

Let's Schmooze

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popular word of the day ~ Sustainability

We hear this term thrown around all the time ~ *sustainability*. It's probably one of the most politically correct words on everybody's lips today, especially within the green movements and among financial investors.

Exactly what does it mean? Why is the concept *sustainability* so important that it gets talked about all the time?

Sustainability simply means the ability to keep a certain situation going for a desirable period of time. For example, a sustainable economy is an economy that can be kept going and going without any meaningful changes to its underpinnings. Usually, a sustainable economy is one that does not run out of essential raw resources, over the long haul.

As an aside, an economic order is how a group of people go about extracting a living out of their surrounding physical environment. The major social-behavioral examples in human history are (1) hunting and gathering, or (2) agricultural, or (3) industrial.

So, the important question becomes ~ our economic order ~ the way we go about surviving and living ~ is it sustainable?

This question is exactly why the term *sustainability* is talked about so much nowadays. A lot of people, perceiving the environmental degradation quickening all around us, are coming to the rather obvious conclusion that our economic order ~ the way we survive and live ~ is not sustainable. And, if it is not sustainable, it is probably not survivable.

In humanity's history, many civilizations have died out because their economic order was not sustainable over the long haul. They ran out of critical raw resources. Their people perished, and their civilization vanished, leaving behind only dusty artifacts to be discovered and dug up by our archeologists.

We don't want to march in that ash-pit parade, right!

We need to come up with a new economic order, or way of surviving and living, that is sustainable ~ given Earth's dwindling resources.

A good first step in the right direction would be to concentrate on working with socially responsible companies, whether it is to take a job with that company, or to invest in that company's stock, or to buy that company's products. Look for *Finding Good Companies* at the Article tab at www.heirling.com. That article will touch on the different things that we want to find in the better companies.

There are actually good companies out there showing real social responsibility ~ and some compassionate capitalism. They emphasize minimizing their corporate footprint on the environment, and at the same time focus on giving back to their consumer communities.

These are the companies that we want to partner with.

~ 'til we meet again ~