

Thanks again for the opportunity to speak with members of the Foresight Synergy Network, I welcome emails from anyone who would like to stay informed of our ongoing efforts.

Below please find some notes and references from our talk.

Mike Nickerson  
(613) 482-1208  
sustain5@web.ca  
<http://www.sustainwellbeing.net>

### **Guideposts for a Sustainable Future**

#### **Well-being can be sustained when activities:**

- 1 Use materials in continuous cycles.
- 2 Use continuously reliable sources of energy.
- 3 Come mainly from the qualities of being human (i.e. creativity, communication, coordination, appreciation, and spiritual and intellectual development.)

#### **Long-term well-being is diminished when activities:**

- 4 Require continual inputs of non-renewable resources.
- 5 Use renewable resources faster than their rate of renewal.
- 6 Cause cumulative degradation of the environment.
- 7 Require resources in quantities that undermine other people's well-being.
- 8 Lead to the extinction of other life forms.

#### **Do these points make sense?**

- Is this what we mean by sustainability?
- If it is not, upon what point(s) do we differ?
- For what reason?
- Is there anything missing?

#### **The following are notes on things that came up in our discussion:**

- First some words about assuredness:

*Doubt is not a pleasant condition, but certainty is absurd.*  
Voltaire (1770)

- The components and rationale of a [Genuine Progress Index](#) (GPI)
- Notable quotes:

*"If the economy doesn't collapse soon something terrible is going to happen."  
"If the voice of advertising fell silent what would people want?"  
"We can no longer have everything we want, but we can be more than we ever imagined."*

These with background details at:  
[The greenest dollar is the one not spent](#)

**A resolution to consider:**

Below is a proposed resolution which encourages sharing of the meme **"More Fun, Less Stuff"**. Though simple in format, this memorable phrase has the potential to breach the earn-and-spend-ever-more conventional wisdom. The logic follows in the preparatory wording.

**- A Resolution for advancing the choice between perpetual growth and sustainability:**

**Whereas:** human activity has grown so expansive that we are confronting planetary limits; in particular the climate impacts of rising CO2 emissions, as well as other pollution and the draw-down of natural resources such as fish, forests, fossil fuels, soil fertility and some minerals;  
**And Whereas** continued expansion of human impacts can only amplify these problems;  
**And Whereas** people are trained to want to increase their consumption;  
**And Whereas** we can, however, find fulfilment in what living offers: appreciation, relationships, learning, helping out, sport, music and the like;  
**And Whereas** expanding engagement in such life-based activities can reduce our levels of material consumption simply because our time is taken up and because engagement in such activities tends to reduce the feelings of emptiness and alienation that stimulates much unnecessary consumption;  
**And Whereas** such life-based activities can be referred to as fun when they have a positive, uplifting influence on a person's spirit without hurting anyone;  
**And Whereas** the meme "More Fun, Less Stuff" embodies the considerations outlined above;  
**And Whereas** this short, memorable phrase can serve as a reference enabling people to recognize common interest in an economic system that aims to directly serve the well-being of people and the environment rather than the increasingly problematic economics of perpetual Growth.  
**Be it resolved that** the Foresight Synergy Network share the meme **"More Fun, Less Stuff"** with its members and encourage them to share it with their families, friends and associates.

[www.sustainwellbeing.net/Resolution-Key.html](http://www.sustainwellbeing.net/Resolution-Key.html)

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**A tool for change:**

Memes guide cultural evolution in a similar way to how genes guide biological evolution. Sue Blackmore, from the University of West England puts it this way:

"Memes are ideas, habits, skills, gestures, stories, songs, anything we pass from person to person by imitation, we copy them. Just as genes are copied inside all the cells of our bodies and passed on in reproduction, memes are copied by our brains and our behaviour and are passed from person to person. . . . Just as the competition between genes shapes all of biological evolution, so it is the competition between memes that shape our minds and our cultures. So it is absolutely essential to understanding human nature that we take account of memes."

It follows that if we can share the meme "**More Fun, Less Stuff**" into the popular mind, it will help human culture evolve away from our materialistic expansion mode and toward a world where humans can celebrate living while integrating within the cycles of nature.  
<http://www.sustainwellbeing.net/MFLS.html>

The Sue Blackmore quote is from an interesting video on the evolution of the human brain shortly after the 47 minute mark at:

[https://www.youtube.com/watch?v=cgg0bhfNjo0&ab\\_channel=WORLDDOCUMENTARIESHD](https://www.youtube.com/watch?v=cgg0bhfNjo0&ab_channel=WORLDDOCUMENTARIESHD)

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**Sustainability Project / 7th Generation Initiative**

[www.sustainwellbeing.net](http://www.sustainwellbeing.net)

Eco-Village project

[https://members.storm.ca/~sustain5/Eco-Village\\_links.html](https://members.storm.ca/~sustain5/Eco-Village_links.html)