



1,000 Founding Voices

Synchronising rest and restoration for new tomorrows

Below, are details about:

The project

In-person invitation deliveries – how to reply

Next steps

Zoom call in September

A synchronised movement of movements

What would happen if all climate emergency-related organisations and enlightened individuals around the world reclaimed one day weekly for rest, reconnection, and/or restoration (of themselves and of the natural world)? What would happen if this was the same day each week? What if it was a Sunday? We could see:

- 14.3% less greenhouse gases – astoundingly, by compounding positive activities on one day out of seven, could see an incredible 14.3% reduction in greenhouse gases, along with mitigating harms to biodiversity!
- A cultural shift
- Gain agency
- Reclaim a day of rest
- A break from screens
- Practice the lives we need to live
- Nature connection
- Nature restoration
- Time with family, friends, community
- Reduce consumption
- Encourage localism
- Experience tangible impacts



My name is Gemma Herbertson. I work in neuroscience and appreciate, first hand, the negative relationship of modern living on both Nature and our nervous systems. Over the past nine months, I have been working with a few incredible people to create the foundations for this **movement of movements** to deliver this simple solution: **a chance to joyously practice new systems and ways of living, while also pressuring government and business to create positive societal change.**



We need your help

We are few in number, but have big ambitions; and we are now seeking to bring together the first of **1,000 Founding Voices** from across the world to help shape and accelerate the movement.

First and foremost, this invitation is to you, because we greatly respect your work and vision.

Please use this link (also in your email) to reply to the in-person visit.



With your help, Sundays become a day of, at the very least, **resting** ourselves, and ideally doing our best to **pause** any Nature-destroying activities. This could take us back to a neutral point, but more than this, for those who wish to and are able, their Sundays can be used to **reconnect** with others, to reconnect with Nature, and ideally carry out actions related to the **restoration** of ourselves and of Nature.

Acting (or pausing) in concert...

We could all do this sporadically throughout the week, and choose the day that suits our lives, but this loses an opportunity for impact, and visibility. **By synchronising** we could begin to:

- Experience quieter cities – hear the birdsong, breathe cleaner air, etc.
- Break the negative habits of modern life.
- Disrupt the economy, and digital algorithms.



A weekly rhythm of actions, or non-actions, in solidarity, are practice for a different way of living, and maybe even without leaving your own home (without a placard or banner in sight) can become **a rebellious wake up call** to businesses and governments for the great desire to do things differently for the sake of our planet, and a liveable future. A new, **happier, gentler, Nature-focused way of life** starts to become the aspirational norm.

We move **from tipping points, to a turning point.**

A single day of action, or non-action weekly, could:

- **Prevent up to 14.3% of global CO2 emissions.**
- **Accelerate the restoration of Earth.**
- **Send a powerful message without protest.**
- **Strengthen communities.**
- **Connect people beyond borders.**

We all consider the enormity of what needs to change to avert the worst scenarios of climate change, and biodiversity collapse. It is easy to feel like a lonely drop in the ocean, and to wonder if our contributions are going un-noticed and can make a big enough difference.

Bringing this concept to the world is a middle way, to both highlight and practice the life we need, without the overwhelm, without the loneliness, without the feelings of powerlessness. A way to **try out the new era we need**, in a way which **brings hope and connection, and makes a noticeable difference.**

A thousand miles, a thousand voices

During July, Gemma Herbertson is cycling 1,345 miles hand-delivering invitations to the first of the 1,000 Founding Voices. She is doing her best to get to people on time, however, as this trip is by bike, timings may vary slightly. Please see your email for information on when she is likely to get to you. Her time with most people will be really quick, as she has to continue on her journey. All we ask is that you reply to the email, please.



[Click on map to view route](#)

Your next steps

1,000 Founding Voices invitation delivery

You are here because you have most likely received an invitation to have **an in-person 1,000 Founding Voices invitation delivery** (via Gemma's bike tour in July 2026). Check your email for the date and time when Gemma will be near you, and **[please click here to let us know if you are able to accept your invitation in-person](#)**. Please note most deliveries will be very quick, as she has many to deliver, and many miles to cover. Her telephone number is on the email – for use only to organise meeting points.

Pass on the invitation

Who are the two most influential people you know with an interest in the nature and climate space? Please invite them to this initiative so that they might attend the Zoom call in September. Please note, this is not a 'public event' nor a 'launch event'. It is for people who can really make a difference in shaping and activating this project. **[Link for friends to join 1000 Founding Voices](#)**

Get in touch

If there is anything you feel you can do to support the project or if you have anything you would like to share with us, please contact gemma.herbertson@neurofrontiers.org

Zoom call

This call is set for 8 September 2026. You will find out more about the concept and how it will benefit your organisation and visions. We will also share and develop ideas of how, together, we might move this from concept to creation. Please [register for the Zoom call here](#)

Like a murmuration of starlings, something remarkable happens when individual actions become synchronised. The whole becomes far greater than the sum of its individual parts.

Story behind this movement

In summer 2025, a little idea popped into Gemma's head. That autumn, it was later shared at a five day course in Devon where there were a fascinating mix of neuroscientists and ecologists. The reception was incredible and so began a happy journey, sharing this idea with more and more people, and gradually moulding it into what it is becoming today. As it has been shared with various wonderful people around the globe, so the questions and comments and suggestions have shaped its evolution, and we are now at an exciting point where it is just about ready to come to life!

Who is Gemma Herbertson, Founder?

In her neuroscience work, Gemma is a researcher, entrepreneur, charity chair, and inventor of a drug-free seizure-first aid method. She is also an author of poetry. For over twenty years, she has travelled far and wide around Europe by bike. In her youth, she sailed across the Pacific, until her trip was stopped by pirates! She loves being a mother to her two children, and cares deeply about creating a sustainable world for them to live and thrive in.

Who is Henrik Dahle, Co-founder?

Henrik G Dahle is a British-Norwegian artist, writer, and entrepreneur, dedicated to growing Eutopia. Latest book, thinking, and artworks found at artofclimbingtrees.net