

ENVIRONMENTAL PROBLEMS

Hi! I'm really happy to know you are still interested in what I have to tell you, and even more so... with such an important topic. It's a fact: I have been concerned about climate change for years and now is not the time to stop being concerned. Are you as worried as I am?

The rise in global temperature is as real as the forest fires, the pollution of the seas and the extinction of animal species and... do you know what? It's all related...

The podcast for everyone who wants to change the world. Now is the time to think about the future of the planet. What do you need to know about... the 10 environmental problems of today?

(introduction)

Although climate change is the issue of the moment, it is not the only major environmental problem we'll face this decade. Let's avoid an unsustainable future by looking at the challenges ahead

(a degree of concern and seriousness in the message)

The UN's 2030 Agenda for Sustainable Development reflects the environmental concerns that will mark this century's third decade. What's the **goal**? To achieve a more just, prosperous and environmentally friendly world. What's the **main** problem? We are behind schedule, and it may not be possible to save the planet in time. Will the future be like a scene straight out of a science fiction film?

(something sci-fi, futuristic) Accompany each film or content with a related sound effect.

In Waterworld, dry land had almost completely disappeared, and there was a shortage of drinking water, vegetation, and crops.

In The Day After Tomorrow, the world faces the consequences of climate change, culminating in global glaciation.

In I am Legend, Will Smith is one of the few survivors of a pandemic that devastated the entire planet.

Wall-E, though intended for children, tells the story of the effects of poor waste management on Earth.

Different problems with different solutions, but a common motivation: saving the planet and, in doing so, ourselves

(explanatory) Each part accompanied by a call to action to the user, taken from other articles on the Iberdrola website and from the article itself.

Climate change —accelerated by global warming and caused by rising CO2 emissions— is threatening the survival of people, animals, and plants. Currently, with a radical change, we would only be able to keep the temperature increase below two degrees Celsius.

(in a different tone, with a wake-up call effect) What can you do?

Listen to our podcast on the greenhouse effect to learn about realistic actions, especially the use of more sustainable resources and products, as well as correctly segregating waste for recycling.

(explanatory)

Air pollution affects 90% of humanity, according to the WHO. By reducing the rate of respiratory diseases, we will avoid seven million deaths a year. Contaminated water is another problem, with five million deaths per year.

(in a different tone, with a wake-up call effect) What can you do?

The UN advocates eliminating landfills, treating more wastewater, and minimising chemical products. It is up to you to consume water responsibly and, for example, use means of transport that emit **fewer** polluting gases into the atmosphere.

(explanatory)

The oceans, currently a dumping ground for the world's plastic waste, must be protected. But this is not the only problem: oil spills, sewage, toxic discharges... as well as overfishing and acidification of the seas due to the increase in temperature; these are all altering the marine ecosystem.

(in a different tone, with a wake-up call effect) What can you do?

In addition to consuming water responsibly, keep beaches, rivers, lakes and other waterbodies clean. Become an eco-friendly tourist.

(explanatory)

A transition is needed to a cleaner, more accessible and efficient energy model, based on renewable sources. This will prevent 13% of the world's population from lacking electricity and stop us from depending on fossil fuels for many aspects of our lives

(in a different tone, with a wake-up call effect) What can you do?

Simple actions such as switching off lights when they are not needed, unplugging devices when they are not in use and opting for transport powered by renewable energies can save the planet a lot of energy.

(explanatory)

The overexploitation of natural resources, together with intensive food production, threaten food security and drinking water supplies, as well as energy production and the associated polluting emissions.

(in a different tone, with a wake-up call effect) What can you do?

Reduce your meat consumption by opting for a more plant-based diet with organic products, this will also contribute to local trade.

(explanatory)

Biodiversity is under threat. Around 8% of animal species have disappeared and 22% are endangered due to habitat destruction, poaching and the introduction of invasive species. Deforestation is also hindering the protection and preservation of these ecosystems.

(in a different tone, with a wake-up call effect) What can you do? When you go sightseeing or explore nature, take care of the environment by taking your waste home thus avoiding endangering the local flora and fauna.

(explanatory)

Our cities keep growing. Tomorrow's metropolises should be compact, safe and have more green spaces. Urban planning and transport will be sustainable, giving priority to pedestrian areas.

(in a different tone, with a wake-up call effect) What can you do? Listen to the words of Anita Sengupta, an aerospace engineer, scientist and collaborator with NASA and Virgin Hyperloop.

Large city overcrowding poses a challenge for sustainable mobility, but innovations such as big data and trends such as car-sharing and others, will make it possible to implement high-performance mobility systems. From an end-user perspective, the future of transportation is shared, multimodal, and carbon-emission free. It is a question of moving from individual vehicles to an on-demand networked system, powered by artificial intelligence.

(explanatory)

Scarcity of water, a resource overexploited in arid countries for agriculture, affects 4 out of 10 people.

(in a different tone) Have you listened to our podcast on water on the Moon yet?

(in a different tone, with a wake-up call effect) What can you do? Responsible consumption of this liquid, through simple actions such as turning off taps or avoiding baths in favour of short showers.

(explanatory)

As the Earth's temperature rises, devastating weather events, such as droughts or hurricanes, will also worsen. It is the task of every country not only to avoid these extra degrees, but also to improve their response to climate emergencies.

(in a different tone, with a wake-up call effect) What can you do? Follow the guidelines we have discussed to avoid climate change and excessive energy consumption.

(explanatory)

Last but not least is the battle between waste generation and the circular economy. The UN predicts we will exceed 8.5 billion people by 2030... and there is no room for all the rubbish they will produce. No, sending it into space is not a sustainable solution either.

(in a different tone, with a wake-up call effect) What can you do? Practise the well-known 3Rs: reduce, recycle and reuse. This will give a second life to some items... and also to the planet.

The fate of the planet is in the hands of everyone: governments, businesses and individuals. Small and large actions in pursuit of a common goal: saving the Earth. And we don't have much time left.

Thank you for caring about the future. Now it's time for action. Discover more inspiring initiatives for the planet in the following podcast, on your favourite listening platform, or in the innovation and sustainability sections at [Iberdrola.com](https://www.iberdrola.com)