

The Commitment

Our Call to Action

We believe that rapidly rising public concern about climate change and the degradation of nature has not been matched by political action. Our intention is to encourage UK politicians to take bold and courageous action inspiring action to take place across the world.

Our Vision

Thriving nature and a stable climate

Our Mission

To add a voice encouraging UK politicians to take more urgent action on nature and the climate

Our Values

- **Positive:** courageous, resolute, within the law, optimistic
- **Inclusive:** reaching across all of UK society
- **Independent:** refraining from political affiliations
- **Collaborative:** working in partnership with others
- **Uncompetitive:** sharing widely and taking little credit
- **Outward-looking:** the UK taking a lead in the world

Our Mood and Tone

- We will be gentle, heartfelt and courteous rather than shrill or angry
- We will remain determined and upbeat, focussing on a realistic, positive vision of the future
- We will be ambition yet humble. We don't know all the answers, but we are willing to try something bold, courageous and imaginative

Speeding up political action for nature and the climate

Our Concept

The Commitment is a project within Caplor Horizons, a registered charity in the UK.

This project will involve individuals making a commitment to put nature and the climate at the heart of their decision to vote.

In the short term, individual citizens will show this commitment through powerful personal statements to politicians, strongly encouraging them to improve the outlook for nature and our climate system. They will also be encouraged to take local action at the constituency level and break the widespread silence on the ecological crisis.

In the long term, individuals will show their commitment by voting in general and local elections for the candidates who have both a realistic chance of winning and who have the most bold and courageous policies in relation to nature and the climate.

By capturing these commitments online and through events and initiatives across the UK at constituency level we will convince UK parliamentarians of the need for transformative change in legislation and political action.

Development and future plans

- We have developed The Commitment through wide-ranging desk research and discussions with over 200 people covering a broad spectrum of knowledge and experience
- We have conducted a rigorous quantitative survey into citizens' appetite for change. The results are encouraging, particularly in showing the breadth of support across diverse social groups
- We plan to conduct further qualitative research. All our research will be published
- Our next steps are: to conduct constituency trials to determine the best way of gathering Commitments; to develop the brand; and to carry out digital media testing
- Full launch is planned for early 2020 with the expectation that it will continue at least until 2030