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WELCOME HOME FOR LESS RECYCLING GAME

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The sustainability and recycling game. In the 70's the youth created what they thought was about to become the alternative culture. They were infamous for creating utopian communities where they spouted peace, love, shared resources and living off the land. They were considered drop-outs, dropping out of society, and referred to themselves as freaks. Women became liberated and men became mystified. Didn't free love mean they could be sleeping with anyone they wished when the mood was upon them? Well, no, it really didn't mean that gentlemen. Meanwhile the Freaks were getting their ducks in a row, quite literally. Small farming operations were affordable, and many young people went out to the "country" to raise their food and families. What happens to the economy when the largest demographic decides they don't want to play ball on the same field as everybody else. So, the 70's produced a group of youngsters who knew enough to know they didn't want to go to fight in a global war but wanted to take up social causes. They fought sexism, racism, and back then what was called pollution. The baby boomers through no planning of their own, represented the largest demographic in society. What ever happened to those ideals? Where is the Utopia that was created back then? Utopia was co-opted and became a cash cow for the advertisers and corporate America. Canada holds a developing world economy dependant upon the American dollar trade and investment, often using social grids. A social grid is an amazingly easy graph that measures the age of people against the social needs so as to be prepared. For example, as the baby boomers age society will need many more nursing homes and old age homes, medical treatments and proactive health initiatives such as a fitness boom. When the baby boomers were younger, society needed many schools. As this demograph grew up and had families of their own, they needed to have French emersion schools because they wanted their kids to be competitive in the job market, speaking fluently in both of Canada's official languages. Changes to social order were somewhat easy to bring about, due to the sheer numbers that influential group, the baby boomers held. What happened to those days when life seemed so much easier? The baby boomers coopted themselves and began marketing their ideas, and amassed large amounts of cash. In an about face, the very group that we depended upon for a read on clean air, clean water, and clean earth; to give us a full report on what was then called "living off the land" had become corporate Canada. They morphed into the oil tycoons, the builders, the shipping companies, and the corporate leaders of today. They became ruthless. They created the buzz words to be used like keys to unlock secret rooms of untold treasures so as to be catapulted into an elitist group of shakers and movers, The policy makers. If sustainability was popular, we would be a sustainable society by now. We are no where close that that. Hydro, and oil make too much money to let it go the way of the dinosaur. Government backs fossil fuels despite saying they are moving towards sustainable, renewable energy. Canada promised they would meet certain goals by this year and have yet to achieve success. Why? Follow the money. Fossil fuels make money, and nobody wants to give up the golden goose. Nobody wants to give up air travel to save the air, and nobody wants to stop dumping waste in the water ways to have clean water. Lets talk about the water. If people were interested in saving the water they would have done it by now. The water would be thriving and its not. Water is life. Without its force the land, us, animal life will not survive. Bottled water was unheard of in the 60's. In 2021, the disposal of the single use bottle is big business and one of the biggest polluters of the waterways. Everybody wants to drink bottled water and reject the water that comes from the taps. Why? What's wrong with the tap water? Well let's talk about what's not in the water. Microbes. The microbes are missing. Little tiny organisms not visible to the naked eye, are dying off and are not being replaced. A microbe will consume much of the debris in a body of water, in the air and in the earth, leaving the habitats in which it lives in good balance. Our environment cannot be sustained without microbes. When the microbes go missing then animal life and plant life cease to exist. To reach sustainability the environments which support all live forms, consumer societies must change the habits of unsustainable consumption to respectful consumers of renewable resources. There in lies the ideology of the movement of the 70's when all was plentiful. What was unforeseen was the extent or the seriousness of today's present climate or planetary catastrophes that are looming on the very close horizon. During the pandemic, the provincial government has developed many strategies and pre-emptive strikes on environmental legislation. Greenpeace has outlined many initiatives the government has taken such as expanding their ability to override or circumvent local government land through Municipal Zoning Orders (MZOs) and through this power has greenlit controversial projects that threaten wetlands and heritage sites. Other changes made under the Bill make it easier for the government to expropriate land in conjunction with a new highway expansion that will, if approved, pave over wetlands and send chemical runoff into Lake Simcoe. Greenpeace use their website to outline all of this. What is our part and what can we do to change this trajectory?

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