I SURVIVE THE BIOSPHERE’S COLLAPSE AND STOP IT? **TURN TO PAGE 68.**



STOCKPILE SWAMP

You are surprised to learn that 'Preppers' don't take abandoning civilization lightly. They recommend against leaving your home until you have no other alternative, either because soldiers are marching in the streets or plague-bearers are camping in your driveway.

This is why they recommend you stockpile rations and survival goods in your home to last for nine months. Most 'Preppers' also have a bug-out bag for the moment when things get to hairy and its time to leave for parts unknown.

Though you don't really want to envision the end of civilization - especially the parts involving electricity and clean running water - you find the content on the sight well-written and prudent. You spend the next couple of months (and several thousand dollars) equipping your home to outlast a long-term disaster, and building your own personal bug-out bag. This does nothing to reduce the smoke in your area or decrease the frequency of the fires, but you feel more confident that if fires spread to your area, you will at least be able to escape with a few days worth of supplies.

On reflection, you wonder if that's really what you had set out to do? Is there anything within your power to change that will also make the world more livable? What might you have done differently?

FOR A NEW ADVENTURE, **RETURN TO PAGE 4.**



IN NATURE WE ARE NEVER ALONE

“**L**ife exists in relationship to all other life, and so it is maintaining the relationships of the world - both personal and ecological - that matter most for our survival, and the survival of others.” This is how the webpage begins. It is definitely not the kind of information you were expecting to find, neither blindly optimistic nor cheerily focused on individualistic details to the exclusion of the bigger picture. And now that you are here and reading it, you discover your sense of well-being and personal capacity suddenly restored.

As you scroll through the rest of the webpage’s take on surviving ecological catastrophe, you find yourself wondering - not for the first time - how easy it is to take so many things upon which we all depend for granted. Not just the material benefits of ecology - oxygen, rainfall, and stable weather patterns - but the immaterial as well, starting with the advantageous character qualities that very likely evolved in our ancestors while living in wild places to



the emotional gifts of nature: wonder, tranquility, interconnectedness, and a longing for discovery.

If life were possible without any relationships at all, would it be worth living?

You ponder such questions in the back of your mind as you read through the page which offers small and mid-sized steps you can take to live both a more respectful, self-sufficient life.

You note that the page belongs to an environmental nonprofit called the WILD Foundation. Their mission is to protect and restore Earth's wilderness by strengthening leadership, coalitions, and communities for conservation. One of their programs, highlighted on the page, as an example of small, self-sufficient communities living to defend and protect wild nature is of the Yawanawá People in the Amazonian rainforest.

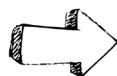
You are intrigued by the Yawanawá and click through to WILD's Indigenous Leadership and Vision page to learn more about how other cultures live well with nature.

You finish reading the page with even more questions than you started, but something deep inside tells you this is a track worth pursuing.

What do you do next?

I NEED TO LEARN MORE ABOUT THE YAWANAWÁ AND HOW WILD SUPPORTS THEM. **TURN TO PAGE 70.**

I DON'T LIVE IN THE AMAZON, SO MAYBE THE YAWANAWÁ'S LIFEWAYS ARE NOT APPROPRIATE FOR ME, BUT THERE ARE INDIGENOUS NATIONS IN MY AREA. PERHAPS I SHOULD CONTACT THEM? **TURN TO PAGE 76.**



THIS IS WHAT MY LIFE IS MISSING! I WILL INAUGURATE A NEW PATH IN LIFE BY TAKING A "SPIRIT JOURNEY."
TURN TO PAGE 72.

THE YAWANAWÁ PEOPLE



LEAD

CHIEF TASHKA YAWANAWÁ
& LAURA SORIANO
YAWANAWÁ, WITH SUPPORT
FROM VANCE MARTIN &
SAVANNAH MANNING



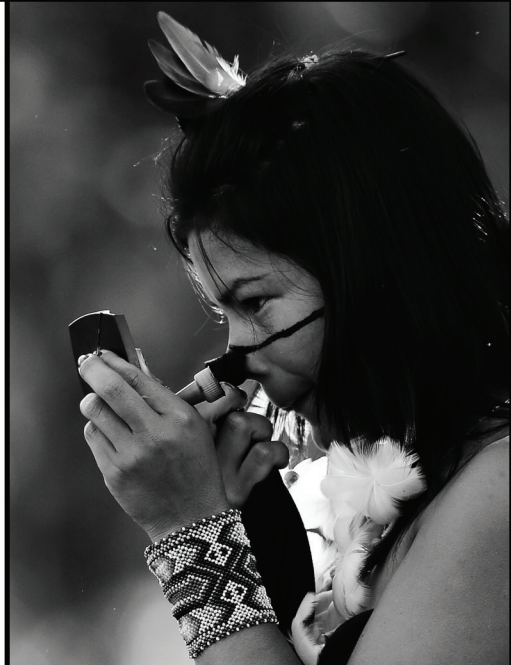
LOCATION

GLOBAL



OBJECTIVE

To protect the lifeways of the Yawanawá People, defend their territories from illegal incursions, and support their sustainable stewardship of the Amazonian rainforest.





**2021
VICTORIES**

**+250,000 RAINFOREST
HECTARES STEWARDED**

Indigenous lands are home to 80% of the world's biodiversity. WILD helped support Yawanawá leadership and the defense of traditional lands amid the ongoing COVID crisis.



WHAT'S NEXT?

Repurchase approximately 35,000 hectares of Yawanawá traditional lands, expanding their territory by over 10%

JOURNEY TO . . . SOMEWHERE

A year later, you finally realize your dream of traveling to the Andes and a ayahuasca retreat. You are delighted and fascinated by the people there, which goes far in soothing your nerves for what comes next.

The first time you try ayahuasca, it's as if you step into the true world for the first time. Everything is so alive, and your senses . . . you've never experienced them like this. It's as if you have been asleep your entire life until this one moment. You believe you can hear the clouds gliding across the sky, feel the movement of even the tiniest insect at the edge of the surrounding forest, and fully occupy the eternal present in both mind and body. You emerge from the experience enthusiastic, feeling truly interconnected with all things and at one with the world.

But the second time is a different story. Shadows loom heavily just at the edge of your vision, more felt than seen. And although your awareness is no less expansive than it was before, this time it extends to the knowledge of things that repulse and frighten you, creating distance where before there was unity. Why was this experience so different than the first?

When you return to your home, you reflect on your experience and wonder if it has any bearing on your ability to survive well and respectfully in the world.

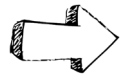
What do you conclude?

INTERCONNECTEDNESS IS AN ILLUSION. THE ONLY THING I
AM CONNECTED TO IN THE WORLD IS MYSELF.

TURN TO PAGE 74.

I STILL BELIEVE IN INTERCONNECTEDNESS AND ITS POWER
TO MAKE A BETTER WORLD, BUT PERHAPS MY GOALS WILL
BE BETTER SERVED IF I APPROACH IT DIFFERENTLY.

TURN TO PAGE 6.



LOSS OF FAITH

Try as you might, you cannot shake the second vision or the sense that darkness lurks at the periphery of all things, you retreat into yourself. You ponder the people who use hallucinogens in their cultural traditions and what might be different about their communities and world views to add meaning to experiences like yours, but lacking any relationship with those people, you must draw your own conclusions. Ultimately, this experience has made you more cautious and withdrawn. You have lost confidence in yourself and decide to leave the challenges of the world for others to solve.

FOR A NEW ADVENTURE, **RETURN TO PAGE 66.**

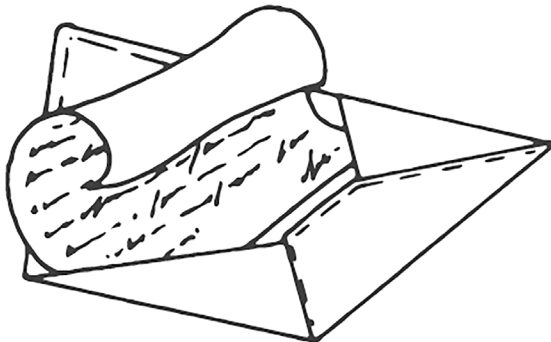


LISTENING TIME

In a few days, you work up the courage to contact the WILD Foundation, briefly describing your desire to live a more self-sufficient life and expressing a desire to learn more about Indigenous lifeways, perhaps even being put in touch with someone nearby.

You are surprised to find an email response from WILD in your inbox by the end of the day. The message reads:

“I think most of us at least some of the time feel as you do, wanting to live better with nature but lacking the cultural vocabulary to do so. Many of the Elders that we work with have deep insights into this topic, but are also located in remote areas working to defend both the integrity of the surrounding ecology and the lifeways of their people. Although I can’t put you directly in touch with them, I can offer you a few links to talks given by the Chief of the Yawanawá People. We will also be hosting a webinar in a few



weeks with an Elder from the Unangan People in the Bering Sea. I can send you the registration info.

Just so you know, in our newsletters, we've started including an advice column written by WILD's President, dealing with questions like yours. He isn't an Indigenous leader, but we think he's pretty insightful all the same. May I submit your questions to him to be answered in his column next month?"

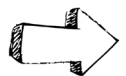
You happily grant permission to use your question in the upcoming newsletter. The following evening when you have a block of freetime you visit some of the links to Chief Tashka Yawanawá's video addresses.

You feel refreshed and empowered as you listen to him and the importance he places on the sustainable lifeways of his people and other Indigenous cultures. In fact, by the way he describes them, the traditional lands of the Yawanawá sound like paradise.

What's your next move?

SOMETHING IS PULLING ME TO THE AMAZON. I FEEL LIKE I BELONG THERE. **TURN TO PAGE 78.**

I'M DEFINITELY GOING TO REGISTER TO ATTEND THE WEBINAR LED BY THE UNGANAN ELDER. **TURN TO PAGE 79.**



THERE & BACK AGAIN

You feel so alive when you arrive in the Brazilian Amazon. The atmosphere is rich with oxygen and your breaths come easier and more naturally. The Yawanawá's eco-tourism center is yet to be built but you couldn't wait to travel to the traditional lands of people who live in harmony with nature.

It is to your great sadness and disappointment however that you learn that it is unsafe for you to travel deeper into the Amazon. The traditional stewards of the forest have suffered greatly in recent years, and now more than ever due to the pandemic. Without proper medical facilities and few immunities to the virus, their Elders are at great personal risk from COVID-19.

You turn back before reaching your end destination and wonder what you could have done differently.

FOR A NEW ADVENTURE, **RETURN TO PAGE 66.**



IN THE HEART OF THE CURRENT

Webinars aren't the most exciting format, and you'd much rather meet in person. Still, you are surprised by the level of intimacy and trust that exudes from those who have joined this event. You appreciate that the Elder possesses a down-to-earth sense of humor. His style is irresistible and you immensely enjoy his talk. At the conclusion of the event you post a question in the chat.

"I want to become more self-sufficient and live a simpler, more respectful lifestyle, but I don't know how. It seems like whatever I do I am forced to live a consumer lifestyle. How do I stop this madness on a personal level?"

The Elder considers this question for a moment before answering, nodding as if he fully understands the position you are in.

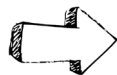
"We are in a sacred time now where what needs to be done cannot be accomplished alone. It requires that many of us step out from the banks of the river and into the center of the current, even it feels like we have no support there. Only then will we truly embrace the challenge before us and find others who share your courage."

You are moved by his answer and are determined to take action. What do you do next?

**YOU FEEL CALLED TO BUILD AWARENESS WITH OTHERS
ABOUT THE COLLECTIVE CHALLENGES WE FACE.**

TURN TO PAGE 6.

**YOU ARE DETERMINED DO LIVE THE BEST LIFE POSSIBLE AND
SEEK OUT A COMMUNITY TO HELP DRASTICALLY REDUCE
BOTH YOUR IMPACT AND CONSUMPTION. TURN TO PAGE 80.**



THE WISDOM OF COMMUNITY

Now is the time to step away from the bank. In the coming months you do just that. It isn't always easy, but it is rewarding. Finding a community of self-sufficient people on-line, you work and learn from them to modify your home and make it less and less dependent on the grid. You plant a native garden and learn to cook with new ingredients, and you find another community, one attempting to restore the buffalo to the wildlands surrounding your city, to volunteer your time with and make new friends.

Every summer, the smoke from the fires continues, but by changing your own lifestyle and strengthening the bonds you have with your community, you are better able to cope with the smoke and what it means, and retain a sense of your own agency and empowerment.

You are living better than you ever have, and your life - both in terms of the material relationships with the the natural world and the immaterial relationships with your friends and community - is an example to many.

YOU ARE THE SAGE

*The WILD program that is most aligned with your values is
The Yawanawá Program. Turn to page 68 to learn more.*



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\$9/10

9 out of every 10 dollars goes directly to conservation programs and movement building in a coordinated effort to protect Half of Earth's land and seas - **a movement fueled by the generosity and vision of people like you.**

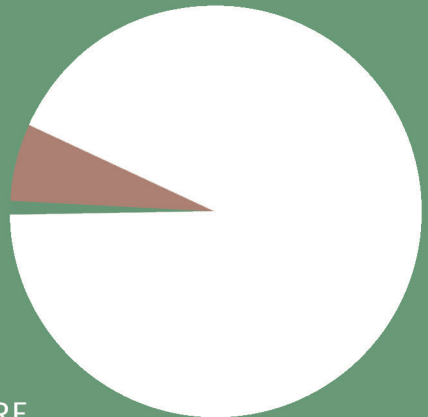
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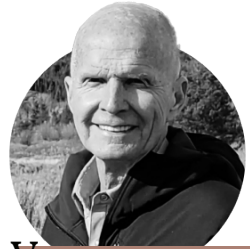
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