Global Change of Perspective- [Green Revolution Foundation](https://www.greenrevolution.earth/)

**Money is an Illusion**

**Power is an Illusion**

**There is only Love and Greed**

**Global Climate emergency:**

“If we don’t take action the collapse of our civilisations and the extinction of much of the natural world is on the horizon.” David Attenborough said in front of the UN in 2018.

Climate change is an existential threat to our civilization and to countless living beings on the planet. The collapse of our complex ecosystems brings down the food production and also the overheating continents making harder to sustain life. Wars and hunger threatening mankind all around the globe. The only thing we can hope for is that we can prevent the worst outcomes of climate change from happening.

**The failure of the political establishments:**

The failure of our political and leader elites is distinct to everybody because they are aware for at least 50 years what is in for humankind. The work of the global capital prevented most of civil organizations and political movements to counter change or solution to the climate catastrophe. Most of civil movements are fragmented or rudimentary to give a global answer to the problem.

**The problem -** **For a global crisis there should be a global answer:**

1. In the developed countries more and more people have realized the fact that the upcoming generations will have to live in a harsher environment. But the societies they cannot handle this fact. They do not know what to do about it. A small percentage of societies are volunteering or protesting but the bigger portions of them only know how to consume. They cannot or simply are not willing to leave their consuming comfort zone. That is how societies stay fragmented.
2. The existing civil movements are local, there are no global movements which can channel people into a movement who do not want to or cannot sacrifice their own time to create change. The reason why is 3 fold : The work of political power follows the *divide-and-conquer* tactics, the brainwashing technics used by the media, and also the opinion bubbles created by the social media are contributing to the fragmentation of societies. Thus comes the moral and cultural emptying of our societies for the maximization of consumption.
3. The all-time political elites cannot impose quick and radical changes because the power concentration of the global capital is against any progress. Therefore, any radical change must be from the ground up and not from bottom down.
4. The lack of a global information system makes hard to channel anybody from anywhere into a global dialogue who wants to act.

**The Solution: Economical-Social-Holistic Change of Perspective**

**The Economical** **Change of Perspective:**

We cannot change the global capitalist system in the given time, therefore the change must come from within the system. So that there is no change of the workings of the system. Nothing should change for the consumers and nothing should change for the global capital. In a capitalist system the consumers are voting with their consumer baskets for the working of the market.

The solution is that we have to give the choice to the consumer, so if he or she buys any product or a service then the consumer/he/she can decide where the profits derived from his/her/their consumption can go to any social cause. Therefore, there is an innovation on the market, the real choice is again in the hand of the consumer.

If the consumer buys the same product or service for the same price then he/she can decides if the profit should go to an international bank account or to a social cause. The possibility is there in almost every country in the form of a non-profit organizations. Any economic activity can be operated by non-profit organizations.

**Societal Aspect:**

The economic change of perspective is also a social change of perspective. These two are the opposite side of a coin.

The economic change of perspective can better be reached with a consumer movement which creates a positive feedback loop. If the consumer buys at a non-profit organization, he/she generates profits, and then this profit goes to immediately recoverable societal goals. This profit not only strengthens the civil society which is changing people’s life in a positive direction but also reaches more people, and this way generates more income at non-profit organizations. A social movement is a necessary part of the global change of perspective.

**Green Revolution Foundation:**

To avoid the worst of the climate catastrophe we must act a complete global systemic change in a way that we do not change the foundations and the operating of the global capitalist system. We must change our way of production, consumption, travel and all the different aspects of life. The first step to this is the Green Revolution Foundation.

The Green Revolution Foundation is a prototype model business, which shows how to operate a foundation in a way like any other business - so we do not change anything, only the goal of the profit creation. The goal of the Green Revolution Foundation is to create the condition system for global joining and change in a way to create a beating heart in the middle of the climate movement that can pump the resources into direct climate actions. The goal of the Green Revolution Foundation is to create a global information system which reaches all civil organizations in every country on the planet.

**Holistic Change of Perspective:**

The only act of the global change of perspective is that we take out greed from the system. Without greed, the capitalist system starts to work for the societies in way that enriches all people. The only war we need to fight is against greed.

Money is a social construct, a measure of value, but it does not hold real value in itself. So the accumulation of money doesn’t hold value in itself. If it does not hold any value than it doesn’t generate power. It leads us to the conclusion that the economic and political elites do not have any power. So the societies voluntarily subordinate themselves to an imagined power.

We can only observe the movement and the direction of the valueless measure of value which is money. Two fundamental human emotions determine the movement of money: Love and Greed. Love is when an entrepreneur runs a corner grocery to feed his/her family. Greed is when an entrepreneur wants to fill his/her lack of love with accumulation of material possessions and with the valueless measure of value: money.

**The abolition of greed from the capitalist system is one small step for man, one giant leap for mankind.**

Date: 2020-07-25 Amsterdam Attila Suba

<https://www.greenrevolution.earth/>