







# This is the Earth Action Manifesto

**For centuries, explorers feared the edge of the world, a boundary they dared not cross.** Science dispelled that myth, revealing a round planet without ends and unlocking new frontiers of knowledge, trade, and progress. Yet the idea of an edge was not entirely wrong. Our world does have boundaries. Not cliffs at sea, but planetary thresholds that define the safe operating space for humanity. Cross them, and the systems that sustain life begin to unravel. These boundaries mark the safe waters in which humanity can sail; beyond them the seas turn perilous.

**Today, the challenge is no longer to sail further into the unknown, but to chart a course that keeps us within these limits. Our voyage is not endless expansion, but wise navigation. This is our compass. This is our manifesto.**

## Manifesto articles overview

**We redefine impact and value  We are activators at the interface  We turn science into action  We raise the bar and refuse the status quo  We work with everyone it takes, where intention comes first  We embrace complexity, powered by optimism  We choose iteration over perfection**

# Article 1. We redefine impact and value

Impact means accelerating change towards a society that operates within planetary boundaries. It is measured by how decisions, investments, and behaviours shift to protect people and planet. It creates value that is decoupled from material and energy. Impact is our North Star. Value is the wind that keeps us moving.

# Article 2. We are activators at the interface

We are consultants and scientists driven by impact. We are activators, standing at the interface where currents meet and movement happens. Anchored in science, guided by pragmatism, and committed to systemic change. We connect worlds and turn ambition into action.

# Article 3. We turn science into action

We build on science and real-world tides set our pace. We make knowledge usable, sharing actionable and empowering insights with those who can act on them, at the moment they matter most. Evidence becomes action, stories become momentum, and change becomes possible.

# Article 4. We raise the bar and refuse the status quo

We set our sails high. We show bold, visionary paths grounded in reality and aligned with planetary boundaries. We know there will be headwinds, and that not every route will unfold at once, but ambition must keep sight of the horizon. We refuse complacency and reject business as usual. Only bold navigation can bridge the gap between where we are and where we must go.

## Article 5. We work with everyone it takes, where intention comes first

Systemic crises demand systemic fleets. We work with governments, businesses, NGOs, academics, investors, and citizens, anyone ready to change. We share knowledge and methods openly, even with rivals, because solutions scale only when they circulate. We step back when engagement is used to block progress or weaken collective efforts. Intention is the anchor that grounds collaboration in purpose.

## Article 6. We embrace complexity, powered by optimism

There are no silver bullets. We reject simplistic or convenient solutions. We navigate rough waters with honesty and pragmatism, because transformation requires nuance, resilience, and collective courage. We sail with stubborn optimism. Hope is not naïve. It is the engine of action.

## Article 7. We choose iteration over perfection

No voyage sails in a straight line. Winds shift, tides change, and progress comes from learning to tack, to adapt, adjust, and keep moving. Perfection can hinder momentum, while the 80/20 rule helps us steer with clarity and purpose. What matters is not a flawless course, but the courage to keep navigating. Each turn, each small correction, brings us closer to systemic change within planetary boundaries.

# We are Earth Action. We are activators, standing at the interface where currents converge and change takes shape.

We sail the uneasy waters systemic change requires, working with everyone it takes, for impact that lasts. Join the movement. The course ahead is ours to chart.

Our model is unique. EA Earth Action SA supports organizations on their sustainability journey, while EA for Impact gives back to society and scales up change.



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