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Book Introduction – English Version

If you're worried about microplastics in the ocean, that's only because you haven't heard about the ones found in the human brain. A 2025 study published in *Nature Medicine* discovered alarming levels of plastic in post-mortem brain tissue—on average, nearly 5,000 micrograms per gram of grey matter. That adds up to almost seven grams of synthetic polymers—petroleum-based plastics—inside a single adult brain. The equivalent of five plastic bottle caps lodged between your synapses.

And if that's not disturbing enough, in the brains of patients with dementia—Alzheimer's, vascular, or other types—the plastic load was five times higher than average. There's no proven causal link yet, but the trend is alarming. Especially since plastic concentrations in the brain have doubled over the past eight years.

Meanwhile, microplastics have been found in human blood, sperm, breast milk, placentas, and even in meconium. Yes—even a newborn's first poop isn't 100% organic anymore.

We are becoming plastic. Not just metaphorically—reflecting our growing inability to feel empathy for the natural world we're destroying—but quite literally. Polyethylene, polypropylene, and PVC are quietly colonizing our central nervous system.

And carbon dioxide—odorless, invisible, and everywhere—is another toxic byproduct of the same model of progress we've come to worship. We produce, consume, and burn—oil, gas, coal. Emissions accumulate, molecule by molecule, forming a heat-trapping blanket around the planet. And Earth is heating up fast—toward thresholds of instability we barely understand.

It's not just the climate that's out of control. We are, too.

The scientific consensus is clear: climate change is rapid, destructive, and overwhelmingly driven by human activity. And yet, despite the 2015 Paris Agreement and every promise made since—up to COP29 in Baku—we keep emitting about 40 billion tonnes of CO₂ every year, breaking new records as we go. It's like sitting on the train tracks with our eyes shut, hoping that distant rumble is just thunder. We laid the tracks, we built the train—and yet we still believe it'll somehow pass us by. Current projections point to a 3°C rise by the end of the century—well beyond the 1.5°C threshold that risks triggering cascading effects we can no longer undo. Even if we stopped emitting CO₂ today, some damage is already done.

While microplastics infiltrate our bodies and climate chaos knocks at our doors, we see growing support for political leaders who deny the human cause of global warming, downplay the threat, or promise imaginary tech solutions that don't exist. To our fear of a frightening and uncertain future, they respond by reframing the crisis as a culture war—nostalgically clinging to a past that isn't coming back. Instead of cooperation, we get tariffs. Instead of collective responsibility, we hear national interest. Instead of intergenerational solidarity, we get election-year promises and short-term fixes. Simple answers to a complex problem—but utterly useless. Because CO₂ doesn't respect borders. It doesn't apply for asylum. It doesn't stay locked inside a hotspot.

So what now?

The response in these pages has nothing to do with lovingly grown balcony zucchinis in composted coffee grounds, nor with hydroponic herbs in recycled bottles curated by yet another viral eco-influencer. We'll leave the “Save the Planet in 5 Easy Steps” guides to someone else. And no, no one's asking you to cancel your next low-cost flight. Even though, let's be honest, flying and eating meat—especially red meat—are among the most carbon-intensive habits we have. But we already know how this story goes: we'll take the flight, eat whatever we want, and soothe our guilt with a stainless steel water bottle or an organic cotton tote that reads “There is no Planet B.” Which we'll then post on Instagram, naturally.

Symbolic gestures—however well-meaning—are not a solution.

To get there, we need to face a deeper, more uncomfortable truth: the problem isn't just ecological. It's cognitive. What's truly unsustainable is our way of thinking.

That's why we'll ask:

Why doesn't the climate crisis move us? (Chapter 1)

Why do we keep postponing the inevitable? (Chapter 2)

Why do we ignore those who'll come after us? (Chapter 3)

Why is change so hard? (Chapter 4)

Why are we destroying the most precious common good: our home, Earth? (Chapter 5)

Why do we still believe in infinite growth on a finite planet? (Chapter 6)

Why do we deny the evidence? (Chapter 7)

Why don't we trust science? (Chapter 8)

We won't just diagnose the problem. We'll turn it inside out—unpacking our cognitive blind spots and exploring how to overcome them. We'll try to transform paralysis into a turning point, fatalism into possibility, inertia into action.

This is about finding an antidote to collective inaction—for anyone who wants to understand why the human mind struggles to face the climate crisis, and for those who want to communicate it better, craft smarter policies, or take climate activism beyond its own bubble—so the message doesn't just echo, but actually reach.

The future isn't waiting. It's arriving—faster and faster. The choice is ours: stay stuck or change course.

But if change is going to happen, we first have to disarm the mental traps that are holding us back.

It starts here—with our brains.

The only place where—even contaminated by grams of plastic—another future can still be imagined.

This book is a way to start imagining it. Together.

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