POSITIVELY SHAPING THE FUTURE

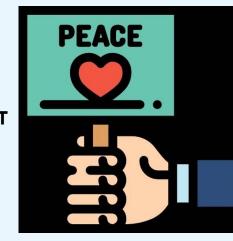
LIBERTY ECONOMICS: FREEDOM -ECOLOGY: SUSTAINABILITY -SOCIETY: PURSUIT

MISSION

With this poster we address the people who have a genuine interest in improving not only their own wellbeing, but also the well-being of their fellow human beings. Above all preserving nature, the environment, the 'creation'. When looking for the best solution, it is important to approach the problems objectively and without prejudices. To take into account all the facts and, above all, to consider the long-term effects of policies. Historical developments as well as natural and economic laws must also be considered.



FOR THE PURSUIT





FACTS:



'Big Bang' about 13.6 billion years ago

Planet Earth about 4.5 billion years ago

Cognitive Revolution 70,000 BC

Invention of the 'wheel' 3000 BC.

Invention of 'scripture' 2500 B.C.

First forms of 'money' 2500 BC.

Enlightenment 17th century

Babylonian Empire 1880-500 BC

Roman Empire ('Law') 750 BC - 480 AD

Ancient Greece ('Philosophy') 500 BC - 500 AD

First) Industrial Revolution starting around 1

Genetic Engineering beginning around 1970

The current ice age ('Cenozoic Ice Age') has lasted for about 34 million years

(temperatures were about 25-30 degrees higher than today 15 million years ago).

Dividing line separating humans from apes dates back about 5 million years

Stone Age (2.5 million years BC to around 8-2000 BC; depending on the region)

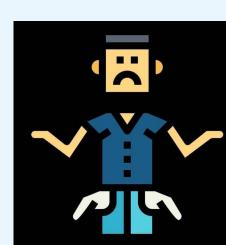
Our 'species' of humans (Homo Sapiens) has been around for 300,000 years

Beginning of Agriculture and settlements about 10,000 years ago

MORE FREEDOM LEADS TO GREATER PROSPERITY

HISTORY OF EVOLUTION OF MANKIND AND ECONOMIC ACTIVITIES

OVER-POPULATION





IDEAL CONDITION

The ideal situation is a world in which all people are well looked after, live in peace and freedom.

Who can individually 'pursue their happiness', treat others and also the environment with care. And

of course a decent treatment of the animal world. The expectation that we will reach 'paradise'

is utopia. But at least everything should be done to come as close as possible to this objective.

WELFARE & ENVIRONMENTAL PROTECTION



CONDITION TODAY

ECONOMY

TOPICS /

ECONOMY (SEE WEALTH PYRAMID) Sound economics means producing goods and services effi- cycles, and massive economic damage which is most detriciently. Prerequisites: a willingness to succeed, division of lamental to the poor in society (redistribution from bottom to bor, voluntary cooperation, trade, property rights, savings = top). The most important steering instrument for businesses are deferred consumption, building up capital stock, investments, the market prices formed under competitive conditions on the innovations, entrepreneurial decision-making, specialization, free market reflecting supply and demand. Capital promotes increased productivity leading to prosperity. Cooperation is productivity gains through investments leading to higher wages

based on trust between partners and also on trust in the means and a higher standard of living and prosperity.

of payment/currency/money. Gold and silver-backed money has a historical 'stability guarantee'. Paper money ('fiat money') A well-functioning economy is a basic requirement for a stable soleads to a loss of confidence when states inflate and print money at will and go into debt. Money is a medium of exchange, bution of labor income and profits is important, but must be resola unit of account, a calculation basis and a store of wealth. ved separately from the question of the efficiency of the economic Inflation undermines people's trust, leads to Boom-and-Bust system. Here ethics/religion and ideology play the decisive role.

In the case of the FREE MARKET ECONOMY (Capitalism), Free competition punishes misconduct on the market and the thoughts of freedom, property and peace stand in the wrong business decisions. The free market economy has foreground. Unhindered development of the individuals and proven itself over the past 250 years, although the state peaceful coexistence with other nations, with which trade—has exerted harmful influence from the start up until toda should be carried out as extensively as possible, play an im- Without state manipulation (money monopoly, trade restricportant role as well. Companies (the means of production) tions, taxes, subsidies...) the economic success would have are privately owned: property rights. Ownership and the been even greater.

pensate for the risks they have taken on. Both the decisions The social effects of capitalism can be further improved of the entrepreneurs and those of the consumers are made when more people are shaped by Christian ethical principles on the free 'market' free of state influences. The resulting and less government intervention is required to resolve crimarket prices are the basis of any profitability calculation. sis situations.

In SOCIALISM, the means of production are in the hands of Why should the mere fact that the state owns the means of the state. Everything is planned centrally by the state: planned production represent an improvement for workers and emeconomy / central planning. The idea of socialism is based on ployees? Why should workers 'love' the same job and volunteer many false assumptions: Altruism is completely contrary to at once? (Leasure time is always a 'good', work is always a 'nehuman nature. By nature, humans are programmed for their gative benefit') own survival and benefit. People striving for progress and the

improvement of their own living conditions also bring benefits Socialism has so far failed in all its various forms and has always

people for whom the dis

fiction, true and false, no

to others. It is also wrong to assume that socialism produces led to hunger, poverty and bondage. The promised socialist utogoods in abundance - scarcity is a law of nature for most goods. pia of 'heaven on earth' has so far always turned out to be hell. "I dare hope that all the peoples who have Initially, money developed naturally, i.e. without any official lived through communism will understand directions - initially as a pure medium of exchange. that communism is to blame for the bitter pages of their history." Goods such as rice or cows were used as "money". After the Aleksandr Solzhenitsyn beginning of the Bronze Age metal coins that were easier to transport and not perishable became popular (generic term: 'commodity money'). Other monetary functions were added: units of account, a benchmark, a store 'Money is gold, and of value. In the case of coins, the issuers, usually the 'governments', cheated by manipulating the gold John Pierport and silver content of the coins. The first paper money appeared around 1000 AD. Usually in the form of 'covered depository in the production process, i.e. receipts' for gold or silver. The manipulation then consisted in the fact that the leads to higher PRODUCTIVITY. allegedly deposited goods were not or only partially available. Since (1971) all paper money systems (called 'fiat money') have been working entirely without the backing of 'collateral' like gold, silver or are implemented by commodities. There are no ENTREPRENEURS

money by governments. Fiat money systems in history have Use of Machines, Research and Development, KNOWLEGDE, INNOVATIONS, MARKETS, so far all failed COMPETITION, MARKET PRICES (make profitability calculation possible), without exception INCREASE OF CAPITAL STOCK (by saving, i.e. reduction of consumption) and Human Capital. (besides those OLUNTARY cooperation, peaceful TRADE, MONEY, DIVISION OF LABOR, Motivation, PROPERTY RIGHTS. that still exist).

ECONOMIC LAWS AND INTER-RELATIONSHIPS • WITHOUT PRODUCTION THERE IS NO CONSUMPTION: CONSUMPTION IS THE GOAL OF PRODUCTION.

limits to the manipulation

of the value of such fiat

FREE MARKET ECONOMY (CAPITALISM)

chance to make a profit motivate entrepreneurs and com-

• PRODUCTION PRECEDES CONSUMPTION. "The ideal subject of PRODUCTION BRINGS ABOUT COSTS AND ON THE OTHER HAND GENERATES INCOME. totalitarian rule is not the • CAPITAL CAN ONLY ARISE FROM SAVINGS, I.E. FOREGONE CONSUMPTION. convinced Nazi or the • INNOVATION THROUGH THE USE OF CAPITAL INCREASES PRODUCTIVITY. dedicated communist, but • HIGHER PRODUCTIVITY ENABLES HIGHER WAGES AND A HIGHER STANDARD OF LIVING.

• WORK ALONE DOES NOT CREATE WEALTH. VALUE IS SUBJECTIVE • WITHOUT MARKET PRICES NO PROFITABILITY CALCULATION IS POSSIBLE. • THE LAW OF DIMINISHING MARGINAL UTILITY ALWAYS APPLIES. • SCARCITY IS THE RULE FOR ALMOST ALL GOODS.

IMPORTANT ECONOMIC FACTS AND INTER-RELATIONSHIPS • The origin of all prosperity is the enterprise.

• Property rights and profits are the motivation of the entrepreneur. • Due to the free market economy the bottom 20% of income earners live better today than the top 20% a hundred years ago. Free markets resolve any scarcity problems best and free markets have a positive regulating effect

 Free international trade promotes prosperity. The only thing you learn • Cooperation is based on trust; also on the stability of the means of payment. from history is that no one • A stable energy supply as part of the infrastructure is the backbone of a country's economy. learns anything from history. • More Paper Money (fiat money) does not mean more wealth. Otto Von Habsburg • Manipulations of prices lead to wrong decisions and to the waste of resources. • Planned economy does not work.

• Destructions (e.g. War) or non-reasonable activities do not generate prosperity. • High national debt damages capital growth, innovation and productivity growth ('Rahn Curve) • A rudimentary form of 'capitalism' (use of capital) has existed since man started using tools. •'Capitalism' arose naturally 'from below', from free choices made by farmers and artisans.

• Modern capitalism (use of machines) did not emerge until the 18th century, driven by enlightenment, literacy, knowledge sharing, research, etc. • The industrial revolution at the end of the 18th century triggered a great surge in prosperity (until then famines occurred in Europe). • At no time did modern free capitalism exist in its purest form without harmful external influences (by government). • Without government interference the results of capitalism would have been even better. • The monetary and debt policies of states have been responsible for most of the crises "in capitalism". • A state monopoly of money gives the state the ability to create inflation and uncontrolled national debt (Karl Marx demands in his

Communist Manifesto: "Centralization of credit in the hands of the state through a national bank with state capital and an exclusive • War economies are socialist planned economies and are - intentionally or unintentionally - often the transition to socialist relationships • Until 1800 there existed the so called 'population trap' (Robert Malthus: higher production leads to an increasing population and that again leads to a stagnation of the per capita income).

• Until 1800 there also existed the so called 'poverty trap' (with low income, no savings are possible, so no build-up of capital stock

which could increase productivity and wages). • Inflation is unfair, it leads to redistribution from poor to rich, from 'below' to 'above'. Social welfare or foreign aid do not lead out of poverty. • The social effects of capitalism can be significantly further improved the more people are guided by Christian ethical principles and the less government intervention is required to resolve 'moral hazard' situations.

• The wealth gap between 'poor' and 'rich' has widened again substantially due to inflation after US President Nixon ended the gold standard in 1971. **ECONOMIC AND FINANCIAL CRISIS OF THE LAST 200 YEARS** What all crises have in common is that they are essentially triggered by manipulative monetary and economic policies and by dubious state budgetary policies - interventionism. Ever since central banks have been using a state monopoly of money, to inflate the money supply

and finance national debt, the crises have become more and more violent. Made worse because politicians pour 'oil on the fire' with their 'rescue measures'. The rule is: "The stronger and more artificial the upswing, the more massive the crisis." Some examples: The panic of 1819: primarily caused by the monetary policy of the US central bank. The crisis of 1825 was due to the previous enormous credit expansion. The Economic and financial crisis in Europe and the USA in 1846 happened after a massive credit expansion.

Worldwide crisis in 1857 after a speculation boom due to credit expansion. The Crisis of 1866 caused by credit expansion from 1861 onwards. Crisis of 1873 in Germany, Austria-Hungary, and the USA after a credit expansion. Crisis from 1890 to 1892 centered on South America following a global credit expansion. A crisis in 1907, especially in the USA triggered again by renewed credit expansion from 1896 onwards.

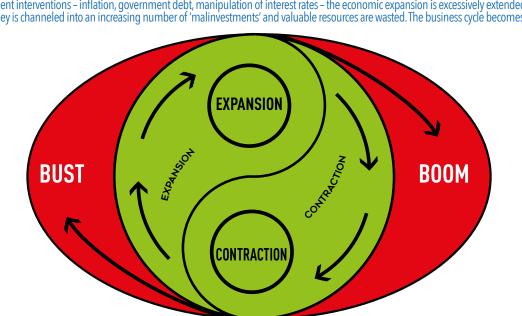
The 1913 crisis was caused by the credit expansion to combat the 1907 crisis. In 1913 the US central bank, known as the 'FED', was founded. After the establishment of the central bank with its expanded possibilities for printing money, the crises took on an even more dangerous dimension. The Crisis in 1920 was triggered by inflation of the US money supply to finance World War I. The World economic crisis of 1929 occurred after a massive boom in the economy and on the stock market, both triggered by inflation

In 1973: Oil crisis caused by oil shortage and the tripling of the oil price (OPEC). US savings and loan crisis of 1981 following a low interest rate policy and interventionism by the FED. The well known stock market crash of October 19, 1987, happened after a boom due to easy money and low interest rates. The Japan crisis in 1990 (going on until today!), following a boom in the economy, the stock market, and real estate due to inflation of the money supply and artificially low interest rates. The "Tequila crisis" in Mexico in 1994/1995.

The "Asian Financial Crisis" in 1997/1998. The "dot-com" stock market bubble burst in March 2000. The World financial crisis of 2007 ("sub-prime crisis") occurred after a long-going expansive monetary policy by all central banks to 'solve' previous crises combined with a global increase of national debt.

The 'Euro crisis' of 2009 caused by towering national debts and inflation after the introduction of the Euro. Risk of bankruptcy in Greece (and from 2011 also Spain, Italy and other countries). The "World financial crisis" began August 8th, 2011, called "Black Monday". Stock markets crashed and "rescue measures" by central banks and governments lead to a further increase in global national debt and money supply. The 'Corona crisis' began early 2020 and was triggered by government measures to combat the Corana virus (COVID-19). It will lead to a wave of bankruptcies, high unemployment and a further increase in national debt and money supply, and also fuel further speculative bubbles. National debt and the supply of money have taken on towering dimensions. There is now talk of a "Great Reset".

'NORMAL' BUSINESS CYCLE VERSUS BOOM-OR-BUST CYCLE BECAUSE OF GOVERNMENT MANIPULATION An economic upswing/recovery starts when entrepreneurs get more optimistic and increase their investments, create jobs and demand. Free competition and the 'invisible hand' of a free market regulate supply and demand in a relatively harmonic way. way. Easy money is channeled into an increasing number of 'malinivestments' and valuable resources are wasted. The business cycle becomes imbalanced.



A free market continuously corrects wrong economic decisions as corporations go out of business, new firms start and new jobs are created; the correction of a 'normal' expansion leads to a shrinking economy and unemployment, interest rates fall, entrepreneurs see new investment opportunities, optimism returns and the economy turns around.

easy money the next, even larger, crisis is in the making.

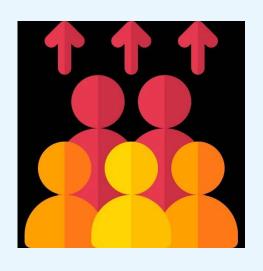
'Normal' contraction

The correction of the upward imbalance happens when the malinvestments can't be supported any longer, which triggers simultaneously a cascading of business failures leading to mass unemployment and many other grievances. If government tries to cure the problem with even more inflation and

CHALLENGES

OPPORTUNITY for the PURSUIT of HAPPINESS FREEDOM, PEACE, PROSPERITY, Combat POVERTY and eliminate the CAUSES of MIGRATION OVERPOPULATION, ENVIRONMENTAL PROTECTION ANIMAL WELFARE

PROSPERITY



First punched card

ECONOMY - SOCIETY - POLITICS

First satellite

First ATMs come

into operation



First 3D

printers

Mobile phone

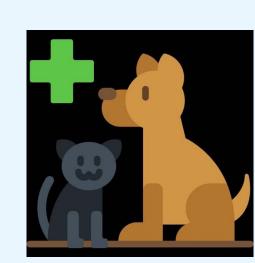
Moon landing

Internet ('Arpanet')

Computer

Rocketry, Mobile Radio

POVERTY





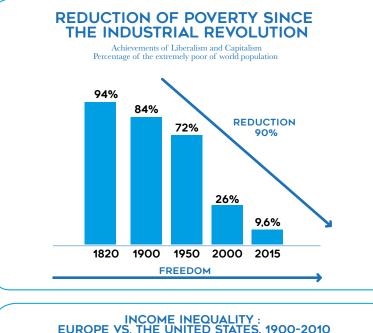
HISTORY OF HUMAN DEVELOPMENT

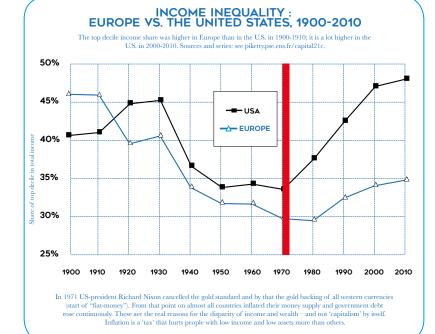
MORE FREEDOM - MORE PROSPERITY Our planet earth has existed for 4 billion years. The dividing line separating humans from apes dates back about 5 million years. Our 'species' of humans (Homo Sapiens) has been around for 300,000 years. THE THREE MAIN PHASES OF HUMANITY:

PHASE 1: Bare survival (eating, housing, shelter); walking upright, cognitive revolution 70,000 years ago, language development was a great evolutionary step, leading to the 'domination' of the animal world; then about 10,000 years ago beginning of Agriculture and settlements.

PHASE 2: Civilization begins; thoughts on philosophy begin about 500 BC in ancient Greece; Human rights, social systems (democracy). The Roman Empire brought the 'legal systems'. Enlightenment in the 17th century marked the beginning of liberalization in Christian-Jewish Europe (literacy, spreading of knowledge, resurgence of the thoughts of the ancient Greeks and Romans); liberation of man and economy) The Industrial revolution at the end of the 18th century brought about a boost to prosperity, better nutrition led to a population explosion, all of this leading to today's affluent society and the exploitation of the planet.

PHASE 3: TODAY's challenge is to protect and to conserve our planet as well as freedom and prosperity. To achieve that, our social and economic system must be rethought.





"You can fool all the people some of the time, and some people all the time, but you cannot fool all the people all of the time." **Thomas Jefferson**

Artificial Intelligence starting around 1970 Nanotechnology since around 1970s 15th century Modern letterpress First fertilizers, synthetic colorants, chemical industry 100 AD Paper Gun powder **FREEDOM** "Governments can pay their bills in three ways: taxes, debt, and inflation. The public usually recognizes

17th century

Age of enlightenment

a policy usually unarticulated and complex in design. John Paul Koning The topic of sustainability is about the best possible achievement of the goals listed below, taking into account the resilience of nature:

the first two, for they are difficult to hide.

But the third tends to go unnoticed by

the public because it involves a slow and

subtle reduction in the value of money,

- Ecological goals: climate protection, preservation of natural resources, health, animal welfare, nature conservation. Economic goals: securing livelihoods, prosperity for all, stability of monetary value. - Social goals: prosperity, justice, peace, freedom, security,

ILLUSTRATIVE EXAMPLE

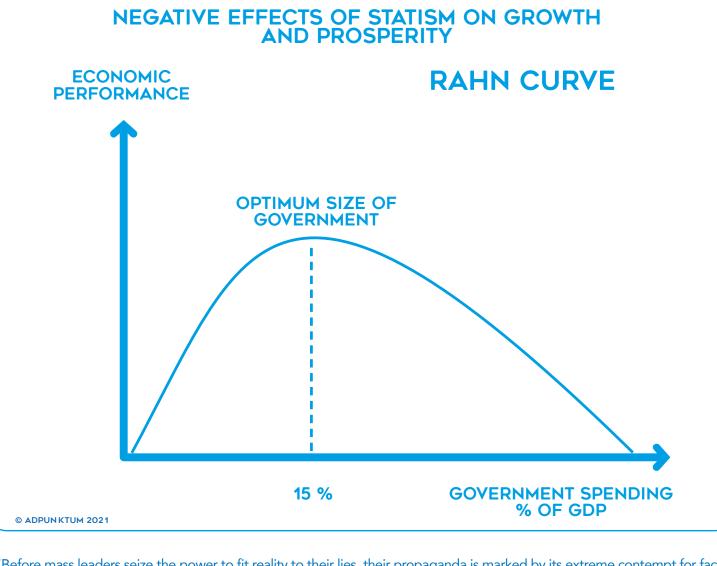
INFLATION IS FRAUD (PRIMARILY ON THE POOR)

people? Most of them don't seem to realize this, because game and all obey the rules. Imagine now that one of the otherwise they wouldn't remain part of such a nasty game. It players takes the right to 'print' any amount of new money for is by no means the case that money printing has no impact himself or to take it from the bank's cash register. This 'legal' on the citizens' wealth. What it means for the individual money printer, a thief or counterfeiter can afford anything citizen can be made clear with a simple example from life: and can pay any price and will never go bankrupt. Who will everyone has probably played Monopoly at some point. At win and who will lose? In the end, all honest players will go the beginning each player receives a precisely determined broke - they will surely be the losers. In real life, these are the amount of money and can use it to buy streets, then build normal citizens. The immediate winners are the state and its houses and hotels. Then collect rent from other players. If you beneficiaries ('Cantillon effect'). And when the system ends don't have enough money, you can't buy roads and these can up collapsing under the damage to the free economy caused be snatched away by fellow players. Whoever has the most by money printing, there will be almost only losers. Such a streets and houses makes the most money. If you run out of bad game runs as long as the other players put up with it. money, you leave the game early. And whoever has the most

PLANNED ECONOMY 'LOSES' An example from the field of sport for the performance of not to do. Without instruction from the manager, no player will a planned economy: Imagine a soccer game. As usual, two move from his place, develop no individual initiative or his own teams of 11 players each play against each other, the normal ideas. We call this team "The Planned Economy". Even the rules apply, there is a normal football field, a referee, and most ingenious manager will not be able to lead his 11 players managers. In one team, like in any normal team, the players to success if they are only allowed to react to his command. decide independently, intuitively and spontaneously about. There will be no flow in their game and only a few moves will their style of play and the moves they play on the field - we succeed. It's not difficult to imagine how the game will turn out. call them the team 'Freedom'. The other team is controlled A result of 7: 1, for example, is referred to as a "downgrading" centrally by the manager, who commands each individual of the opponent, a "runaway victory". In our example one can

Money printing explained using the example of 'Monopoly': money in the end wins. The game is only fair if all the players What does central bank money printing mean for ordinary receive the same amount of money at the beginning of the

player at all times and tells them exactly what to do and what assume a victory of 50: 0 - for the team "Freedom".



"Before mass leaders seize the power to fit reality to their lies, their propaganda is marked by its extreme contempt for facts as such, for in their opinion fact depends entirely on the power of man who can fabricate it." Hannah Arendt

EXPLANATION OF THE TERM 'CAPITALISM' state, which makes all the business decisions. History has capitalism')

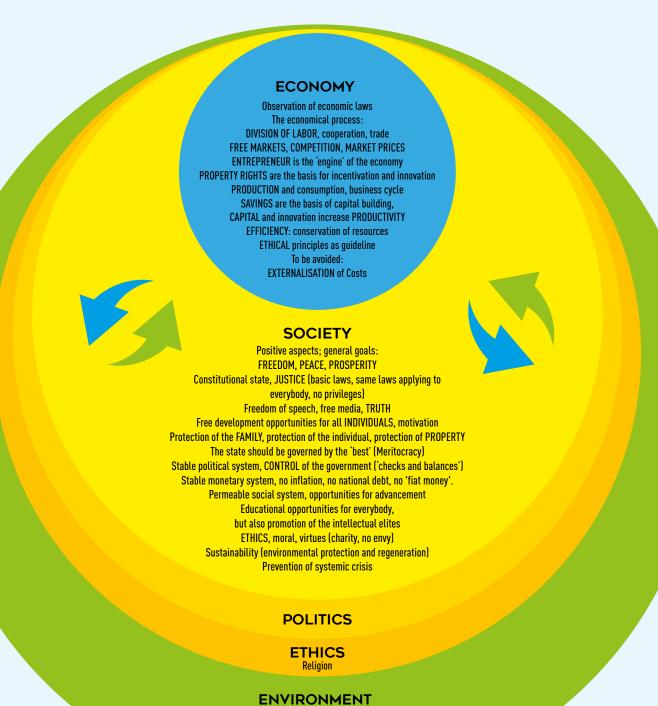
which are normally a lot less competent.

Different forms of capitalism: Capitalism is in a way the 'original state' of the economic Anarcho-capitalism: (there is no government, the people set the reworld, the natural order. Hunters, gatherers, fishermen, ar- gulatory framework via private contracts, security and the legal systisans, and farmers had their own working materials; this tem could for example be taken over by large insurance agencies) was their 'capital' that they 'saved' or acquired through Capitalism: free market economy with a 'regulatory framework' set barter trades. Even today, under both socialism and com- by a lean government (state quota according to Rahn should ideally munism, 'capital' is involved, except that it belongs to the be 15%, no central bank, no money monopoly, pure 'shareholder proven that this does not lead to good results. It makes Capitalism as a 'social' market economy: (welfare state, tendency a difference whether capable entrepreneurs, engineers, towards centralization and statism, 'stakeholder capitalism') researchers (e.g. Edison, Carnegy, Rockefeller...) develop 'State capitalism' or 'State monopoly capitalism': ultimately concepts and ideas, form companies and make business corresponds to 'socialism' (there is still private property, but no decisions. Or on the other hand politicians and bureaucrats longer for the means of production) or communism (there is no longer any private property); Surveillance capitalism, statism,

fascism, central planning, planned economy. MILESTONES OF DEVELOPMENT

SOCIETY

SOCIETY - SOCIAL SYSTEMS - PHILOSOPHICAL QUESTIONS 'Society' is a system of coordination of interests. The greater the of conviction. A healthy environment (i.e. the preservation of the number of people in a 'unit', the greater the number of challen- creation in the sense of Christianity) is a moral obligation towards ges for the objective of a peaceful coexistence. Well-known forms children and grandchildren and all other living beings. A broken of organization are democracy, aristocracy/feudalism or in other environment devalues the usefulness of assets and goods. Only words oligarchy, monarchism, absolutism which can range from an efficient economic system provides the basis for environmental benign dictatorship to tyranny, and anarchy. Some aspects have and animal protection. Environmental and animal protection have historically emerged as a 'natural order', others are planned struc- historically been 'luxury goods' (phases 1 and 2). Today, above all, tures. Essential questions are: Who makes the decisions? And how the systems of 'capitalism' and 'socialism' face each other. will income and wealth be distributed (this is a question of 'justice')? Freedom and equality are conflicting poles; libertarianism In the end, choosing the 'right' system is the fateful question for versus egalitarianism; individualism - versus collectivism; personal humanity - both in terms of freedom and quality of life as well as responsibility versus responsibility of the state, voluntary service the standard of living and the preservation of the environment! versus compulsory altruism, ethics of responsibility versus ethics



ENVIRONMENTAL POLLUTION, CLIMATE CHANGE, OVERPOPULATION

SUSTAINABILITY, CIRCULAR ECONOMY, ANIMAL PROTECTION

REGENERATION OF ENVIRONMENT, HEALTH

"Before mass leaders seize the power to fit reality to their lies, their propaganda is marked by its extreme contempt for facts as such, for in their opinion fact depends entirely on the power

of man who can

fabricate it."

Hannah Arendt

lightenment in the West in the 17th century Letterpress', 1450, Gutenberg, Mainz, Germany 500 BC until 500 AD Philosophy, 'Law', 'Democracy' Aprient Greece 3500 until 1000 BC of the wheel, nails, cement, glass, Money, Since 3000 BC Bronze Age', 'Iron Age' Use of tools m 10.000 BC Begin of Farming, Settlem 70.000 BC 1.7 Million BC Use of Fire

PROGRESS DURING THE PAST 200 YEARS

Average life expectancy = DOUBLED
Average per-capita income = TRIPLED
Extreme poverty = Reduced by FACTOR 10
Child mortality = Reduced by FACTOR 10
Cost of food = Reduced by FACTOR 10

Transportation costs = Reduced by FACTOR 10
Electricity costs = Reduced by FACTOR 10
Communication costs = Reduced by FACTOR 1000

over, but simply that you support him no longer; then you will behold him, like a great Colossus whose pedestal has been pulled away, fall of his own weight and break in pieces." Étienne de La Boétie PRINCIPAL ASPECTS OF A SOCIETY

"Resolve to serve no more, and

you are at once freed.

I do not ask that you place hands

upon the tyrant to topple him

POSITIVE Freedom, peace, prosperity Dignity of the individual, Rule of law, justice Equal rights for everyone, no privileges Free media, freedom of expression, truth Political stability Meritocracy, 'government of the best' Avoidance of crises Stable monetary system (e.g. gold standard)

POSITIVE Family, Property rights) Security and protection for citizens Opportunities to advance in society, permeable society Good educational opportunities for everyone Promotion of the intellectual elite Reward and promote good performance Liberty based on Christian-Jewish ethics Virtues (e.g. charity), Positive motivation

Subsidiarity, Sustainability

Animal welfare

Environment and climate protection

No monopoly of money, no central bank

Coercion, oppression 'Vices' (e.g. envy ...) Arbitrariness, privileges Propaganda, promoting lies Framing, Cancel Culture Kleptocracy Ochlocracy Cakistocracy **NEGATIVE**

Demotivation

NEGATIVE

Planned economy, central bank Inflation, national debt Interventionism, corporatism Lobbying Interest politics The planned and controlled person The individual doesn't count State religions

Strong central government, bureaucracy

ENVIRONMENT

THE IMPORTANCE OF NATURE emissions; they litter the seas with plastics that have already Nature, that is the land on which we live and which feeds us, entered our food chains as microplastics; they extract raw mathat is the air without which we cannot exist and that is the terials from the ground in quantities that will soon no longer oceans, which are a rich resource for us and which play an be possible and it consumes wood at a rate at which it cannot enormous role in the earth's climate system. Nature is the mi- grow back - this leads - at least without countermeasures racle of flora and fauna, and these are the ecosystem services to the uninhabitability of our planet. Because of this environthat are made available to us virtually free of charge. Nobody mentally harmful behavior and also because of its monocultusends us an invoice for clean air, for pollinating flowers, for ral large-scale agriculture with mega-farms of up to 1 million extracted ores, felled trees and helpful medicinal plants, or hectares in size, it ultimately causes massive damage to the for the provision of fresh water. The "costs" for these ecosys- biodiversity that is so essential for life. tem services remain externalized, they are not included in any

and behavior in either companies or people.

DESTRUCTION OF NATURE BY HUMANS

profit and loss account and therefore do not change decisions **EARTH OVERSHOOT DAY** The "Earth Overshoot Day" refers to the day of the year by which mankind has used up more resources than what Earth can regenerate in that year. In 1987 it was December 19, in Humans overexploit nature and cause enormous damage to 2020 it was August 22. The main reason for this development the environment - in doing so, they systematically ruin their is the rapid increase in the world population to almost 8 bil-

and the state should only protect the basic needs.

in industrialized and emerging countries. Halving global food biodiversity and the fight against environmental pollution are waste could postpone "Earth Overshoot Day" by 11 days, and pursued as further goals through extensive specifications. halving CO2 emissions by as much as 89 days. FREE MARKET ECONOMY AS THE PREFERRED

SUSTAINABILITY IN BUSINESS AND HUMAN BEHAVIOR IS THE SOLUTION

companies that increase their resource efficiency with the aim our grandchildren. own livelihood. Humans are responsible for excessive CO2 lion people and the high or steadily rising consumption level of a clean and circular economy. In addition, the restoration of

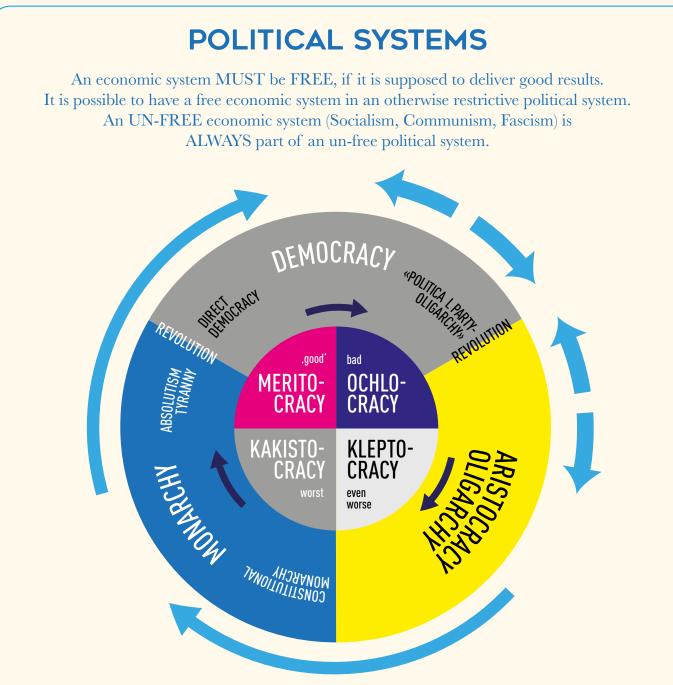
FORM OF ECONOMY AND SOCIETY The repeated criticism that the system of capitalism is to blame Ways must be found to curb in a timely manner the environ- for the destruction of the environment, climate change and mental pollution, the waste of resources and the devastating waste of resources fails to recognize that the environmental consequences that come with them. Sustainability as a basic problems in countries with a socialist planned economy are

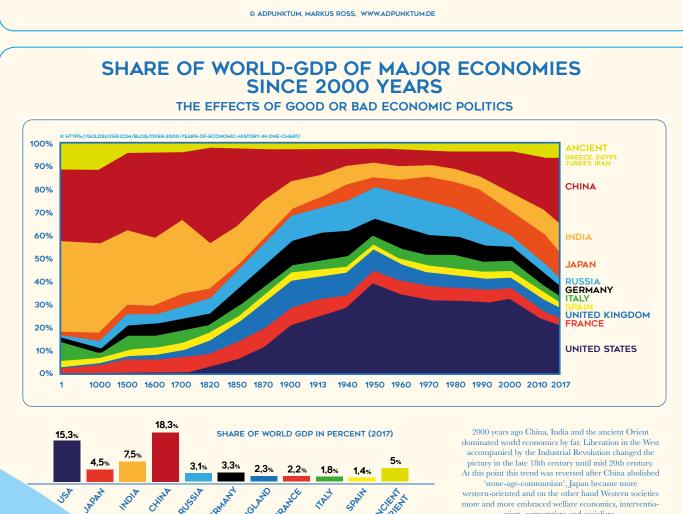
concept is increasingly accepted internationally. Global and (or have been) much greater. 'Doing business efficiently' is sy-European approaches to implementation have been seen for nonymous with 'conserving resources'. A capitalist system in some years. But consistent compliance with the requirements the form of an ethical market economy still appears to be the worldwide is still far from recognizable and there are too many most suitable form of state organization to get the problems exceptions, for example in China. The issue of sustainability described under control in the long term. It is most likely the has also come to the fore on the investor side and internatio- only system that is able to reconcile the interests of people, the nal capital flows are increasingly being diverted to sustainable economy and the environment and thus preserve the world for

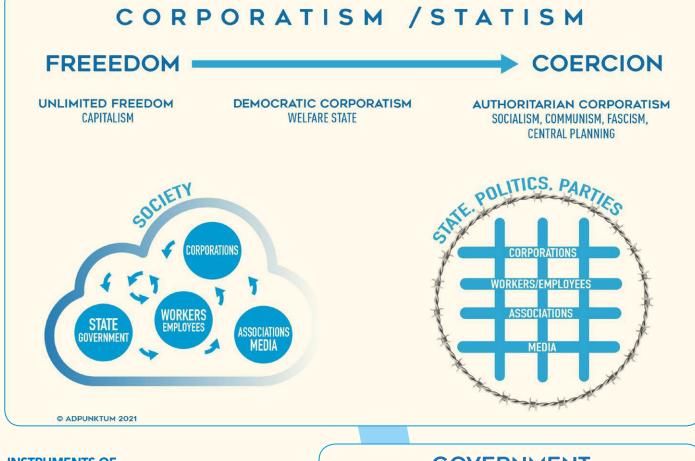
POLITICS

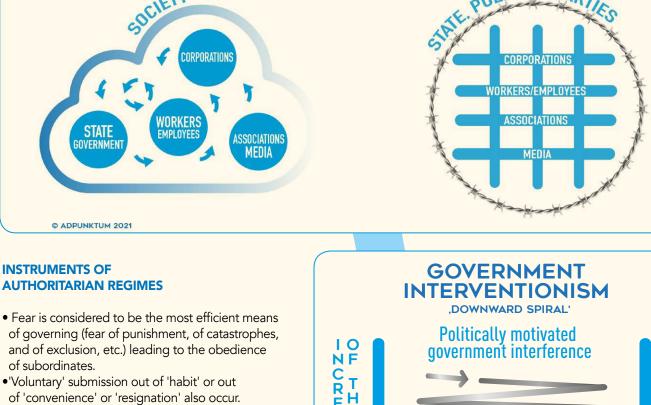
Politics describes the structures of decision-making within a of many MPs and members of the government. In some cases society and their implementation - the power structures. It is in one can almost speak of a negative selection. Problem areas the interest of a country to find the best thinkers and the best such as party dictatorship, failed electoral system, parliamentary managers and entrust them with leadership, provided that remuneration, unlimited terms of office, conflicts of interest, they are impeccable in character and are incorruptible and lobbyism, corruption, lack of control. put their own interests after those of the country. Since ancient

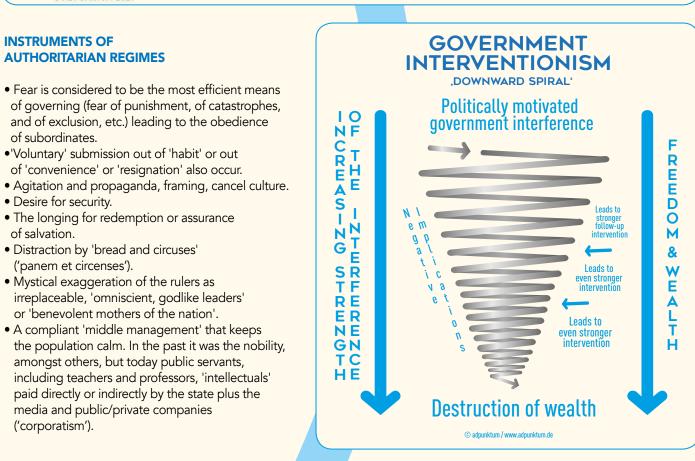
times, scholars have wondered how best to do this and how to In politics, there is an urgent need to ensure more quality in guarantee a security mechanism (checks and balances) in order management and in decision-making, as well as the functioning to avoid drastic undesirable events (e.g. Hitler, Stalin, Mao, of checks and balances. Mussolini, ..). Currently one has to worry about the qualifications











RELIGION

A social system can only persist if people voluntarily support confirms the legality of property. Put in another way it means the ideas and the values of the system (the 'narrative', the that there is no moral justification for the demand for equal 'ideology'). Religion plays an important role. It can create income and wealth distribution. Even the principle of justice meaning and give people support. With our liberal, secular does not require income equality. Skepticism about the state social system only Christianity and Judaism are compatible. corresponds to the Jewish and Christian understanding: For both the protection of the individual, his life and thus also "So give the emperor what is the emperor's, and God what his property, and a commitment to charity and tolerance are is God's!" As the supreme sovereign, God is the source of at the forefront. Such ethical standards must be conveyed justice and law: so rulers should enact laws that apply equally through parents and educational institutions, and to be to everyone. The Christian separation between the private passed on to the next generation. In Christianity, love for and the public sector corresponds to liberal ideas. Islam as a God, neighbor and self are inextricably linked. But the secular state religion, on the other hand, today denies the most basic person also understands the inner connection between love liberties (e.g. leaving the 'Club') and is in many points at odds for one's neighbor and love for oneself. Only those who love with the liberal economic system and its aim for subsidiarity of themselves can also love their neighbors. Only those who can the state. freely dispose of their income can increase it, and freely help their neighbors. Charity at the expense of third parties is not People must be taught ethics that are compatible with our

charity. Private property as the basis of charity and material liberal western values and standards. This can be done compassion is a moral obligation and must not be subject to through well-functioning families, educational institutions or any state coercion. The commandment 'you shall not steal' Christian-Jewish institutions... ETHICAL VALUES DECISIVELY INFLUENCE PEOPLE'S BEHAVIOR

VICES, SINS VIRTUES

NO ENVY

Prudence, wisdom Honesty, command of truth Nonviolence Mercy, kindness, helpfulness, charity Humility (pride is a mortal sin) Thrift, Bravery Motivation; 'Ambition' (in a healthy setting) Sense of responsibility, concern for the family Taking care of your own health Punctuality, accuracy, diligence

Desire for security.

('corporatism').

('panem et circenses').

of salvation.

• The longing for redemption or assurance

• Distraction by 'bread and circuses'

• Mystical exaggeration of the rulers as

or 'benevolent mothers of the nation'.

media and public/private companies

'wanting to play god' Idleness Cunning Indifference Vulgarity Self-pity

Pride, hubris,



CHANCE TO THE PURSUIT

OF HAPPINESS

"They only seem tall because we're

on our knees."

Étienne de La Boétie

CONCLUSION

We find that in history the creative power of mankind was developed best in a free system. Men are always driven by the PROSPERITY: Free market economy, promotion of intellectual elites. desire to improve their own life situation. This leads to innovative ideas that are realized through the use of capital. A FREEDOM AND PEACE: Free market economy, responsible governments ('ethics of responsibility' tivities: Free market economy, prevention of 'externalization', stable political structures, selection of prerequisite for this, however, is that people own the intellectual and productive capital.

The wiser the capital is invested, the higher the productivity and wage growth, the added value, prosperity and wealth creation. teaching and cultivating virtues and traditions. A high general level of education and the imparting of positive ethical values by family, religion, and the educational sy tem are also critical factors for a successful society. A fair social system must be permeable, supportive, offer opportunities, and guarantee equal rights for all. Minorities must be protected and intellectual elites should be promoted. Majority decisions are not necessarily always the best. Through sustainable politics, 'creation' must be preserved for future generations. The state should be as lean as possible, that is, it should stay out of the economy as far as possible. Politics should ensure stability. The state should be run by the best leaders. To achieve this, a suitable selection system must be found for MPs PROTECTION OF THE WEAK: the weakest in society should be promoted through philanthropy and politicians.

PATHS TO THE IDEAL CONDITION

instead of 'ethics of convictions'). **RESPONSIBLE BEHAVIOR of people:** Ethical and moral foundations, e.g. Christian-Jewish religion,

especially the Highest Court in the lands. FAIR SYSTEM: development opportunities for everyone, no leveling down. **EDUCATION:** a population's high level of education is the best protection against undesirable political developments and the possibility of manipulation.

TRUTH: Freedom of expression, free media, no 'framing', no 'cancel culture'.

competent leaders. **PERMEABILITY:** Education and advancement opportunities for all who are willing. **POLITICAL STABILITY:** government control, subsidiarity. RULE OF LAW: Equal rights for all, no privileges, checks and balances, independence of all courts, **ECONOMIC STABILITY:** Stable money (no 'fiat money'), no state monopoly on money.

SUSTAINABILITY: protection of the environment through efficient and resource-saving economic ac-

PROTECTION OF MINORITIES: Establishing irrevocable fundamental rights. **POLITICS:** Strive for government through the best (meritocracy), prevention of nepotism lobbyism, party dictatorship and fascism - strict controls ('checks and balances'), better selection of 'staff' (minimum requirements for 'quality', i.e. education, career). **REDUCTION OF BUREAUCRACY:** The larger the centralized units and the higher the state involvement, the lower the productivity growth and the lower the increase in prosperity. **CHANCE** for the **PURSUIT** of **HAPPINESS**

