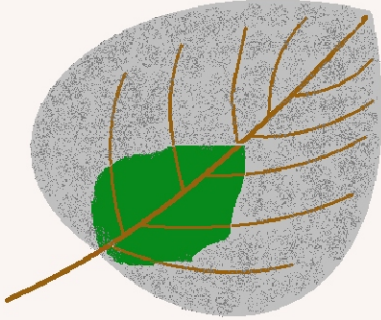


earth is turning harsh



What do we lack
to help ourselves?

Ideas or the WILL

Why, over 98% of us do not seem
to be aware that the life support

.. do nurture
at least one plant ..
at least in a pot ..

everyone's most urgent
responsibility

reflections from the
ISR (individual Social Responsibility) research
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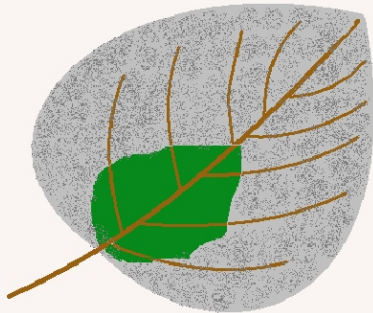
system of the earth can only begin to fail - sooner now? Why don't we believe; our reckless acts on the earth can only turn it horribly harsh on our kids? Why aren't we scared? Why don't we feel guilty? Have we spared trees enough to live a while - to think out and execute a repair work? Can the millions and millions of trees that we have killed be recreated before we would gasp for the essence of life? Can anything else take-in the poison billions of us emit and

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cause? Will we survive the imminent crisis? Do we have any option but to give the earth its trees back - - and fast? Can't the effort be priced for the chance we get - - to live? Can't the idea yield large socio-economic benefits as well?



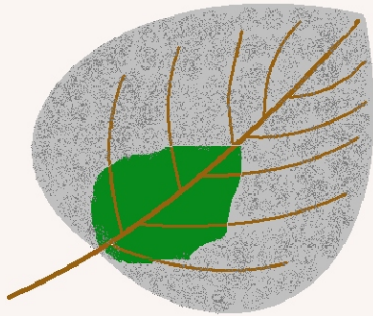
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