

# A Climate for Change

**Its all about the narrative**

"Leaders achieve their effectiveness chiefly through the stories they relate. By far the rarest individual is the visionary leader. Not content to relate a current story or to reactivate a story drawn from a remote or recent past, the individual actually creates a new story, one not known to most individuals before achieves a measure of success in conveying that story effectively." – Howard Gardner

Be clear of what  
you have to say  
and say it clearly

Who Gives a  
Damn?

# The Web of Life

# People Power

- People are interested in people
- If we convince people, the politician will follow
- Indo-Pak example and US

• **WANTED:**  
**An Indo-EU**  
**Eco-Web**

Highlight the  
Successes

Focus on Interest  
Groups and  
Stake Holders

It's the Planet,  
Stupid!

**Yes We Can!**