

Your part in our future

What Friends of the Earth aims to
do in the next 40 years – and why
we need you to be part of it.

Why Friends of the Earth?

We have an extraordinary track record and reputation built up over 40 years of successful environmental campaigning. We've been at the forefront of tangible changes that are making life better, safer and more fulfilling for people.

In short, Friends of the Earth is one of the world's great environmental organisations.

But we've never done this alone. Whether you're a member of staff, a volunteer, donor, board member or friend, it's people like you who have made Friends of the Earth one of the UK's most effective campaigning outfits.

But we're not resting on past successes: the speed and scale of damage to the natural world around us – the very thing that supports human life – mean we must massively step up our efforts. This strategy sets out how, with your help, we plan to do just that.

We need to make an even bigger difference in the critical years to come. And you're vital to the future – for everyone. Please come and play your part.

Thank you.
Andy Atkins
Executive Director,
Friends of the Earth



Photo: © PA Archive/Press Association Images

Our first action in 1971 – dumping thousands of glass bottles at the headquarters of Schweppes.

How do we know we're up to the job?

Our track record

Friends of the Earth has been at the forefront of the environmental movement since the 1970s – helping people to see that the future of humanity and the future of the planet are one and the same. We've always been about getting people to see things differently.

We've stuck to the task

Since our first action in 1971 – dumping thousands of glass bottles at the headquarters of Schweppes – we've shone a light on the need to look after the planet that looks after us.

We've mobilised in numbers

Hundreds of thousands of ordinary people, as well as businesses and politicians, have worked with us over the years. Thanks to the 2008 UK Climate Act – which we secured with their help – many of us today have warmer homes, some of us even have new jobs, and today more and more people can see that tackling climate change is good for business.

We've won changes that matter

Doorstep recycling didn't just happen. We campaigned for it and wrote the draft legislation that became the UK Household Waste and Recycling Act (2003). We changed the way people see rubbish.

We've done it locally, nationally and internationally

Our local groups across England, Wales and Northern Ireland have made a lasting difference – from creating recycling schemes to establishing nature reserves, and keeping genetically modified foods off the shelves in their areas.

Time and again we've proved that people acting together can influence their neighbours – and their government.

And we've long had a voice on the international stage – getting action on climate change, slowing destruction of tropical forests and exposing the impacts of oil and gas drilling, to name a few. In Friends of the Earth International we're part of one of the world's most extensive and influential environmental organisations.

But we need to step up the fight to 2050 and beyond

The world is changing – and very fast. Scientists say this is a critical moment for humanity as we face a deepening crisis on a truly global scale. The climate, fresh water, fish stocks, productive soils, the world's forests – much of the natural world that makes human life possible – are near breaking point.

We can do something about it

The crisis is of our own making – so it's one humanity can solve. The challenge is to get the solutions in place on a big enough scale and fast enough to turn the tide on what the pessimists say is inevitable.

We need to transform old economies like the UK so that they dump less carbon in the air and use the planet's riches more wisely. And we need to protect the natural systems that keep us safe and in good health.

That's going to require nothing less than a transformation in people's relationship with the natural world. We see people as the answer – and this is at the heart of our work.

We won't do it alone.

Partly because of the work we've done over the past 40 years, concern for the environment has gone mainstream – and this means we have many more potential allies and friends today than when we started.

Friends of the Earth's job is to continue to lead the way, run campaigns with greater impact than ever before, shed new light on old problems and reach more and more people to make things happen – fast.

Many people are interested in doing something to help take care of the environment. We want them to see us as the first port of call. They will, if they see we have a practical vision for a better world.

And we do.

Our strategy at a glance

Programmes – what we'll work on

1. Climate and Energy Security
2. Land Use, Food and Water Security
3. Nature and Ecosystems Security
4. Economics and Resource Use
5. Fair and Planned Transition
6. Engaging More People
7. Organisational Excellence

Vision – the world we want to see

A new, positive relationship between people and the environment.

Mission – what we're here for

To unite, inspire and empower people to take the urgent action needed to protect the environment for current and future generations.

Approach – how we work

We make change by campaigning – working with others to mobilise public support for fair solutions to environmental problems.

Values – what guides us

By 2050 a lot will have changed – including the plans we make today. But our long-term vision won't change – nor will the values behind it. Strong principles guide our work day in, day out.



A new, positive relationship between people and the environment



Vision – the world we want to see

The next 40 years will bring enormous changes to our amazing planet – an increasingly chaotic climate, massive loss of animal and plant species and serious damage to some of the natural systems that support life on Earth.

Our job is to help limit the damage – and begin to roll it back. The wellbeing and prosperity of billions of people depend on the health of the planet.

That's why by 2050 we need to see nature being better protected and recovering. And we want to see the vast majority of people across the world enjoying a better standard of living and their fair share of our world in tough times.

If we achieve our vision, here are some of the key things we have to look forward to:

- > Economies that provide a decent life for people and that are good for nature – rather than pitting one against the other.
- > Global temperature rise under control.
- > Measures to minimise the number of people uprooted or killed by climate change.
- > Food, water and shelter for everyone – without the collapse of water supplies, fish stocks or forests.

- > Safe, affordable renewable energy powering our lives.
- > Great advances in protecting the variety of animals and plants.
- > Recovering natural mechanisms which sustain us – so-called ecosystem services.

Photo: © Getty





To unite, inspire and empower people to take the urgent action needed to protect the environment for current and future generations



Mission – what we're here for

What's Friends of the Earth's unique part in bringing the vision about?

We're not the only player but we think we have a critical job to do in achieving far-reaching change:

- > **Communicating the big picture** – showing how apparently distinct problems are connected and helping people to see that the future of humanity and the future of the planet are one and the same.
- > **Tackling the greatest threats** to our environment and therefore to people's wellbeing.
- > **Running campaigns** – game-changing, far reaching, relevant and compelling ones that make smart use of the latest tools available to us.
- > **Getting more people campaigning** for a better future.
- > **Being a hub** for a movement for change.



Photo: © Glyn Thomas

Our ambition – an organisation that embraces change

To create the sort of change the outside world needs, Friends of the Earth itself must constantly move forward.

Over the next 10 years we'll:

1. Focus on the most critical issues – our headline goals

- > Reshape the UK and EU into economies that
 - Rely far less on oil, coal and gas – which damage the climate.
 - Protect nature.
 - Have consumption under control.
- > Get lots more people learning about the environment and taking action for it.
- > Work closely with sister organisations abroad to become more effective campaigners together.



We work with others to mobilise public support for fair solutions to environmental problems



Two things will help us deliver these headline goals.

2. Externally – we'll change how the world sees us

- > We want to be the first choice for anyone who wants to act on or learn about the environment.
- > We want to be known and respected, we need a healthy network, and we need to broaden the range of people who work with us.
- > We'll make sure Friends of the Earth is seen as a thought leader for the quality of our involvement in the big debates and for our groundbreaking proposals.
- > We'll be seen as practical visionaries – clear and ambitious about the goal, reasoned and realistic about how we get there.

3. Internally – we'll up our game

All of us at Friends of the Earth will be

- > Scaling up our solutions to match the scale of the problems.
- > Joining up issues to paint the big picture for others.
- > Speeding up our response to external events and the way we get things done.
- > Linking up with the expertise and passion among supporters, activists, academics, businesses and politicians to become a hub at the heart of a movement for change.
- > Teaming up to form powerful alliances and broaden support.

Values – what guides us

Strong values and passionately held beliefs have always underpinned what we do. These principles motivate and guide us day to day and over the long term.

- > We value both nature and people.
- > We don't just talk about environmental problems – we solve them.
- > We don't just tackle the symptoms of a problem – by seeing the big picture and the links between apparently distinct issues, we get to the root causes.
- > We want our solutions to be fair – making life better for everyone, not just a few.
- > We bring people together – individuals, groups, organisations and governments – to help solve problems.
- > We value our independence.

We're clear that to do our job well means translating these values into our everyday work and the decisions we make. This means striving to be:

- > Agile – ready to change course when we need to.
- > Effective – an organisation that learns and gets better at its job.
- > Inspirational – showing the way.
- > Thought leaders – sharing our insights and moving debates on.

And crucially we need to be all about impact. Without this we're nothing.



Photo: © Pannas

Ready for the next 10 years

Whatever the part you play, every one of our programmes will touch you. We hope you'll put your energy into making them work together.

Policy and Campaigns

Our Policy and Campaigns programme is the home for our expertise and fresh thinking – providing the robust basis for our public work.

Climate and Energy Security

Tackling climate change means shifting rapidly to using a lot more clean, renewable energy. It means using energy more efficiently, wasting less and an end to electricity made mainly from fossil fuels. This programme will make sure we're learning from and sharing the best ideas, the new technologies, the practice that works – so that we can drive real change on the ground as fast as possible.

Land Use, Food and Water Security

Land is a limited resource. Over the next 40 years we have to make some big decisions about how we use it – so that there's enough energy, and renewable resources like food, water and timber not just for our generation but future ones too. How can our populous and relatively

small country thrive without doing irreparable damage to these resources? This programme will look for the answers.

Nature and Ecosystems Security

Natural systems – fertile soils, a stable climate, thriving oceans – have enabled civilisation to flourish, but they're under threat. We need to ensure a much greater appreciation of the value of the natural environment and our place in it. And that understanding has to shape our day-to-day decisions. This programme will work with the UK's conservation movement to pinpoint habitats and species we can restore – to show how an old, rich, highly-populated, industrialised country like ours can get back onside with nature.

Economics and Resource Use

What's the economy for? We believe it's to provide a decent life for current and future generations – and to do that it has to work within environmental limits rather than pretend they don't exist. This programme will describe how a new economy can work – painting a practical, realistic vision that people can see. It will provide the basis for our work over the next 10 years to shift the EU and UK away from growth based on unchecked plundering of resources.

Fair and Planned Transition

The scale of change needed in the next 40 years to avoid environmental collapse is unprecedented. Solutions will only work if they make life better for the vast majority of people – and if we plan how we're going to get there. This programme will help us understand how we can get to a better future in a planned way that is also as fair as possible. We'll build the case for an economy where people have greater power over decisions that affect their environment.

Engaging more people

Our focus for the next few years is on building strong foundations for the future of the organisation – that means more people campaigning with us, a thriving grassroots network, a powerful reputation and healthy finances to pay for it all.

Organisational Excellence

Friends of the Earth needs to be as effective as possible. We're ambitious – so we need to be stronger and better equipped, more efficiently run, with the best decision-making, learning and sharing of knowledge. This programme will ensure we're professional and pulling together behind a shared vision.

For more than 40 years we've seen that the wellbeing of people and planet go hand in hand – and it's been the inspiration for our campaigns. Together with thousands of people like you we've secured safer food and water, defended wildlife and natural habitats, championed the move to clean energy and acted to keep our climate stable. Be a Friend of the Earth – see things differently.



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