

04.2020

NATIONAL GEOGRAPHIC

**A Pessimist's
Guide to Life
on Earth in 2070**

HOW WE LOST THE PLANET

HOW WE SAVED THE WORLD

**An Optimist's Guide
to Life on Earth
in 2070**

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more than a car company.**



EARTH DAY 2070

WHAT LIES AHEAD FOR THE PLANET?

● BY SUSAN GOLDBERG

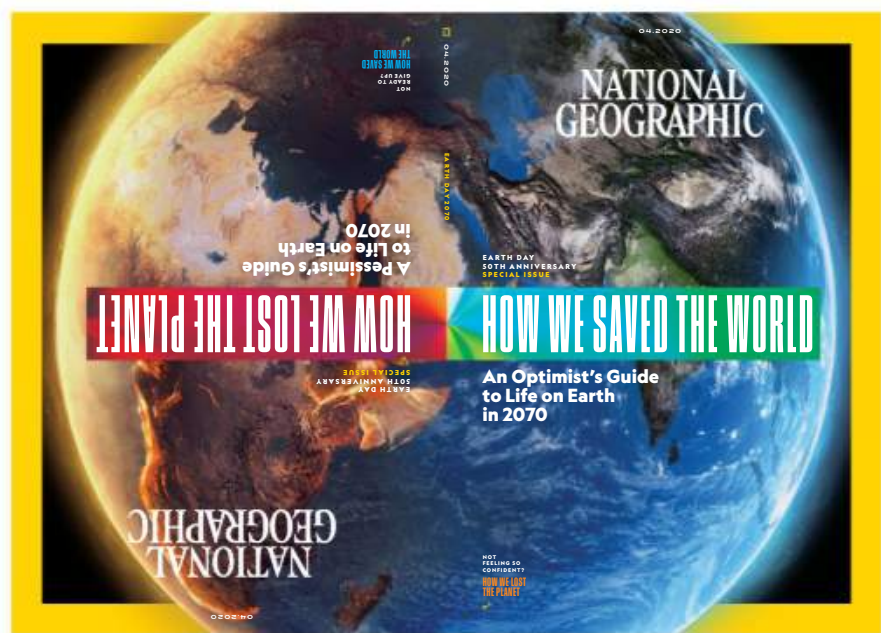
THE SAYING IS SO WELL KNOWN that most of us can finish the sentence: *Those who cannot remember the past... are condemned to repeat it.*

It's a fitting reminder this month as we mark the 50th anniversary of Earth Day. For the occasion, we've created the first ever "flip" issue of *National Geographic*—essentially two magazines in one—to revisit environmental milestones of the past half century and to look ahead at the world our descendants will inhabit in 2070, on Earth Day's 100th anniversary.

Two scenarios emerge.

On the magazine cover just before this page, there's a verdant Earth. Welcome to the optimistic view of writer Emma Marris, who sees a world that is changed—we cannot undo some damage we have done—but one in which technologies will be harnessed to "feed a larger population, provide energy for all, begin to reverse climate change, and prevent most extinctions," Marris writes. "The public desire for action is bursting forth on the streets ... Just as in 1970, the electric crackle of cultural change is once again in the air. I believe we will build a good 2070."

Next, turn the magazine over, to the side with the browner Earth. Elizabeth Kolbert looks to a new normal of "sunny-day flooding," when high tide will send water gushing across low-lying U.S. coastal cities, and most atolls will be uninhabitable. This is the world of longer droughts, deadlier heat waves, fiercer storms, and more. "I could go on and on listing the



dangerous impacts of climate change," Kolbert writes, "but then you might stop reading." She sees no evidence that we will address those and other threats fast enough to keep them from overwhelming us and the natural world.

It's impossible to know who is right. The stories in this issue reflect divergent realities. When I read about the young people taking charge of the environmental movement, I feel buoyed. Then I see Pete Muller's photos of a scarred landscape we will never get back. What I do know is that it is our job to provide a factual framework for what is happening, documentary photography about what is forever changed and what we can save, and information to help empower all of us to make a difference.

Thank you for reading *National Geographic*. □



Snares Penguin

(*Eudyptes robustus*)

Size:

Body length,
56 - 73 cm (22 -
28.7 inches)

Weight:

2.4 - 4.3 kg (5.3 -
9.5 lbs)

Habitat:

Breeds only on
the Snares
Islands

Surviving

number:
Estimated at
63,000 mature
individuals

*Photographed by
Mark MacEwen*

WILDLIFE AS CANON SEES IT

All together now. The Snares penguin is so in tune with its breeding colony – typically 50 to 500 pairs, but occasionally over 1,000 – that its nesting patterns are synchronized to within a week. The same pairs reunite at the same breeding sites every year, with the female laying two eggs and only the stronger chick generally surviving. But today's young are being

brought into an increasingly hostile world, with perils ranging from oil spills to the reduction of prey due to commercial fishing and ocean warming.

As Canon sees it, images have the power to raise awareness of the threats facing endangered species and the natural environment, helping us make the world a better place.



EOS System

Canon



SINCE OUR FOUNDING IN 1888, NATIONAL GEOGRAPHIC HAS BEEN WORKING TO CONSERVE THE PLANET AND ITS INHABITANTS. THIS MONTH, ALONG WITH THE WALT DISNEY COMPANY (THE MAJORITY OWNER OF NATIONAL GEOGRAPHIC PARTNERS), WE'RE CELEBRATING EARTH DAY'S 50TH ANNIVERSARY WITH MULTIMEDIA STORYTELLING AND EVENTS, AS WELL AS SPECIAL PROGRAMMING ON NATIONAL GEOGRAPHIC, ABC, AND DISNEY+.

CALL TO ACTION

#NatGeoSaveTogether Help protect wildlife

Join National Geographic and Disney as we focus on saving 50 of the planet's at-risk species. Find out how you can help, beginning April 1 at national-geographic.com.

LIVE TV SPECIAL

Born Wild and ready to explore

How better to appreciate Mother Earth than by meeting her offspring? A live celebration of animal babies, *Born Wild: Earth Day Live* airs April 22 at 8/7c on National Geographic and Nat Geo WILD.

NAT GEO TV

Take inspiration from Jane: The Hope

Join Jane Goodall as she travels the world, calling us all to activism on behalf of wildlife and the planet. *Jane Goodall: The Hope* premieres April 22 at 9/8c on National Geographic and Nat Geo WILD.



NAT GEO KIDS

Show children how to 'Save the Animals'

For Earth Day, *Nat Geo Kids* magazine explains how people saved once threatened species, then shows young readers how they can help. Find more articles, photos, and a quiz at natgeokids.com.

ANIMAL KINGDOM

Celebrate Earth Day at a theme park

Nat Geo explorers share their stories at Disney's Animal Kingdom April 18-22. Among them: photographer Joel Sartore, whose Photo Ark project raises awareness of animal extinction.

NAT GEO LIVE

Explore big cats with our photographer

Attend *Nat Geo Live* events, coming to a venue near you. This month, track tigers, jaguars, and more with veteran photographer Steve Winter. Find an event at nationalgeographic.com/events.

NAT GEO BOOKS

For Earth Day, savor U.S. national parks

National Geographic's *Atlas of the National Parks* showcases these natural treasures through photographs, graphics, and a map of each park. The atlas is available wherever books are sold.

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**THE
OPTIMIST'S
GUIDE TO**

EARTH

DAY

2070

**FIFTY YEARS AGO
WE CELEBRATED
THE FIRST EARTH DAY.
WHERE WILL WE
BE 50 YEARS FROM NOW?
OUTLOOK: BRIGHT.**



**Not feeling so
optimistic?
Flip the
magazine for
a pessimist's
guide,
including a
look at the
psychological
toll of climate
change.**



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THE CASE FOR RENEWAL

We already have the tools to feed a larger population, provide energy for all, begin to reverse climate change, and prevent most extinctions.

BY EMMA MARRIS

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THE ROAD TO 2070

A 4,000-mile drive across the U.S. aims to find out if we truly can wean ourselves from fossil fuels.

BY CRAIG WELCH
PHOTOGRAPHS BY DAVID GUTTENFELDER

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FIGHTING FOR THEIR FUTURE

Ice sheets are melting and temperatures soaring as millions of young people come of age. They're tired of waiting for leaders to act.

BY LAURA PARKER

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FIFTY YEARS OF PROGRESS

In wealthy nations, the air, the water, and the land are cleaner than they were 50 years ago. The challenge: to make that true for everyone.



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PULLOUT POSTER
Where can preserving land and sea have the most conservation impact? We've mapped it.

ON THE COVER
An optimistic illustration of our thriving planet in 50 years.
IMAGINARY FORCES