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The World Economic Forum has declared that by 2030 fashion will become completely obsolete and all humans will be vegan, whether they like it or not.

A newly resurfaced report written in 2019 states that humans will only be permitted to buy three items of clothing per year and will be prohibited from buying or consuming meat.

Published in 2019, 'The Future of Urban Consumption in a 1.5°C World' report funded by the WEF, sets out extreme targets for governments around the globe to reduce greenhouse gas emissions, as consistent with the 2015 Paris Agreement ambitions.

The report outlines six areas where world governments can take "rapid action to address consumption-based emissions": food, construction, clothing, vehicles, aviation, and electronics:

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next 10 years. In our wealthiest and highest consuming cities that means a reduction of two thirds or more by 2030." – Mark Watts, Executive Director of C40

"It is now clear that action to reduce consumption will be necessary as part of the global effort to mitigate climate change ... The actions set out in the report are challenging and they will be confronting for many, but we think they are necessary ... City Mayors can set a vision and convene actors to bring about the changes we describe ... The work reported here forces a focus on what a sustainable urban future might look like and helps us to consider what policies, regulations, incentives and behavioural changes will be necessary to transition to a zero-carbon world."

– Gregory Hodkinson, Former Chairman of Arup
The Future of Urban Consumption in a 1.5°C World, 2019

Infowars.com reports: C40 is a global network of mayors representing one-quarter of the global economy. It includes almost 100 cities plus 1,143 cities and local governments that have joined C40's 'Cities Race to Zero'. The cities that sign up for the 'Cities Race to Zero' commit, among others, to keeping global heating below the 1.5°C goal of the Paris Agreement.

Without reading the numerous reports and recommendations thrown at the 'Cities Race to Zero'

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reductions in consumer-based emissions. Additionally, we can assume Arup's network is committing the same.

Arup works as a global network of "experts" and boasts that it "**shapes cities in a thousand ways.**" It has **more than 17,000 members** and offices in 46 of the 97 cities that make up C40's global network. C40 and Arup have worked together since 2009 and have collaborated on dystopian publications such as *Deadline 2020, Green and Thriving Neighbourhoods* and a **guide for creating net-zero neighbourhoods**. But these collaborations have not come about without money changing hands.

The first C40/Arup report titled '*Powering Climate Action: Cities as Global Changemakers*' was published in 2015. That same year Arup **committed to investing \$1 million** over three years into a research partnership with C40.

In 2019, the year the C40/Arup consumer-based emissions report *The Future of Urban Consumption in a 1.5°C World* was published, **Arup trebled its advisory support** to C40 to \$3 million over 3 three years.

In 2023, Arup continued its investment in C40 with up to **US\$300,000 a year** to help C40 drive resilience and decarbonisation in cities around the world. Unsurprisingly, in March 2023, C40 Cities re-highlighted the 2019 C40/Arup consumer-based emissions report in an article titled '*A spotlight on*

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heavily invested in say:

Below we have picked out a few highlights. You can download and read the full report [HERE](#). Because it provides damning evidence against its collaborators, we have also attached a copy below should it disappear from public view at any time in the future.

Starting on page 66, the report summarises what they hope to impose on us. Below are images of their "ambitions" which require no further comment, except to say that all these plans are being made and agreed upon outside the democratic process and in a classic dictatorial manner under false pretences.

table 2
Consumption interventions for buildings and infrastructure and associated targets.²⁸

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Material efficiency	Reduction in steel and cement use of 20% and 32% respectively	Reduction in steel and cement use of 35% and 56% respectively
Enhance building use	10% reduction in demand for new buildings	20% reduction in demand for new buildings
Material switching	75% of residential and 50% of commercial are timber buildings	90% of residential and 70% of commercial are timber buildings
Low-carbon cement	50% of cement replaced with low-carbon alternatives	61% of cement replaced with low-carbon alternatives
Reuse of building components	11% reduction in virgin metal and petrochemical-based materials	22% reduction in virgin metal and petrochemical-based materials

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Table 3
Consumption interventions for food and associated targets.

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Dietary change (this intervention is characterised by three major changes which are described in more detail)	16 kg of meat per person per year ¹¹	0 kg meat consumption
	90 kg dairy consumption (milk or derivative equivalent) per person per year ²²	0 kg dairy consumption (milk or derivative equivalent) per person per year
	2,500 kcal per person per day	2,500 kcal per person per day
Reduce household waste	50% reduction in household food waste	0% household food waste
Avoid supply chain waste	50% reduction in supply chain food waste	75% reduction in supply chain food waste

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Table 4
Consumption interventions for clothing and textiles and associated targets.

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Reduce number of clothing and textile items	8 new clothing items per person per year	3 new clothing items per person per year
Reduce waste in the supply chain	50% reduction in supply chain waste	75% reduction in supply chain waste

Table 5
Consumption interventions for private transport and associated targets.

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Reduce ownership	190 vehicles per 1,000 people ³⁴	0 private vehicles
Optimum lifetime	20-year lifetime for body of vehicle (shell & interior) ³⁵	50-year lifetime for body of vehicle (shell & interior)
Material efficiency	50% reduction in use of metal and plastic materials	

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Table 6
Consumption interventions for aviation and associated targets.

CONSUMPTION INTERVENTION	PROGRESSIVE TARGET IN 2030	AMBITIOUS TARGET IN 2030
Reduce number of flights	1 short-haul return flight (less than 1500 km) every 2 years per person ²⁶	1 short-haul return flight (less than 1500 km) every 3 years per person
Sustainable aviation fuel	53% sustainable aviation fuel adopted (or other equivalent low carbon technology or fuel) ²⁷	100% sustainable aviation fuel adopted (or other equivalent low carbon technology or fuel)

²⁶ A short-haul flight is given as an illustrative example and is not meant to promote short-haul flights over long-haul flights. On the contrary, alternatives are more readily available and feasible for short-haul flights and need to be promoted.
²⁷ For the purposes of this study, sustainable aviation fuel was used to represent the move towards low and zero carbon fuels. This does not preclude alternatives such as hydrogen or electric planes which are being developed by the aviation industry.

C40 and Arup’s activities need to be halted immediately and their operations shut down permanently. Additionally, any person who has actively contributed to/participated in devising, considering or implementing these plans should be questioned, investigated and brought to account.

So, who are the people who feel they can autocratically override fundamental freedoms and remove inalienable rights while destroying our well-being, livelihoods, economies and societies? Some of their names are provided in an “acknowledgement” section at the beginning of the report:

Project Team	Specialist input
C40 Tom	C40 Mark Watts, Kevin

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Dulac (International
Energy Agency),
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(International Energy
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The Future of Urban Consumption in a Post-COVID World, 2019

(Article by Sean Ad Fabatabai republished from ThePeoplesVoice.tv)

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