

**WITHOUT THEM YOU ARE LOST****J. Gyllenspetz<sup>1,2</sup>**<sup>1</sup>*Energy and Environmental Management, Harrogate, UK*<sup>2</sup>*National Society For Clean Air, Brighton, UK*

There are countless pieces of legislation etc. aimed at improving the environment. There is often, however, one major flaw in their approach. They seek either to simply attack industry or to change the habits and attitudes of people without understanding why those attitudes exist. Too little thought is put into the way the ordinary person thinks and how they perceive their contribution to the positives and negatives of the state of the environment. Without the co-operation of the general populous changes in our environmental outlook will rapidly become those of diminishing returns. What is needed, alongside the legislation to control industry, is a move to COMMUNICATE with people at a level they can comprehend and understand how they personally can make a significant difference. We must engage the public in a debate at their level that will seek to rethink what we really NEED as a society. This paper puts some ideas forward on how we can get people to understand what they can do, put facts and figures before them that they CAN relate to and show how we all can make that much needed difference. If we carry on as we are we will at best globally simply tread water on environmental matters. To make the sea change required we must change OUR attitudes to communicating with the people who really can make a difference. It is society that demands industry and unless we convince the customers that a change is needed we are indeed lost.