

The earth is dying.

Humanity has spectacular failures:

Destruction of nature

global warming, species decimation, forest decimation, disease – BSE, AIDS, SARS, ...

Governance failures

Middle east, Iraq, Africa, North Korea, ...

Business failures

LTCM, Andersen, FBI, Enron, Parmalat, MMC, ...

Humanity failures

Resource poverty – water, food, education and opportunity denied to a third of humanity.

Investors Unhappy

risks increasing and not properly considered, stress from volatility and the unknown

Consumers Unhappy

unhealthy, unfulfilling lifestyle, not getting what they expect – just placebos

Businesses Not Viable

If a company is not on the path to whole systems approach it will die.

earth can live again



Humanity's responsibility to earth demands we initiate whole system change

Whole Systems Design

Founded on values – love, honesty, equity.
values > actions > consequences > values

Models nature – values nature and invests in nature and nature friendly activities.

Love – love is trust, solves the prisoners paradox, what goes around comes around

Honesty – truth is the counterpoint of love, is cheap, makes choices easy, reduces transaction costs and underpins self improvement.

Equity – equity demands value for money, equalises opportunities and drives sharing of technology, which has positive feedback.

Consumption

- Spend on companies that are on the path.
- Real food, organic, local production
- Fair trade in food, clothes, etc
- Sustainable energy
- Sustainable transport
- Engage with suppliers

Investment

- Benefit from businesses that are on the path
- Invest directly in businesses that demonstrate globally responsible initiative.
- Invest in securities of businesses demonstrating GRI.
- Deposit with fair/coop banks.

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