

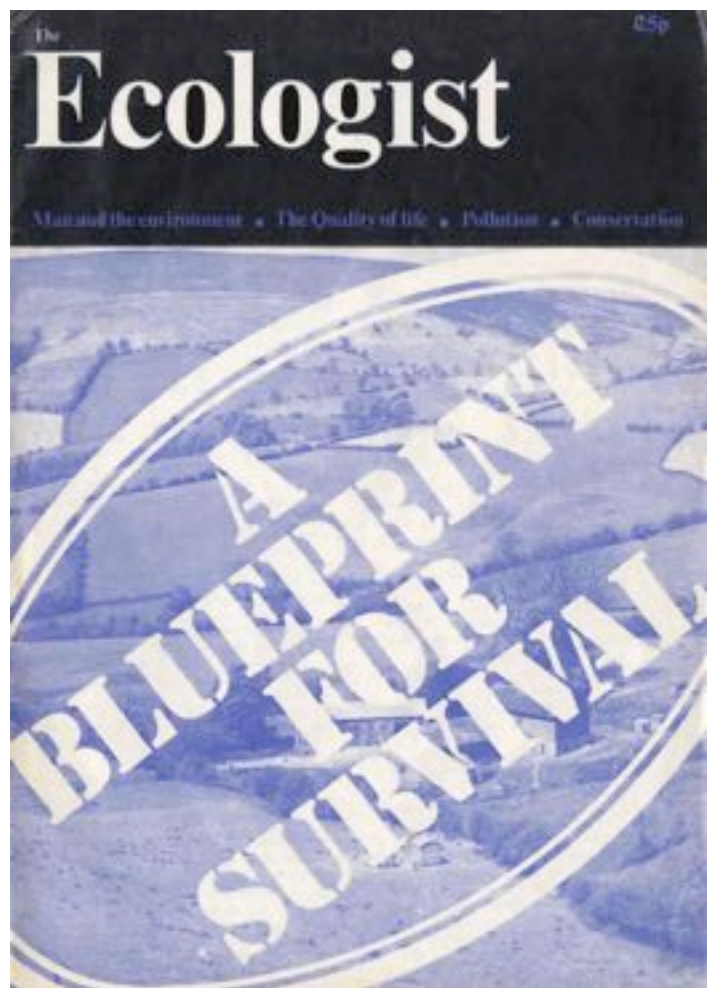


Movement for Survival

Goldsmith & The Ecologist

The entire January 1972 issue of the Ecologist was devoted to the publication of “**Blueprint for Survival**”

The opening proclamation called for “*a national movement ... to assume political status and contest the next general election.*”



The concept was that a Movement would be created by bringing together existing organisations under an ecological umbrella with a political focus on ecological priorities irrespective of existing political parties and the differing specific focus of each organisation.

The issue was Teddy’s brainchild. The proclamation was signed ‘The Ecologist’, with the following names listed as signatories underneath: Edward Goldsmith, Robert Allen, Michael Allaby, John Davoll, Sam Lawrence.

‘Survival’ was very much a buzzword, the zeitgeist of the era. The publication triggered a flood of letters from people wanting to join – The Ecologist team were overwhelmed, there was the next issue to get out and so the contacts were simply dumped in cardboard boxes.

A plethora of related activities sprang up – magazines, local groups, even a cult drama series on BBC TV. In 1975 PEOPLE very nearly changed its name to the Survival Party, opting in the end for the Ecology Party, seen as a more positive approach...

As Lesley Whittaker, party co-founder and author of PEOPLE’s first manifesto in June 1974, ‘Manifesto for Survival’, says: “*By the 1970s ‘Survival’ was [a] more broad based challenge than just avoiding the danger of a madman with a finger hovering over a big red button. ... ‘Survival’ was becoming the word proponents of the need to take action were using*”

The Ecologist

Vol. 2 No. 1 January 1972



Preface

This document has been drawn up by a small team of people, all of whom, in different capacities, are professionally involved in the study of global environmental problems.

Four considerations have prompted us to do this:

1. An examination of the relevant information available has impressed upon us the extreme gravity of the global situation today. For, if current trends are allowed to persist, the breakdown of society and the irreversible disruption of the life-support systems on this planet, possibly by the end of the century, certainly within the lifetimes of our children, are inevitable.
2. Governments, and ours is no exception, are either refusing to face the relevant facts, or are briefing their scientists in such a way that their seriousness is played down. Whatever the reasons, no corrective measures of any consequence are being undertaken.
3. This situation has already prompted the formation of the Club of Rome, a group of scientists and industrialists from many countries, which is currently trying to persuade governments, industrial leaders and trade unions throughout the world to face these facts and to take appropriate action while there is yet time. It must now give rise to a national movement to act at a national level, and if need be to assume political status and contest the next general election. It is hoped that such an example will be emulated in other countries, thereby giving rise to an international movement, complementing the invaluable work being done by the Club of Rome.
4. Such a movement cannot hope to succeed unless it has previously formulated a new philosophy of life, whose goals can be achieved without destroying the environment, and a precise and comprehensive programme for bringing about the sort of society in which it can be implemented.

This we have tried to do, and our *Blueprint for Survival* heralds the formation of the MOVEMENT FOR SURVIVAL (see p 23) and, it is hoped, the dawn of a new age in which Man will learn to live with the rest of Nature rather than against it.

THE ECOLOGIST

Edward Goldsmith, Robert Allen, Michael Allaby, John Davoll, Sam Lawrence.

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Statement of Support

The undersigned, without endorsing every detail, fully support the basic principles embodied in the *Blueprint for Survival* which follows (pp 1-22), both in respect of the analysis of the problems we face today, and the solutions proposed.

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Key pages from the 'Blueprint' issue of *The Ecologist*. Note the desire for scientific approval with 36 eminent scientists lending their signatures, and that it is "Organisations" that are invited to join MS with their members becoming MS members.

The Establishment fights back:

In Jan '72 John Maddox, the editor of 'Nature' published an editorial attacking Blueprint as alarmist. Widely reported in the press this prompted Teddy to get a defence published in the Times on 23rd February accusing Maddox of "tilting at windmills".

By April Blueprint was subject of a question to the Prime Minister in parliament. PM Ted Heath replied "Arrangements are being made for the important issues raised by this document to be studied ... The Secretary for the Environment is holding a series of meetings with the authors of *The Ecologist* report."

On Sept 8th 1972 an inaugural meeting of Movement for Survival was held in London. Over 300 people attended ...

... then nothing more seemed to happen ...



The Movement for Survival (MS)

1. **Aim**
We need a Movement for Survival, whose aim would be to influence governments, and in particular that of Britain, into taking those measures most likely to lead to the stabilisation and hence the survival of our society.
2. **Structure**
We envisage it as a coalition of organisations concerned with environmental issues, each of which would remain autonomous but which saw the best way of achieving its aims was within the general framework of the *Blueprint for Survival*.
The organisations have already expressed general support for the *Blueprint*:
The Conservation Society
Friends of the Earth
The Henry Doubleday Research Association
The Soil Association
Survival International
Two representatives of each member organisation would join the Action Committee of the MS, which would elect a chairman and secretary to run the day-to-day business of the Movement.
3. **Individual membership**
Members of constituent organisations would automatically become members of the MS. Individuals who belonged to none of these bodies could join the MS only through one of these organisations.
Regular news of MS activities would be published in *The Ecologist*, a subscription to which would be available to MS members at the reduced price of £3 p.a. (25 per cent reduction). Representatives of the constituent organisations could become members of *The Ecologist's* editorial board.
4. **Further information**
Organisations wishing to join the MS and all others seeking further information should write to the Acting Secretary, The Movement for Survival, c/o *The Ecologist*, Kew Green, Richmond, Surrey.

Edward 'Teddy' Goldsmith

The Founder of Green



Yes, he was born into a privileged background. Yes James Goldsmith, the arch-capitalist, was his brother and Zac Goldsmith, the Green in the Tory Party, is his nephew. But... After starting conventionally (a degree in PPE from Magdalen, Oxford) Teddy took a different path and spent most of the 1960's travelling and living with "primitive" people, experiencing their rich cultures and close relationship with their environment and witnessing the destruction of their traditional societies by the forces of modernism.

Returning, he founded the Primitive Peoples Fund (now called Survival International) in 1969, and then decided a magazine was needed to discuss and promote his ecological concerns, and so he founded The Ecologist in 1970. The Ecologist was always run on a shoestring and continuously reliant on being bailed out by Teddy's contacts. It is said that no issue ever covered its costs.

In 1972 Teddy decided to "walk the talk" and buy a farm in Cornwall and move the whole Ecologist operation down there.

Several other members of the team joined him and they all settled around the Withiel valley near Bodmin. While this was going on the office was being flooded with responses to Blueprint – they were stashed in cardboard boxes to be dealt with later...over a year later!



The Movement for Survival (MS)

Although Movement failed in its intention to pull together a broad green coalition, it did fulfil its' founders' electoral intention, in its later Ecology and Green party incarnations, and in the creation of 'green' parties around the world, to present a new challenge to the political status quo.

In this way Teddy Goldsmith can be regarded as the visionary behind, and the original founder of, today's global movement of green parties including GPEW. Former Green Party Executive Chair, Jonathon Porritt said:

"Teddy was the first person who articulated the essence of sustainability in a complete and uncompromising way. He was never worried about realistic possibilities. His mission was to have it all."

The International Dimension

Who was first? Does it matter?

Blueprint went global when published. It is probably the only issue of The Ecologist to sell out its print run. It was read all around the world. It generated debates in the columns of the establishment press, it attracted the attention of parliament, it was eventually published in book form and became a best seller.

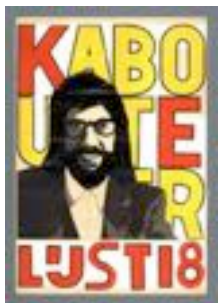


Whilst the 1960's had seen growing dissatisfaction with the existing political order around the world with the Situationists in France, the Yippies (Youth International Party) mocking the system and the Californian anti-capitalist Peace & Freedom Party standing in elections in the USA.



In the UK the Hyde Park Diggers campaigned on land rights with Sid Rawle, morphing into various other squatting groups. Sid joined the Ecology Party in 1979.

The Provos, an anarchist group in Holland, actually got candidates elected and introduced the first 'white bicycle' scheme in the world.



The Provos morphed into the Kaboteurs with a somewhat environmental programme (eco-anarchist) – but there was no coherent ecological political movement or party before Blueprint.

Within two years of publication they were being created around the world, all of them influenced directly or indirectly by the ideas in Blueprint.



First out of the blocks was the United Tasmania Group in Australia, founded on 23rd March 1972. They were closely followed by the Values Party in New Zealand in May'72.



In the UK the Freaks United Party held a conference on the beach in Great Yarmouth in October'72 and agreed a strongly eco-anarchist programme... and then promptly disappeared.



In February 1973 the founding meeting of PEOPLE was held in Coventry. Now read on...