

EPHICS – EPIC ETHICS

HOW TO CHANGE THE ARC OF HUMANITY FROM ABSTRACT
FAKE TO A CONCRETE AND JUST WORLD – WITH TWO
PRINCIPLES

We have talked to a lot of people. Academics, working people, political candidates, established politicians, transformative sustainability professionals, activists ...

About the fake reality where everyone walks around like everything is fine.

About the end of the world and the extinction that's coming.

Everyone knows where we're headed.

Nobody wants that.

We need a vision. A strategy that can break the fake normal.

THE COMPARISON

How do you think people would react to a proposition for a world that:

- Has **no millionaires or billionaires** (reduction of emissions by 15 %, plenty more taxes, polluter pays ...)
- Factory **animal agriculture would stop** (the remaining emissions on the way to net-zero after the 1 %.The rewilding effect would generate a carbon capture for additional 50-100 Gt.)
- You commit to **challenging the identity wars and cultural** programming designed to divide us – and to recognizing that the real **conflict might be between the people and a handful of billionaires who control EVERYTHING**
- Challenge your own party and choose leaders **who commit to driving these principles with force** and other hefty principles with a promise that the changes will not deteriorate the well-being of normal people.

OKAY,
**WHO'S IN FOR THE EPHIC
PLANET?**

NO MILLIONAIRES
NO FACTORY ANIMAL AG
HONEST ATTEMPT OF BEING
DECENT TO ONE ANOTHER
NO NEED TO OWN THE LIBS OR
TO BE RIGHT
LEADERS WHO ARE IN IT FOR
THE NORMAL PEOPLE

- Majority of people said “yes” with a hopeful grin. From the left to the right.
- Most stated their support without conditions.
- True Finns (the alt-right party) stance in general was “sounds too utopian, but I’m in once you get this moving”.

The exceptions?

- Everyone with a faith in the economic superorganism (Coalition party, part of the greens, ...)
- Established and known politicians (also the left and social democratic party)

WHAT DOES THE RESULT OF THIS THEORY AND CANVASSING ENABLE?

1. Finding the leaders who have the courage to talk the taboo items (thanks BP & Ogilvy & Mather)
2. Talk honestly about the root cause and the effects the inequality and the concentrated absolute power
3. Expanding the "new systemic metrics" in a comparable and understandable form -> talk about cars, private jets, vacation flights ... GUILT FREE CARD INCLUDED!

And most importantly allowing us to break down moral
from the abstract celebratory speeches and hidden universal ethical principles
to a framework of Planetary Ephyic **Praxis**

THREE UNTHINKABLE LEVELS

NARCISSIST – BANAL - EPHIC

Moral development has **Pre-conventional**, **conventional** and **post-conventional** levels:

(based on Kohlberg's moral development theory)

- **Pre-conventional** - Self-interest / tantrums / reward outweighs the punishment (typically 3–7-year-old)
- **Conventional** - Law and order morality -> "value-based realism", maintaining social order, normality and herd mentality (typically 8–13-year-old)
- **Post-conventional** – universal ethics (what if all eight billion would do this), principles, do the right thing instead of popular, normal or even legal -> civil disobedience (adulthood)

Which is the type of leader that is dominant today?

WHAT NEXT?

- **Narcissist** leaders -> **dystopian fascism**
- **Banal** leaders -> celebratory speeches with catchy ethical words and a **scorched earth**
- Select **ephic** leaders and you'll get ...

THERE IS NO LUKEWARM **BANAL** OPTION
TIME JUST RAN OUT
ONLY A **DYSTOPIAN HELLSCAPE** OR **EPHIC** FUTURE

- In ephic version the **polluter pays** for the cleanup and restoration of nature
- The **cleanup of the PFAS and the nanoplastics**
- The **reparations after the wars**
- The **therapy for the intergenerational trauma** all this has caused us and our children
- The unpaid **global taxes over a century**
- Environmental and other costs of **planned obsolescence**
- ...
- Even the mental health services for the narcissist billionaires

The estimated total sum is **6 600 trillion dollars**, not including the interest on interest

This will pay for the future and then some.

The other option is to wait for the economy and tech to the rescue. For another 30 years.

WHERE DO I SIGN UP?

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- Look into a mirror and state boldly:
- “the world does not need a single millionaire”
- ”vegan is most likely the only just diet for the eight billion of us”
- “I’m willing to reflect on where I play by the culture wars book”
- “I’m making an ultimatum and/or a mandate to my own leaders to become ephic”
- “I am ready to take personally the fact that everything I love is in danger”
- Join a tribe of ephic trackers or create your own cell

“Tämä on radikaali idea.
Tämä on hyvä idea.
Ei mitään piiperrystä”

- Arto O. Salonen



Join us – Signal: [Ephic Trackers](https://ephic.fi)