

THE INSURRECTION OF THE ESTABLISHMENT

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The need to include a new Sustainable Development Goal (SDG), that of “**attitudinal change**”, has been mentioned for some time. Change of attitude regarding coexistence, values, the development model, and, ultimately, about any human action that ends up having an impact on the Environment. It seems that the 18th ODS has arrived in a somewhat unexpected way thanks to a [Grand Alliance European Union](#) configured by a multiplicity of agents from different social, economic, environmental and political sectors and institutions that advocate for an economic reconstruction of our society with massive investments in ecology, resilience and protection of the Planet. p>

Until now this type of alliances or multi-stakeholder efforts made in pursuit of an ecological transition had always been perceived as instruments of "awareness" or "accompaniment" that, in situations of greater depth, ended up being relegated to the background. contemplating the panorama of the current crisis derived from Covid19 and the socioeconomic scenario that will result from it, it seemed predictable and, almost assumed with resignation, that the efforts would be "only" oriented towards the recovery of the productive fabric, “whatever it will cost” in terms of sustainability.

However, this unprecedented partnership in its configuration, it seems that you have moved the board. Promoted by the President of the Environment Committee of the European Parliament, Pascal Canfin, has managed to bring together 180 political leaders, managers of multinationals, unions, NGOs and experts around certain subversive commitments.

In itself, the multiplicity of signing agents supposes a turning point. That in the same appeal they share signature managers of multinationals such as L'Oreal, Volvo, Danone or Ikea and members of Environmental NGOs such as WWF, Birdlife or the *Climate Action Network* (known by its acronym CAN) is a big step towards homologation by the social, political and economic elites in the fight against climate change and the transition to another production model and another model of society.

The appeal points to the need for stability economic and social, but inextricably associates it with the necessary sustainability environmental. Alleviating the health and economic crisis is the priority, but **the signatories encourage concentrating on those investments that drive a new more resilient, protective, sovereign and inclusive economic model.**

There are also concessions from the signatories more meanings in social and environmental struggles. The appeal does not include start from scratch and generate a new economic model, but advocates putting into value the work done so far, make use of all the available methodological tools and technologies developed in the years to achieve a transformation in terms of sustainability.

It is significant the same **moment in which it has been made the appeal**. Some time ago it would have been unthinkable that, given unprecedented economic crisis, agents of this notoriety focused their efforts to stress the need to move towards a development model more sustainable. This reflects a change of consciousness and, even if you rush me, clear acknowledgment of responsibility.

Undoubtedly, time will tell us if it remains in one more call, which adds to a long list, or if the necessary efforts will really be made to articulate the ambition that the letter gives off and the new SDG that advocates promoting the “ Change of Attitude” assumes a nature letter.

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There are no comments yet.