

Sustainability as a concept and an action

EarthCorp has no relation to Socialism. EarthCorp does not redistribute wealth, it redistributes Economy. EarthCorp embodies sustainability, in both concept and action.

An economy is an area of the production, distribution and trade, as well as consumption, of goods and services by different agents

We have created a cycle of destruction and non-sustainability through our fundamental misconception of what has true value in life. Economy has never had tangible existence in the universe, it is a concept humanity created. Today we create bread in order to sell it and earn money. We live our lives as if economy / money were real and we have forgotten to be concerned about what goes in the bread that we eat, the true tangible food that gives us life. This is what Earthonomics is about at the deepest level. The action of sustainability is simply performing a sustainable function, such as bio-dynamic farming, agroforestry, or producing fully recyclable goods from natural raw materials. An action that sustains the planet, ecologically. This includes all flora and fauna.

The concept of sustainability refers to the underlying meaning, both literal and theoretically on an economical and sociological basis. For example, is sustainability economically sustainable for a business? It is sociologically sustainable? How does it affect the literal structure of society on all levels?

If it is to be economically sustainable, at worst it must not decrease overall profit for a business, and ideally should increase profit thereby making it desirably sought and upheld. This may readily overlap with the sociological aspect. If consumers want a product that is ecologically positive, then this changes the economics. If they do not care, the economics shift the other way. In a purely social concept, it must be desirable and sought by persons for reasons other than purely economical-- it must appeal to their feeling good and happy.

For sustainability to be sustainable, desirable, and therefore sought, it must make a positive economic impact on any organization supporting it, because our society today is based on economics – money. It must also appeal to the positive nature of people at large, notwithstanding economics.

EarthCorp programs embody sustainability and economic growth. We create economic sustainability through our CSR program, from which large amounts of funds flow that are fully directed to the GESERP system. GESERP comprises the action of sustainability of global ecology alongside economic sustainability at the very basic level of the Small Food Producers (not at the full global economic level).

On a social level, EarthCorp preserves and protects the environment and fauna in it, while improving the well being of those persons that are part of any implemented programs, such as GESERP. Anyone that supports EarthCorp feels good about helping without needing to contribute money, and those being helped feel better in life overall. This is the creation of Social Economy.

Earth Corp not 'Corps' because EarthCorp is the Corporation of the Earth. The link between our planet and the economics of society that we have created, which has the power to alter our future in a positive, or negative, way.