

#LettersToTheEarth

A LETTER TO THE PEOPLE OF EARTH

Like lots of people, I watch documentaries and it deeply saddens and worries me to see how much damage we as humans have done to the planet and in such a short time. Particularly given that so many other species have managed to inhabit our planet for so long with no discernible consequence. And looking at our impact, I can't help but worry for our future generations, and I wonder with great concern what type of world my children's children will live in.

Yet I fear that many people haven't woken up to what the reality will look like for all of us, and those to come, if we don't act now.

This is not someone else's problem – everyone needs to sit up and take notice. For me, business has yet to take on and acknowledge the responsibility that it should, and the legal profession is no exception. Business leaders need to act now and show far more authority in addressing the crisis. Society needs to change its collective approach to tackling this very real emergency and while governments must play a part, business has a loud voice and can push for change in a positive way.

Conducting your business in a sustainable way is the right thing to do and it also makes commercial sense. The triple bottom line is real – we and other purposeful businesses have shown that you can care about people and planet and still make a profit. Doing business this way attracts the clients that you want to work with, it attracts the people you want working with you and what's more it keeps them by your side. It just makes sense.

David Attenborough and other key figures have done an amazing job to bring this debate to a much greater audience in recent years, showing us how we can do our bit. But the message must travel further and hit harder. The more that we make changes and talk about them, the more we can inspire others to do the same. And collectively we have power.

As I get older, and I start to wonder about my children's future, I feel we must be more radical in our efforts if we want to make a real difference; our legacy cannot be a broken planet. We must act now.

**FROM
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