

The Power of Persistence

Hazel Henderson, futurist, evolutionary economist

“**Don't give up** no matter what difficulties you face. If you consistently assert something and it is **right**, the times are **sure** to come around...”

“It was New York, the 1960s. My daughter would come home with black soot on her skin, and smoke from thousands of garbage incinerators made the air smell bad. I decided that I had to act. But I was only an ordinary housewife. What could I do? I began asking other mothers if they didn't think the air was bad.

“I was nervous at first. But **I talked to people one by one** and began writing letters during my daughter's afternoon naps. I found the city actually measured soot particles in the air each day. So I wrote to the TV networks, asking them to broadcast air-pollution data daily on weather forecasts.

“In a few weeks, I was stunned to receive a call from an ABC-TV News vice president. One month later the New York Air Pollution Index was on the air. As we persevered, our small group, Citizens for Clean Air, helped pass several pollution control laws.”



Hazel meets US President Lyndon B. Johnson at the signing of the Clean Air Act in 1967



Guarantee the right to potable water, clean air, food security, uncontaminated soil, shelter, and safe sanitation...

Earth Charter Principle 9a



SHINICHI HAKOZAKI



ENDANGERED ANIMALS
SEA OTTER
The Sea Otter's use of rocks to open shells makes it one of the few mammal species to use tools. It feeds on sea urchin populations which would otherwise damage kelp forest ecosystems.
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