

Protecting the Planet Beats Economic Growth

Embargoed until 00.01 20 Nov 2011

Many more British people (45%) believe that a healthy planet is a more important legacy to hand down to future generations than a thriving economy (only 9%).

This statistic, released by [FDS](http://www.fdsd.org) (Foundation for Democracy and Sustainable Development www.fdsd.org) and the newly established Intergenerational Foundation (if.org.uk), indicates that British people might be willing to make big sacrifices in order to hand on a healthy planet to future generations.

Furthermore two thirds (67%) of the 1,000 respondents in the IPSOS-MORI survey stated that the UK Government considers future generations too little in decisions it makes today.

These surprising findings highlight just how out of step British policy makers are with the national mood.

“This research provides a mandate for action,” comments Angus Hanton, Co-founder of the Intergenerational Foundation. “From an economic perspective we have been borrowing from the future to sustain the unsustainable. We need to assess all policies in terms of their impact on future generations and move from short-term gain to long-term investment.”

Halina Ward, Director of the FDS says, “At the moment, the Government behaves as if managing the economy is the only thing the public wants it to do. Our research shows this is misguided.”

“This research reveals that, when issues are framed in terms of future generations, people take a more responsible, global and longer-term perspective. It demonstrates that people are more than willing to step back from their day-to-day concerns to take the longer view,” adds Ewan Jones, member of the Alliance for Future Generations [see notes].

- ends -

2/...

Notes to Editors:

Halina Ward and Angus Hanton will be available for interview in-studio or down-the-line

For further information please contact:

liz@if.org.uk mob: 07971 228823

joe.short@fdsd.org mob: 07967 481693

The **Intergenerational Foundation** is a non-party-political charity which exists to promote the rights of younger and future generations in policy making. (<http://www.if.org.uk>).

The **Foundation for Democracy and Sustainable Development** (<http://www.fdsd.org>) is a UK-based charity which works to find ways of equipping democracy to deliver sustainable development.

The **Alliance for Future Generations** (AFG) brings together organisations and individuals who have agreed to work to “bring **long-termism** and the **needs of future generations** into the heart of UK democracy and policy processes, in order to safeguard the earth and secure intergenerational justice”. The Foundation for Democracy and Sustainable Development and the Intergenerational Foundation are both members and commissioned the Ipsos-MORI research as a contribution to the work of the Alliance. You can read more about the Alliance at <http://bit.ly/uDvWXb>