

# THRIVABLE INSIGHTS FROM THE THRIVABILITY MATTERS WEBINAR

Hi, passionate thrivability enthusiast. We live in unprecedented times. The numbers prove that climate change is here to stay. Social injustices corrupt the very fabric of our society, and misinformation and false narratives clog our devices through mainstream and social media. It's important to have reliable information from people who stand to gain nothing from sharing it with you. A person's agenda defines their motivation. THRIVE's agenda is to assist others to build a thrivable future, while our passionate volunteers walk the talk to deliver an authenticity that is difficult to find elsewhere.

Every month, THRIVE delivers a knowledge-filled [webinar](#), straight to your screens, providing statistics, facts, tips, tricks, and hints on how we can solve the problems our world faces everyday. from new innovations and discoveries, to the actions that people and communities take every day to make our world just a little more thrivable.

Each month, a particular solution is unpacked, disseminated, and investigated, to see how it applies to us and how we can play as a global team, on the playing field of Earth, to reach these goals. It isn't enough for us to sit passively by and let governments and businesses make our decisions for us. After all, their motivation is driven by their agenda. What does that mean for us?

Our aim is to arm you with the knowledge to change from being simply sustainable to terrifically thrivable. Therefore, I'd like to introduce you to Dr. Geoffrey Ebbs. He was an esteemed guest for the February 2025 Thrivability Matters Webinar, who spoke to us as part of the *Strategies: Production and Consumption* theme. Geoffrey's focus was on the numerous issues affecting our planet, and the need for grassroots connections to mitigate these issues. The thrivable insights that follow are his precious pearls of wisdom that he generously

shared with us during the Q&A session that follows every webinar.

## Q & A

### INTRODUCING DR. GEOFFREY EBBS



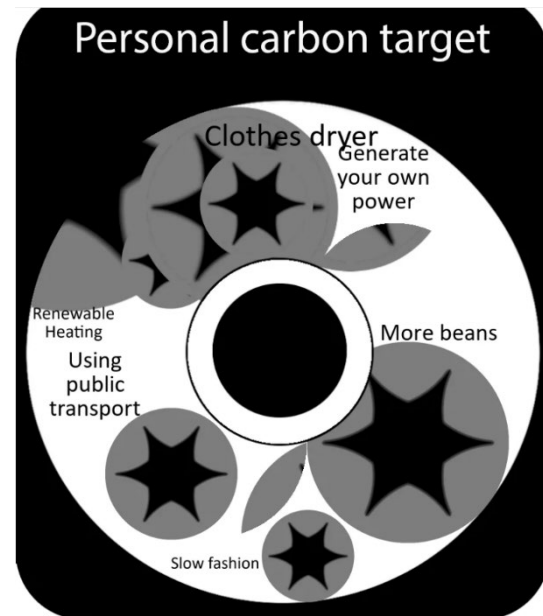
Dr. Geoffrey Ebbs currently researches urban food systems and the impact of beliefs on strategic decision-making. His formal media background includes roles as the editor of *PC Week*, and *PC User*, as well as authoring *The Australian Internet Book*, *Living on the Web for Dummies* and *Your Life, Your Planet*. He has also been the producer of several programs, including *The Big Byte*, *WebMaster*, *The Generator*, *EcoRadio*, and *The Cage*.

Geoff's focus in technology spans data-architecture, indexing, search, database-publication, and navigation. His current research explores large language model (LLM) interactions with semi-structured data and academic inquiry.

He ran as a federal candidate for The Greens in the 2007, 2010, 2012 federal elections, as well as the 2014 by-election for the seat of Griffith. He is currently a director of Food Connect Foundation and the founder of the Logan Palms Community Garden.

***You touched upon many issues and some were related to awareness among people about climate change. What are some simple solutions in making people more aware of their impacts on others?***

There are several ways to make people more aware of their impacts; for instance, you could:



- Use visual aids like the large balloons Craig Reucassel uses in Fight for Planet A [Fight For Planet A: Our Climate Challenge : ABC iView](#), or the target that I use in [Your Life Your Planet](#) ( see the image above) to show people their actual impacts.
- Be aware of significant impacts so that you are not focusing on irrelevant stuff. Compare the size of the hole in the target made by renewable heating or more beans, compared to that of public transport or slow

fashion, for example. Overlapping holes make overlapping contributions - if you generate your own power, turning off your clothes dryer has no impact.

- Make sure you are not criticising the person. We all love convenience and comfort and do not like to be told that we are wrong. “We can do better by ... “ is much more helpful and friendly than “You should ... “

***I understand that achieving absolute decoupling of economic growth from environmental degradation can be difficult. How can different stakeholders push this ahead faster? Can you give examples?***

Customers, shareholders, and influencers can hold companies to account for greenwashing. When companies announce programs that make a small difference and expect to be praised for their green credentials, get an expert opinion on the impacts over the lifecycle of the product and make sure everyone in your sphere of influence hears the real story.

Additionally, superannuation companies are large investors. Make sure your superannuation is not just working for your future retirement but for the future of your children and grandchildren.

You can also support politicians who are taking action on climate issues and not just making noises to sound good in the media. Don't just give them your vote, volunteer, donate, tell your friends what you are doing too.

Lastly, if you run a company, get solid advice on long term strategies that secure the future of the company financially and support serious action on climate change. Identify the biggest sources of pollution and other aspects of your environmental footprint and make long term strategies to reduce them.

***Can renewable energy and energy efficiency drive economic growth while reducing environmental harm? If so, how?***

Yes, they both can. The key is to keep an eye on absolute impacts.

Renewable energy replaces energy created by burning fossil fuels and so reduces emissions while “keeping the lights on”.

However, if it just encourages us to use more energy, that means we are buying more stuff, using more resources and probably generating more waste, creating a bigger impact than there otherwise would be.

Energy efficiency is more effective, because it actually means a reduction in energy use.



***What role can local communities, civil societies and organisations play in finding solutions to thriving?***

We can encourage and support each other.

For example, food exchanges allow us to share food that we have grown, teach each other how to preserve and process raw food when there is lots of it, make sure that those with less money eat better, and so on.

We can also connect food growers to larger customers. If we start food exchanges in our workplaces, then the food we grow and process at home can reach people who do not grow or process food.

If we extend that to institutions like schools, aged care, hospitals, prisons, universities, we can start to disrupt the existing system and replace industrially grown food with local, nature-based solutions.

As organisations and community groups, we have more influence over governments and other organisations than we do as individuals.



If you found value in this webinar, and loved it as much as we did, please register for our next exciting webinar at [thrivabilitymatters.online](https://thrivabilitymatters.online).

We can't wait to see you there. Keep on thriving!

*Thank You*

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