

Submission from Seventh Generation Initiative

Greetings:

There are many good tactics for assisting the transition away from fossil fuel use. The one tactic that is seldom mentioned, or perhaps even thought about, is the need to address the perpetual Growth ideology.

As long as Growth remains a goal, we will have recurring waste and natural resource problems. While impressive progress with renewable energy and electrification are helpful, we need a better purpose than perpetual expansion before it totally overwhelms Earth's ability to sustain us.

*Do we want our collective labour (the economy)
to aim for perpetual expansion, or for
the long-term well-being of people and Earth?*

Earth can better support us if we live lightly and fulfill our longing for improvement from [what living offers](#). The physical substances that we need to sustain our bodies are readily available through alignment with abundant, naturally occurring cycles as illustrated in the eight-minute video "[To Be Alive and Well; It's Easier Than You Think](#)".

We have the knowledge, skills, ingenuity, and motivation to secure the well-being of people and Earth without expansion. Missing is political will. To that end, we can identify the general direction of change with the meme "More Fun, Less Stuff". While it seems glib to some, think of it as a passcode to open awareness of the fundamental change that we need.

Provided no harm is done, more fun, less stuff indicates a world view that reduces environmental impacts, diminishes material need so that more equitable sharing is possible, reduces the cost of living, and makes life satisfaction both a primary goal and an advantage.

Short, friendly, easy to remember, and easy to share, more fun, less stuff not only clarifies the direction we need to move in, it provides a reference for recognizing how widespread interest in change is.

For more detail see [Getting from Here to There](#) and [Three Potent Steps to a Sane Economy](#).

At your service for a fossil fuel free world,