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INDEPENDENT EDITORIAL INTELLIGENCE

Saving Earth Without Pretending

A measured approach to environmental action: identify material sources, assess buildings and transport, prevent waste and connect household choices to institutional accountability.

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VISUAL INTELLIGENCE · 01

Start with the largest sources, not the loudest slogans

Name the boundary before announcing a result.

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VISUAL INTELLIGENCE · 02

Buildings shape decades of demand

Assess the building before choosing the equipment.

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VISUAL INTELLIGENCE · 03

Transport is a network problem

Make the lower-impact option feasible.

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VISUAL INTELLIGENCE · 04

Prevent waste before managing it

Prevent the discard before debating the bin.

VISUAL INTELLIGENCE · 05

Individual action must connect to institutions

Ask institutions for outcomes they can account for.

Research, decisions and context

Evidence review · 26 October 2026 · WTM Media editorial production

Use this intelligence

01 Name the boundary before announcing a result.

02 Assess the building before choosing the equipment.

03 Make the lower-impact option feasible.

04 Prevent the discard before debating the bin.

05 Ask institutions for outcomes they can account for.

Editorial boundaries

Report the unit, comparison period and boundary of an environmental claim. Activity measures are not automatically emissions reductions.

Household choices and institutional responsibilities must be considered together.

[1] IPCC · AR6 Synthesis Report, Summary for Policymakers (2023)

www.ipcc.ch · Systems transitions; mitigation and adaptation have distinct functions.

[2] US Department of Energy · Guide to home energy assessments

www.energy.gov · Assess actual building conditions before selecting improvements.

[3] IPCC · AR6 Working Group III, Chapter 10: Transport (2022)

www.ipcc.ch · Transport systems and lifecycle considerations; no universal vehicle ranking.

[4] EPA · Preventing wasted food at home

www.epa.gov · Planning, storage and prevention; food safety still applies.

Visual provenance

Illustrative scenes with fictional adults. The visuals support the analysis and do not document reported events or research participants. Visuals: WTM Visual Intelligence · Noir Spider Atelier.