

your journey of  
**big ideas**  
to dream up  
an exciting future  
inspired by Ruby the fish,  
her friends and changemakers  
around the world



## Small actions, big impact

The greatest threat to our planet is the belief that someone else will save it.

– Robert Swan

Imagine you are an eco-hero with the power to talk to animals. Write a story about how you team up to help solve a problem in your city.

Think small. The biggest innovations in the world, started with a small idea that grew.

Nature  
is home

## Connect to the beauty in nature

Do you have a favorite tree or creature? Write it a note and tell them how much you appreciate them.

Did you know that nature can help us feel better when we are sad or nervous?

## Stories change the world

There's no greater power on this earth than story.

– Libba Bray

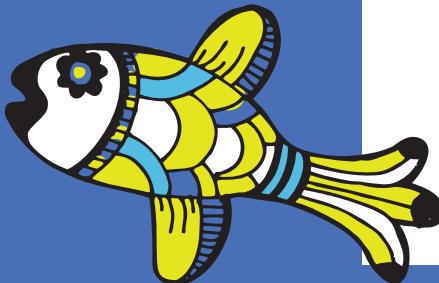
Write a short story about how we can make our planet greener, healthier and more beautiful.

Everything was cool until... this happened! So now... we have a problem to solve. And we only have a little bit of time! Who can join to help?

## Your feelings matter

Feelings are much like waves; we can't stop them from coming, but we can choose which ones to surf.

– Jonatan Mårtensson



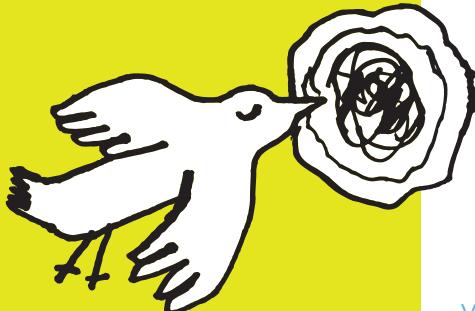
Write about a time when you felt worried or hopeful about climate change. How can you use those feelings to make a difference?

Being angry, sad or anxious can propel us to take action.

## Imagination rules the world

“When we protect water, we protect the future.”

Inspired by  
Autum Peltier



It's 2050 and you are a water saving hero. What tools or powers did you invent to have clean water for everyone?

You and your team are going to an inventor's challenge. You have 3 days to design a way to save water. What's your big idea? Doodle it or describe it!

## Creativity is your super power

Look deep into nature,  
and then you will  
understand.

– Albert Einstein

Combine random items, like a tree and a robot or a fish and a sock into one amazing invention! What is it, and how does it help the world?

Try combining unusual items, and add a fun word to describe each one: a smelly fish, a smart tree, a chatty sea shell.

## Innovation creates the future

The best way to predict the future is to create it.

– Peter Drucker

Find something you use everyday. Doodle it in a more environmentally friendly way

Don't know where to start? Look around and ask, 'What if?' or 'Why not?' Brilliant ideas often start with simple questions that open up our minds to new ideas.

one more thing...

the world needs your  
big ideas and stories!

believe in yourself and commit

I will start

I will try

I will not stop

Shaping an exciting future can feel like a big job, but we're in this together - for the ocean and for all the creature that depend on it - which is everyone!



71.life

**big ideas**  
grow when you share



71.life/worldchangers

