

17 December 2011 / Refreshed 22 February 2013

24 **LIVE BY, DIE BY Beta 3.2**

Live by a Mass OverConsumption-driven, exponential growth-based economy on a finite planet,

THEN

Die by a Mass OverConsumption-driven, exponential growth-based economy on a finite planet.

LIVE BY, DIE BY is being 'Refreshed' at this time BECAUSE there is not much NEW to report AND to emphasize that this Perspective was first published 17 months ago. The Refreshed LIVE BY, DIE BY includes a listing of new Resources and Afterword. See End Note One

THE MESSAGE OF LIVE BY, DIE BY

This Perspective presents a thumbnail sketch of the desperate condition in which citizens find themselves:

Humans are trapped with Primitive Genetic Proclivities that drive Unfounded and Conflicting Neural Linguistic Frameworks and Disorienting Naive Reality in a consumption-driven, exponential growth-based economy on a finite planet.

To maintain the positive aspects of civilization as it has evolved to date, citizens must come to understand the danger of continuing to ride on The Tiger of Mass OverConsumption. See End Note Two.

LIVE BY, DIE BY amplifies the need for Fundamental Transformation of governance structure outlined in MANAGING CIVILIZATION – AN OVERVIEW, Current Perspective # 23 as well as the need for Fundamental Transformations of economic systems and of human settlement patterns. See End Note Three

THE SIMPLE TRUTH:

The total cost of a technologically advanced, Urban civilization is far higher than ANYONE is now willing to pay.

- ◆ Agencies – Without informed guidance from citizens, Agencies run up debt and governance practitioners distort reality to retain their positions of power.
- ◆ Enterprises – Without an informed market or equitable Enterprise governance and without intelligent and effective Agency guidance, Enterprises focus on short term profit and ignore long term sustainability.
- ◆ Institutions – Are conceived and managed to support WHATEVER belief those who sponsor the Institution wants them to support. See End Note Four
- ◆ Citizens – Citizens and their Households are beholden to of Primitive Genetic Proclivities, Unfounded and Conflicting Neural Linguistic Frameworks and Disorienting Naive Reality. They are also duped by:
 - ▶ Agencies’ political pandering,
 - ▶ Enterprises’ emotion laden advertising, and
 - ▶ Institutions’ self-serving propaganda.

Under these conditions citizens act – in the market place and in the voting booth – in ways that are not in their own best interest – individually and collectively.

Citizens and their Organizations are acting like spoiled brats. They are unable to Share or to Cooperate even if it is clearly in their own best interests. Each individual, Household and special-interest group is addicted to ‘cheap’ (aka, bargains that are NOT bargains) and to mistaken beliefs about their own selfinterest. See End Note Five

Those at the top of the economic, social and physical Ziggurat that is contemporary civilization have learned to:

- ◆ Game the 1750's governance structures now relied upon by Agencies (the New First Estate),
- ◆ Create monopolistic and multi-national Enterprises (the New Second Estate), and
- ◆ Empower belief driven Institutions (the New Third Estate).

These Organizations have created the Citizen Wealth and Well Being Gulf articulated in this Perspective.

HOW IT ALL STARTED TO RUN DOWN HILL

The evolution of human civilization’s deflection to a profoundly unsustainable trajectory started in the 15th century. This Fundamental Transformation in the course of human events was

facilitated by evolving navigation technology that opened Africa, Asia and the Americas to colonial exploitation. The reasons why Western Europe became the fountainhead of colonial exploitation is spelled out in Jared Diamond's book *Guns, Germs and Steel* (1997).

The unsustainable exploitation of Natural Capital, of human capital and of natural systems has been accelerating since 1500. Unsustainable levels of consumption kicked into overdrive after 1870 and went ballistic after 1970. See End Note Six.

Exploitation of natural resources and human capital was based on Mercantilism that expanded dramatically from the dawn of the 16th century. Exploitation accelerated based on nation-state Capitalism advocated by Adam Smith. It was fueled by technological innovation in the 19th century. It was justified by the exploitation and consumption philosophy of Andrew Jackson as documented in *THE SHAPE OF THE FUTURE*. During the first seven decades of the 20th century the insights of Adam Smith were distorted by the apostles of greed. See End Note Seven

In the last 40 years the rate of Natural Capital, human capital and natural system exploitation has experienced exponential growth fueled by economic systems termed SuperCapitalism, Multi-National Capitalism, Vulture Capitalism, Corporate Socialism and other descriptors. See again the books cited in End Note Five and MANAGING CIVILIZATION – AN OVERVIEW, Current Perspective # 23.

The root causes of the current trajectory can be traced to primitive genetic proclivities that have up until now been supported by abundant resources controlled by those at the top of the economic and social Ziggurat. See Madrick, Jeff, *The Age of Greed: The Triumph of Finance and The Decline of America*, 1970 to the Present (2011)

The dysfunctional governance structure and incessant bickering of the two dominate political Clans at the municipal, state and federal levels have pushed citizens respect for Agency actions to an all time low in the United States. The resulting governance chaos has pushed the United States to the brink of economic, social and physical Collapse as articulated by Jared Diamond in his book with that title.

Failure to prepare citizens for Fundamental Transformations in governance structure as well as Fundamental Transformations in economic systems and human settlement patterns has resulted in uninformed and frightened citizens who are desperate for understanding, strategies, leadership and stability.

For decades, the two major political Clans have tried to out do one another with rhetoric extolling patriotism and American Exceptionalism. This incessant propaganda – “vote for me and my party and then EVERYTHING will be just fine” – is a smoke screen that has insulated citizens from reality. See End Note Eight

The wailing about debt, deficit and calls to “starve the beast of big government,” WITHOUT any citizen understanding of the absolute necessity that Fundamental Transformations of governance structure is required to achieve a sustainable trajectory for civilization is fool hardy. That, when compounded by the failure of both political Clans to present specific strategies to achieve needed Transformations will result in a double dip recession and a long deflation on the way to Collapse.

It is not just Agencies that must be fiscally responsible. TRUE conservatism that embraces resource sharing and cooperation is required to achieve the Balance and Resiliency needed to evolve a sustainable trajectory in the context of finite resources. Enterprises, and Institutions as well as citizens and their Households must curtail consumption. See End Note Nine

GROWING FAT ON THE SEED CORN

Citizens and their Agencies, Enterprises and Institutions have grown accustomed to living off their seed corn – the Natural Capital, human capital and natural systems upon which all life – including human life – depends. The obvious example of exhausting Natural Capital is petroleum but there has also been mass destruction of top soil, forest resources, marine fisheries, potable water, biodiversity along with, desertification and other barometers of settlement pattern and resource consumption dysfunction.

Critical renewable and non-renewable resources are not yet ‘GONE.’ However, they have reached or past peak levels of consumption. The continued consumption of resources will be reflected in ever higher costs. With population and expectations growing, the costs related to all these core resources will rise. Fewer and fewer will be able to afford subsistence consumption much less prosperity. See ENOUGH?, Current Perspective # 18

Functional human settlement patterns are the sine qua non of a sustainable trajectory for human civilization.

As documented by *THE SHAPE OF THE FUTURE*, transport – Mobility and Access within and between Urban agglomerations – is the canary in the minefield of dysfunctional human settlement pattern.

Mobility and Access: The cost of Mobility and Access that is dependent upon Large, Private Vehicles has priced out half of the employed citizens in the ‘richest’ nation-state on the planet. The Automobile industry has responded over the past 40 years by building bigger, faster, more complex and more expensive vehicles.

Shelter: The trickle down shelter strategy has priced the majority of the Households – including two worker households – out of Affordable and Accessible shelter. The shelter industry has responded over the past 40 years by building bigger and more costly dwellings in the WRONG LOCATIONS.

Food and Water: Desertification, forest destruction, loss of top soil and dwindling surface and underground supplies of potable water along with rising energy costs are driving up the cost of food. The food industry has responded over the past 40 years by producing unhealthy, industrial convenience foods.

When majority of citizens in any Region, MegaRegion or nation-state realize that ALL BOATS DO NOT RISE with the GDP expansion then there will be chaos. See ENOUGH?, Current Perspective # 18.

WHY HUMANS ARE LIVING OFF NATURAL CAPITAL, HUMAN CAPITAL AND NATURAL SYSTEMS

Most of the consumption that has driven economic expansion (aka, GDP growth) over the past 40 years has been driven by:

- ◆ Advertising that exploits Primitive Genetic Proclivities that support Unfounded and Conflicting Neural Linguistic Frameworks and Disorienting Naive Reality. This confusion of NEED with WANT yields rates of consumption that are unsustainable in a global Urban society on a finite planet. Again see ENOUGH? Current Perspective # 18.
- ◆ Peer pressure to consume as a patriotic duty (Bush 43: “Go shopping!”), and
- ◆ Plain selfishness and GREED masquerading as Enterprise competitiveness. See Again *The Age of Greed* by Jeff Madrick.

These vehicles of Mass OverConsumption are fueled by – if fact have only been possible, due to – citizens burning through the Earth’s Natural Capital over the past six plus centuries.

Technology led to wildly accelerated rates of population growth and resource consumption over the past 140 +/- years, especially the last 40 years. It is not just stored energy that has been squandered but mineral and biological resources as well.

Past growth is based on a profoundly unsound economic footing: It is simply impossible to live off of inherited natural wealth – Natural Capital, human capital and natural systems – rather than current income on a finite planet.

Although citizens of the United States make up five percent of the total human population, they consume twenty percent of the planets annual resource consumption. However, it is not just the greedy in the United States that are causing the problem. Almost every human across the planet has climbed onto the back of the Tiger of Mass OverConsumption.

Very few in the US – or elsewhere – are willing to jump off the Tiger, in large part because they do not understand it is in their individual and collective best interest to abandon Mass OverConsumption.

THE PHANTOM ‘RECOVERY’

No one should be surprised that ‘RECOVERY’ after The Great Recession has fizzled compared to past ‘recoveries.’ There was, and is, no basis for continued exponential economic expansion (aka GDP growth) based on Mass OverConsumption. That is because of the unsustainable rate of consumption of Natural Capital, human capital and the natural systems upon which human life depends. The economic, social and physical forces at work are outlined in ENOUGH? Current Perspective # 18. [[“GDP likely slowed without strong consumer spending” CNN 27 July 2012.]]

The ‘evidence’ of a ‘recovery’ from The Great Recession has been based on:

- ◆ The short-term result of Agency stimulus by US, EU and Chinese Agencies.
- ◆ Continued unsustainable levels of consumption by those in the top 5 to 20 percent of the economic Ziggurat in the US. Those who still have resources are induced by false bargains and an addiction to ‘cheap.’ Mass OverConsumption effects those at the top of the Ziggurat in the rest of the ‘developed’ world as it does in the United States.
- ◆ The speculative ‘growth’ of the value of Enterprises and financial instruments as indicated by the price established by Enterprise gambling venues (aka, stock markets)
- ◆ Enterprise strategies ranging from the **Big-time, Short-term Tactics**, (outsourcing to reduce labor costs, replacing labor with technology, innovation focused on every more expensive and complex consumer gadgets) to the **Small-Time, Short-term Tactics** (running up the ‘regular price’ and then offering ‘sales’ and ‘discounts,’ revised packaging to conceal price increases, smaller amounts of products in the same size package and larger and larger toilet paper roll cores).
- ◆ As will be documented in SETTLEMENT PATTERN CONSILIENCE, Current Perspective #26, the ‘regional’ data on ‘recovery’ masks the conditions that vary by Radius Band.

The short term ‘recovery’ was built on a unsustainable foundation. Even worse, the ‘prosperity’ of the past four decades that was based on Mass OverConsumption was NOT needed.

Most of the consumption that has driven economic growth over the past 40 years was NOT needed to secure happy and safe citizens in a technologically advanced Urban society. See End Note Ten

THE CITIZEN WEALTH AND WELL BEING GULF

The largest – AND MOST DRAMATIC – ‘product’ of the last four decades of economic expansion (GDP growth) driven by Mass OverConsumption and squandering Natural Capital, human capital and natural systems has been The Citizen Wealth and Well Being Gulf .

This is the ever widening GULF between a few (5 to 20 percent) at the top of the economic, social and physical Ziggurats and the vast majority of citizens (80 to 95 percent) who’s actions and efforts are supporting those at the top. See End Note Eleven

THE GLOBAL SCOPE OF DYSFUNCTION

While the focus of LIVE BY, DIE BY is the current trajectory of economic, social and physical parameters in the United States in the context of global conditions, many of the same Fundamental Transformations required in the United States are needed across the globe.

Abandonment of colonial empires left dysfunctional borders between societies in Middle East, Africa and South Asia. These irrational separations are a source of continuing conflict and stand in the way of evolving functional governance structures. See End Note Twelve

NONE OF THE POINTS MAD BY LIVE BY, DIE BY ARE ‘NEW’

None of the information in this Perspective is “new.”

It has been clear for decades that citizens – and contemporary human society (technologically-based civilization as it has evolved to date) – require conservation, cooperation and drastic reduction in both per capita and total consumption and a fundamental reorientation of competition to survive. There must be competition WITHIN all of the Four New Estates and BETWEEN the Estates. However, it must be competition to conserve and to maximize efficiency and effectiveness, NOT competition that drives consumption and waste.

In spite of articulate expositions, the facts in LIVE BY, DIE BY have been ignored. Reality has been drowned out by wishful thinking and by the chants of True Believers. In spite of what citizens must do to achieve a sustainable trajectory for their civilization, those at the top of the Ziggurat drive Mass OverConsumption to achieve ‘growth’ of the economy. For a summary of

voices from the past and possible paths forward in the Economic Sphere visit www.neweconomics.org [[See RESOURCE Section following End Notes.]]

THE QUESTIONS

The THRESHOLD question is:

Do citizens thrive, prosper and achieve a sustainable trajectory

Or

Do a few at the top of the economic, social and physical Ziggurat that is contemporary civilization thrive, TEMPORARILY?

Only in a democracy can citizens have a voice in the answer to this question.

The FUNDAMENTAL reality is:

The Primitive Genetic Proclivities toward acquisition, consumption, competition, paranoia, alienation, isolation and xenophobia that got Homo sapiens to this point in their evolution. These Proclivities create and reinforce Unfounded and Conflicting Neural Linguistic Frameworks and Disorienting Naive Reality.

The FUNDAMENTAL question remains:

Will this reality prevent the emergence of a complex, technologically-dependent Urban society with a sustainable trajectory?

Will human beliefs / superstitions and the complex social dysfunctions rooted in these Primitive Genetic Proclivities – narcissism, bigotry and greed for example – bring to an end of human society that has evolved over the past 13,000 years?

These genetic proclivities and social dysfunctions have become hardwired to different degrees in different societies.

Will they thwart evolution of a sustainable, advanced -technology-based civilization in which all societies share the same finite planet?

Is it possible that:

Those at the top of the economic food chain realize they must close the Citizen Wealth and Well Being Gulf to survive?

Will humans learn to share and cooperate at all scales from Unit and Dooryard to Continent and Planet?

Can citizens avoid Collapse? See End Note Thirteen

Avoiding Collapse of human civilization as it has evolved to date – and the survival for Homo sapiens – comes down to understanding that:

In a ‘flat world’ where the majority of the citizens live in Urban Households with:

- ◆ **Wide-spread literacy,**
- ◆ **Global and instant communications / information dissemination, and**
- ◆ **Wide distribution of weapons of mass destruction / massive stockpiles of weapons of conventional destruction / ubiquitous access to weapons of inter-personal destruction:**

There is no alternative but for citizens to make Fundamental Transformations of governance structure (Agencies) that will enable and facilitate Fundamental Transformations of human settlement patterns and economic systems.

Fundamental Transformations can lead to Sharing and Cooperation in managing the Common and to Balance and Resiliency. The alternative is massive conflict leading to:

- **At best, a New Bronze Age with a third of the current population,**
- **At worst, temporary barbarism and eventual extinction.**

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END NOTES, RESOURCES, LIVE BY, DIE BY AFTERWORD

I. END NOTES

1. THE FEBRUARY 2013 REFRESH OF LIVE BY, DIE BY

This Current Perspective was first published in September 2011. There is not much ‘new’ to report on the basic message of this Perspective. Business As Usual. What is ‘new’ and important with respect to the current trajectory of human settlement patterns will be the focus of a Current Perspective titled YOU and The U TURN (Forthcoming)

The Current Perspective is being ‘Refreshed’ at this time BECAUSE there is not much NEW to report AND to emphasize that it was 17 months ago that LIVE BY, DIE BY was first published.

LIVE BY, DIE BY was published before of THREE UNFOUNDED ASSUMPTIONS, Current Perspective # 27 and before the Greater Warrenton-Fauquier COMMUNITY FUTURES FORUM (CFF, September, October and November 2012). CFF is documented in FUNDAMENTAL REALITIES, Current Perspective # 28 and CRITICAL STRATEGIES, Current Perspective #29.

Here is a summary of the changes in the Refreshed LIVE BY, DIE BY:

End Note One has been added. The remaining End Notes have been renumbered. Some text has been moved to End Notes. The End Notes have been moved to the back of the Perspective in an effort improve the reading experience on a topic that is NOT a pleasant one.

There are minor text changes to clarify what was meant in 2011. They do not ‘update’ the projections or the perspectives.

The Refresh of LIVE BY, DIE BY contains citations to recent documents (set out in double brackets [[xxx]]) that support what was said in September and December of 2011.

Following the End Notes, there are two new sections that includes references and links to new Resources and an Afterword that reminds readers of what has NOT changed since 2011.

2. The 3 September 2011 Beta 2 version of LIVE BY, DIE BY was clarified, simplified and was re-published on 17 December 2011 because the unfolding facts over the prior three

plus months documented that LIVE BY, DIE BY as originally framed was on target. End Notes were added to the September version to illustrate and document the validity of the Perspective.

Drafting of LIVE BY, DIE BY was inspired by Schneider, Howard “European Dilemma: Debt or Double Dip: While policy makers focus on deficits, growth slows to a crawl” *The Washington Post* 2 Sep 2011. [[The Euro Zone has returned to recession.]] It was also prompted by and email exchange between EMR and James A. Bacon the author of *Boomergeddon*. between late August and early September 2011.

The EMR / Bacon correspondence also led to the drafting of **FizCon**. A Beta 2.5 version of **FizCon** was set aside to peruse other priorities because of advice Eric Hoffer offered over lunch 48 years ago: “Ed, you can never convince True Believers.” In a democracy you must address those who are not yet True Believers. That reality is reflected in The 20% / 60% 20% Guideline. True Believers become 20 % percenters. See Percentage Guidelines in GLOSSARY linked from the *RESOURCES* page at www.emrisse.com

3. The context of the current trajectory is sketched out in *THE SHAPE OF THE FUTURE* and in *TRILO-G*. These books are profiled on the *PUBLICATIONS* page at www.emrisse.com The current status of citizen well being is articulated in ENOUGH? Current Perspective # 18 and MANAGING CIVILIZATION – AN OVERVIEW Current Perspective # 23. The drivers of the unsustainable trajectory are noted in the current draft of **FizCon** and the settlement pattern ramifications of current reality are explored in SETTLEMENT PATTERN CONSILIENCE Current Perspective #26. All Current Perspectives are linked from the *CURRENT PERSPECTIVES* page at www.emrisse.com
4. When support for a particular Institution primarily comes from a few like minded donors at the top of the economic, social and physical Ziggurat that is contemporary civilization, then Institutional action almost always benefits those at the top of the Ziggurat and widens the Citizen Wealth and Well Being Gulf. There are exceptions but even then the actions often support sophisticated, technological fixes that directly and indirectly benefit those at the top of the Ziggurat and do now promote Fundamental Transformations.
5. For an exploration of the human addiction to ‘cheap’ (aka, bargains that are NOT bargains) and other drivers of the current trajectory see the 25 books referenced in THE ALPHA COMMUNITY READING LIST, Current Perspective # 12, especially *CHEAP: The High Cost of Discount Culture* (Shell, 2009), *SUPER CAPITALISM: The Transformation of Business, Democracy and Everyday Life* (Reich, 2007) and *CORNERED: The New Monopoly Capitalism and the Economics of Destruction* (Lynn, 2010).
6. The current ‘conventional wisdom’ concerning the history of this exploitation, especially the elimination of advanced agrarian societies in the Americas by explorers and colonial

Agencies is tragically flawed. The fact have not yet been articulated. Two draft Current Perspectives by SYNERGY / EMR will explore some of the emerging sources of new evidence on this topic.

7. See discussion of the perspectives of these apostles and discussion of the two polar myths that “democracy cannot be a permanent governance system” in the **FizCon**, (See End Note Two).
8. For a vignette of municipal scale leadership obliviousness See THE OBLIVIOUSNESS OF LEADERS COMPOUNDS THE IGNORANCE OF CITIZENS Current Perspectives # 14 For a global scale perspective on needed action see MANAGING CIVILIZATION – AN OVERVIEW Current Perspective # 23.
9. As noted in End Note Two, the drafting of **FizCon** was prompted by incessant chanting about the need to reduce AGENCY debt without addressing the need for TRUE conservatism by Enterprises, Institutions and citizens as well as by Agencies.
10. See Chapters One, Five, Seven and Eight of ENOUGH? Current Perspective #18 and PART FIVE – NEW METRIC FOR CITIZEN WELL BEING as well as the discussion of happiness in Chapters 36 and 37 of PART TEN of **TRILO-G**. As typified by the research summarized on pages 12 and 13 of the November/December 2011 issue of **Miller-McCune**, the overwhelming scientific evidence supports to view that happiness is NOT a function of wealth or possessions. Possessions ARE important in the context of the hard-wired Primitive Genetic Proclivities that, without intelligent reconsideration, profoundly misguide human activity.
11. The Occupy Wall Street (OWS) movement – now [[in 2011]] growing into the Occupy everything movement – has popularized the gulf between “the 99 Percent” and “the 1 Percent.” The ‘standards’ set by the top one percent of the Ziggurat are important but it is the top 5 to 20 percent – depending on the context – who are those driving the Citizen Wealth and Well Being Gulf.
12. Cluster, Neighborhood, Village, Community, Region, MegaRegion and nation-state borders should be allowed to evolve from the smallest scale of human settlement patterns up as outlined in Chapter 29 of **THE SHAPE OF THE FUTURE**.

If one thinks restructuring of borders and boundaries across the planet is a new topic at SYNERGY, check out “Three Questions” Column # 9 in Chapter 46 of **TRILO-G**. (This column can also be accessed in Chapter 46 linked from the **RESOURCES** page at www.emrisse.com) “Three Questions” advocates border-changing strategies and Region building rather than ‘nation-building’ concerning Afghanistan and Iraq. The same strategies would apply throughout Africa, the Middle East and Asia. The future of China

lies in Fundamental Transformation from one nation-state to 18 or more MegaRegional scale Agency structures with nation-state-scale powers.

China has a centralized governance structure and thus the current nation-state lacks a valid New Second Estate (Enterprises that are NOT directly controlled by the First Estate). China lacks a valid New Third Estate (Institutions that are NOT directly controlled by the First Estate). China also does not have a New Fourth Estate. The citizens are being exploited by the Central Agency on the false hope that if they work hard enough and forego the benefits of a free society and informed markets long enough, their children – or their grandchildren – will reap the rewards.

One of the chief failings of the United Nations – an Agency managed by existing nation-state ‘leaders’ – is the failure to allow, much less encourage, existing governance structures to evolve. The UN has acted to ‘protect’ dysfunctional nation-states.

See Managing Civilization – An Overview, Current Perspective #23.

13. Collapse is used in this Perspective as defined by Jared Diamond in *Collapse: How Societies Choose to Succeed or Fail* (2004).

II. NEW RESOURCES.

As noted in End Note Two, the original draft of LIVE BY, DIE BY was inspired by Schneider, Howard “European Dilemma: Debt or Double Dip: While policy makers focus on deficits, growth slows to a crawl” *The Washington Post* 2 Sep 2011 and by emails between EMR and James A. Bacon the author of *Boomergeddon*. between late August and early September 2011. This correspondence also prompted work on **FizCon** a Current Perspective that has been set aside for reasons noted in End Note 2.

An equally important document is by Robert J. Gordon. His August 2012 paper “Is U. S. Economic Growth Over? Faltering Innovations Confronts the Six Headwinds.” The title says it all. One can search the Internet for this title to access a download (\$5.00) of the paper from SSRN.

On 18 February 2013 Robert J. Samuelson published “Our missing jobs: Why psychology is to blame for the weak growth.” If Samuelson was an economist rather than a story-telling columnist employed by Enterprise Media he would have recognized this as a clear example of Adam Smiths ‘invisible hand.’ WaPo Page A 19, 18 February 2013.

The forthcoming Perspective YOU and The U TURN will focus on the profound shift in the forces establishing the settlement patterns in Urban enclaves. Among the economic ramifications

and reinforcing these new trends is the fact that the settlement patterns that have evolved due to the extensive use of Large Private Vehicles are not favored by the two largest cohorts of the population that will be forming households in the next 20 years. See <http://bettercities.net/news-opinion/blogs/robert-steuteville/14620/coming-housing-calamity>

In addition, there is an inter-generational economic issue. See Badger, Emily, “Delaying Car and Home Ownership Has Helped Millennials Dramatically Reduce Their Debt”, *Atlantic Cities* 22 Feb 2013. In the 00s and beyond, Millennials are and will be in debt for college expenses when they enter the job market. College students are in debt because their parents are on the wrong side of the Citizen Wealth and Well Being Gulf noted in this Perspective.

Among the many Institutions that are trying to raise citizen awareness of the need for Fundamental Transformation is the New Economics Institute <http://neweconomicsinstitute.org/> and The New Economics Foundation <http://www.neweconomics.org/>. Also see DEGROWTH – SHRINKING TO SURVIVE THEN PROSPER, Current Perspective #3.

III. LIVE BY, DIE BY AFTERWORD

AMONG THE THINGS THAT HAVE NOT CHANGED IN THE PAST 17 MONTHS:

The following realities are documented in ENOUGH?, Current perspective # 18.

- ◆ China, India and Brazil – with half the population of the planet – are still adamant about securing their fair share of the planet's resources. Over the past 500 years the consumption of these resources have primarily benefitted the top 20 percent of the economic food chain – the top 20 percent of the economic, social and physical Ziggurat that is ‘contemporary civilization’.
- ◆ About half a billion people in North Africa and the Middle East continue to wrestle with the transition from feudal perspectives of governance to democratic perspectives. The Arab Spring is the result of the failure of colonial powers to leave behind functional and boundaries and Agencies. See End Note Twelve

In parts of Africa beyond North Africa, there IS one ‘new’ thing: Unrest is spreading South of the northern most tier of colonialist delineated proto-nation-states.

IN ADDITION

Other areas of continuing concern:

- ◆ The Korean peninsula and islands off the east coast of Asia have the potential to detonate global conflict.
- ◆ The cumulative impact of humans abuse of the planet's natural systems are resulting in humans having pasted 'peak consumption' of some resources, the rising cost of other resources as well as the depletion of forests, top soil and potable water.
- ◆ The cumulative impact of actions to meet expanding human consumption and expectations is causing potentially irreversible changes in global systems such as climate
- ◆ Then there is the prospect of objects from outside the earths atmosphere impacting the planet with dramatic results.

Of equal, short term importance is the fact that the federal governments in North America and in the European Union continue to follow policies and programs that impoverish those of "the most fortunate generation" who have saved for retirement and to widen the Citizen Wealth and Well Being Gulf. See for example from a seven day period from *The Washington Post*:

Fletcher, Michael A., "Future retirees at Greater fiscal risk: Majority may be worse off than parents; Savings shortfall threatens decades of progress". WaPo 17 Feb 2013 page A1.

Mui, Ylan Q. "Fed is unlikely to pull stimulus plug soon: Despite internal debate, Fed is unlikely to cut off stimulus soon" WaPo 21 Feb 2013 page A1.

Irwin, Neil, "What's Weakening Wal-Mart's Sales?: Delayed tax refunds, high gas prices or something more dire?" WaPo 22 Feb 2013 page 14.

Schneider, Howard, "Cloud hovers over euro zone: Region's finances are more stable, but recession remains and unemployment is rising." WaPo 23 Feb 2013 page 10.

Irwin, Neil, "A lose-lose situation in the Fed's future?" WaPo 23 Feb 2013 page 10.

IN SUMMARY

All these conditions that have grown worse over the past 17 months require intelligent responses to meet the needs of all human communities.

As noted in LIVE BY, DIE BY almost a year and a half ago, the focus of Agencies, Enterprises and Institutions is on sustaining Mass OverConsumption and obscuring the current trajectory.

To put it bluntly:

Those who should be providing “leadership” and “Leadership” still have their heads in the sand.

No one is willing to look beyond their misconception of their immediate self interest and hope for a ‘rebound’, an new ‘economic cycle.’

The ‘leadership’ of Agencies are afraid that if they articulate what many already Understand they will lose the support of the citizens they serve. Citizens desperately want to believe what the two primary political Clans have been serving for 60 years: American Exceptionalism and Big Rock Candy Mountain – an infinite resource to support Mass OverConsumption.

The ‘leadership’ of Enterprises are afraid that if they articulate what many already Understand they will lose customers. This is especially true for Enterprise Media publishers, editors and reporters with respect to advertisers and their jobs.

Institutions receive their money from Agencies, Enterprises and Households that see their own best interest embedded in continuing to ride the tiger of Mass OverConsumption.

Few are willing to even consider Fundamental Transformations even though many recognize that they would be benefit the vast majority. The problem is they would require changes for “those in control” at the top of the Ziggurat – aka ‘The Man.’

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