

5.3 Preserve vitality

“ Preserve vitality in natural life by empowering the potential of arts and culture to guide actions that safeguard all living things against environmental threats.

Preserving the vitality of the natural world is crucial for our collective wellbeing and survival, providing the air we breathe, the water we drink, and the food we eat. Biodiversity supports ecosystems that regulate climate, purify water, and pollinate crops, while natural spaces offer solace, inspiration, and connection.

We seek to harness the power of arts and culture to enhance environmental stewardship, addressing climate change, freshwater degradation, and other issues. By supporting creative initiatives that highlight environmental themes, we aim to engage communities in meaningful dialogue about their relationship with nature.

Our approach includes expanding awareness of how arts and culture can harm the environment through unsustainable practices, resource consumption, pollution, habitat disruption, carbon footprints from tourism and transportation, and deforestation for supplies. As a digital organization, we are also mindful of the environmental impact of digital infrastructure on land, electricity, and water use. To mitigate these impacts, we will focus on creative ways to advocate for improving efficiency, adopting renewable energy, and implementing water-saving technologies. This will involve developing artistic and educational programs and campaigns that inspire sustainable living, empower individuals to take part in preserving our planet, and ensure that the vitality of natural life endures for generations to come.

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