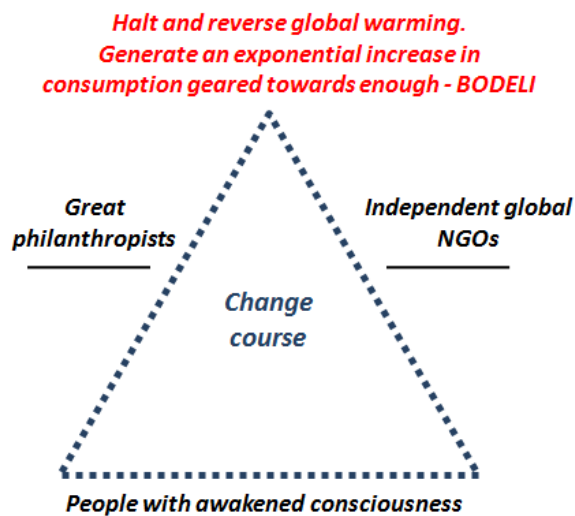


# Change course. The Alliance

Authoritative voices warn us that *Homo sapiens* is plotting the path to its own extinction. The response to such a threat needs a universal scope. **Change course** generation has it. It is an **Alliance** for our species.

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***A plea***

## **Marià Moreno**

Humanist from Barcelona.

January 2020

*El Blog de Marià Moreno* - [goo.gl/G44teY](http://goo.gl/G44teY)

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## *Towards the extinction of our species*

Many scientists say that we should expect clear evidence of climate change around 2040-2050. It will be the gateway in large parts of the Earth to an unhealthy start to the 22<sup>nd</sup> century. Constant degradation of environmental conditions will eventually prove lethal to humans.

The measures underway are subject to constant bargaining and seem far from achieving what should be effective global impacts. Without such impacts, we know that freshwater will continue to be in short supply and large areas of agricultural land will be lost. The point of greatest human impact will occur at the equator and move north and south into the tropics. Natural disasters will become more frequent, they will occur where previously they had not and their destructive power will increase. Coastal land submergence will be commonplace. A dramatic consequence is that the number of climate-displaced people will continue to grow. The target of only 2 degrees of global warming will be surpassed. The real situation will take us up by 3 or 4 degrees. If these are the levels at the end of the century, it is difficult to pinpoint what will happen. Too many processes will have become irreversible such as the mass obliteration of species and its unknown consequences for our habitat.

Moreover, demographic forecasts suggest that by 2100 the species *Homo sapiens* will reach its biggest size at over 11 billion members. The cruel paradox is that in doing so it will be singing its personal swan song. Before that, over the next couple of decades we will continue to see a series of pacts and agreements which will be breached or even negated. On the positive action side an enormous amount of effort will be made, some seemingly modest such as domestic recycling and other examples of much greater significance such as the attempt to replace fossil fuels. Whatever their scale, they run the risk of being nothing more than micro efforts. Experts warn us that the scale of the problem calls for unprecedented coordination, a genuinely joint and harmonious macro effort by the players that need to reverse the threat.

We can sadly smile, without a hint of cynicism, at the result of any observation of the state of cooperation in the world. It takes a great exercise of imagination to think that governments, and particularly the most powerful ones, will suddenly enter into a network of frank and loyal partnership like the one we need. They will not do so. They are not doing so.



## 1. The Age of Accumulation

### ✓ Early period

The world we live in is walking along a path which on one of its sides has **self-interest** as a source of legitimacy and a core driver for the actions of individuals and their communities. On the other we find what we define as the **Age of Accumulation** which has already reached its *explosion* period.

We need to look back to try to understand what we can see now. Our initial development as a species took place in a clan consisting of 20 to 30 individuals. Imagine if we could have asked the person who was there grinding stones whether the instrument they were using was theirs. Their answer would undoubtedly have been a look of incomprehension. What they were using did not belong to them, and neither did their own being, completely tied to their clan. Literally united. Our interlocutor had practically no individual identity and the notion of ownership had not yet come along. *Whole is Whole, without parts.*

We agree that history begins in Sumer with the invention of writing. If at some point in the third millennium BC we look at the society set up by the *black-headed people*, we may note the fact that the evolution is so remarkable that our present way of life almost takes shape (*Lara; Martos*). That member of our species who lacked their own identity has developed to the point where they carry a bag crammed with identities. In addition to having acquired an individual identity, they have a gender and family identity, the one derived from the position they occupy in their society; the one that makes them Sumerian, which indivisibly includes a religious creed and a particular cosmogony that addresses the origin of the universe and their own people. The **Age of Accumulation** is in its *early* period. It manifests itself with the emergence of this group of identities which as aggregate layers dress and define human beings to themselves and to others. The tangible follows the intangible. The accumulation of identities comes first. Afterwards, each one of them is equipped with a correlate that is made visible through the property or possessions that accompany it. It is identity, something intangible, which demands the possession and accumulation of the tangible. It will always be so. The greatest honour that the Sumerian monarch can attain is being proclaimed King of the Four Corners of the World. When he achieves it, he exercises his control over the economy and settlers of vast territories, in the same way that the farmer has a modest leased plot of land or the priestesses govern the Temple and what it manages. In this *early* period, the **Age of Accumulation** forges identities while **self-interest**, albeit unleashing conflicts and wars, can only be exercised by a small core of beings. The essential trait of belonging to the same species becomes blurred, buried by everything that is acquired: the awareness of an individual being that they are male/female, mother/father, a sharecropper or his wife. A Sumerian man or woman, both fearful of the gods. There seems to be no room left for *Homo sapiens* who sustains everything. Afterwards, neither the majestic pyramids nor the magnificence of Versailles are an appreciable alteration in the balance between the accumulation of identities and the material needs they demand. No matter how superb the work, nature supplies it to show it is an endless source of resources. For more than four millennia, it will provide an ample response to what only limited human demand has meant.



✓ **Acceleration period**

The technological revolution that will follow the bourgeois revolutions changes the pace. The **Age of Accumulation** leaves its long *early* period to enter its *acceleration* period. The acquisition of an individual identity is a prerequisite for human development, so that their quest for freedom may lead to the expression of everything in them. Anticipated by the Age of Enlightenment (18th century), reason and the new depth of thought raise unsuspected visions which, far from being a mirage, are really within reach, almost at the threshold of the door. Although identities such as the proletariat continue to emerge, in this period the enabling baton is picked up by *self-interest* which descends from the social throne to reach the drivers of revolutionary changes. But its journey will not stop and it will embrace a large part of the population. Under a legitimate initiative in defence of freedom, legislation enshrines this *self-interest* by granting it the highest legal status. An interest that can be claimed by a single person but also expressed collectively, and even demanded as it will be with the workers' struggle, but in short all individuals, communities and peoples are called upon to consider everything that comes from their own interests as their main reference point in life.

The still limited capacity of human demands on nature will advance steadily during the nineteenth century and on into the twentieth. The conviction that soon the world, in its most direct expression, will be at the feet of man does so too. The scene is set for the struggle to conquer it and wars will show that it is a struggle to the death. It will take the horrors of Nazism to provide a worthy response: the **Universal Declaration of Human Rights**. It is a resounding milestone, still not surpassed, which seeks to demonstrate that the accumulation of identities has not been able to shut away what is common in the drawer of history. It is a solemn assertion of *Homo sapiens*.

After World War Two, for just a couple of decades things seemed to be going well again. In some parts of the world, men and women had material goods as never before that improved their lives along with health, education and civic, social and labour rights. The Arcadia of progress jingles before humanity battling to reach the stars. It is a golden age in which it is difficult to guess what is really being unleashed. The material demands of the accumulated identities grow unchecked. Their expansion is greeted with enthusiasm. The ancestral confidence that nature will always provide prevails, and should it falter there is a new conviction: surely technology will step up to the plate. *More* and *better* are synonyms and the aspiration of any inhabitant of the planet. Their accumulation of identities pushes them to constant material accumulation which they consider fully legitimate based on their ***self-interest***. The final proof is that hundreds of millions of people each own more objects than members of the ruling classes did anywhere in the world barely a few centuries beforehand. In addition, they travel all over the planet. The elites, especially economic ones, are taking a tremendous step forward: if progress can be unlimited, then so can their wealth. Someone can be immensely rich if so indicated by the length of a figure written down somewhere. The goal is that this figure should be lengthened without encountering any significant hindrances to prevent it.



✓ **Explosion period**

Figures supplied by the *World Bank* show that the *world money supply*, i.e. the sum total of the forms that money can take, practically multiplied by twenty between 1960 and 2018. The world's population grew dramatically in this period, but the comparison is disturbing: 2.5 times as many people use 20 times as much money. *Global Footprint Network* estimates that in 1970 humanity still needed to consume only one planet a year (1.00), while in 2019 it consumes 1.75 planets. It is a fact that the indefinite expansion of the money supply is in line with the increase in human demand. In direct terms and starting in the 1960s, the presence of more and more financial assets and instruments, of an increasingly incredible amount of money, and exponentially (and indescribably) in the form of *non-money*, coincides with the arrival of the exhaustion of the planet.

Human beings can accumulate unlimited goods and wealth. The **Age of Accumulation** enters its *explosion* period. Any notion of balance or even rationality explodes given the obvious difficulty of it being contemplated by human thought. In 2018 the European Central Bank's asset purchase programme, which can be generally called *loans*, reached the figure of €2,569,000,000,000 (€2,569 trillion). It is an inconceivable figure showing a value based on a well-founded assumption that all debtors will pay their debts. The wellbeing of Europeans depends on this value always being maintained. Yet that is not the problem; rather it is recognising whether someone is able to talk with authority and specifically about what that figure really means.

Identity, that intangible, impacts with unusual force on matter, tangible, raising the flag of *self-interest*. The result is that human demands on nature become unlimited while the planet's resources reveal for the first time that they are limited. The terms have swapped position. It is elementary that the limited cannot sustain the unlimited. This is happening in a world where identities which only seek to take care of their own interests are clearly on the upsurge, especially ones which seem, with exceptions, to show a greater capacity for assertion and exclusion: cultural and/or national communities and religious creeds and even, at times, ethnic groups.

Climate change may become uncontrollable, given the impossibility of the universal agreement needed to stop it. Failure would leave open the real possibility of the extinction of *Homo sapiens*, of our species. That is the reason for the foundation of the alliance **Change course**. It can bring the **Age of Accumulation** to an end and show that we can be *Whole* and *part*.



## 2. Changing course

### ✓ Self-interest

The **Age of Accumulation** in its *explosion* period is the course of the spacecraft called Planet Earth (*Ervin László*) with over 7.7 billion human passengers on board. Its direction is set by the omnipresent domination of *self-interest*. Here we note its effects:

a) A growing surge of rulers proclaiming: “My nation first”. For them, their national interests are not a starting point for international dialogue but straightforward imposition. International agreements about relevant issues become delicate pieces of gold work which reveal their fragility in the ease with which their signatories fail to comply with them. The stark intersection of interests sometimes makes agreement impossible.

b) The indefinite expansion of the money supply is the formula used by the financial powers and economic elites to make their wealth unlimited. Being economically powerful is an identity that is now only fulfilled by accumulation that would have seemed incredible only a few decades ago.

c) The social position described, roughly speaking, as middle class confers an identity which considers its growing accumulation of goods to be legitimate while additionally demanding a constant increase in its level and diversity of consumption, which also includes the need for new experiences (travel). Its *self-interest* drives the cycle of *buying, using, throwing away and buying again* that leads to unlimited demand for resources.

d) The idea of progress believes that *more is better*. It is a faith based on spectacular technological breakthroughs which will resolve everything and soon emerges as a direct derivative of the supremacist patriarchal vision: “Man is the lord of the planet. He dominates and controls it”.

e) The patent prevalence of *self-interest*, driven by an individual perspective, relegates to the brink of the irrelevant what is common: belonging to the same species. This perspective maintains its individuality no matter how much it refers to the self-interest of a nation or any other collective aggregation of identity.

*Homo sapiens* have come a long way to achieve the greatest possible expression of their individual being. They have managed to be a *part*, but they have failed to find the yellow brick road that allows them to remember that their house is always in the *Whole*.

Only one identity welcomes and gathers human beings without exclusion, but the **Age of Accumulation** entails the indisputable triumph of identities that operate as a *part*. This explains why humanity does not have any instruments designed for the united and common action of the species. Those which are used and explain our reality are intended to safeguard the interests of the *parts*. The pressure they exert on their own behalf places the *Human Whole* in a position of literal helplessness. Climate change triggers this situation. The reality it



brings with it is a point of no return for the species. Humanity, the *Whole*, needs to prevail over human identities, its *parts*, or otherwise *Homo sapiens* will become extinct.

The assertion of the grave risk that humans are running is brushed aside when it is treated as mere opinion or even as a conspiracy. If it were a conspiracy, it would be made up of an incontrovertible majority of the scientific community, including a host of Nobel laureates. It is science, the real stuff, which tells us that we must act quickly and with the utmost energy.

### ✓ **The three coordinates**

As with any spacecraft, altering the course of the spacecraft called Planet Earth means entering the coordinates needed to change its current port of destination. There are three of them and they leave behind the **Age of Accumulation** by placing the interest of the *Whole* above that of the *parts*:

1. The individuality of human beings, expressed in their identities, recognises that one prevails over all of them: the one defined by their belonging to the same species that science calls *Homo sapiens*.
2. The prevalence of the *Homo sapiens* identity gives rise to the creation of universal arbitration instruments with sufficient capacity to act in defence of the species and each of its members.
3. *Self-interest* is one more component of human action, applicable in many areas of their lives yet always ranked lower than the common interests of their species.

Entering the three coordinates sets a change of course in the same way as it is anticipated by actions which are already underway and are expressed when people build domestic recycling, conscious consumption, the demand for ethical finance and the development of an open and conciliatory spirituality into their daily lives. It is also revealed when they are interested in and engaged with what is happening to other human beings who live thousands of miles away. Many of these actions are organised on the back of NGOs which do provide solutions and in some cases have a considerable international footprint. Another example is the work of great philanthropists where the depth of their commitment and the scope of their actions never cease to amaze. The action of the jurists at the *International Criminal Court*, which has persuaded 124 countries to voluntarily adhere to its decisions, is significant, in the same way that the **Universal Declaration of Human Rights** is a source of law inspiring international declarations and treaties, regional conventions and national bills.

Close observation of action currently championing the cause of humanity enables us to describe its direction. Without wishing to be exhaustive, it covers a broad spectrum that includes: defending the planet and promoting a green economy; making education available to all; real implementation of human rights; eradicating hunger; improving health through putting an end to illnesses connected to poverty and poverty itself; and caring for any group of people anywhere on the planet enduring profound material and emotional trauma.





The core idea is that taking action on any point means doing so on the whole so that any improvement is transformative. This is true, but that is not the question; it is whether causes that uphold humanity gain their own identity by doing so, i.e. they also connect with their *self-interest*.

### ✓ Enough

Meeting a Universal Human Right, such as the right to education, means having the number of schools we need for the world's children. If this demand were met, we would see that the outcome would not have been building an unlimited number of schools, but rather building enough schools for the educational purpose. We can say this because no community builds schools just for the sake of it, but instead only the ones it needs. Why build more schools if we already have enough, the ones we need?

In the question, the key word and issue is *enough*. If human consumption is geared towards what is *enough*, climate conflict will cease since the **Age of Accumulation**, which triggers it, will have been left behind.

*Enough* is equal to suitable, which is sufficient for what is needed. Its implementation breaks head-on with the *more is better* paradigm. *Enough* fully fits into the three realms that make up *Homo sapiens*: body, mind and spirit. It also does so when they are projected into their relationship with the planet.

- In the *physical-body*. It is evident that it is the planet which meets the needs of human life. The Earth sustains it, even when humans create artificial materials; first of all, everything they use is taken from nature because it gives it to them.
- In the *rational-mind*. When the development of human capacity demands more resources from the planet, the response may be their exhaustion, as is the case with fossil fuels, while in others, such as drip (and capillary) irrigation, nature's response has been overtly positive. This shows that it can adjust to the progress of human reason and that it only depends on the conditions under which the demand is presented to it.
- In the *transcendental-spirit*. This is evidenced by the fact that it is on this planet that *Homo sapiens* was born and has evolved. The pact between the species and the place in the universe that hosts it is transcendent in itself. We see over and over again how the human spirit rises when it connects with nature prompted by a special resonance. This occurs in all members of the species, regardless of whether or not they have any religious beliefs.

The principle of administration of the planet is based on the cycle which is expressed in nature through the indefinite reiteration of well-known actions: being born, living and dying, to return in the form of new life. The **Age of Accumulation** and its paradigm of *more is better* are a head-on rift with *enough* and the balance inherent in *Homo sapiens'* plans with respect to themselves and their relationship with the planet. It does so by means of threefold action:





- Demanding resources beyond what is *enough* which has led to the general degradation of the planet. Of its capacity to harmoniously repeat its own cycle which enables it to replenish its offering to all living beings.
- Considering that *more is better* without taking into account the effects it may have, as demonstrated by the emission of gases into the atmosphere in a volume that is of sufficient magnitude to alter temperatures as the greenhouse effect increases.
- Generating artificial goods that after their death will not lead to a new life. On the contrary, they will only be able to sow this same death in their area of influence. Plastic is a stark example exacerbated by the vast expanse of the area where it is to be found.

These three actions are largely responsible for mapping the route to extinction while also showing, united by a direct cause and effect, what the solution is:

Human beings demand *enough* of the planet when what they are going to use in any of the dimensions of their existence - physical, mental and spiritual - meets the general principle of administration of the planet: be born, live, die and new life. The Earth will supply everything that is *enough* indefinitely and in any quantity demanded of it. It is to some extent simple to ascertain what *enough* is. It is what is born, lives, dies and, in doing so, generates new life. It is the four actions that make up the essential cycle. *Enough* also refers to whatever accompanies this cycle not harming it so it can be renewed indefinitely.

Nature is lush because its design involves its constant availability to sustain *Homo sapiens* and the rest of the beings that inhabit it, whatever the volume of the joint demand they make, and it is also austere because it can only supply what can be reborn when it dies, which is *enough*.

Planet Earth is the replica of the universe it belongs to. Any starry night enables us to confirm its indescribable lushness, yet without a doubt an elemental austerity also inhabits it.

### ✓ Universally identify enough: BODELI

**Change course's** purpose is to generate a decisive increase in the consumption of goods, products and services geared towards *enough* for the human species, ones which are able to indefinitely repeat the permanent cycle derived from the principle of planet administration: be born; live; die; new life. This is summarised in the irregular acronym **BODELI**.

All over the world, and particularly in developed countries, a huge and growing tide of consumers is trying to enter the coordinates to change the course in their consumption. It is the best path. The only real way to do this is through it. Many experts in a variety of disciplines say that only a sea change in human consumption has the power to halt and reverse climate change.

In keeping with the laws of the market, there are countless brands which are trying to generate products for a new form of consumption. They know that the closer their range of



products is to *zero harm* to the planet, the better they will be accepted. And so the purpose of **Change course** converges with numerous initiatives and in a very significant way pays tribute to everything postulated by the *circular economy*.

However, you only have to go to any supermarket to notice the presence of a small cloud of designations that strive to attract shoppers. While not exhaustive, they are expressed in their most direct form as “green”; “ecological”; “circular”; “bio”; “biological”; “recyclable”; “sustainable”; “organic”; “natural” and even “local”. It is also possible to find others which adopt a more indirect approach: “healthy”; “responsible”; “without additives or preservatives”; “light”; “artisan”; “traditional”; “homemade” or “made like at home”.

We note that in many cases these designations do not extend their claims to the manufacturing process but only refer to the content of the product (or part of it), and even less to its packaging. The latter proves that the supermarket we have visited is nothing more than a small sea of plastic that is difficult to really recycle.

The existence of a variety of propositions tends to disorientate, even though some of them are endorsed by reputable certifications. This is so because in general brands are not informing the consumer but rather treating *ecological* expression as an attribute of their product, i.e. as another marketing asset over and above those already used in it. The use of sales pitches by a brand is legitimate, respectable and can be entirely responsible. But that is not the point. The extinction of the human species is.

Every day an incalculable number of consumers pause in front of shelves packed with products. They are increasingly concerned to ensure that what they buy will cause *zero harm* to the planet. They do this by trusting the brand, the origin or the point of sale. The most knowledgeable also check the certifying entities.

If these shoppers knew that halting climate change and preventing the extinction of the species depended on their consumption, if they wanted their purchases to support this cause, could they continue buying what they buy? The answer is obvious. They have to; there is no alternative. The products do not bear a label which openly tells them that what they intend to buy is fully a part of *enough*. It *is* part of what nature can supply indefinitely. It *is* part of what, as the person wishes, causes *zero harm* to the planet.

They do not have any kind of label that tells them that their resolve is not scattered, but on the contrary is added to and multiplied with that of millions of other human beings. The risk of the extinction of human beings does not leave room for imaginative excesses, much less fantasies; quite the reverse, it demands and requires. If consumption is the most reliable option, shoppers should have a unique, universal and non-commercial identifying feature. This feature has to be properly coordinated with legislation in each country, but it has to be present.

**BODELI - *be born; live; die & new life***

## 2. Changing course

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The numerous governmental agencies, along with other advocates of their own *part*, will be able to express their disagreement in a variety of ways. In doing so, they may be demonstrating that they have not yet left the **Age of Accumulation** and its consequences. They must never be rejected, but rather supported through dialogue and conviction. The *parts* are also the *Whole*.

When a human being expresses themselves based on one of their identities, the *Whole* which is inside them does too. We must finally find the yellow brick road together. The human equation is formulated by relevant voices from various standpoints, but perhaps it can be summed up in a simple way: *to be, at the same time, the Whole and part*.

Get *Homo sapiens* to build a definitive dialogue and agreement between their species awareness and their individual awareness. Embrace lushness and austerity at the same time.

Leave behind the **Age of Accumulation** and make way for the **Age of Humanity**.



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### 3. The Alliance

✓ **Changing course for Humanity**

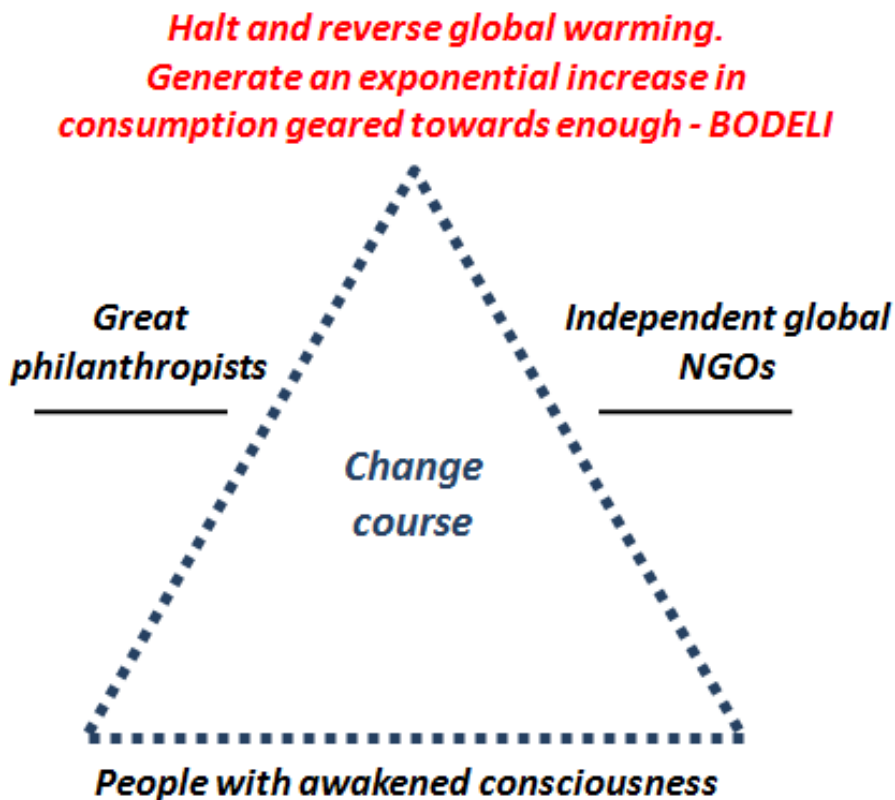
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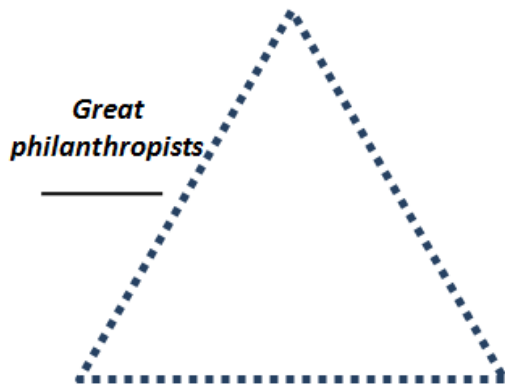
The alliance **Change Course's** mission is to halt and reverse the global warming of the planet as measured in the way the scientific community considers best.

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The alliance **Change Course's** purpose is to generate an exponential increase in consumption of goods, products and services geared towards *enough*, bearers of the indefinite reiteration of the cycle that constitutes the principle of administration of the planet: *be born; live; die; new life*, summarised in the irregular acronym **BODELI** which is to identify them.

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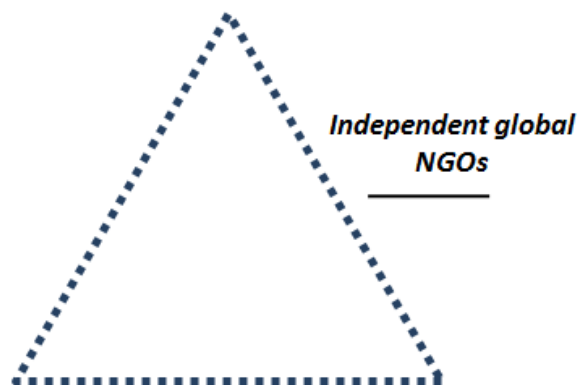




People who have decided to donate a significant part of their fortunes to causes that can be described as humanitarian are called **great philanthropists**. By pooling their actions, some of them have demonstrated a remarkable capacity for coordination. At this moment, and disregarding governments, they make up the group of people with the greatest ability and independence to align and contribute resources to the place they choose. The fact it is a small group of people is relevant as

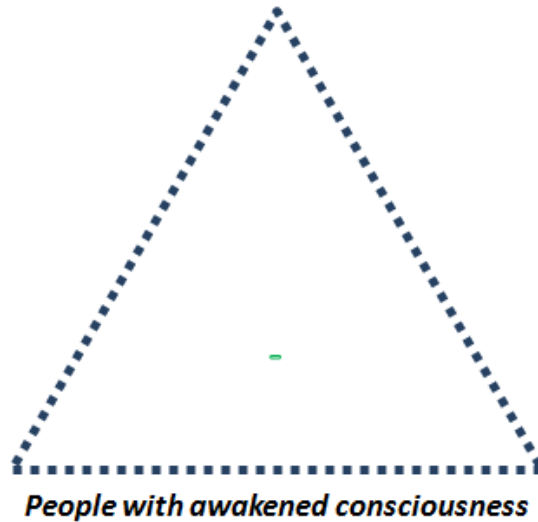
their side of the triangle in the **Alliance** can be quickly covered.

**Global NGOs** are ones whose volume of operations and sites of action take in what can be defined as a worldwide scope. At this moment, and disregarding governments, they are the organisations with the greatest capacity to mobilise commitments. They are called **independent** since they can make the decisions they consider appropriate on their own. Their management teams report to boards of trustees and directors and some are bound by foundational provisions. However, in the leading ones there is a relatively small group of key people who can generate internal debate and agreement. A few dozen people may be enough to ensure their side of the triangle is covered.



The first two sides of the triangle are taken up by the people who individually can muster the greatest number of resources and the organisations that can coordinate and mobilise the greatest number of commitments. They are all independent of all governments. If they choose to cover their respective side of the triangle, they can do so.

An uncountable number of the 7.7 billion human crew of the spacecraft called Planet Earth are unaware that their species has plotted its course to its extinction. Everything is extraneous to them except their daily lives, in many cases unrelenting. Yet if for a moment they were aware of this risk, they would probably hold their breath. But that's the way it is; maybe it's enough that a bit more than a hundred people can come to an agreement. This is great news for the species. It is a human group that allows conversations to be held with no problems at all. Perhaps in doing so it does not want to imitate the endless shouting of so many governments determined only to safeguard their identity. Perhaps it understands that no cause really makes sense, not even the most worthy, if human beings cease to inhabit the Earth. Perhaps it would like to begin building the yellow brick road that will finally lead our species home. To the *Whole*, after having learned also to be a *part*.



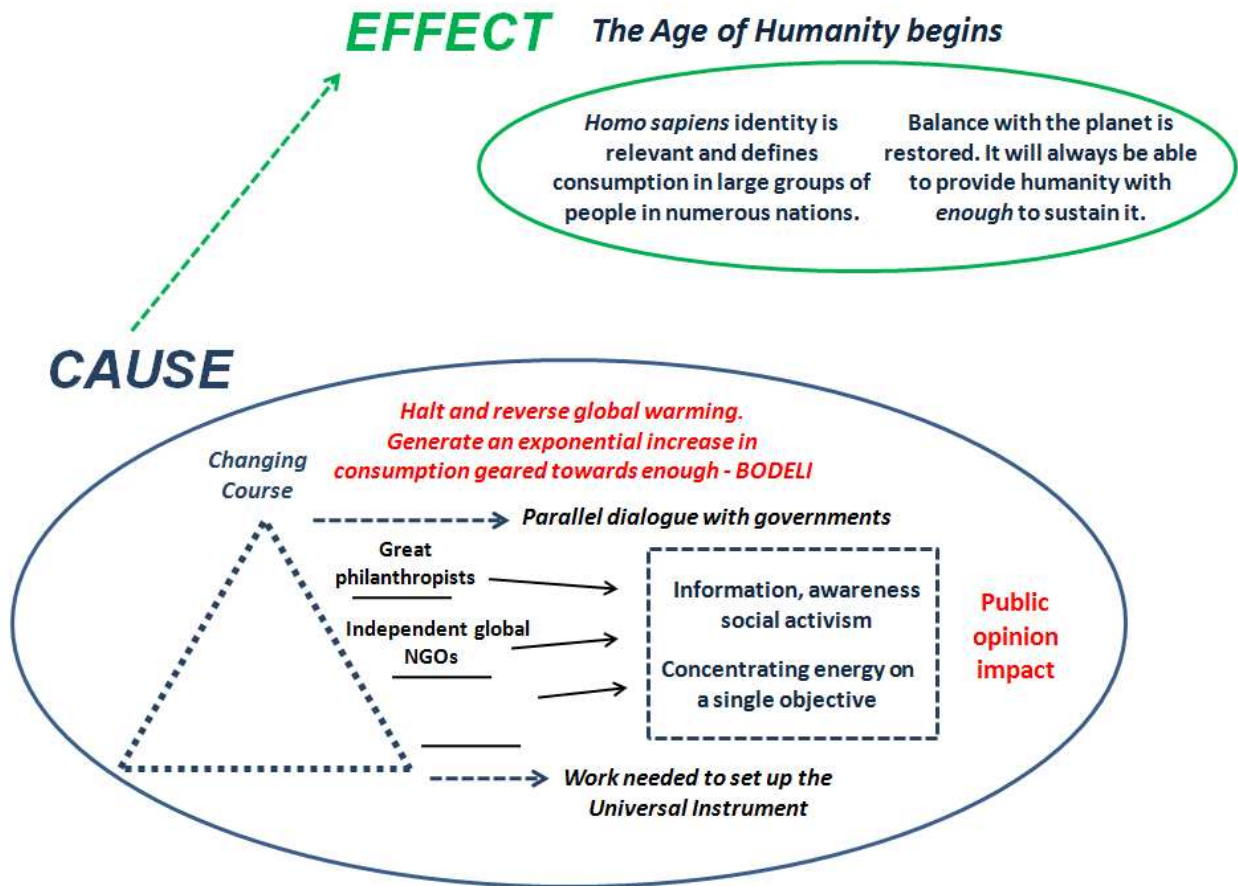
**People with awakened consciousness** are individuals who based on their daily lives demonstrate a special awareness that drives them to social activism encompassing an almost infinite spectrum of causes. This awareness can also be expressed through spirituality which whether or not attached to a formal religion is always open to encounters with the other, wherever they come from.

Their unwavering commitment to human beings means that the people around them have no doubt that these individuals “have an awakened consciousness”. With no better explanation than the evidence of what they do, it is probable that they no longer use only the five bodily senses, that their awakening has brought them the opportunity to use others which constantly drive them to the encounter of the human being, both in themselves and in others.

**People with awakened consciousness** take up the base of the triangle. If they choose to occupy their side, wherever they are, the result will not only be amazing. It will be decisive.



✓ Action by the Alliance



Action by **Change course** is possible:

- The **great philanthropists** and the **independent global NGOs** converse and occupy their sides of the triangle. Their agreement is a sign that Humanity is facing a new age, its own age.
- Their first challenge is to devise an information and awareness-raising campaign that can attract **people with awakened consciousness** to the **Alliance** so that they agree to take up their side of the triangle. Two sides of the triangle propitiate and help create the conditions. But emerging from its base, the third side, are the **people with awakened consciousness**, the calls to make **Change course** fulfil its purpose. The universal can only be achieved from the universal. They are already present all over the world and only the **Alliance** can make them unite their action in a way that has never been done before.
- **Change course** has been forged. In addition to information and awareness-raising, there is now resounding social activism emerging from the people at the base of the triangle. Their resolute action together with the concentration of all energy in a single objective, the **BODELI** identifier, has to achieve impact and mobilise public opinion. The tagline that has accompanied action on behalf of the planet for decades is





evolving: “Think globally, act locally”. Now it is: “**Act globally, act locally**”. The existence of a unique universal identifier is the thread that turns local action into global action. The possibility of adding its energy to a single universal cause through consumption shatters its isolation and augments its results.

- **Change Course** talks with governments interested in listening to it. The exchange needs to be able to support and accommodate what they want to convey, while at the same time resolutely pointing out the new direction of the spacecraft Planet Earth.
- The **Alliance** promotes the task of providing humanity with a universal instrument which can unfailingly protect the **BODELI** identifier.

#### ✓ **Universal instrument**

Up to now, marketing guidance on the goodness of a product has been based on prior certifications that have generally been remarkably thorough. The universal scale of the action may make it possible to devise an alternative mechanism operating in combination:

- a) Due to its local reach, giving small producers the freedom to add **BODELI** to their products.
- b) Considering its obvious impact, generating a dialogue between the **Alliance** and global companies and major brands to subject their use of **BODELI** to prior scrutiny.

**BODELI** is not a marketing identifier; however, it is evident that it can be used fraudulently and more or less blatantly misleadingly. Humanity needs universal instruments to defend the species; it is the second of the coordinates for the change of course. It is up to the jurists of the *International Criminal Court (ICC)* to determine how it can set up a legal body of its own to prosecute and castigate anyone using **BODELI** inappropriately. As a high court, it can also decide when it should intervene in view of the scale of the harm committed (*crime against humanity*) or when the matter can be resolved in another court.

According to information provided by *Amnesty International*, the *ICC* has managed to get 124 countries to voluntarily accept its jurisdiction and there are 60 nations left to achieve universality. The absent countries include some as important as the United States, Russia, China, India and Israel, although this does not prevent the *ICC* from being viewed as a marvellous step forward as an instrument protecting human beings.

#### ✓ **Expansion of the BODELI identifier**

**BODELI** may be seen as an “identifier”, although it is also likely to be classified as an “informative label”. In any case, its expression is unique and its scope universal. Current regulations in the various nations may set conditions for its dissemination, which is why dialogue between them and **Change course** is crucial, yet at the same time the fact is that consumers will have the last word.



In an interview with the newspaper *La Vanguardia*, Ervin László points out that the first step is to reach a sufficient critical mass and that 1% of 1% will suffice. If 1% of 7.7 billion is 77 million and 1% of that figure is sufficient, this would mean that 770,000 **people** with **awakened consciousness** worldwide would be enough. It seems plausible to believe that this critical mass has already been achieved and even surpassed. Can each of these people add 6, 10, 20 or perhaps more other people to **Change course**? What they are asking for is straightforward and has a universal identifier: **BODELI**. Perhaps for the first time action will be concentrated and focused on a single objective, just one, which also calls for simple, understandable action that is literally within reach of countless hands.

For decades the *circular economy* has been putting forward suggestions to enable goods, products and services to be identified as **BODELI**. A substantial number of consumers, especially in first world markets, may repeatedly demand to have products and services that cause *zero harm* to the planet because they have grasped that the extinction of human beings is at stake. They may even decide to forgo the purchase of certain non-essential products. If they do, large and small brands will be able to meet their strong demand. Their very existence will depend on it. When the first products bearing the **BODELI** identifier get onto the shelves, afterwards they will do so at an ever-increasing speed. While they might be a little more expensive at first, in many cases growing demand will generate economies of scale that will make them more affordable. When the change in market share clearly shows the power of the new identifier, there will be no hesitation. This time the laws of the market are on humanity's side. Of course, human ingenuity needs to relinquish the false statement that *more is better* and turn its efforts toward *enough*. Creative genius is human heritage. Its invocation based on the *self-interest* of the parties is derived from the **Age of Accumulation**. At the beginning of the **Age of Humanity**, of the *Whole*, this same genius is getting ready to redouble its input.

#### ✓ **The Leadership of Change course**

Doing something new, innovating, often results in some initial moments of uncertainty: What should be done first? Who should do it? It is important to answer these questions, build confidence, mentor the group of people undertaking the task, and give them the belief that they will be able to overcome the difficulties their work will entail. In short, innovation has to be led on the basis of a continuous capacity to guide the people who are to make it happen.

The **BODELI** identifier does not exist and it is difficult to use it straightaway, especially bearing in mind the entirety of the range. So at first it may have to be implemented by targeting the item or product itself and its manufacturing process before continuing with its packaging afterwards and adding services at a later date. The means of transport used (local and global) will then have to be rigorously addressed until the point of sale can also be **BODELI**. Determining the pace and sequence is not easy. Everything may happen at the same time. **Change course** has to provide a clarifying point of reference so it needs leadership which ensures the unity of action that its sole purpose demands of it.

The leader that the **Alliance** requires has a direct precursor in history. **Eleanor Roosevelt** chaired the *United Nations Commission on Human Rights* from 1947 to 1951. She is recognised



by history as the woman who played a decisive role in the **Universal Declaration of Human Rights**, which she herself referred to as *the international Magna Carta for all mankind*. Another woman should also be decisive in the task of writing the new pages that this very humanity needs. She is **Melinda Gates**. If she so wishes, she can take on the leadership of **Change course**, answer the first questions, initiate its activation.

The advent of the **Age of Humanity** should be greeted with the hands and courage of a woman at the helm of the spacecraft Planet Earth. Piloting its change of course. Demonstrating that it is true that our species is leaving behind the monopoly of a patriarchal supremacist conception. The **Alliance** has to converse, welcome, understand, support and convince. These actions can be performed by both men and women, yet they are associated to a greater extent and more naturally with the female way of acting and leading.

**Change course** has to *convince*, especially if you consider that this can also be interpreted as *winning with*, i.e. *winning together*. There is no place for defeats, for no defeated people, only for the joint victory of 7.7 billion human beings determined to prevent humanity from wandering through time like a person condemned to death: with no future. Resolute that the roar of hope, the emotional cry of a species celebrating that is setting out on its journey home, should resound in every corner of the planet.

#### A plea

If this document should reach Ms **Melinda Gates**, she may be surprised. This is a plea that can only be made with absolute respect for her and her personal circumstances:

***Ms Melinda Gates, please agree to lead the only alliance able to offer a future to our species: the Alliance Change course.***

Marià Moreno.

Humanist from Barcelona.

January 2020.