

A LITTLE 'RECAP'

Let's take a break here and try to recap what we've said in this section.

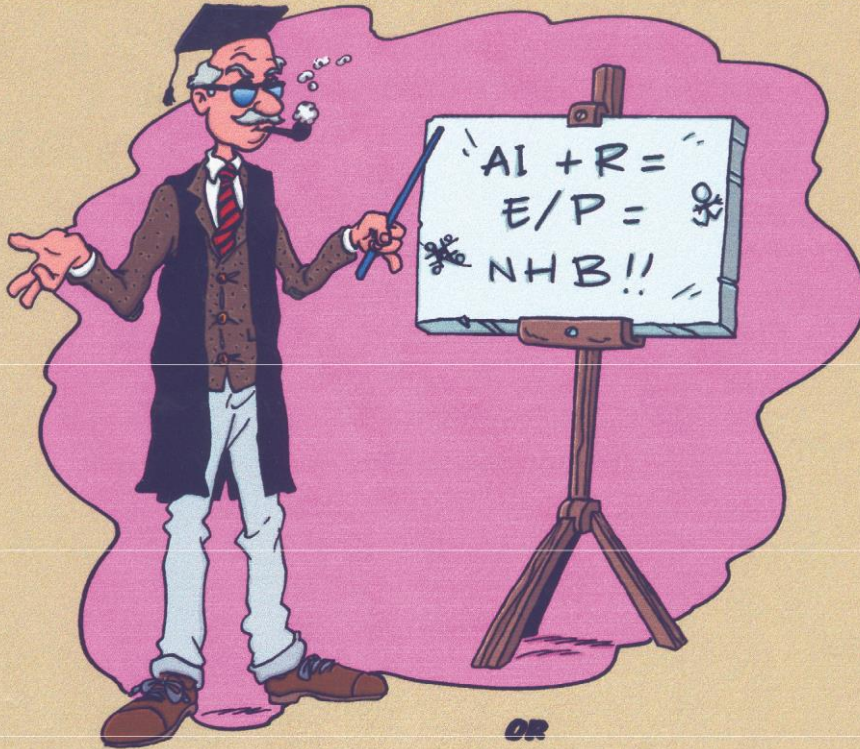
1. Man's make up goes back billions of years with his fellow animals.
2. Therefore his instincts for survival and self improvement are the same, and even in physical and biological make up we are 90% the same.
3. Only in our power of reasoning do we differ, and our reasoning anyway is simply an extension of (or motivated by) our animal instincts, because our reasoning or 'rational choice making' is generally devoted to self improvement.
4. Making 'rational choices' or profiting to move up the ladder must be considered absolutely natural and the main driving force (what makes us tick) in man since it simply fulfils his basic animal instincts of self improvement (survival).
5. That the best environment for each individual to exercise his 'reason' (and therefore to live in hope) is a free environment, where successful reasoning will be rewarded and bad reasoning will fail.
6. That where great numbers of people live in such an environment, the general consensus of that environment (or society) will be upward, since the majority of successful 'reasoning' will outweigh the minority of unsuccessful reasoning.

We will talk about numbers 5 and 6 - namely a mobile environment - later.

OUR THOUGHTS ...

ARE GENERALLY DICTATED BY OUR ANIMAL INSTINCTS !

MAYBE, AS EINSTEIN WOULD HAVE PUT IT ...



OR

ANIMAL INSTINCTS + REASON =
EXPLOITATION / PROFITEERING =
NATURAL HUMAN BEHAVIOUR !



THE GREAT HUMAN BRAIN !

LET'S NOT GET TOO CARRIED AWAY
WITH OURSELVES :

FOR OUR BRAIN IS SIMPLY A 5TH GEAR
WHICH ALLOWS US TO CONVERT
OUR ANIMAL INSTINCTS INTO
REALITY : AND THIS HAS MADE
US THE MOST EFFICIENT EXPLOITER
THE WORLD HAS EVER KNOWN !

THE COUNTER BALANCE TO PROFITING

If the professor in the cartoon is correct, then man's actions are entirely predictable. Remember, our instincts are inborn and cannot be changed. And these instincts always lead us to self-improvement or profiting. And profiting is usually gained at the expense of some other person or thing.

If this is so then how have human societies managed to survive, and to some extent at least, live in peace?

Man, even in the very earliest of times, must have realised that in order for families and small societies to survive, there would have to be laws or rules, enforced by punishment, to act as a counter force against our natural instinct to profit. These laws we refer to as.....

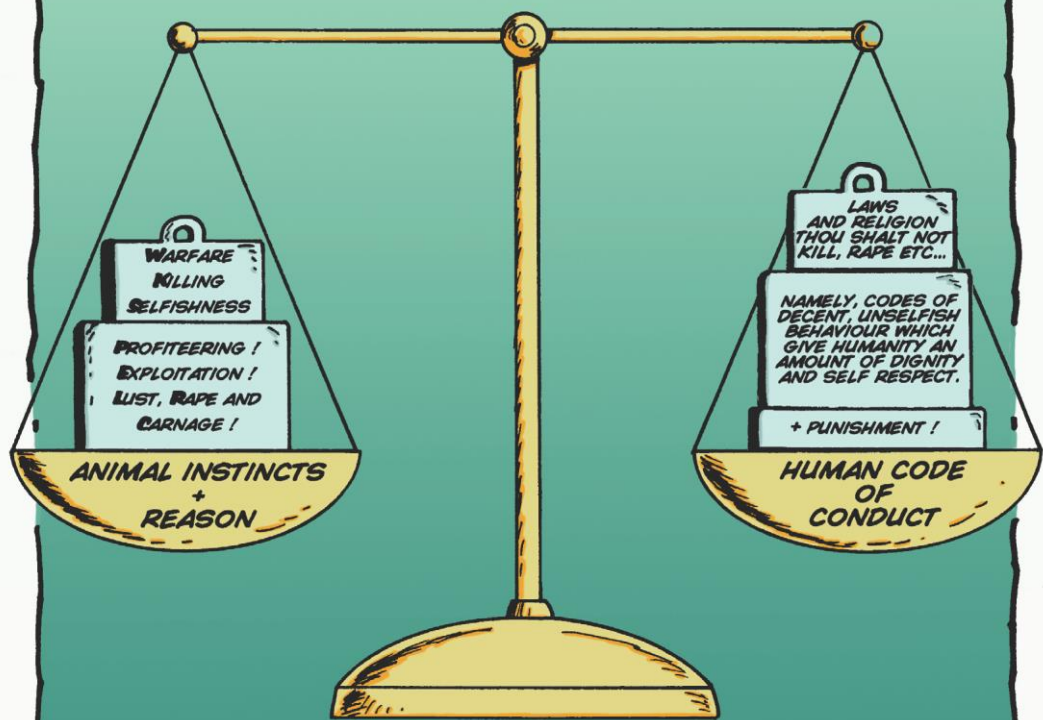
CODES OF HUMAN CONDUCT

Over several thousand years, there has been a gradual build up of rules and mores as to how man should live with man in order to survive. These codes of conduct or morals and manners of life have been strengthened by religious laws and more recently by government laws.

Thus we have had rules or customs as to:
How man should treat his wife.
How he should treat his neighbours.
How he should conduct his business.
Show respect to the elderly, etc. etc.

WE ARE ANIMALS

OUR ACTIONS ARE PREDICTABLE AND VARY ACCORDING TO THE **BALANCE** OF OUR BEING ABLE TO EXPLOIT OUR ANIMAL INSTINCTS TO THE FULL, **AGAINST** THE STRENGTH OF THE HUMAN CODE OF CONDUCT, WHICH IS THERE TO HOLD THOSE ANIMAL INSTINCTS AT BAY !



THIS SIDE IS NOW MORE DANGEROUS BECAUSE OF THE BIGGER AND BETTER TOOLS WE HAVE TO PROFITEER AND MAKE WAR WITH ! THEREFORE, WE MUST ADD WEIGHTS TO THE OTHER SIDE !

WE MUST ADD WEIGHTS HERE !

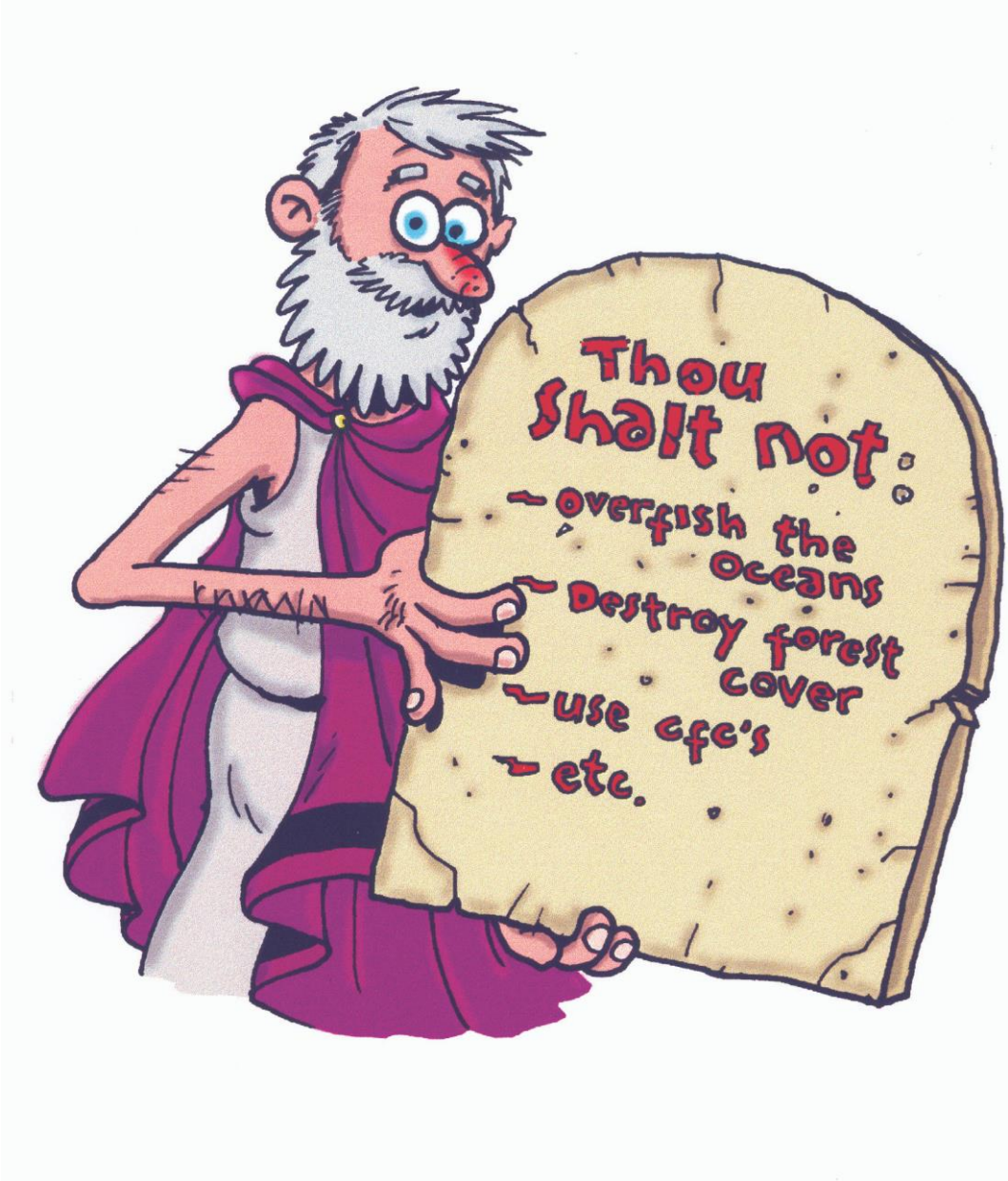
 ≈ STRENGTHEN THE CODE AS TO HOW HUMANS TREAT HUMANS !

 ≈ ADD A NEW SET OF CODES, AS TO HOW HUMANS TREAT NATURE !

These are not usually written laws - they are just decent customs that have been built up over the ages that allow people to live in peace with others. These customs are hugely important and form the INVISIBLE FABRIC that holds society together.

Until recent times these 'codes of conduct' have related to how man deals with man. Only recently has it become apparent that man's profiting is causing serious damage to both the animal kingdom and the environment. So what is becoming apparent now is that 'our codes of conduct' must be added to so that man not only has rules as to how he behaves with his fellow men but also rules to teach him how to act more considerately to everything around him.

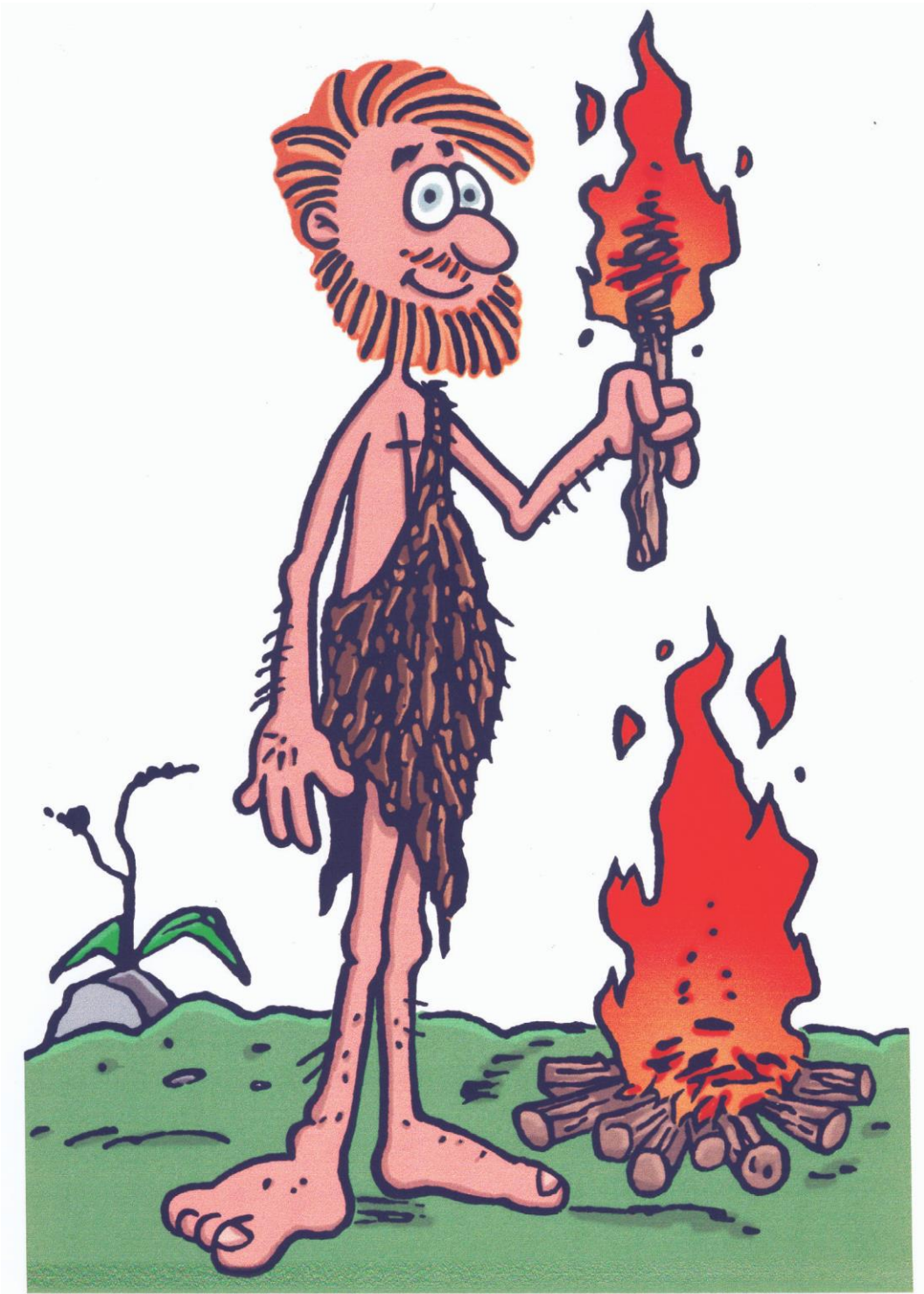
NEW CODES



PROFITING = EXPLOITATION

Let's continue talking about profit. It's a big part of our make up. We see that where man profits, others will suffer. As I said before, one of man's first examples of successful profiting or manipulating the environment for self-betterment was learning to light a fire - so you see, one of man's earliest profit making decisions involved both exploitation of timber resources and the pollution of the atmosphere!

By and large, throughout the ages, by acting in his natural way, man has had an adverse effect on his fellow man, his animal brethren and his environment, for only by using or manipulating these, could he improve his lot.



There are numerous examples of exploitation and manipulation by man. These are just a few-

The slave trade; the transportation of animals in appalling conditions for slaughter; the destruction of tropical hardwoods; the discharging of toxic waste into our seas and rivers; war between neighbouring states; carbon emissions; over-fishing of the seas; careless, dangerous fishing where vast fleets trawl 60,000 hooks in the open ocean catching just about everything, including the albatross.....and so the list goes on.

Are we doomed? If we continue along the same path we have been following for the last 250 years, the simple answer is yes.

There are more and more humans inhabiting the earth, and less and less resources left to be exploited

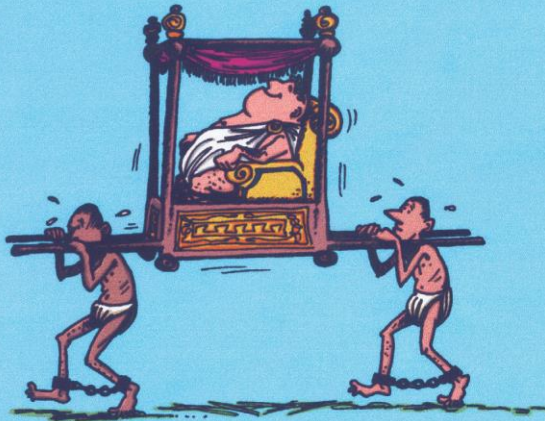
However there is hope! Man still has a chance.

And where does this chance come from? The answer is from the very same sources that caused the exploitation in the first place, i.e. from man's basic survival instincts, from his 'profit' motivation, and from his reasoning powers.

WHERE WE PROFIT, OTHERS WILL SUFFER

WE PROFIT, OR BETTER OURSELVES BY EXPLOITING OR MANIPULATING OUR SURROUNDINGS !

OUR SURROUNDINGS CONSIST OF :



OUR FELLOW HUMAN BEINGS WHOM WE EXPLOIT WHEN WE CAN.

THE ANIMALS WHICH WE EXPLOIT BY FORCED LABOUR OR TO SATISFY OUR HUNGER.



THE ENVIRONMENT WE WILL CUT DOWN A TREE TO MAKE A FIRE TO COOK ON AND WARM OURSELVES.

NOW ASK YOURSELF HONESTLY : IF YOU WERE IN A POSITION TO PROFIT OR MAKE MONEY BY EXPLOITING SOMEONE OR SOMETHING, WOULD YOU DO IT ?

THE HONEST ANSWER IS 'YES !' BECAUSE PROFITING COMES NATURALLY TO US.

PROFITING HELPS US SURVIVE. WE GENERALLY DO NOT CARE TOO MUCH ABOUT OTHERS AS LONG AS WE ARE ALL ALIVE.

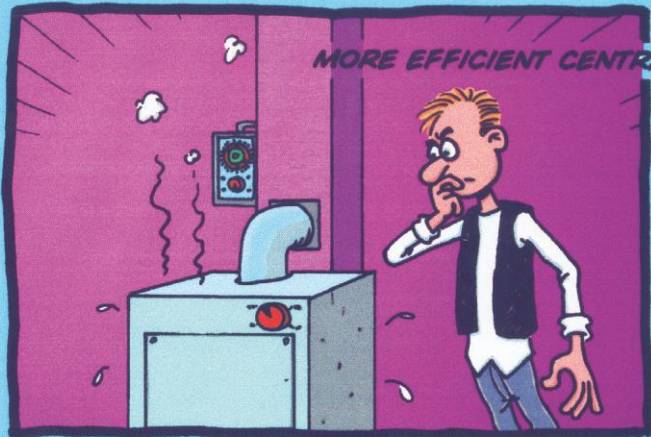
The more we understand the danger we are in and its potential outcome, the harder man will try to find ways to save the situation - and of course to 'profit' at the same time. The market will change. And the market will award the profits to the entrepreneurs who first make the machines and methods that satisfy human demand at the least cost to nature!

Through education we will all hopefully become environmentally friendly and will want goods and services that safeguard the future of the planet.

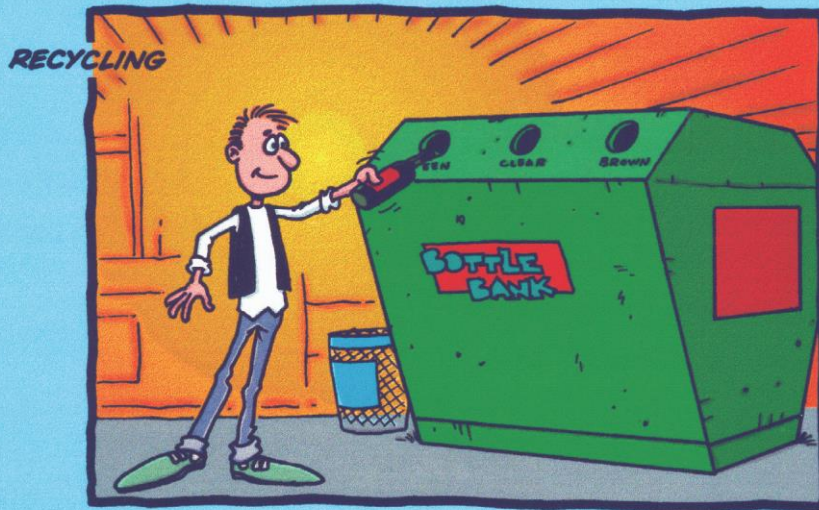
In time, man's reason will ensure that our governments change the rules of life's game to better educate and inform people; encourage birth control to reduce the rate of growth of the world's population, and police and punish individuals, industries and nations whose exploitations and pollution threaten the future of mankind.

PROFIT WITHOUT SUFFERING

NEW INVENTIONS OR IDEAS TO MAKE
MORE EFFICIENT USE OF ENERGY:



AIR-CONDITIONING SYSTEMS THAT DO NOT USE CFC'S
CARS THAT RUN ON ELECTRICITY OR GAS



THE POSSIBILITIES ARE ENDLESS, AND THERE WILL BE A WHOLE NEW RANGE OF OPPORTUNITIES FOR THE PROFIT-MAKERS, BECAUSE THERE WILL BE A BIG CHANGE IN MARKET DIRECTION, AND THOSE WHO RESPOND TO IT QUICKEST WILL REAP THE REWARDS. AND THERE IS NOTHING LIKE A BIG PROFIT INCENTIVE TO MOTIVATE US HUMANS TO MAXIMISE OUR INVENTIVENESS AND EFFICIENCY IN THE EFFORT TO FIND EVEN 'GREENER' PRODUCTS.