

Keswick Reminder 06.06.25: NfWW No.88 You are not alone.

If you have ever felt isolated in your concern about climate change; if you have wondered whether you are overreacting while others seem indifferent; if you have questioned whether your efforts matter in the face of apparent global apathy – you are not alone.

Recent polling data reveals a striking fact that contradicts the narrative of climate indifference: across continents and cultures, a substantial majority of people (globally it's 80%; in poorer countries 89%) want their governments to take stronger action on climate change. According to polls, citizens the world over consistently express deep concern about climate change and support more ambitious policies to address it – and you most probably are one of them.

Yet this reality feels invisible. Why? Because the loudest voices often belong to a vocal minority who dominate the headlines and social media. Climate deniers and those opposing environmental regulations command disproportionate attention, creating the illusion that they represent mainstream opinion. Meanwhile, the overwhelming majority – those who quietly support renewable energy transitions, carbon pricing, and greater international cooperation – remain largely unheard in public discourse.

This silence comes at a cost. When people believe they are alone in their environmental concerns, they are less likely to speak up, vote for climate-conscious candidates, or make crucial lifestyle changes. The false perception of isolation becomes a self-fulfilling prophecy, dampening ambitious collective action precisely when we need it most.

The disconnect between public opinion and policy outcomes is not accidental. Powerful fossil fuel interests have spent decades funding campaigns to create doubt about climate science and opposition to environmental policies. They have successfully convinced many in power, including some of our own politicians and newspaper editors, that climate action is unaffordable or is politically unpopular, despite evidence showing that renewable energy creates jobs and climate policies enjoy broad support.

Breaking through this manufactured silence requires recognising our collective power. When the majority understands it is indeed the majority, everything can change. Social movements gain momentum. Politicians find courage to champion bold policies. Businesses respond to genuine consumer demand.

The path forward demands that we make the invisible visible. So share your climate concerns with friends and family. Support candidates at all levels of our democracy who prioritise environmental action. Engage with community organisations, like ours, working on sustainability. Most importantly, speak up – because your voice is one of millions of others who share your values but may not yet realise they are part of a global majority.

Climate concern is not a fringe position held only by environmental activists: it is yours too. It is the mainstream view of ordinary people worldwide who understand that our planet's future depends on decisive action right now. The silent majority has been silent too long. It is time to wake up, speak out, and reclaim the narrative that rightfully belongs to us all.

To join us, write to sustainablekeswick@gmail.com

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