

Head of Engagement(CEO) Brief for FOGGG

FOGGG BACKGROUND

Planet Earth in 2025 is on the cusp of the extinction of the majority of its' living inhabitants. There is now no doubt that humans have polluted the atmosphere, soil and waters to such an extent that many components critical to the future survival of all humans, many animal species and many forms of vegetable and other life-forms are at a tipping point. Different communities are taking urgent action, but the necessary level of coordinated action is taking too long.

In order to provide additional focus, FOGGG - "For our Great-Great-Grandchildren" - has been created to help organisations and individuals with these missions:

- **Influence the dialogue** on the climate crisis away from the short-term to the medium- and long-term
(what's going to be happening in 50, 75 or 100 years' time?)
- **Get agreement** on what we all mean by "a sustainable future"
(Do you agree with your family/neighbours what this means?)
- **Campaign** on the issues of today that we all know need to be changed TODAY. *(frequent flyers, insulation, SUVs, microplastics, wars etc)*

The strap-line for FOGGG is :

Working towards a society and planet fit for our great-great-grandchildren

FOGGG CIC is a new not-for-profit organisation established for this purpose, and the summary bullet-points of the FOGGG "Draft Vision 2149" [DV49] are attached in Appendix A and at <http://www.foggg.org/DV49v1.html>

The reason for starting with a vision is because it is considered to be **unwise to start a journey without having an idea of where you are heading**

FOGGG will collaborate with individuals and organisations who can move the Draft Vision forward to form a coalition of those who "do not disagree" with DV49

FOGGG will also distil the views of individuals and organisations to evolve a programme for informing and educating

FOGGG sees that there are 3 staging-points on the way to attainment of a Vision for 2149

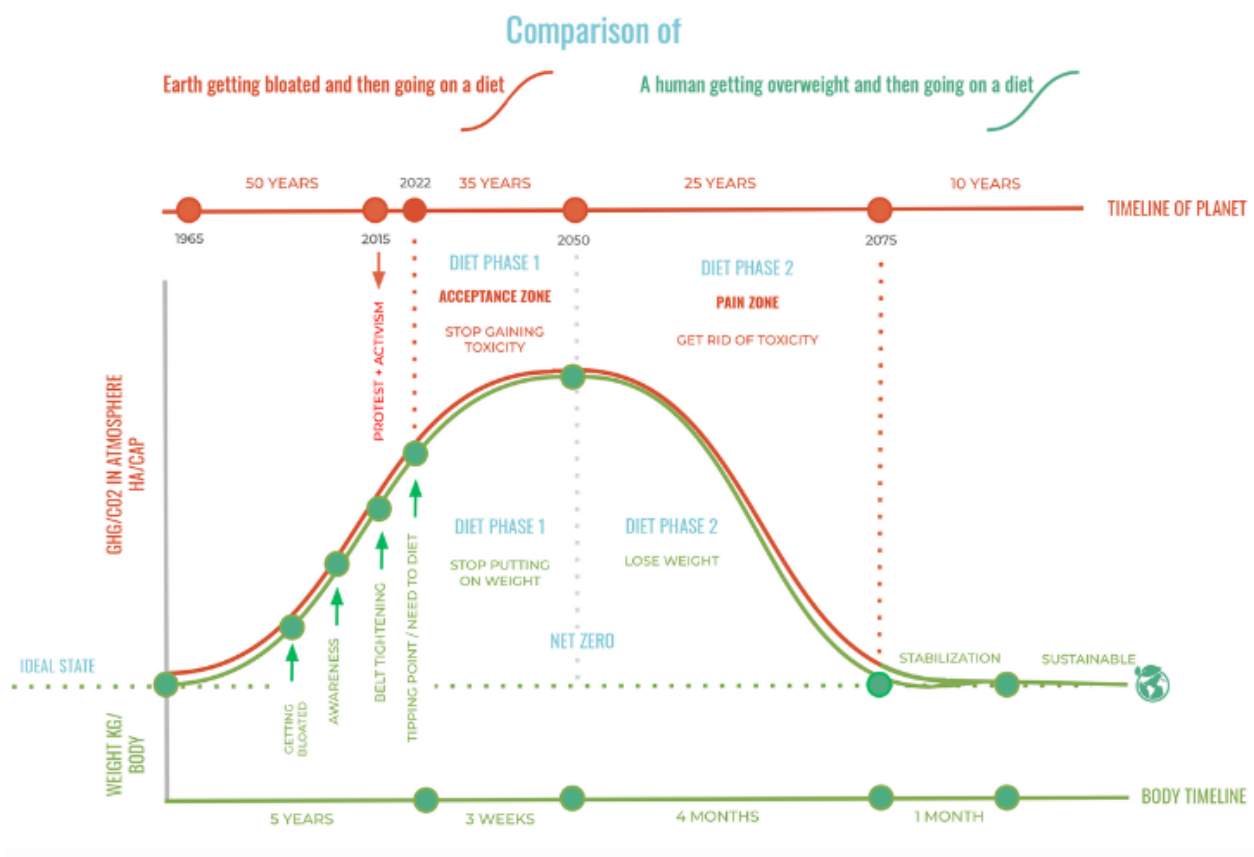
1. The planet has set a target of "net Zero" by 2050 (or 2060 according to China). What this means is that global CO2 emissions will approach zero. HOWEVER, at that point the atmosphere will still contain dangerously high levels of CO2 and other toxins, and it will probably take another 40-50 years to remove that. Put another way, the planet needs to go on a diet and by 2050 it will have stopped gaining weight and it will then take 40-50 years to actually lose weight!
2. Once the planet has achieved "Net Zero" it will need to clear the soil, atmosphere and waters of manmade pollution and return them to a level where everything can thrive again. This will not be completed before the year 2100, but it can be reasonably assumed that commitment, plans and

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funding will then be in place for this to be moving forward.

3. The final stage will be devoted to directing additional resources to the final attainment of the non climate-change aspects of DV49. It is expected that at most this will take another 50 years.

Graphical Representation of the stages to the year 2100



Source : Planetary Diet Alliance

FOGGG will be ALL-DIGITAL without any print/paper output.

It should be clear that none of the individuals currently involved with FOGGG will live to see the fruition of FOGGG's missions.

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OBJECTIVES

FOGGG requires a **HEAD OF ENGAGEMENT(CEO)** whose tasks (these are for guidance) will be :

- **To work towards the achievement of the 3 “missions” outlined**
- **to grow the number of people and organisations [“FOGGers”] who can further refine the FOGGG Draft Vision 2149 to a point where a critical mass of people and organisations are able to say “I don’t disagree with this”. If need be, the 2149 date will be changed**
- **to manage to process of identifying the best ways of running an information programme about the route to attain a sustainable society and planet. (FOGGhorn?)**
- **to put in place programmes to retain FOGGGers and motivate an increasing percentage of them to adopt lifestyles compatible with the attainment of the evolving Draft Vision 2149**
- **In the case of organisations FOGGG should be seen as catalytic in the organisations evolving their own visions for a sustainable future whilst adhering to the general FOGGG principles**
- **to oversee and manage the ongoing generation of the Draft Vision 2149**
- **to devise and manage an economic model so FOGGG CIC is self-funding by 1st August 2027.**
- **To broaden FOGGG’s horizons beyond UK borders**

FOGGG’s initial focus will be on the UK, and the initial language will be UK English. The role is geographically independent.

The initial budget (to include all costs including salary) will be £125,000 for the period to 31st October 2026. This amount has already been committed to FOGGG. Initially there will be tight oversight of all expenditure but it is hoped that this can be loosened very quickly.

The Head of Engagement/CEO will be the first full-time employee of FOGGG and will be responsible to the Board of FOGGG CIC and guided by FOGGG’s Advisory Board. It is hoped that the successful applicant will become a Director of FOGGG CIC after the satisfactory completion of six months in post.

Person Characteristics :

Self-starter, creative, ambitious, excellent communicator, passionate about DV49, committed to maintaining a low ecological footprint.

APPENDIX A
Summary Bullet-points of the current Draft FOGGG Vision for 2149

- **A planet with clean atmosphere, oceans and soil with systems in place to keep them that way**
 - **The abolition of poverty and hunger**
- **Equality of opportunity for all to achieve a peaceful and contented life without fear of physical or other violence**
 - **Access to healthcare, hygiene and sanitation for all**
 - **Access to quality education for all**
- **A more responsible system of financial structures which embraces the best of co-operative production, capitalism and other systems**
 - **A safe justice system for all**
 - **Societies which respect for the diversity of opinion, ethnicity, sexuality, religion**
 - **Respect for the natural resources and fragility of Planet Earth and their finite capacity**
- **Societies where the more fortunate, stronger and healthier help those less strong, less fortunate or less healthy.**
 - **Peaceful co-existence between the varying communities of the planet**

APPENDIX B
Selection of potential FOGGGer Organisations

CPRE	BT
Friends of the Earth	Carphone Warehouse
Global Footprint Network	Disney
Greenpeace	ITV
National Trust	SKY
Parents for Future	Virgin
Women's Institute	City Livery Companies
Surfers against Sewage	CBI
WECCAN	General Medical Council
XR	Institute of Directors
Amnesty	Lions
Christian Aid	Mothers Union
CND	Rotary
EU	TUC
ICRC	MUFC
NHS	Eton
NSPCC	Manchester Grammar School
OXFAM	Allen & Overy
PPU	Clifford Chance
St Johns Ambulance	Deloitte
United Nations	DLA Piper
Buddhists	Ernst & Young
Catholics	Hogan Lovells
CoE	KPMG
Jewry	Linklaters
Methodists	PWC
Muslims	ALDI
Quakers	Iceland Foods
Sikhs	John Lewis Partnership
Green Party	Marks & Spencer
Labour Party	McDonalds
Lib Dems	Sainsbury
Mayor of Birmingham	TESCO
Mayor of London	Timpson
Mayor of Manchester	Barclays
Tories	Natwest
BBC	HSBC
Red Cross	Co-op
Young Foundation	SSE

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Applying for the position :

- Applications to be submitted by email with CV including education history, qualifications, employment history, two independent references and full job definition and remuneration package proposal. ALSO Outline quarterly budget proposal to 31/12/26
- A FOGGG panel will evaluate the Applications.
- **ASAP – Start**
APPLICANTS may request a telephone conversation prior to applying

FOGGG Admin, Legal & Contact

FOGGG is a Community Interest Company Registered in England with Registered Office at 47 Lanark Road London W9 1DE

FOGGG strives to be an equal opportunity employer

FOGGG strives to have a minimal ecological footprint.

All Communications by email to info@foggg.org unless specifically instructed otherwise