

The sixty years crisis

A short history of a huge problem



Introduction Part B – The Solution?

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How do we make a U turn!

We are right now traveling the wrong way with an increasing speed. And we have lost control although we still have not discovered this. Our modern way of living in our “New Brave World” based on mass consumption and growth “Made in USA” can not sustain a growing global population. It can not even sustain the rich world that has caused this crisis. And it is NOT the solution.

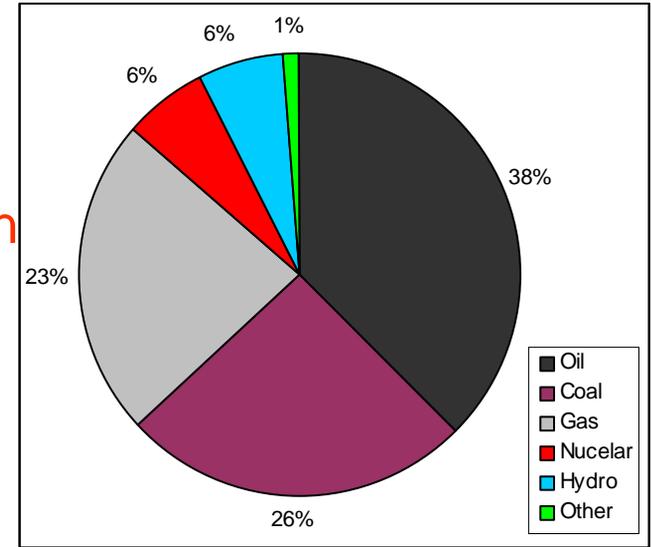
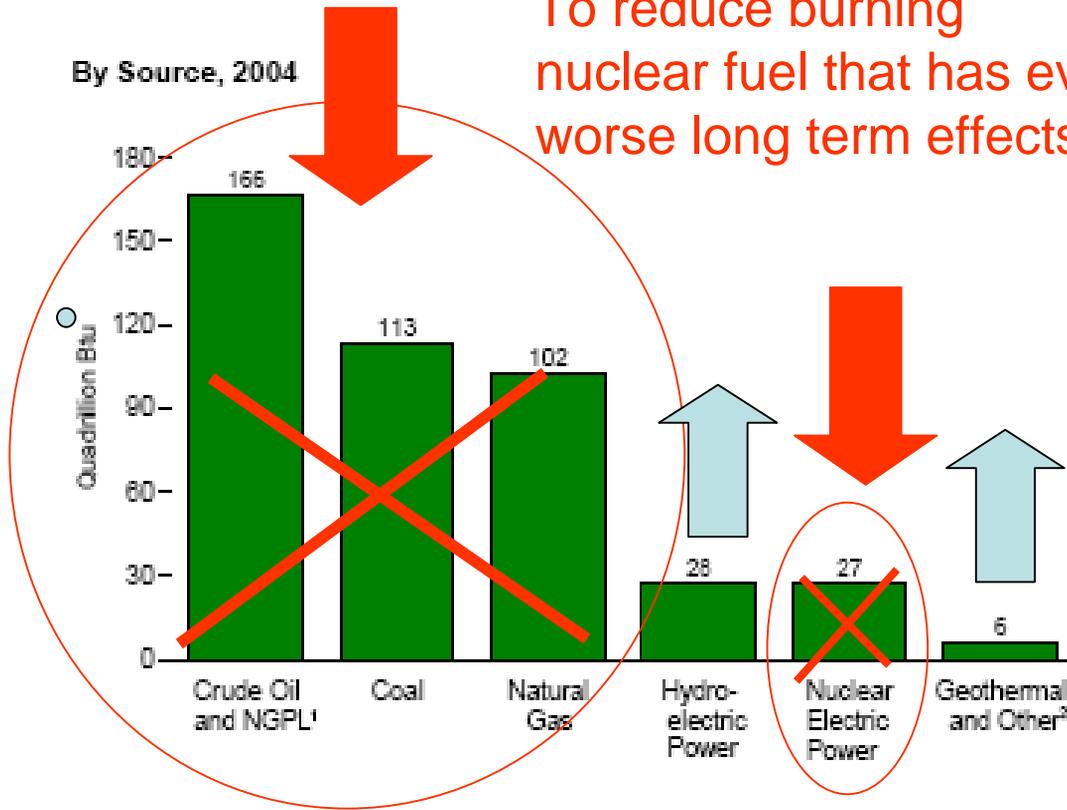
Still you will now hear most of our old leaders presenting “solutions” that will not affect our way of living. They say that technology will save us and that we can develop ourselves out of the crisis and grow for ever until we reach the sky if we just find an alternative to fossil fuel. Do NOT believe them. The same model, the same thinking and the same “stupid white men” who has created this disaster can NOT save the planet with more of the same medicine.

There are sustainable alternatives but NOT enough for our endless consumption model. Despite of all alarming UN reports and despite we have known about this fundamental error of continuous growth for many years this destructive behavior is accelerating. Our media is filled with the brain washing messages – consume more and get rich! We are living as there is no tomorrow. Our minds are blocked in a dangerous addiction. So our first challenge is to make a U-turn inside our heads. This is the absolute most difficult task!

Mission Impossible?

To stop burning fossil fuel
Immediately = NOW = Yesterday !

To reduce burning
nuclear fuel that has even
worse long term effects!



93% of all energy we use today for cars, airplanes, houses etc. is NOT sustainable and has to be replaced or totally abandoned!

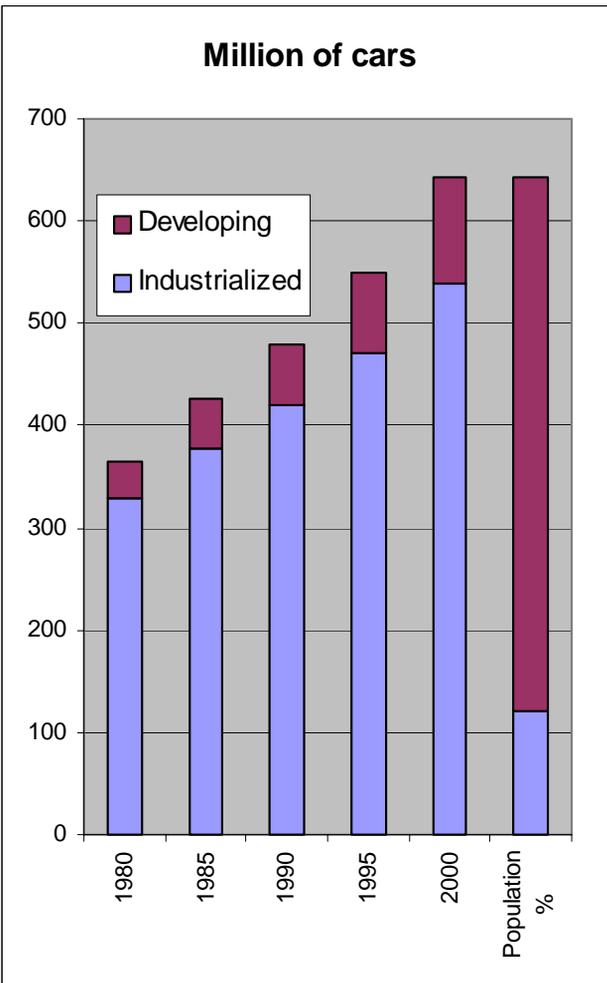
To develop sustainable energy alternatives hydro, wind, wave, geo, bio, solar, fusion is necessary....but NOT enough and we do not have the time.

We need a new sustainable way of living with reduced consumption of energy, water, land and other raw materials!

A global traffic jam running out of fuel?

1949 when I was born 75% of all cars in the world were in United States of America. 1980 this was still 50%. And together with Europe, Japan and Australia more than 90% of the cars in the world were in the rich world 1980.

Between 1980 and 2000 the increase of cars in the rich world was three times the developing countries. If the developing world with 81% of the world population would have as many cars per person as in North America the number of cars there would increase 35 times!



Million of passenger cars	1980	1985	1990	1995	2000	Change	As NAM
Industrialized	329	377	419	471	539	210	846
Developing	35	49	60	79	105	70	3637
Total world	364	426	479	550	644	280	4483

I have lived in Los Angeles and Sao Paulo and experienced their traffic jams. This is now spreading everywhere. Brazil was the first country to change to Ethanol instead of oil for cars. This may be an alternative for Brazil but not for the complete world. In USA the corn used for Ethanol requires so much land, water and energy that the benefit is reduced to nothing. It is naturally good to use bio fuel instead of oil. But we cannot replace all. We have to reduce the TOTAL energy for transportation!

I am a meat eater

Everybody needs food to survive. When I grew up on the country the food came from the local farms. Grain for bread and potatoes. Fish from the river or the sea. Almost every family had at least one cow, a horse, hens and a pig. But we hardly ate meat. We could not kill our self-sustaining food supply. Our cows were for milk, butter, cheese and to fertilize our farming land. We used salt and sugar to conserve the food. The bread was baked hard twice a year and stored. The pig was our recycling and was spared for Christmas. Many of the Europeans who emigrated to America including some of my own relatives experienced a new world. In an unprecedented speed a whole continent was converted. Almost 100 million buffaloes were hunted together with the native "Indians" until just a few remained in Yellowstone. The land was irrigated and converted to food factories. Canned, cold and packed this was now products transported around the world. When I lived in California I frequently traveled through the great valley. The smell for thousands of animals given the last supper before going to the food factory started miles ahead. Each American consumes on an average 200 ham and cheeseburgers. The result is methane and carbon dioxide eq. to 200 Million tons of CO₂. Today this meat and fast food culture has spread to the whole world. We became cruel cannibals. The global meat consumption has increased five times in fifty years. So has the emission of greenhouse gases due to meat.



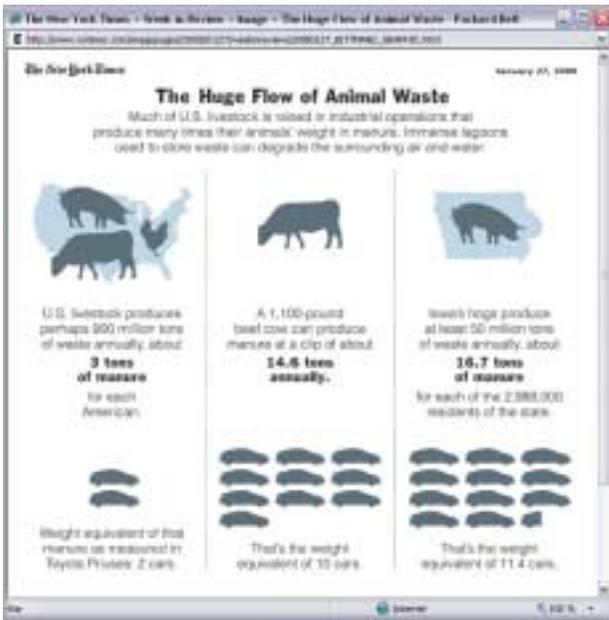
Yosemite



The Central Valley



Our unsustainable hamburger



Americans eat about eight ounces a day, roughly twice the global average. At about 5 percent of the world's population, US "process" (that is, grow and kill) nearly 10 billion animals a year, more than 15 percent of the world's total.

The world's total meat supply was 71 million tons in 1961. In 2007, it was estimated to be 284 million tons. Per capita consumption has more than doubled over that period. Though some 800 million people on the planet now suffer from hunger, the majority of corn and soy grown in the world feeds cattle, pigs and chickens. Grain, meat and even energy are roped together and will contribute to higher food prices.

Growing meat (it's hard to use the word "raising" when applied to animals in factory farms) uses so many resources that it's a challenge to enumerate them all. But consider: an estimated 30 percent of the earth's ice-free land is directly or indirectly involved in livestock production, according to the United Nation's Food and Agriculture Organization, which also estimates that livestock production generates nearly a fifth of the world's greenhouse gases — more than transportation. Beef give 10 times more CO₂ than chicken and 200 times more than locally produced vegetables. In addition we are running out of fish and all food is being shipped around the globe adopted to the need of the almighty market = us!

The new ONE way world?

Dubai



Moscow



Shanghai



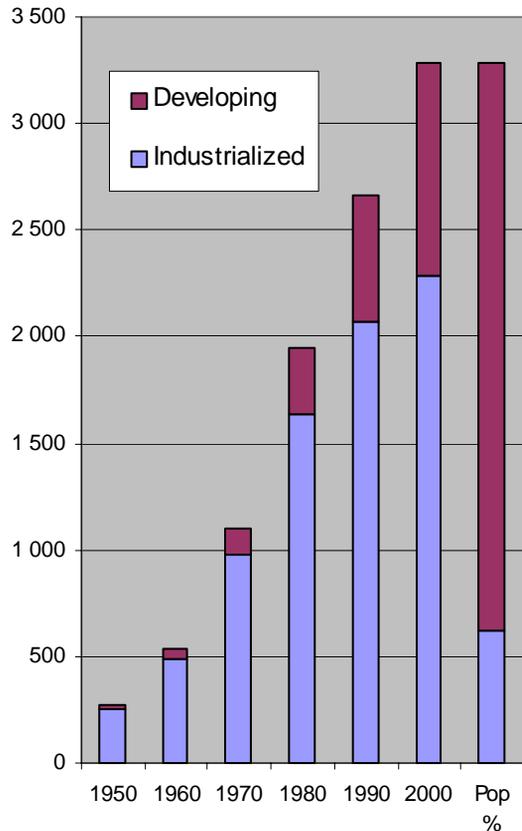
Moscow



An electrifying world with what?

Our modern world is based on electricity and about 1/3 of all energy is used for electricity production. I may be biased by my profession but electricity is for me the most important technical invention of our time. It has changed the world in all aspects. Electricity is by itself a “clean” way to distribute and use energy. The problem is that we today use fossil fuel and nuclear fission energy to generate electricity. If the developing world would have the same electrical power as in North America they would have to increase 32 times, i.e. to build 16895 Nuclear Power Plants or 17 million wind generating plants. I have during my long career worked with this globally including nuclear power plants in Sweden, wind power plants in California and the worlds largest hydro power plant in Brazil. So can these replace fossil fuel? The answer is NO! We shall naturally replace what we can with sustainable energy but we need to limit the TOTAL consumption not only of energy but of all other “raw material” and waste coming out of this.

Electricity GW



GW	1950	1960	1970	1980	1990	2000	Change	As NAM
Industrialized	250	490	980	1636	2066	2287	1816	4161
Developing	25	50	120	309	592	992	567	17887
Total world	275	540	1100	1945	2658	3279	2383	22048

The Nuclear Age?

The Nuclear age started with Einsteins famous formula $E = mc^2$. That man with a grain of matter could create enormous amount of energy. This was demonstrated in Hiroshima and Nagasaki when the bomb killed hundreds of thousands of people directly or with long term effects. Atomic energy for power production started after the war in several countries. Sweden is today one of the countries with a very high nuclear production. But after the Three Mile Island accident in USA many countries stopped the build up with Nuclear Energy Power Production. After a Swedish referendum the Swedish people decided on a plan to dismantle the existing nuclear plants before 2010. But only one plant was stopped. The reason is that not alternative means of production has been developed – during 20 years. Other countries are continuing the build up and now this old “corps” is once again dug up as the “solution” for global warming.

The Chernobyl nuclear accident was first discovered in Sweden because of increased nuclear radiation – despite the very long distance. The weather conditions brought the radioactive downfall to the center of Sweden including the small country village where I was born. For years it was not recommended to eat moose, mushrooms and berries from the forests of mid Sweden. And this was a small accident in a remote place. All the severe problems with Nuclear Power were described more than thirty years ago – the devastating effects of an accident, the storing of nuclear waste for thousands for years, the security and terrorist threats but also that today’s fission method is an expensive and inefficient method requiring a lot of Uranium. We all knew this. But still this is popping up again in an unbelievable desperation. Going from bad to worse.

No there is no fast fix!

We have today a scientific and technological knowledge that can be used to create a sustainable and good life in harmony with Nature and other life forms. But NOT with today's way of life and consumer model.

We can NOT produce the huge amount of energy we do today and definitely not tomorrow for 10 billion people on today's level. But once again you will hear that nuclear power will come and "save us" from global warming.

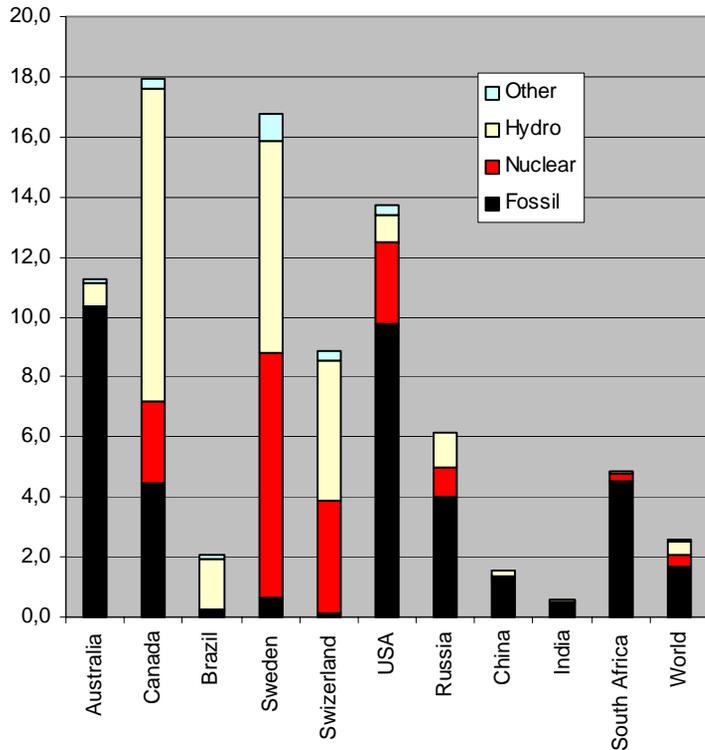
Do NOT believe this. It is irresponsible & stupid!

There are sustainable technical solutions to replace some fossil and nuclear generating plants for electricity. And it is possible to replace some oil with ethanol for cars. But this is only ONE of many problems with our mass exploitation.

There is no way in hell we can continue and even increase the total level of consumption.

We need to "think out of the box!"

Electrical consumption MWh/capita



Alternative energy in California 1987

Is this our last chance? 1991

“Politicians today are caught up in a terrible trap. They can see that the merry-go-round they have helped to create is getting noisier, dirtier, and always riskier. But egged on as they are by teams of unworldly economists unable to tell the difference between a clod of earth and a lump of concrete, they do not dare to get off it.

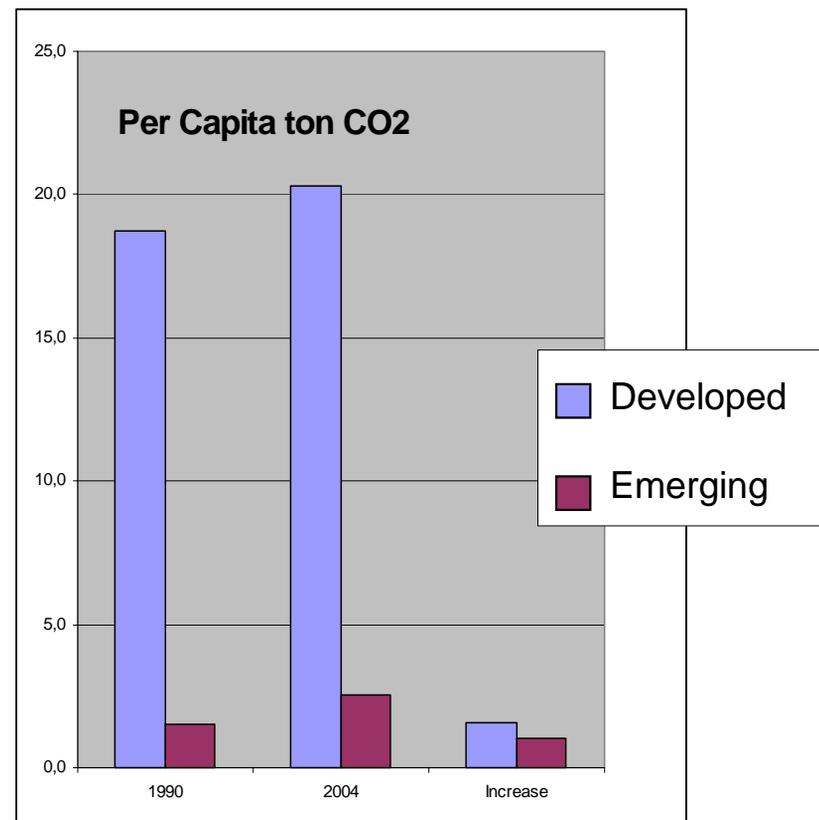
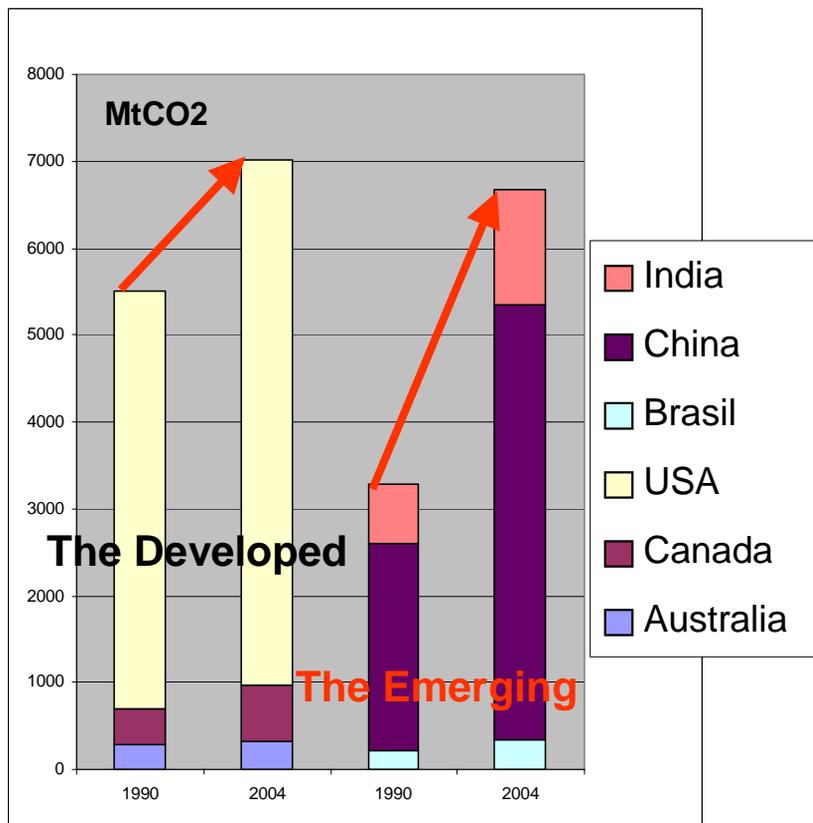
This represents an astonishing lack of both vision and common sense.

The speed with which such destruction will bite has been greatly accelerated by the export of the very Western vision of progress to every corner of the Earth. Inequitable and perverse though it may have been, the Earth has just about coped with roughly 1 billion people living out their materialistic fantasies in this way. There is no hope in hell that it will cope with 5 or 6 billion, let alone 10 or 11 billion, subscribing to the same fantasia.

We must all confront this one truth: that what may be possible for a minority of humankind, albeit at great cost, simply cannot work for the whole humankind. Our kind of progress depends on lacerating the Earth, on gouging out its riches, on stripping its life-sustaining skin of soil and forest, on poisoning its pure air, on defecating copiously in its pure water.”

So what happened

The UN conference 1992 in Rio de Janeiro covered basically the same important issues as 1972 in Stockholm – The environment and the development. And more reports came on the CO₂ problem and global warming. Finally the main industrial countries signed the Kyoto Protocol with commitment to reduce CO₂ emissions below 1990 levels. But USA and Australia did not. The developing countries (India, China and Brazil) increased a lot. And so did USA, Australia and Canada. They actually increased twice as much per capita as the developing countries. Between 1990 and 2004 USA and Canada increased the CO₂ emissions with more than the total CO₂ emissions in India was 2004.

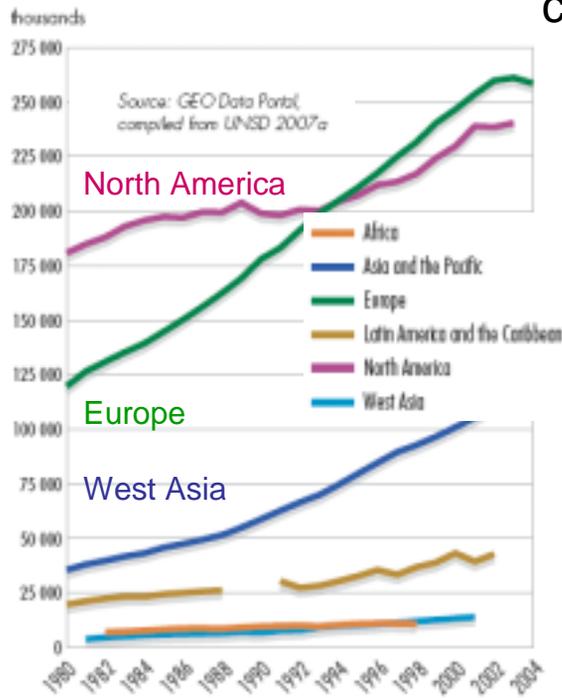


What happens now? = Boy toys!



Our world is made for and governed by us white men. We control the science, the media, the corporations, the armies, the money and the politics. We may have some competition from other skin colors and even a female president – but we still live in a white man’s world. And we all love cars – big and fast cars. Our world is a giant machine with millions of cars consuming oil and emitting CO₂ and other pollution. The first thing you see in a “liberated” country is prostitution, whisky, luxury hotels & BIG cars. All toys for the boys. Then comes the luxury fashion stores for our women. And the fast food chains with McDonalds and Coca Cola for the rest.

Figure 2.4 Number of passenger cars, by region



The car is the ultimate proof of development. After the rich comes the middle class and the society changes with large shopping centers so everybody actually need a car to get there. The new developed world is built for the car – not for humans and not for Gaia. You can divide the world in those who have a car and those who still want one. But even if you have a car you want a bigger one, a VAN or a SUV, several cars, why not a mobile home. So now we need to build even more roads, shopping centers, more air conditioned parking houses and more airports. Because we also like to fly!

The last chance in Bali! 2007

The UN conference in Bali in December 2007 was really the last chance for our world leaders to respond to the environmental crisis. It was discussing basically the same issues as 1972 in Stockholm and 1992 in Rio.

The difference was that now all the thousands of delegates from basically all countries in the world had all the facts.

The main proposal by EU was that the rich countries should commit to a reduction of 25% - 40% emission of CO₂ up to 2020. This was strongly opposed by USA and some other rich countries such as Japan and Canada. That is the highest polluting countries.

So to avoid a total fiasco USA in the extra day of the conference “made a “U turn” to sign an “agreement” if all binding commitments were dropped. So they were. Instead we got a “road map” for negotiations but no where to go.

So although it was called a “break through” Bali was once again a missed opportunity, a failure and a “break down” of the rich countries and especially USA to show leadership. In stead the Bush gang demonstrated a cowardly stupidity – locked in their own greed in their war for oil but against Science, against Nature, against God, against Life. And the rest of the world kept silent.

Please consider these facts: USA is responsible for the largest pollution of the carbon dioxide that causes global warming and mass extinction of species. USA has the absolute highest pollution per person and in total. USA did not under the Bush administration approve the Kyoto protocol and the emissions in USA has continued to increase substantially the CO₂ emissions. Neither did US approve the Biosafety, Biological Diversity, Persistent Organic Pollutants, Law of the Sea treaties.

TABLE
25

... while preserving it for future generations ...

Status of major international environmental treaties

Published 12:00 GMT (10 am in Brasilia) 27 November 2007

<http://hdr.undp.org/en/>

NOTES

Data are as of 1 July 2007. Data refer to year of ratification, accession approval or succession unless otherwise specified. All these stages have the same legal effects. **Bold signifies signature not yet followed by ratification.**

Countries or areas, in addition to the countries or

HDI rank	Cartagena Protocol on Biosafety 2000	Framework Convention on Climate Change 1992	Kyoto Protocol to the Framework Convention on Climate Change 1997	Convention on Biological Diversity 1992	Vienna Convention for the Protection of the Ozone Layer 1988	Montreal Protocol on Substances that deplete the Ozone Layer 1989	Stockholm Convention on Persistent Organic Pollutants 2001	Convention of the Law of the Sea 1982	Convention to Combat Desertification 1994
HIGH HUMAN DEVELOPMENT									
1 Iceland	2001	1993	2002	1994	1989	1989	2002	1985	1997
2 Norway	2001	1993	2002	1993	1986	1988	2002	1996	1996
3 Australia	..	1992	1998	1993	1987	1989	2004	1994	2000
4 Canada	2001	1992	2002	1992	1986	1988	2001	2003	1995
5 Ireland	2003	1994	2002	1996	1988	1988	2001	1996	1997
6 Sweden	2002	1993	2002	1993	1986	1988	2002	1996	1995
7 Switzerland	2002	1993	2003	1994	1987	1988	2003	1984	1996
8 Japan	2003	1993	2002	1993	1988	1988	2002	1996	1998
9 Netherlands	2002	1993	2002	1994	1988	1988	2002	1996	1995
10 France	2003	1994	2002	1994	1987	1988	2004	1996	1997
11 Finland	2004	1994	2002	1994	1986	1988	2002	1996	1995
12 United States	..	1992	1998	1993	1986	1988	2001	..	2000
13 Spain	2002	1993	2002	1993	1988	1988	2004	1997	1996
14 Denmark	2002	1993	2002	1993	1988	1988	2003	2004	1995

We are living in the Black Ages

We have known about this environmental crisis for a long time. Since Rachael Carson wrote “Silent Spring” 1962 numerous books and reports has warned us for the consequences of our consuming life style.

And we have done a lot. Everything that we could see and smell such as sewage has improved. DDT was banned. But it took a long time.

The Ozone hole triggered further restrictions on aerosols. But there are thousand of new substances out there that we still have not discovered the consequences of. The use of these chemicals are increasing dramatically.

So why have we not responded to the CO₂ emission and global warming?

Well it is not until the recent years we have “seen” the consequences. But the other main reason is that the use of fossil fuel and especially oil has been and is the very fundament for our economic model based on mass consumption and continuous growth. And this is a model that especially during the last 10-15 years been marketed as the ONLY model for “a new brave world”. Deregulation and globalization is called “Economic Reforms”.

“Freedom” is equal to privatization. But privatization, liberalization and globalization turned out to be a few giant corporations become even bigger.

So who is today in control? Who decides about our common future?

The Big Business?

We have for a long time had free market economy but in order to have the market to work properly we must have certain rules imposed by “we the people” = the state and we must have a certain balance between workers and owners that is normally handled by trade unions. For a long time we also believed that certain activities such as health, education and infrastructure should be handled by the common state or community.

Big Business has always had a large influence and been multinational. Especially the oil, weapon and car industry. With the market liberalization and globalization this changed the very balance to total control with its financial strength and intense lobbying. Big Business became a Huge and Transnational force. Having the possibility to move production and profits where it was cheaper and easier to manufacture. Also the state owned energy and telecommunication market was privatized, deregulated and global. We had a total shift of power and nobody protested.

Well the media was now also part of big business. Italy with Berlusconi became the most flagrant example when one person was the state, the business and the media. So was this all a global conspiracy? We were deprived our democratic rights and brainwashed to just consume?

We the market?

The same year as my parents were born 1921, Sweden became a parliamentary democracy with free elections. This was after a long struggle when finally the working class and the women could formally influence the governance of their country. Some countries were earlier and some were much later. And some countries stated they had democracy for everybody but through different measures they prevented some to vote. Still this was the most important development of our civilization during the 20th century.

We were free men and women. We could all participate in deciding about our future. When we were struggling for these democratic rights it was “we against them”. We the poor peasants and working class people against the fat capitalist with his fat cigar. But then something interesting happened. We called the people elected by us “them”. And less people actually voted. The democratic government and the state became the enemy -the bad tax guys. What also happened was that many of us entered the stock market directly or via our pension funds. We became the “market”. The most “socialistic” ownership today is in USA and the most capitalistic economy is China!

The biggest growth in billionaires is in Russia.

All together we are now ONE common global market.

And we the market decide or?

Our free media?

Just before our Millennium shift our media was filled with stories about the end of the world. Stories from Nostrodamus and the Bible were analyzed. And we had the Y2K disaster when all computers and other gadgets would stop working at midnight. But nothing happened. Or did it?

In fact the environmental disaster did happen and it is accelerating. Both the Bible and Nostrodamus were true in their predictions. We just did not notice. And it seems we still have not. Our media is now also part of the globalization with Berlusconi and Rupert Murdoch in charge. Everything we see and read today is mentally preparing us to be the obedient followers of our holy market. Compare the shows & news of today with 30 years ago – like night and day!

2007 we have had numerous UN and other reports on our crisis. Al Gore even got the Nobel Price. December 30 – 31, 2007 I studied our major western newspapers US today, Herald Tribune/ New York Times, Financial Times, Wall Street Journal. I also went through the last two issues of Time Magazine and watched BBC and CNN. But they had all missed the BIG story! We have the worst global crisis ever. We the rich and famous are destroying our earth. But there was almost NOTHING from our “embedded” media! It is alarming, embarrassing and pathetic. The only response was from BIG BUSINESS.

Now media is now full of colorful advertising how oil companies, car manufacturers, banks and others who are becoming GREEN – As an image!

The next US president?

What happens in USA will have a very large impact on how we will be able to handle this urgent environmental crisis. Now there is a new election .

This is the candidate I would vote for if he or she had this program:

1. I accept the fact that USA has been and is the main reason for the global environmental crisis and global warming and will initiate these actions:
2. I will have USA to sign all international agreements we have not signed.
3. USA will immediately withdraw all it's military from foreign countries.
4. Instead the money saved will be paid to countries in Africa and Asia now suffering the most from the global warming
5. A new Home Crisis Office will be created with the goal to totally restructure the US economy, society and industrial activities
6. A progressive tax limit personal net income per person to 50 000 USD
7. A 500% value added tax on all activities that affects the environment
8. An adaptive tax on all industries that affect the environment
9. All R&D money will be redirected to find solutions to solve this crisis
10. All public investments will be directed to sustainable methods, e.g. food production, health care, education, public transportation

I do not think even Ralph Nader or Al Gore would have dared running for office with this message. So how can we then make a change?

Our mental blocking

Increased consumption is the main driver for all of our leaders today independent of political party. The ideologies are dead. But we have a new religion = the holy consumption. The market is the only God. And several times a day we say our prayers to the stock market.

The managers of our giant & global corporations are all striving to achieve their goals. Increased productivity. Increased profit. Increased share holder value. Increased bonus. And replaced fast if they don't succeed. Our political leaders and CEO for these transnational corporations are "good people". They probably all have more insight and concern than most of us. But the problem is that they are stuck in this model. They can not think out of the box. We have to help them to find a new model with new targets.

Consumption is growing, Global corporations are growing, Numbers of cars are growing, The market is growing. Number of billionaires are growing. Is this wrong? Yes because our common resources are not unlimited.

Yes because the pollution is increasing and endangering Gaia.

We have only one earth to share! In addition the number of people are growing. The only thing that is not growing is number of plants and animals. They are decreasing. Species are going extinct in an unprecedented rate.

The dead lock situation

California is the template for today's civilization. Everything happens first in the golden state and is spread to the rest of the world. The pollution and traffic jams became very early a problem in California. I lived and worked there during the 1980s with connection of alternative energy from wind farms, bio fuel and solar energy. I was involved in the retrofit of the Hoover dam hydro power plant outside Las Vegas to provide both water and electricity to Los Angeles. California passed new laws and restrictions to reduce pollution. This did also happen but not in the way planned. Most of the polluting industry and generating plants moved from California. And this is also what we see today. Our production and pollution is being moved around the globe.

The problem with global warming and other sever environmental problems has to be dealt with by United Nations on a global level imposing strict rules. It has to be dealt with on regional and national level. And it has to be solved on local level. UN has now taken the initiative. Some corporations including energy utilities and manufacturers in Europe as well as EU is responding to this challenge. But USA is stubbornly locked.

Bush has totally blindfolded the world where the explanation of everything is "the war on terror". Bin Laden has succeeded completely in his mission. He has paralyzed our world preventing us from dealing with the largest problem ever – the real global terrorism against our living Earth. The Bush eight years in power has therefore been a disaster for the world. But the blame is not only Bush. It is ours.

We, our media and our leaders have accepted this. So we are responsible.

This is the hard reality!

- Global warming is a reality and it is putting the whole earth at risk
- Global warming is only one symptom of escalating consumption
- The ecological balance is disturbed by us – causing mass extinction

- We the rich in the developed western world are responsible for the crisis
- We have known about this for a very long time but done nothing
- Instead we have accelerated in this devastating and wrong direction

- We seem blocked in this dead end street of endless consumption
- So we have to slow down, turn around and find a sustainable direction
- We in the western world have to change our way of living –NOW

- It is very urgent and it is going to affect every aspect of our lives
- Unfortunately many of our leaders have not yet understood this
- The lack of political, economical and media leadership is shameful

- As Al Gore puts it we have all failed since we are going down together
- We need a total “revolution” in our values, thinking and model
- This is why the task ”to change the world” is your mission.

ONE different world

I have been very fortunate to be able to travel, work, live and make friends in different countries around the world. The greatest error in today's globalization religion I see is that we are trying to implement ONE and the same consumer model for the whole world.

Our world is different with different climate, plants and animals as well as different human cultures. It is this biodiversity that gives the universal beauty, goodness and the truth. A sustainable way of living has to be based on the specific conditions in each part of our world when we learn how to live with Nature.

Instead we are reducing it to a number of air conditioned supermarkets interlinked with free ways and air ways. This ONE way street we are now traveling with increasing speed is a dead end street where we will soon crash. We not only need to stop our car we need to turn around and walk a different path.



Australia



Canada



Sweden



Switzerland



USA



Russia



Brazil



China



India



South Africa

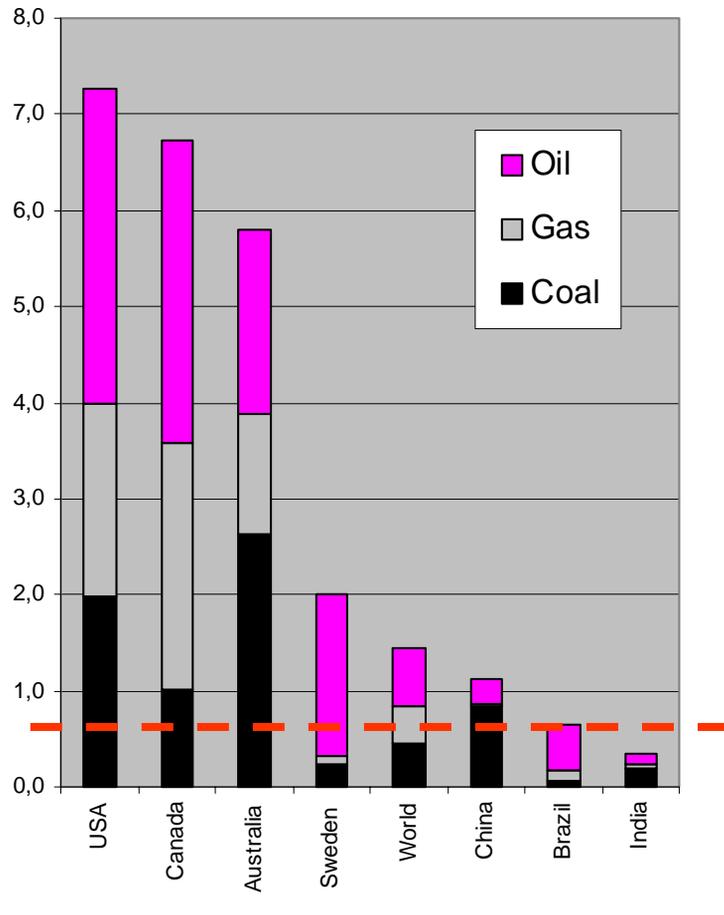
The impossible ONE way world!

Today's material world in the fast lane is killing us slowly. The consumption of fossil fuel by the developed and rich countries is the single most damaging cause of our present disaster. The Earth can no longer withstand the American high consumption model, or the Australian or Canadian. Sweden has managed to reduce fossil fuel consumption significantly – but it is still too high. Actually out of my home countries only Brazil and India is still below the sustainable limit and China just above.

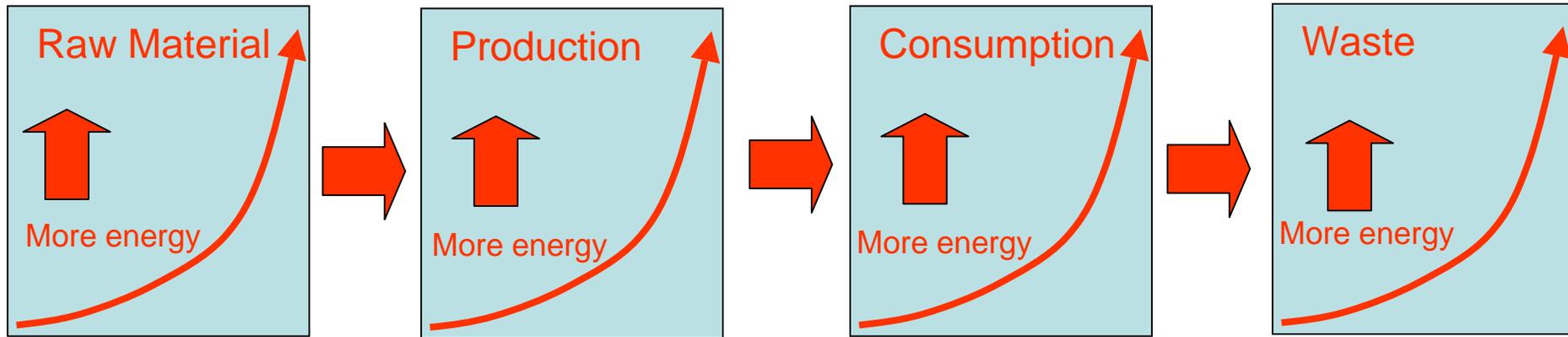
We need to establish a sustainable life style within the limits of Earth. To find our way back to a balanced reality. So can we do this?

Since we could get a global population to wear blue jeans and base boll caps, eat McDonalds and drink Coca Cola while sitting three hours in traffic jams every day to get home to watch the same TV – soap operas and call this progress - Maybe we have a chance?

Mtoe Per capita



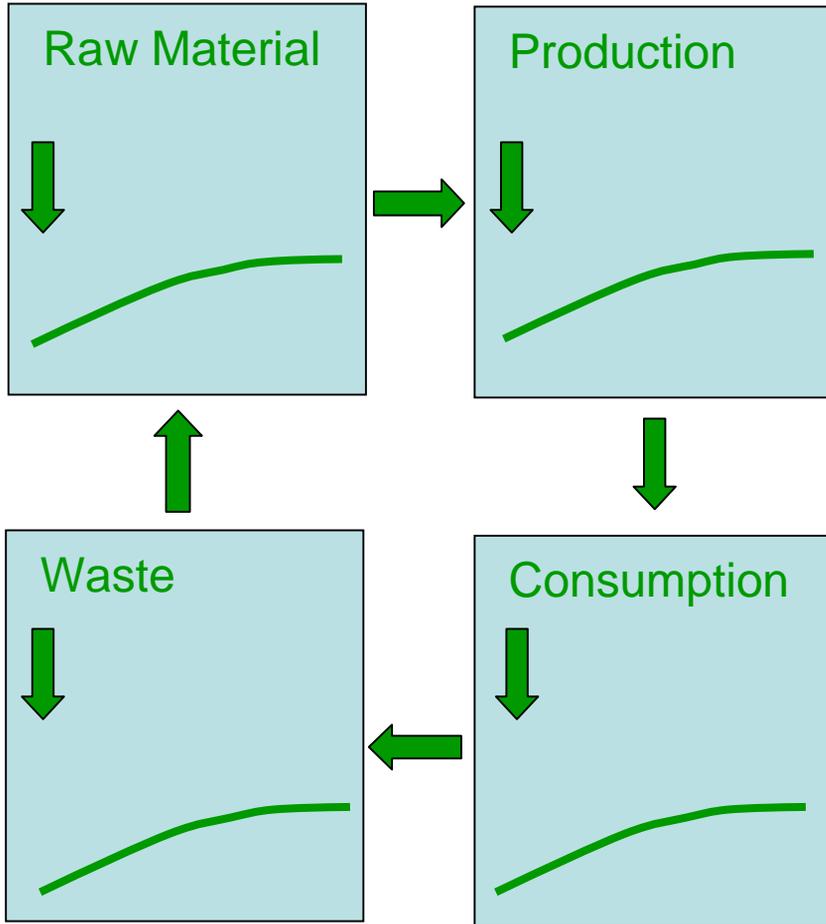
The globalization of consumerism



It is very easy to understand that our present model and development is completely unsustainable. It is based on an out fashioned economic thinking from the pre-industrial era and refined in the American mass consumption. The model is based on getting low cost raw material “some where” and transport this to low cost production site which manufacture low cost consumer goods that is transported to our shopping malls so we can drive there to buy them, use them and throw them away to buy new. Throughout this chain people can make money and get rich. So what is wrong with this?

The problem is that this model requires continuous growth and competition. This has created an unprecedented centralization of activities with giant corporation and shopping centers where everything is guided towards increased consumption. This was clearly demonstrated by the economic turbulence beginning of 2008 when the only measure is a drastic interest decrease together with tax cut in USA in order to stimulate consumption. But this model requires more and more raw material, more and more transports and more and more energy that gives more and more waste.

The local & sustainable global village



Instead of promoting increased consumption and globalization with increased centralization and increased trade with increased transportation we need to re-invent a sustainable model within the limits of Nature.

This model will in many aspects be directly opposite to our present model. We need local solutions and local societies minimizing the use of raw material, transport, energy and waste. In some aspects we can re-use the way of living we had just a few decades ago.

We now have the technology to do so and still live a good life in all aspects. We have the amazing digital revolution with computers and Internet that still will allow us to be both local and global. We have the knowledge and medicine to stay healthy. We can increase life quality and reduce our working hours. But to do so we need a mental mind change and a new model for our activities.

The sane society and sane economy?

“In building the new industrial machine, man became so absorbed in the new task that it became the paramount goal of his life... His energies , which once were devoted to the search of God and salvation, are now directed toward the domination of nature and self-increasing material comfort.... Happiness becomes identical with consumption of newer and better commodities.... The danger of the past was that men became slaves. The danger of the future is that man may become robots”

These are the words of Erich Fromm in “The sane society” from 1955.

In “Culture of Contentment” from 1992 The Harvard professor John Kenneth Galbraith wrote *“The market has its own truth on which reality does not intrude.”*

Galbraith has over the years followed the development of capitalism and he describes it's modern version originating from the Reagan era as self destructive where the established balance between state and private corporations had been removed for a “free market”: *“To help the poor and middle classes, one must cut the tax for the rich.”* Corporate greed was growing where the income for the big business management increased from 29 times the average salary to 93 times in ten years. The mergers and acquisition mania resulted in a few dominant corporations.

To solve the real estate speculation and banking crisis is besides more military expenditures the only objectives for the state while the rich gets more rich. So now when we know that the same model that is destroying our earth is also a self destructive economical system for the rich only and does not make people happier (Not even the rich) it should be easy to change to something better, or?

The exponential growth

The industrialization of Europe started three generations ago at the same time as my grandparents were growing up. The large scale colonization of America and Australia started at the same time. We have all seen the movies "*how the west was won*" when Cowboys terminated the native population and animals to replace them with big herds of cattle. How gold diggers got rich on first the yellow and then the black gold.

The American model was based on unlimited natural resources that one hundred years ago was available in the North American and also the Australian continents. These are the same countries that today are consuming raw material and producing pollution on an unprecedented level. And this is the model that now is penetrating the whole world.

The exponential growth and pollution started after the second world war during my own life span and generation. We have seen a technological, industrial, biological and economical "development" that is outstanding. Our western world changes gears and is now speeding out of control in over drive. Instead of satisfying human need we are creating human greed where media around the clock is telling us to consume more.

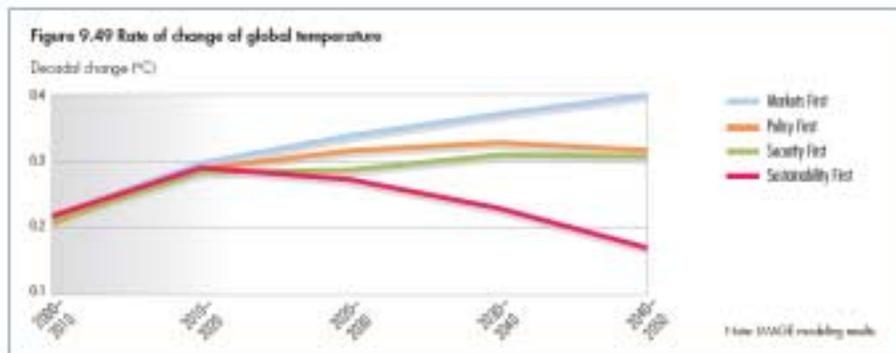
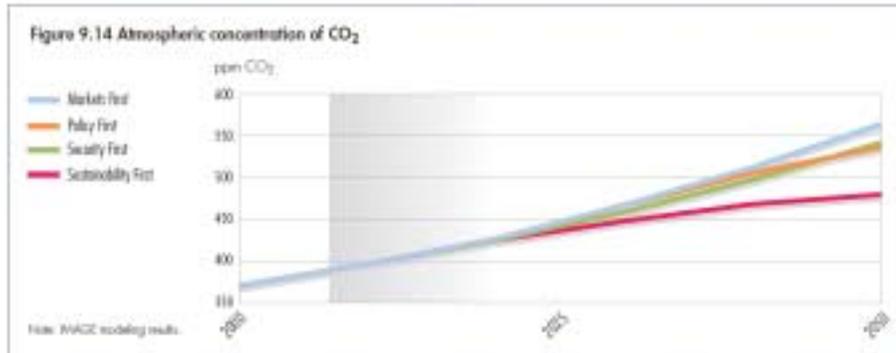
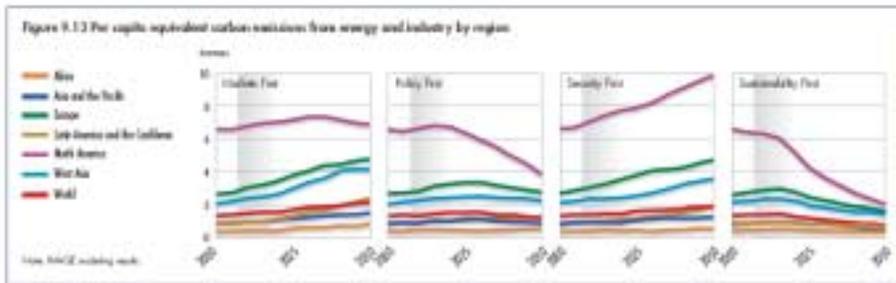
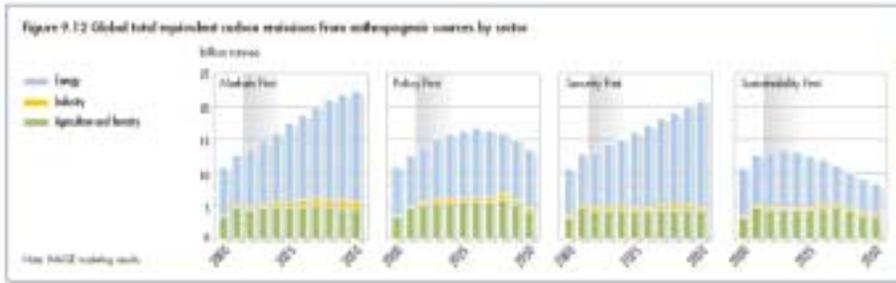
In one generation we in the western world have terminated a thousand year local farming culture that even I grew up with. The oil based society centralized and industrialized also the food production. Like in America we became meat eaters. USA has approved selling gene modified crops and cloned meat and milk products. With growing population and growing greed we are now modifying the very foundation of life. We have already endangered earth we are playing with the evolution.

The blind development

The global warming is the result of this exponential development and the change of culture in our western world. This enormous development has accelerated since the second world war – my generation. It has further accelerated since the end of the cold war – my children's generations. And it is sky rocketing after the millennium shift since my grandchildren were born. In sixty years we have build our tower higher and higher to reach the sky. We are now so high that we no longer can see the ground – the earth that feeds us all – since the creation of humankind – since the creation of life. We are part of a five billion year evolution and we believe that we can change this in sixty years – in one generation and know what we are doing?

We have only seen the top of the ice berg. We our so embedded in this rapid development that we have lost our ability to understand longer processes. We can in one single generation naturally not see the long term effects of our actions. The global warming is just one of these. The chemical war we are right now carrying out against nature is even worse. The nuclear “War” involving both risks like Three Mile island and Chernobyl and the long term radioactive waste will give unknown damaging effects. But today's modification of life it self with “genetically engineered” and cloned plants, animals (and humans?) is a threat against life itself. We have several examples already on the effects of “alien species” following the globalization. But this will be much, much more severe. Are we totally insane? In ONE generation we in the rich world has done this totally unaware of the long term effects. Instead we are following the development of the stock market minute by minute round the clock. A blind development during the black ages.

The four scenarios from United Nations



In the Un GEO4 report published in the end of 2007 chapter 9 “The future today” presented four scenarios. *Market first* as today when the market and private corporation continue. *Policy first* when UN and government intervenes but when GDP and economy still has the final say, *Security first* that UN also call “me first” when the rich countries using their military strength reserve energy for themselves. *Sustainability first* when we reverse our priorities to build a new sustainable framework with International co-operation.

The problem is that all alternatives will give a temperature increase of about two degrees until 2050 since we already has done so much harm. But while “Market first” continue to increase with more than 0.4 degrees per decade, security first and policy first with 0.3 degrees, sustainability first is the only scenario to reduce the increase and the only way to survive.

What common future do we want to have

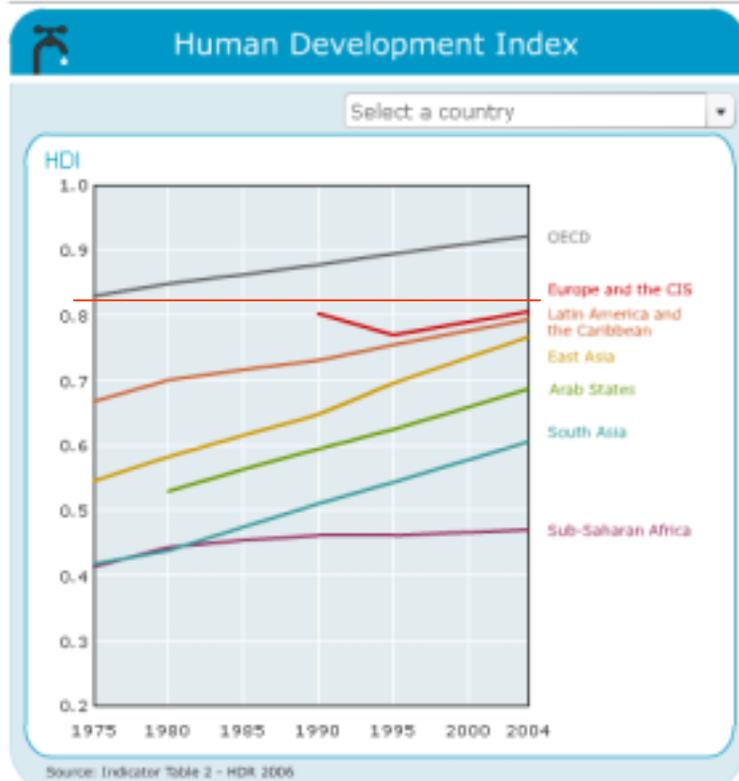


So this is the simple conclusion. The more we consume of the earth common resources, the richer we will be and the longer we will live.

So what is wrong with this?

Even though most of the world has had good progress (except Africa) no other region has yet reached the OECD level – 1975.

Human Development Trends



But the problem is that the earth can not sustain our consumption in the rich world and definitely not the whole world at our level.

So when we now need to take very drastic actions for our future that will affect our material living standard we need to ask ourselves what world we want to have and what we want to be. Do we want to continue our egocentric journey alone, build fences and arm ourselves so we can keep the remaining resources for ourselves. Or do we believe in a common future with equal rights and solidarity when we share the resources and convert to a sustainable life style.

Our Sixty Years Dream

At the beginning of the 20th century the white man had discovered the fundamental rules of science allowing us to create a better world.

But the first 50 years of the new century were filled with wars – the cruel colonial wars and two devastating world wars culminating with the Atomic Bomb. These were wars fought among a few rich countries. The same countries now fighting the ultimate war against Gaia and life itself.

At the beginning of the 20th century the white man had conquered the American continent where the new science and industrial methods of Europe was planted by millions of immigrants. This was the birth of our new consumer model based on continuous growth. A very successful material model on a new untouched continent with as it seemed unlimited resources. And this American dream also became the model for the old world in Europe and Japan after the war.

But this model was built for unlimited resources and a continuous stream of immigrants prepared to work hard for the dream to become rich. To consume more and more. The economic market model was also based continuous growth with dreams and expectation. With rich and poor.

Now this “Money theistic” model is our only global religion. We still live in a world with rich and poor but we do not live in a world of unlimited resources.

Our Sixty Years Crisis

Our model was created as a result of the American development with continuous growth from coast to coast in a new continent. From New York to Chicago to Los Angeles a new world was built with a new man using ONE formula for success. ONE language. ONE McDonalds. ONE Wall-Mart.

The continuous increase of the consumption of food, cars, houses, gadgets generated economic growth and increased market value. The Wall Street became the measure of our success. Economical growth measured as increased consumption and increased stock market value became the main goal of all our activities. A goal that we were staring at 24 hours a day from the stock market opened in Tokyo until it closed in New York.

But the economy is the result of our activities – not the goal and not the vision. And definitely not the common future. We have been so absorbed in this game that we no longer can think longer than instant gratification. It is a race who can become rich, richer and richest. But no one take responsibility for the whole. So we are really having our sixty year crisis. In sixty years we have consumed our earth and leaving an enormous pile of garbage behind us. Nothing to be proud of. This crisis is within ourselves. We have lost sight and perspective of the meaning of life and that we are only a very, very small part of evolution.

Our Sixty Years Error

It should be very easy to understand that it is NOT possible for us to consume more and more of the limited resources on earth and pollute more and more into the air, water and soil. But still we are not only doing it but we are promoting it as our ONLY solution. Grow or die, but the reality is grow and die. We have a model that is based on consuming more and more and more so we can sell more and more and more. The model is also based on creating demand to replace what is old with new models so we sell more and more. The Globalization, Liberalization and Privatization taken place the recent year has accelerated this unsustainable development. Also this is very simple. Large corporations and banks are now expanding their global market and power through multiple countries. They can shift production, work and investment to “somewhere” with lowest cost. And the objective is always to make more money. The same thing has happened with our “embedded media”. This together has created this self generating consuming machine now devastating the Earth. And it is NOT only global warming. It is affecting everything. We have changed from a world to satisfy needs to a world to create needs. Larger cars, larger TV, more shopping centers, more travel. Every time you buy something you pollute our world. You can however decide with how much depending on what you buy. But the main error is our present model based on continuous growth.

Our Sixty Years Delusion

Now when we are experiencing global warming and we know for sure it is because of us and the way we are living you will hear the economical, industrial and political establishment present “solutions”. But none of the solutions will ask for a new model with a radically new life style.

The reason is very simple. The establishment now presenting the “solutions” is the same establishment that created the mess we now are experiencing.

They believe that with even more of the same thing we can “save the world”.

BUT WE CAN NEVER SAVE THE WORLD WITH EVEN MORE CONSUMPTION.

Still the “solution” to the present economical slow down in USA is to decrease interest rate and taxes plus sending a check to stimulate consumption. It is true that we now have advanced technology to help us build a sustainable reality but not with the same model. If we replace fossil fuel power plants with wind parks and oil with ethanol for our cars this will still result in too much consumption and pollution. Wind mills are built with steel and aluminum. Ethanol and other bio fuel requires land, irrigation, energy competing with food production.

And the solution is not to build more shopping centers for the same consumer goods but with a new environmental label.

We need to redefine the very concept of progress so it does not require continuous growth and increased consumption.

Our Sixty Years Disease

My generation has seen an outstanding development. At least if we live in the rich western world. Internet and cell phones has just been around for a few years. When I grew up there were no TV and no shopping centers . We were brought up to save. You inherited and mended clothing. Reused and recycled everything. But we had a very rich life with basically everything we needed compared to many others. We were creative and we were happy.

But something happened. We started to consume more. Much more. We were indoctrinated to buy new things and throw them away so we could buy even newer things. And this demand accelerated so we took all these things for granted and wanted even more. We became addicted to consume!

If we are going to be able to change to a sustainable life style we have to become aware of that we are sick. We have a mental disorder. It is like any addictions that it feels nice for a short time but then we want more...and more.

This consumption hysteria is contagious. It is a disease spreading to other countries and cultures and to other areas. We are consuming gadgets, soap operas, sex, sport, gambling, Internet, "Big Brother". And it is going in an increasing speed and so fast that we does not notice it. We have become blind for this rapid consumption hysteria. Because it is a hysteria. We do not need it to survive or be happy. On the contrary this is the reason we are destroying Earth and our common future.

Our Sixty Years Denial

Our present economic model based on continuous growth has been designed by, is governed by and is intended for rich white men living in the rich white countries with US and EU in the front. It is a model that is intended to make us even more rich and powerful. The reason we now are shifting a lot of our production to China and India is not to help the poor population in these countries but to be able to produce goods and foods cheaper for our shopping malls and make more money. Europeans are traveling to USA because of the low USD rate to shop things made in China and India. So beautifully insane! We have known about this environmental crisis for a very long time. But we have not understood that WE are causing it. Our media has been telling us to save the rain forest and the whales. Now they are telling us that China and India is the main problem. But the main problem is our own denial.

I am a rich and successful businessman and has worked internationally for the BIG business for many years. So I know the rules of the game. It is naturally to grow and to make more money for our companies so we can get more money as bonus. We are not because of this “bad people”. But we are totally incapable of changing. We are locked within our box. Our denial to accept these simple facts may partly be because of our left side male brain and inability to understand the whole – how everything is connected. We can just think and do one thing at the time. And right now this is to destroy the earth.

Our Big Change

We have a huge process in front of us. It is a total revolution. And this revolution starts in our minds and souls. To rediscover humanity!

Today we live in a mans world. A rich and white mans world. A man who needs instant gratification and to get this is willing to do anything. Go to war, get drunk, rape, destroy the planet.

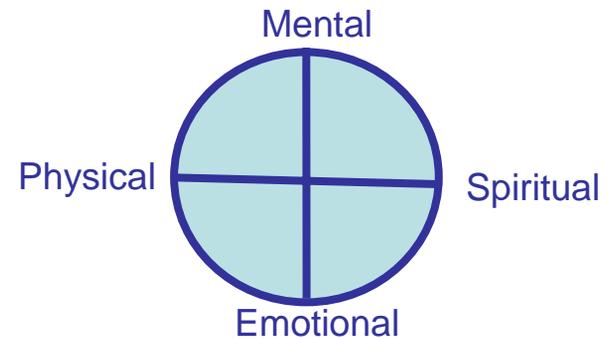
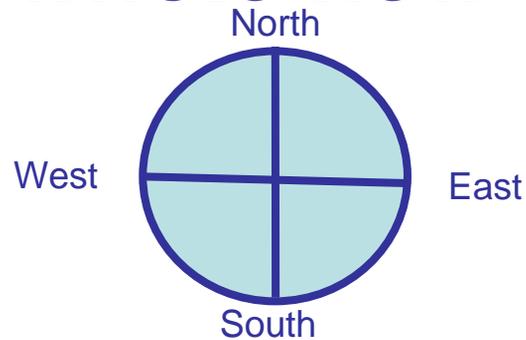
Because this is what we really have seen throughout our history with colonization, slavery and what we now call liberalization. The problem is that this is now on an enormous global scale.

This criticism against our present “World order” is not new. So many great authors, scientists, philosophers have showed us the limitations of our “modern way of life and what we need to change. Their conclusion is that our modern world has become linear and divided in parts. We have lost the ability to see and understand the whole. Also today we can only grasp ONE problem and we look for ONE solution.

Jung, Fromm and Maslow and many other thinking humans all say we need a holistic way of thinking. To balance the mental, emotional, physical and spiritual reality. And this is the same “universal truth” as the natural living man knew symbolized in the Medicine Wheel or the circle.

Our present “developed” way of living in our material corner is NOT natural. We need to find our way back to a whole world!

A whole new human in a whole world



Mankind has for thousands of years lived in harmony with nature. Everywhere we discover the “magic circle”, the medicine wheel, Mandala to represent the balance between the four directions. This importance was understood by the Indians living in America but also my farming forefathers living in Sweden. In Asia the same balance was described as **Yin** (陰 eller) and **Yang** (陽 eller) representing the female and the male. Our present male dominated western world has degenerated to the physical dimension with material wealth and economical growth as only goal. All other dimensions has been reduced to minimum. Culture, sport, people, ideas, the future and even plants and genes are branded and for sale. Today’s “wise men and women” are not to be found among scientists, priests, writers, philosophers or anyone from the non-western world. They have been replaced by “the rich and famous”, Wall street and the constant media message “Buy and consume” more and you will be happy.

In order to “save our planet” we have to first “save our selves”.

To rediscover our four dimensions in life that the natural humans knew. To become whole again. Connect with Nature. Too recreate our ability to experience all the wonderful things that are free in life; love, solidarity, compassion, swimming in the ocean, walking in the forest, looking at the sky. To be creators instead of consumers.

A whole being

Today we live in an ego centered world. The "what's in it for me world". And it is a man's world. A rich white man's world. Instead we need to find our way back to the original human values. Love, solidarity, compassion. For this we need the women of the world and especially the female dimension of life. In the beginning of the 20th century our grandparents organized themselves in different religious, political and workers movements. Later on in our times we had the student, women's lib, peace, gay, green & the new age movement. Now we need them all and more. A movement to rediscover humanity in a whole world with Beauty, Goodness and Truth.



My (e) mission (im) possible!

So what is my own mission? To inform about the facts, the scare you about the consequences, to convince you to start the change process. I have been so fortunate that this very subject is my profession. I studied energy and environment at the University. I have been working internationally with this for all my life in more than seventy countries. I now work with this in an international research institute. I have been engaged by reading and writing about the energy and environmental crisis for 35 years. I have studied all the alarming UN reports issued recently. (And earlier) I have made good money & burned a lot of CO₂ living in the fast lane so I am one of the terrorists. I really know what I am talking about.

It is fairly simple to demonstrate that we are in deep trouble. But since many of us still have not understood this I will step-by-step present more facts through the other chapters in this “Internet book”. You also have all the links to other material. I am finally trying to illustrate how everything is connected. CO₂ , Gaia, our way of living, you and me. I am giving you many BAD examples – including me. But I am not giving you ONE solution. There is no ONE solution. This has to be solved on all levels in a combination of many different actions by everyone – A whole new world. It will require all our common creativity, solidarity and humanity!

Your (e) mission (im) possible!

So how can YOU influence all of this? The first thing is to become aware! To understand that this is a real threat of biblical dimensions. And to accept that we need to drastically change. Despite all alarming scientific reports this is unfortunately not going to be so easy. Because ALL large corporations, ALL financial institutions, ALL political leaders are (almost) all now turning “green” – by name. Who doesn’t want to save the world.

But same “stupid white men” who created the problem will not solve it by using more of the same medicine. In order to make peace with our planet we need a **mental mind change.** We need to question the fundamentals and mechanics of our consumer based model with continuous growth. And we need to find our way back to what is **the true value of life on earth.**

You should naturally start today with your personal change to reduce consumption and change to sustainable alternatives. But equally important is now to start the MOVEMENT of global mind change. Because many of us has yet not understood the threat. We need a combined religious, civil right, peace, new age, labor, women’s movement to select and empower our political representatives on all levels and activate ourselves. Start by informing colleagues, family and friends. This is your mission possible!

Our own choice

1997 I wrote “Cross road to the future” that was published in a Swedish annual book on the development in the world during the past year.

In this I repeated a quote from Rachael Carson and Silent Spring 1963:

”We now stand in front of a cross road and we have two possibilities. To take the road we have used for a long time, which is deceptively easy like a free way where we can move in a high speed – but at the end we reach the catastrophe. The other road, which is not so commonly used – offers us our last chance to find a way to preserve our Earth and it’s life. The choice is our own.”

My own conclusion 1997 (10 years ago) in the same publication was:

“To be able to take the necessary step to a better world with a common future in ecological balance we need a common effort from all responsible persons independent of political party, gender, age, profession or religion. It should be self-evident that all activities must have human and ecological health as the overall goal. Because if we do not have such a common vision and goal – to what do we then belong and where are we going?”

Summarizing the sixty years crisis

During the last sixty years, in one generation = my generation we have dramatically increased the consumption of basically everything. We have already passed what is sustainable. And we are the fortunate few wealthy living in the western world. This development has been based on a political and economical model promoting growthof anything. This model is today our ONLY way. And it is taking us with increasing speed towards a collapse of our eco system. But we seem to have lost our ability to understand how everything is connected and to question what is happening. We are all “embedded” in this super mega shopping mall watching “who wants to become a millionaire.” We have a fundamental system error. A crisis within the basics of our present civilization. A crisis within ourselves. The same “stupid white men” that are controlling our world of today and are responsible for this development can naturally not solve this with the same single minded methods that caused the problem. We need a completely new holistic approach combining our physical, mental, spiritual and emotional dimensions of reality. This will require a new sustainable way of living - and this will require us to redefine what is the meaning of life. The only way we can achieve this is with a new awareness movement around the world – a combined effort of all religious, environmental, peace, women, gay, scientific, political and other progressive groups. Of everyone that believes in and wants a common future.



Greece



Peru

“What a beautiful world”



Sweden



Brazil



The sixty years crisis

- The crisis!
- The surprise?
- Gaia – our living planet
- Our common history – and future
- The facts
- The real terrorists
- The American dream
- My Home Countries
- The globalization nightmare
- So where do we go from here?
- My own journey

Please continue to read the following parts of this Internet book with more facts about the crisis and thoughts about our common future