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IS TO SURVIVE**

— ALBERT EINSTEIN



April 2025





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## OUR POWER, OUR PLANET

### A Call to Renewable Action

Each year on April 22, the world comes together to observe **Earth Day**, a global celebration of our planet and a collective reminder of our shared responsibility to protect it. What began in 1970 as a grassroots environmental movement has today evolved into a worldwide platform for awareness, advocacy, and action.

In 2025, Earth Day adopts a resonant theme: "**OUR POWER, OUR PLANET™**", calling on Governments, industries, and individuals to unite behind the transition to **clean, renewable energy**. The target is clear and ambitious: **triple global renewable energy generation by 2030**. While ambitious, this vision is not far-fetched. Thanks to rapid technological innovation, renewable energy sources such as solar and wind are not just environmentally friendly but are becoming increasingly affordable and economically viable.

This year's theme is more than a slogan; it is a declaration of intent. It signifies a critical shift in the energy dialogue – from dependency to empowerment, from finite sources to infinite possibilities.

#### The Renewable Reality: Where We Stand

Over the past decade, **solar panels, wind turbines, and hydro power systems** have revolutionized the way energy is produced and consumed. Once considered expensive alternatives, they are now, in many parts of the world, **the cheapest source of new electricity generation**. But transitioning from fossil fuels to renewables at the scale and speed necessary is a complex process, involving policy reforms, infrastructure upgrades, economic adjustments, and social re-alignment.

The **Earth Day 2025 campaign** not only celebrates the progress made so far but also **urges for acceleration**. The benefits are numerous: a reduced carbon footprint, energy security, technological innovation, and millions of new green jobs.

According to the **World Economic Forum**, four pivotal trends in renewable energy are expected to define the global energy landscape in 2025:

#### Industrial Policy at the Forefront

Governments are integrating **energy, trade, and industrial policies** to strengthen their clean energy manufacturing base. These strategies are not solely emission-focused; they aim to drive **economic growth, job creation, and energy security**. Countries like the UK are planning significant subsidies and incentives to make renewable technologies globally competitive.

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