

Let's Schmooze

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Capitalism ~ Replace or Fine-tune

A year or two ago, the United Nations climate talks in Paris seemed to stir things up a bit. In its official entry, the South American country of Bolivia formally asserted that the worldwide economic system that we term *capitalism* must be destroyed in order to save Earth (as we know it) from climatic destruction.

That's strong stuff. The Bolivian statement declared that it is the capitalist system ~ per se ~ that is directly to blame for most ~ if not all ~ of our most pressing problems. And, more to the point, they claim that it is unbridled consumerism and corporate profiteering (two known pillars of the capitalist creed) that are destroying our global environment.

Unfortunately, in calling for the destruction of the capitalist system and its replacement with a new economic model, the Bolivian statement is rather short on substantially describing the new economic model that it would like to see. That just happens to be the tough nut to crack. What new economic model could one envision that would produce human necessities as efficiently and quickly as capitalism does?

Criticizing capitalism is easy. Untold numbers of people have been doing exactly that since its inception a few centuries ago. Providing "constructive" criticism of capitalism is an entirely different matter. Let's dig a little deeper into this. After all, it's obvious that capitalism is going to come under increasing attack in the coming days. Things are getting really hot out there ~ no pun intended.

First, for a quick write-up on what capitalism is, look for *Expressions of Consciousness* at the Books tab at www.heirling.com. In that book, there is a chapter that quickly lays bare the essence of capitalism.

After that, for some good, historic background on our stressed-out global economy, look for *The Global Economy* at the Articles tab at the same www.heirling.com. This article gives a quick oversight of how we arrived at today's economic snafu, and what is really behind the problems and the competitions that we're facing today.

When capitalism first made its appearance a few hundreds of years ago, we didn't face these present issues. But now that capitalism has matured and spread around the globe, these global issues are stalling out the economic processes. It's one of the essential contradictions of capitalism, especially in a closed-loop system. *The Global Economy* article will throw light on what is happening today.

Now, again, the Bolivians claim that in order to save Earth, capitalism must be quickly destroyed. Yet, the Bolivians don't really provide us with a concrete outline of an alternate economic system that can realistically replace capitalism. Perhaps ~ just perhaps ~ there might be a middle ground.

We don't necessarily need to seek to replace capitalism with a new and different economic system. Perhaps, we can fine-tune it. There happen to be good corporations out there ~ corporations worth saving ~ corporations that can help us save our planet Earth. Why destroy them when attempting to destroy capitalism? That would be like throwing the baby out with the bath water. We don't want to do that!

We want to identify these good companies. We want to buy from them. We want to work for them. We want to invest in them. Dealing with "companies" and "corporations" on a daily basis is unavoidable. Formal business organizations are ubiquitous. Today, that's how humans come together economically to engineer lifestyles.

Can "really good" companies be found? Yes! Good companies can be found! There's lots of them out there. One just needs to know what to look for. What should we look for? To check out an easy multipoint approach to finding the good companies, look for

Finding Good Companies at the Article tab at www.heirling.com. By buying from, working for, and investing in good companies ~ we directly reward these companies for their good citizenship behavior.

In a capitalistic system, raw economic power ultimately lies in consumer dollars. Get a trend going in the right direction, and the bad companies will start to fall by the wayside from lack of public support. Fewer and fewer people will be dealing with bad companies because instead they will be choosing to deal with the good companies. This can be a great way to reshape our world for the better. Instead of replacing capitalism, we have simply fine-tuned it.

So ~ how do we actually go about finding good companies and corporations to buy from, work for, or invest in? It's not difficult. We get on the internet and search for the key phrase *socially responsible investing*. You'll be amazed at all the web links that pop up. SRI is a hot topic, and lots of people are getting interested in it.

By the way, socially responsible investing ~ or SRI ~ is thought of as focusing on three principal areas ~ (1) the proper management of companies and corporations, (2) ensuring social fairness for all, and (3) bringing about a clean and sustainable environment for all to live in.

As a sustainability consumer/worker/investor worrying about our quickly degrading environments, you might want to check out SRI web links for socially responsible investing.

Sounds good? Let's start supporting the good companies ~ by buying from them, working for them, and investing our hard-earned money in them! Doing that ~ we just might turn this thing around!

~ *'til we meet again* ~