

ARE YOU BANAL OR ARE YOU YOU?



The only question that matters when the world is burning.

BANAL: The 'fake normal.' Accepting the unacceptable because everyone else is doing it.
EPHIC: The courage to admit the system is broken and demand a reality based on universal justice.
A PROTOCOL FOR THE 21ST CENTURY.

THE GOOD GERMANS OF THE 21ST CENTURY

THE TRAP: The Abilene Paradox. A group agreeing to a path (climate collapse, inequality) that *none* of them individually want, simply because they are terrified to speak up.

THE REALITY: We are watching the train go by. We focus on our daily grind ('gardening') to maintain a 'fake normal' while the atmosphere heats up.

THE SIGNAL: That 'Whisky Tango Foxtrot' feeling you have? It's real. The normal is a simulation masking a crisis.



THE 3 LEVELS OF MORAL EVOLUTION

1. CENTER: THE ZILLIONAIRE

Pre-conventional. Narcissism. "I do what I want because I can."

The root cause: Selfishness and lack of empathy.

2. MIDDLE: THE BANAL

Conventional. Herd Mentality. "Us vs. Them." Guided by social norms and the fear of rocking the boat.

Where leadership stagnates.

3. OUTER: THE EPHIC

Post-conventional. Universal Ethics. 'What if all 8 billion of us did this?'

Compassion extending to future generations.



YOUR CULTURE WARS ARE A DISTRACTION

THE TRUE DICHOTOMY: THE NARCISSIST OLIGARCHY VS. HUMANITY

Algorithmic cages are designed to generate hate. While we fight over identity, a tiny group (who pay no taxes, fly private, and hold absolute power) are strip-mining and hold absolute power) are strip-mining our future.

The "Zillionaire" isn't just a bank account; it's a moral failure of empathy. We don't need to own the libs. We need to survive.



THE LEADER'S LITMUS TEST

THE PROBLEM:

Banal leaders offer “celebratory speeches” and “value-based realism” within the limits of the acceptable. They negotiate with the economy, not reality.

THE DEMAND:

We need leaders who speak the Laws of Physics.

THE STRATEGY:

We don't need to be perfect individuals.
We need to demand **PERFECTION** from the system.
We use two non-negotiable “**Maxims**” to test if a leader is lying.



THE MAXIM: "The world does not need a single millionaire."

DATA: The Top 1% emits 16% of global emissions (more than the bottom 50%).

THRESHOLD: A "Millionaire Lifestyle" (25+ tons/year) is classified here as "Murder".

GOAL: Cap the narcissist level of destructive power.

**custody
threshold**

**unreasonable
threshold**

**reasonable
threshold**

**sustainable
threshold**

**regenerative
threshold**

genocide	murder	rape	assault	verbal abuse	non-violence
200 ton zillionaire lifestyle	25 ton -> millionaire	10 ton	median 6 - vegan = 4 ton	2,5 ton sustainable	1 ton
chopper flown kobe-beef	paleo	omnivore	veggie	vegan	minimal plastic-free vegan

A tall industrial smokestack emitting a plume of dark smoke, set against a cloudy sky. The base of the stack is surrounded by industrial buildings and a gravel area.

COGNITIVE DISSONANCE

A dense, lush green forest with sunlight filtering through the trees, creating a vibrant and natural scene.

PHYSICS & REBOUND

MAXIM II: THE PHYSICS OF FOOD

THE MAXIM:

"The only just diet for 8 billion people is vegan."

THE MATH:

Food systems = $\frac{1}{3}$ of global emissions.
Plant-based shift = Cuts $\frac{1}{4}$ of TOTAL emissions.
Bonus = 50-100 Gigatons of Carbon Capture via Rewilding.

THE LITMUS TEST:

You don't have to be perfect today.
But a leader who cannot admit this truth is either lying
or failing to understand physics.

THE VIETNAM PROTOCOL: WHY WILLPOWER FAILS

Vietnam War Zone



High Addiction Rate.

ENVIRONMENT
CHANGED

Home / USA



Addiction Vanished Instantly.

THE LESSON:

In Vietnam, soldiers used heroin. When they returned, they quit. Why? Because the **ENVIRONMENT** changed. Individual change in a broken system is like quitting heroin in a war zone.

THE EPHIC APPROACH:

Systemic Change > Individual Guilt. When the system changes (banning factory farming, capping excess), behavior follows automatically. Eat a steak today, but demand a leader who makes it illegal tomorrow.

THE EPHIC SCOPE

Zillionaire

Ephic

Banal

I compare to the stage left of me. Never to the right. Limited scope.

I'm here and others around me so this must be just!

I WANT TO BE JUST!

sick /
p nerary
cl udy
threshold

unr norable
're hold

reasonable
threshold

sustainabl
the sh id

re sentative
thresh 'd

gen cide

murder

rape

assault

Verbal
ab se

non-violence

THE QUESTION: "Would it be a better world if all 8 billion of us did this?"

200 on
zillion ire
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10 ton

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- vegan =
4 ton

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veggie

vegan

minimal
plac - ree

kobe-beef

ACTION: Stop comparing yourself to the person on your left (who is worse). Compare yourself to the goal on the right (Justice).

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BUILDING THE MUSCLE: STUNTS AND GLIMMERS



SENT: POLITICIAN

CONCEPT:

Immunotherapy against the banal normal.

THE WEEKLY HABIT:

Perform one "Ephic Stunt" or "Glimmer" every week.

1. Send an email to a politician: "Are you Banal?"
2. Hold a door open for a train full of people.
3. Put a sticker on a trash can.
4. Question a purchase.

GOAL: Disrupt the norm. Create positive friction. Remind yourself you have agency.

DEFEATING THE ALGORITHM



THE INSIGHT: We are programmed by algorithms that reward fear and outrage.

THE HABIT: Weekly "Ephic Reflection" (10-15 Minutes).

ASK YOURSELF:

1. Where did I fall for a culture war trap this week?
2. Did I act out of fear or herd mentality?
3. Did I hate the "other" instead of the "system"?

GOAL: De-programming the banal mind.

THE 6,600 TRILLION DOLLAR NEST EGG

Claiming back the future via the Polluter Pays Principle.

- 100 Years of Unpaid Global Taxes.....[DUE]
- Reparations for Wars Started by Narcissists.....[DUE]
- Cleanup Costs: PFAS & Nanoplastics.....[DUE]
- Therapy for Intergenerational Trauma.....[DUE]
- Mental Health Services for Billionaires.....[DUE]

TOTAL: FINANCING THE TRANSITION & OUR FUTURE.

PERSONAL CONVERSION DIPLOMA: FROM BANAL TO EPHIC

- ☐ **THE ROOT CAUSE:** I acknowledge the Zillionaire class and their lack of empathy is a root cause of existential risk.
- ☐ **THE REBOUND:** I acknowledge that a plant-based system is the key to a quick rebound and the only just future.
- ☐ **THE REAL FIGHT:** I reject fake dichotomies (Left/Right) for the one that matters: Zillionaires vs. Humanity.
- ☐ **THE PRAXIS:** I commit to building muscle memory through a weekly Stunt & Reflection.

Signed, _____ (An Eptic Human)

YOU HAVE TAKEN THE RED PILL. NOW FIND YOUR TRIBE.



1. Join the pool of Ephic trackers.
2. Find a mentor or create your own cell.
3. Start asking: "Are you Banal or Are you Ephic?"