

Generation Restoration: A Call to Action for a Sustainable Future

“Generation Restoration” is more than a slogan. It is a call to every “Gen Z”, “Gen Alpha”, and every single “Millennial” that it is time for action. Our future spans farther than the trends and orders that rise and fall with each day. We stand at a pivotal moment, tasked with reversing the effect of decades and centuries of environmental degradation and forging a sustainable path forward.

It is no news that issues of environmental degradation have engulfed not only the African environment, my proud roots, but have become a global phenomenon. Every last one of us carry the torch of healing, recognizing that our future is inexplicably linked to the health of our planet and restoring the environment.

Environmental restoration is about reviving lost and degraded ecosystems, from rejuvenating barren lands to revitalizing compromised waterways to protecting endangered species while conserving the ones who seem to be safe. The key guiding principle is Sustainability which would demand a fundamental **shift** in how we live every single day, consume and produce.

Adopting responsible consumption habits, embracing renewable energy and more important practices will greatly help in reclaiming the balance to ensure that our needs and those of our world are met to build a thriving and blossoming home for the future generations.