



CERES Strategic Plan

2008 - 2011





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A. CERES' Mission

CERES is a place that exists to initiate and support environmental sustainability and social equity with an emphasis on cultural richness and community participation.

CERES creates positive, solution-oriented change towards this Mission.

B. Key approaches

"If civilisation is to survive, this century will have to be a time of dramatic transformation, not just in technological capacity but also in our approach to the natural world – and each other. The road we are travelling now can only end in disaster." Ian Lowe

"To change something, build a new model that makes the existing model obsolete." Buckminster Fuller

In 2008 CERES Community Environment Park is internationally recognised for having built an inspiring model of sustainability, equity, diversity, culture and community. Over the last 25 years, the CERES community has been demonstrating these principles with determination and passion, and yet is aware that the local and global situation is now more critical than ever.

Consumerism, economic growth and individualism have become the driving values of the industrialised world. While creating a promise of happiness and meaningfulness for humans, these values are resulting in an ever-widening wedge between those who have and those who don't, creating destruction and disaster for our natural environment and cultural diversity. CERES believes that these values, and their results, require urgent and creative reconsideration and action by individuals, communities, businesses and governments.

CERES is committed to redefining purpose and happiness in terms of the wellbeing of our relationships with one another and the environment, thus creating a new way of being for the future.

C. CERES' strategic commitments

CERES will pursue this 'right balance' by

- **Creating awareness** of environmental and social wellbeing as critical influencers of progress, particularly in business and political spheres.
- **Acknowledging the need for rapid change and remaining at the forefront**, capturing opportunities and supporting others in achievable change through the 'social proof' of CERES' community and by providing accessible information to its audiences.
- **Maintaining its diverse audience reach**, with a focus on inviting young people and people disadvantaged by the current system to join in.

CERES embraces the challenges that this brings, commits to its continued role in developing and creating solutions - and to instilling hope, optimism and change for a safer, healthier and more just future.



In the next four years CERES will:

1. Address the causes of climate change

CERES recognises that if we do not quickly address the causes of climate change, the future for all life will be filled with significantly greater hardship and trauma, including loss of biodiversity and ecosystem collapse, water shortages, degradation of agricultural land and environmental refugees. Current projections indicate that massive reductions in fossil fuel consumption are required in the very short term (10–15 years).

CERES will work to address the causes of climate change by delivering pragmatic programs and projects that significantly reduce fossil fuel consumption at the individual and household, community and global levels.

2. Promote social wellbeing & connectedness

Many of the world's people are directly affected by both local and global issues such as wars and conflict, mass dislocation, lack of food and water security, health epidemics, extreme weather occurrences, underemployment, materialism, isolation and loneliness, fear and depression. For many this results in suffering and a deep questioning of meaning. CERES will promote the discovery of social wellbeing and connectedness, sense of place and community, and work to re-enchant the world.

3. Build local and global equity

Global development that favors the very few while neglecting the needs of the vast majority leaves many people living in hardship while few live in luxury. This will inevitably result in major global conflict, resentment, insecurity, and mass migrations. A more enlightened, peace-promoting and empowering development pathway is needed to ensure comfortable and sustainable living standards for all the world's people.

CERES will work to build local and global equity, to empower people and for sustainable use and distribution of resources.

4. Embrace and facilitate rapid change

The coming period will be a time of significant change. While there is no doubt that life on Earth is currently under threat, there is also great potential to reorganise our culture, society and institutions for survival, sustainability and thrival!

CERES will embrace and facilitate rapid change through environmental, social and economic education and innovation. This change will be put in place with care, consideration and in ways that people can understand and apply in their lives.

CERES will empower people to participate in a world where peace is expected and violence is abhorred, where sustainability is incorporated into all aspects of our lives and where a person's worth is not synonymous with their material wealth.

Instead, CERES is a diverse community facilitating rapid change, mitigating the impacts of climate change, promoting food and water security, empowering and connecting people, achieving indigenous justice and maintaining global connections.

An action plan follows.

