

# WHOLE EARTH?

*Aligning human systems and natural systems*



Car dump, Montana, USA © David Woodfall/Hard Rain Picture Library

## Hard Rain Project and the National Union of Students announce the launch of a 2015 exhibition to help the planet's students plot their own sustainable futures.

Hard Rain Project (HRP) in collaboration with the National Union of Students (NUS) will launch the new exhibition, **WHOLE EARTH?**, simultaneously at universities in North and South America, Africa, Asia, Australasia and Europe in 2015. We aim to reach a million students at 100 universities in that year. **WHOLE EARTH?** comprises a new outdoor exhibition and programme of events that will include public exhibitions at botanic gardens, museums and in slum communities in the majority world.

**Sustainable Development Goals:** **WHOLE EARTH?** responds to the United Nations Sustainable Development Goals initiative (SDG). SDGs will shape government policies and UN programmes up to 2030; those policies will determine the future for hundreds, perhaps thousands of years. Being written by national governments whose primary focus is managing the shorter-term interests of a predominantly older electorate, SDGs are unlikely to endorse long-term measures that would underpin security for young people alive today and future generations.

**WHOLE EARTH?** brings the college-age generation more firmly into the sustainability debate, helping them understand the treats as well as the solutions and opportunities that these challenges open up. The exhibition supports a programme of talks and events designed to give students a voice. Rather than signatures, we aim for a million selfies, collaged together as a mosaic artwork: a reminder to political leaders that they are responsible for future generations as well as today's voters.

Hard Rain Project (HRP) is responsible for the highly acclaimed traveling outdoor exhibition *Hard Rain* and its associated DVD, book and events.

In *Hard Rain*, the lyrics of Bob Dylan's song *A Hard Rain's A-Gonna Fall* is illustrated with photographs that bring alive the challenges of the 21st century. Since the exhibition's launch in 2006, some 15 million people have viewed it in principal cities on every continent, at universities, and at the United Nations headquarters in New York. One of the most successful photographic exhibitions ever created, it has attracted huge public and critical acclaim along with the support and endorsement of political and environmental leaders around the world.



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As many studies in many disciplines by universities and others show we have arrived at a narrow window of opportunity to avert disasters that appear increasingly imminent. Students and academics have done more than identify and assess global problems. They and other experts, often funded by business, are researching solutions in the areas of climate, energy, fresh water, oceans and agriculture, as well as areas such as poverty, human rights, economic rule-making and politics. New problem-solving approaches are being developed at universities around the world.

The exhibition is an invitation to universities on every continent to contribute solutions they are devising, solutions that align human systems and natural systems. We and our partners will present these on our websites and present the most effective solutions to political and business leaders and the United Nations and propose they exhibit the response at the UN headquarter building where they displayed Hard Rain in 2010.

WHOLE EARTH? is an opportunity for students, as future leaders, to set out the future they want and engage a wider public in the debate.

The original Hard Rain exhibition, a vivid reminder of the price of inaction, introduces the new display. The combination of rigorous science and art gives WHOLE EARTH? wide appeal.

**National Union of Students:** Jamie Agombar, NUS Ethical & Environment Manager, “We are really excited to be partnering WHOLE EARTH? and hope that we can get the universities and colleges we work with in the UK and abroad to engage in the project. We are especially keen to use it as a way of creating dialogue between students in different countries, exposing them to the commonalities of the global challenges we face, and which they will inherit, and to create a network of interested students that we can draw on to inform and influence the United Nations Sustainable Development Goals initiative.”

WHOLE EARTH? is written by Lloyd Timberlake, an acknowledged expert in the field of sustainable development. The Stockholm Resilience Centre provides scientific support to the project with the latest insights on planetary boundaries and global sustainability.

WHOLE EARTH? will be the first exhibition to open simultaneously to a connected, international audience. This innovative approach will ensure media coverage at each university and public venue and an opportunity to bring students, academics and the public together with political and business leaders.

**Media Partner:** The University of Salford is our media partner. UoS students will link visitors at all the venues from their state-of-the-art facilities, part of BBC Media City in Salford. Students, academics, the public and people at the sharp end of the environmental debate will be able to explore global issues with a global audience. Dissemination will include online, new media and social networks, bringing in student creativity and talent at all partner universities. UoS will ensure the widest circulation and engagement by schools, universities and the public.

WHOLE EARTH? was trialed in Sweden ahead of the 2012 Rio + 20 Earth Summit.

Jan Eliasson, Deputy Secretary-General, United Nations commented on the exhibition: “WHOLE EARTH? deals with the urgent need to make peace with nature. Mark Edwards and Lloyd Timberlake have done a wonderful job showing how human beings can be natural partners with nature. Hard Rain showed in a very realistic way the problems but here we have the solutions, the hope and the possibility for change.” Follow the [link](#) to see the short film.

The new exhibition goes beyond the Swedish pilot; it offers evidence to help students, as future leaders, to negotiate sustainable development goals that respond to real planetary needs. And it links a worldwide audience to bolster the resolve of political leaders to act in favour of the future.



University students studying Sustainable Development give guided tours around the exhibition, Lund, Sweden

## Costs and commitments

Hard Rain Project is a charity registered in England (Charity Number 1153955), the exhibition hire fees will be billed by the charity's wholly owned subsidiary Hard Rain Project Trading Ltd which pledges any profits it makes back to the charity. The hire fee of £2,500 per venue covers all printing costs and shipping costs to the exhibition venue.

Each venue is responsible for displaying the two-part exhibition. The banners each measure 60 metres by 1 metre.

We will send a diagram for a scaffolding frame which can be erected by a local scaffold company. Alternative ways to present the exhibition can be seen on *Exhibitor guidelines* on our website; [www.hardrainproject.com](http://www.hardrainproject.com). Venues are also responsible for insurance in case the banners are damaged – the reprint cost for insurance purposes is £5000.00.

Contact your courier company to get a quote for the return shipping cost to London; the exhibition banners will be packed in two boxes, each weighing 40kg and measuring 120 x 30 x 30 cm.

WHOLE EARTH? is an opportunity to invite the public, political and business figures to meet students and academics to an opening event which you may also wish to budget for.



Royal Botanic Gardens, Kew 2011

## Comments about Hard Rain/WHOLE EARTH?

WHOLE EARTH? deals with the urgent need to make peace with nature. Mark Edwards and Lloyd Timberlake have done a wonderful job showing how human beings can be natural partners with nature. Hard Rain showed in a very realistic way the problems but here we have the solutions, the hope and the possibility for change.

**Jan Eliasson**, Deputy Secretary- General, United Nations

So the lesson from Hard Rain is not only of the damage we are causing, but of the shared responsibility we all have to respond – and to do those things which, step by step, can make a real difference.

**Rt Hon David Cameron MP**, Prime Minister of the United Kingdom

If Hard Rain is a photographic elegy it is also an impassioned cry for change. Forceful, dramatic and disturbing, it is driven by what Martin Luther King called “the fierce urgency of now” – and I believe the call for a truly global response to climate change is an idea whose time has finally come.

**Rt Hon Gordon Brown MP**, former Prime Minister of the United Kingdom

Why don't people in power understand that their money and business are worthless if the planet dies?

**Mathieu Pendergast**, UK

Hard Rain inspires me to try and stand again. To know that others share this bleakest outlook brings a ray of hope. At first I thought that Dylan's lines should not be illustrated. I was wrong.

**Christy Moore**, singer, songwriter

Hard Rain is a piece of sustained beauty. I treasure it.

**Arundhati Roy**, author and environmental and human rights campaigner

So why is Hard Rain so stunning and so moving, and why does it feel so right? Part of the answer, of course, lies in the quality of the visual images. But the thematic bundling of these images with Dylan's song could still seem gauche or exploitative were it not for two factors. The most important of these is the sheer brilliance of the dialogue Edwards has created between the words and the images, the way they synthesise into some third form that combines the stillness of a picture with the urgency of a ballad. Edwards' conjunctions are so carefully and thoughtfully constructed that they enforce on the viewer a kind of tact that wards off mere voyeurism.

**Fintan O'Toole**, *Times*

We need to give a damn, and here we can see, if we take a few minutes, why we should. This is the power of art.

**Colin Tudge**, science writer and broadcaster

This disturbing, powerfully moving work is a masterpiece that summons up the ghosts of our past and a vision of the future that is ours to change. Regret and optimism make strange bedfellows, but great artists have always known this.

**Tim Smit**, Chief Executive and co-founder, The Eden Project

In this extraordinarily powerful work – moving, delicate, cryptic, violent by turns – Edwards and Dylan remind us of how much is at stake.

**Gerry McCarthy**, *Sunday Times*

Everyone should see the 'Hard Rain' presentation. It's powerful and beautiful. The simple honesty of the interaction between image and lyric really spoke to me. It had a profound effect on everyone in the audience.

**Jo Pye**, Glasgow School of Art

The first picture I saw left me speechless. I have never been so moved in my life as I was in the 20 minutes I spent looking at Hard Rain exhibition.

**Annie Ngo**, NHCC

As a result [of seeing Hard Rain] we have written to our head teacher asking if we can meet her and discuss some changes we can make in our own school to make a cleaner environment. I only hope I can make the difference it calls for as well as one day creating something as moving as this myself.

**Alice Ewing**, Farlingaye High School, Suffolk. UK



UN Headquarters, New York, 2010

I showed Hard Rain to my class. The intense look in everyone's eyes was amazing. Five kids I didn't even know came up later that day to thank me because it made such an impact on them.

**Nikki Price**, Manhattan Beach, California

Hard Rain was truly a life changing event for so many of us at NHCC.

**Jean Kim Maierhofer**, North Hennepin Community College (NHCC)

I couldn't help but stop to look, Then I realised I had to look!

**Loughborough comments board**

Hard Rain caught me unawares, the same unawareness no doubt responsible for all this in the first place. It brought me back to my senses and deeply unsettled me... action is already taking place.

**Paul Roche**, visitor



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Hard Rain Project is a charity registered in England (Registered Charity no.1153955). The underlying goal of all our work is to promote solutions that address the broad challenges of climate change, poverty eradication, environmental protection and sustainable consumption and production. We work with world-renowned artists and scientists to bring our message to a wide public through exhibitions, books, films, talks and events. [www.hardrainproject.com](http://www.hardrainproject.com)

## Patrons:

Joan Walley MP

Sir Tim Smit, Chief Executive and co-founder of the Eden Project

## Contributors:

**Bob Dylan** is the most influential singer-songwriter of his generation. He has won numerous awards and Grammys. In 2008, he was awarded a Pulitzer Prize Special Citation for his "profound impact on popular music and American culture, marked by lyrical compositions of extraordinary poetic power." In 2013 the French government presented him with the country's highest award, the Legion of Honour.

We are deeply grateful for permission to reproduce the lyrics of *A Hard Rain's A-Gonna Fall* which has made this project possible.

## Whole Earth? partners:



The National Union of Students is a confederation of 600 students' unions collectively representing 7 million students in the UK. We are student led and have 240 staff, of which 24 now work full time on sustainability. We are delivering our student-driven sustainability projects into 85 universities and colleges and 60 community organisations including hospitals, local authorities and other public services. [www.nus.org.uk/greener](http://www.nus.org.uk/greener).



The Australasian Campuses Towards Sustainability aims to inspire, promote and support change towards best practice sustainability within the operations, curriculum and research of the tertiary education sector.



The Environmental Association for Universities and Colleges is a not-for-profit charity with a membership of over 220 universities and colleges, supporting sustainability within the UK tertiary education sector.



Swedish International Development Cooperation Agency



Student Hubs works with 25,000 students across a growing network of universities. Their mission is to transform student engagement with social and environmental challenges, supporting a new generation of active citizens to achieve positive change now and in the future.

## Scientific advisor

**Stockholm Resilience Centre**  
Research for Biosphere Stewardship and Innovation



Johan Rockström is an internationally recognised scientist on global sustainability issues. He led the recent development of the new Planetary Boundaries framework for human development in the current era of rapid global change. He is Director of the Stockholm Resilience Centre.

**Lloyd Timberlake** is an expert on sustainable development. As a writer and journalist, he has reported from more than 65 countries, mainly on environment and development issues. His articles have appeared in most of the world's newspapers. He has served the director of communications for the World Business Council for Sustainable Development, a Geneva-based coalition of about 200 of the world's most powerful companies. More recently he advised President Obama's National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling.

He has written prize-winning books in his own name (*Africa in Crisis*, *Only One Earth*, *When the Bough Breaks*) and books for organizations such as the World Commission on Environment and Development and the UN Environment Programme.

He has appeared as juggler onstage with the Rolling Stones and in the House of Commons. He now lives in Washington DC and kayaks in the Chesapeake Bay.

**Mark Edwards** was the first photographer of his generation to specialise in photographing environment and development issues. The defining moment that set him on this track was getting lost in Sahara desert. A Tuareg nomad rescued him and took him back to his people. He rubs two sticks together and lights a fire; they have a cup of tea, and he turns on an old cassette player. Bob Dylan sings *A Hard Rain's A-Gonna Fall*. Edwards has the idea to illustrate every line of Dylan's extraordinary lyric.

Assignments for magazines, NGOs and United Nations agencies (supplemented with stow-away trips on jumbo jets) have taken him to over 100 countries. One of the most widely published photographers in the world; his pictures are in museums and private collections and have been exhibited in galleries in Europe and the US.

He has presented the Hard Rain keynote at the United Nations headquarters in New York, to parliamentarians in Europe, the National Assembly of Cuba, IPCC scientists, business leaders and at universities around the world.

Sustainable development is defined as paths of progress that meet the needs of the present without compromising the ability of future generations to meet their needs. But present development paths fail to meet the needs of the majorities of present generations, while at the same time robbing future generations of assets they will need to survive. In the past 50 years, humans have consumed more resources than in all previous history.

It's a difficult subject: if you give people too much "hard rain" you produce listless despair; if you give them too much talk of solutions, you create listless optimism. So while talking about the problems, we remind people that solutions abound – solutions that must be scaled up if we are to avoid the tipping points that could irreversibly damage civilization. And while talking about solutions, we remind people that if we do not act quickly we risk losing the opportunity to secure humanity's future.

Lloyd Timberlake



"And I'll tell it and think it  
and speak it and breathe it"

"A Hard Rain's A-Gonna Fall"  
© Bob Dylan, Special Rider Music/  
Sony/ATV Music Publishing 1963, 1991

Protest against pollution, Russia.  
Zhdanov/ UNEP/Still Pictures

