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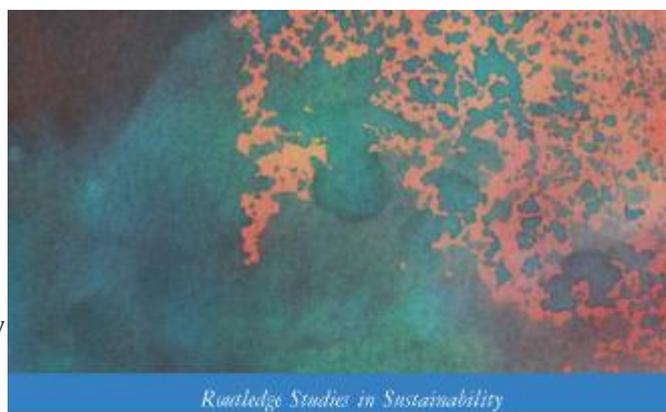
**About the Author:**

**George R. Lueddeke** MEd PhD is an educational advisor in higher and medical education and chairs the global One Health Education Task Force for the One Health Commission and the One Health Initiative. He has published widely on societal and educational transformation, innovation and leadership and has been invited as a plenary speaker to different corners of the world.

**Endorsement:**

"Here is an author who speaks my sort of language. Great work! When we accept that humankind is part of something bigger, then the world will be a better place. Our natural world is not there to provide us with unlimited resources...it really is time to start learning to respect it. Thank you George R. Lueddeke for being a voice of reason in a world of chaos!"

— Tracy Collins, founder at The Island Retreat, County Cork, Ireland



**SURVIVAL: ONE HEALTH,  
ONE PLANET, ONE FUTURE**

George R. Lueddeke



With a Foreword by Professor David Heymann MD, Centre on Global Health Security at Chatham House, (London), *Survival: One Health, One Planet, One Future* is a wake-up call “for our times” ! It tries to make sense of the uncertain and tense decades we’re living through and find constructive ways forward.

**Putting things in perspective**

The author highlights that Planet Earth has been here for over 4.5 billion years but in just two human generations we have managed to place our only ‘home’ at great risk. Complicating things further, he observes, we may be on a path where information or data is becoming more important than feelings – reality vs science fiction? Many lessons from history have not yet been learned and new lessons may prove equally, if not more, difficult to take on board as we head deeper into the twenty-first century. This well-timed book highlights two of our greatest social problems: changing the way we relate to the planet and to one another and confronting how we use technology for the benefit of both humankind and the planet. It covers a wide range of key topics, including environmental degradation, modern life, capitalism, robotics, financing of war (vs peace), megatrends, social impacts and leadership in ‘an era of uncertainty, upheaval and anxiety.’

### **Toward a new worldview**

There are no easy answers but, given the recent report of the Intergovernmental Panel on Climate Change (IPCC), two fundamental changes are necessary if we - and all other species - are to survive in the coming decades: first, recognise the need to value and respect the interdependencies between people, animals, plants, and the environment (i.e., the *One Health and Well-Being* concept); and, second, shape through lifelong learning a new mindset - transforming human attitudes: replacing our current view of limitless resources, exploitation, competition and conflict with one that respects the sanctity of life and strives towards well-being for all, shared prosperity and social stability. Summarised in the *Ten Propositions for Global Sustainability*, the author challenges decision-makers at all levels – especially political and corporate - to take universal responsibility for the health and well-being of all people and planet – highlighting the criticality of the United Nations 2030 Sustainable Development Goals - ‘to leave no one behind’ and to evolve institutions to serve human, ecological and future needs, much sooner than later.

### **Contributors and potential readers**

This timely book with over 150 individual and organisational contributions draws on the expertise of the World Bank, United Nations, World Veterinary Association, World Medical Association, Physicians for the Prevention of Nuclear War, Centers for Disease Control and Prevention, EcoHealth Alliance, Southeast Asia One Health University Network, One Health Commission, InterAction Council, and the World Economic Forum, to name but a few. It will be of great interest to policy-makers, multi-professional practitioners, academics, students across *all* disciplines and concerned members of the general public – especially the younger generation - in both developed and developing nations. *For many reviewers to date, the book is indeed a wake-up call which needs to be heard “loud and clear” globally.*

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### **Publication Data:**

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