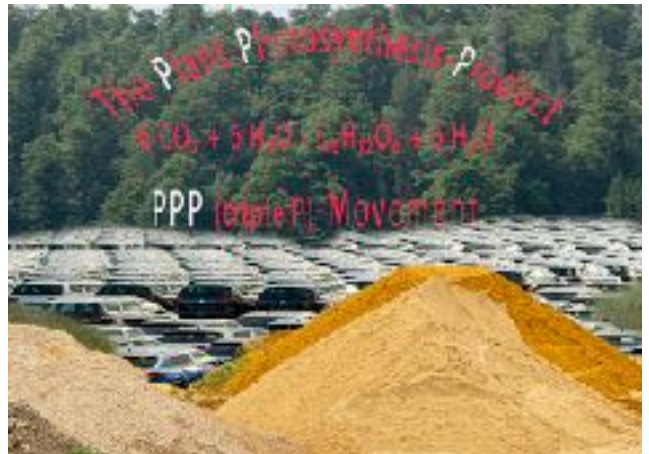


„PPP-Movement“ (*triple-P-Movement*)

Abstract

My vision: with the help of a worldwide "**PPP Movement**" (triple P) implementing a new indicator, the "**PPP Index**", which is trend-setting and will replace the GDP in the long run. With the PPP, the annual economic performance can be put in relation to so-called "vegetated-CO₂ compensation areas". Countries with a good CO₂ balance, thanks to their measures to protect vegetation zones will be more respected. It is not only GDP that counts anymore. Thanks



to this new approach, the "circular economy" can be supported and the "cradle to cradle principle" can be promoted, because with these principles the CO₂ footprint of the products is smaller than a comparable new one. With valid arguments from various calculations we show that the apple usually does not fall far from the tree; that it does not need high-tech to cope with the CO₂ surplus.

Introduction

The GDP (gross domestic product) results from a Google search in about 74,900,000 results in 0.57 seconds and is on everyone's lips. Isn't GDP also used to judge, among other things, whether an economy and its performance are considered good or insufficient according to the prevailing beliefs of today's economy?

Where this way of thinking leads, we can sufficiently recognize; it is only to be referred to the recent floods and heavy precipitation events worldwide.

Yes: the many years of "economizing" and "benefiting", not to say profiting, is having an effect. Locally and globally.

In the wake of these unmistakable effects of climate change on all of us, I think we need a new **indicator**.

Klaus Schwab called for the "Great Reset" at the World Economic Forum - but obviously did not mean a solution to overcome our global environmental problems.

I for it, not at all famous, not a "Global Player", but have been engaged for decades with environmental issues. Those who know me know that I stand up for the environment in an idea-rich, combative but always fair way, that I can and want to think independently and that I am above all a reliable person who thinks systemically.

Very often I have quietly searched for solutions so that we have a perspective for the future and a better environmental situation.

The PPP-Index

I would like to found a widely supported movement that helps to implement a new indicator, a new index, the so-called **PPP**, to replace GDP in the future.

My idea shows an approach, how in my opinion countries, districts, individuals should compensate their ecological footprint. The PPP index can be used to show how effective and successful countries/cities have been with their actions to compensate their CO2 emissions. The respective CO2 footprint is set in relation to existing vegetated areas. Countries should no longer be judged (only) on their economic performance, but **on their efforts** to reduce their own environmentally damaging footprint by protecting and restoring green spaces.

Buthan also broke new ground years ago with its Gross National Happiness (GNH). This new indicator replaces GDP. As far as I know, the introduction of the BNG was not primarily focused on climate change. But, the BNG can indeed contribute to improving environmental conditions; because, in the longer term, the BNG will also achieve a more sustainable economy and policy. We know:

For someone to describe themselves as "happy", it is certainly not only their wages and possessions that have to be right.

The crux with CO2

For decades, CO2 has been portrayed as the eternal enemy. Everything focuses on making it clear to us that consumers have to reduce their CO2 footprint.

To this end, compromises are sometimes made; the old refrigerator is to give way, even though it is still wonderfully functional, just because the newer model has a slightly better consumption value. But the fact that this newly manufactured refrigerator causes a very heavy CO2 footprint in its production and during the extraction of the necessary natural resources, as well as an impressive water consumption, is omitted from the consumers' minds.

The idea of Electro mobility fits into the same category. Cars are scrapped to replace these "old" four-wheelers with mobiles that show a "better" CO2 balance (in the laboratory). However: if 1 (ONE) older passenger car consumed for its production about

45'000 - 50'000 kg of earth (for the extraction of all raw materials) and 400'000 liters of water, these figures are much higher for electro mobiles. With the vast amounts of cars already produced, man has already consumed a vast amount of limited natural resources. And now all these cars are to be replaced and all of this quite clearly, CO2-neutrally; net zero – so the buzzword.

Where is the logic in that? Is this really "sustainable"? Sustainable certainly for all car companies and their suppliers!

It would be desirable if the CO2 footprint of these new cars and the gray water consumed were also written on the price tag!

CO2 is a natural gas that has been circulating in the atmosphere for billions of years - sometimes in higher, sometimes in lower concentrations.

All green plants use this CO2 for their photosynthesis and produce glucose, a sugar, from which they further synthesize proteins and fats.

So: and all these basic molecules are then finally our basis of life and which make us all....

That means very concretely, if we still had so many trees and other green plants, which could take up our world-wide, artificial CO2 emissions with the help of their short term CO2 cycle (photosynthesis) again, we would have no so-called CO2 problem. Such an old story- almost embarrassing to have to mention this....

Well, we don't have the necessary, valuable green spaces anymore - we fight against them, trample them, cut, dig and chop them up.

By the way, the oceans are also a very important CO2 reservoir - the large bodies of water play a role in the medium-term CO2 cycle. And about 98% of the CO2 is stored in the soils anyway - and whenever these are injured... Mining, house building, road building, then...

Alright?

What do the 3 P's of „PPP“ represent?

Well. For the above mentioned reasons, in my opinion, a new parameter must be installed, which puts **the green plants with their photosynthesis performance in the center**.

My approach: **the concept PPP** (triple P --> **Plant-Photosynthesis-Product**)

A country, a city, a household, an individual - all have an annual/monthly measurable carbon footprint. For this respective footprint, producers and consumers must be able to show an equivalent of trees, forests, and other green spaces that will compensate for these/their CO2 emissions. In cities, for example, it is probably no longer possible to plant enough new trees; but here, the removal of sealed surfaces can already gain quite a bit of green space.

Furthermore, "compensation deals" seem to be very popular ...

Switzerland and other countries could "lease" forest areas, pay a rent to the local population, which compensates the loss of a possible monetization of the forest / green areas. These "leased" areas are to be put under protection. Thus these 3rd states have additional vegetation areas to compensate for their CO2 emission surplus. This version of compensation is an honest one to my understanding. In these forest areas no mining, no oil extraction and no clearing for animal husbandry and/or animal food production may take place any more, but certainly still a subsistence economy.

It is also useful to support reforestation projects; this could also be used as "compensation".

But I think that even compensation deals for CH and other countries will not be sufficient in order to be able to present a balanced CO2 footprint. Therefore, it would be time to start where I think we should have started long ago: with the gluttonous individual and individualism: cut back, renounce, become more humble. Instead of 3, own only 1 or no car, use much less living space per person, and generally use existing living space more intelligently. Eating meat only 1x per month, living in the same place (city) where men/women work - etc.etc. ... you know, all this has already been communicated x-times.

First calculations and numbers

I will present in my blog #2. You can find it on the website (see footer)

next step:

One person alone does not make a „Movement" yet!

Therefore I am looking for like-minded people, team-workers,

who are able to think systemically and independently, i.e. who enjoyed an education in times when thinking was still valued and who are willing to venture far outside the box. Are you well-educated in either biology, mathematics, computer science or communication sciences?

then I'd be happy to have YOU join us:

*We will meet on **October 1st** – the World Smile Day- at **18.00h** for a first briefing - estimated time: max 45min.*

***On Zoom - online** - so that people from as many countries as possible can think and participate!*

Details for the meeting of 2021/10/01

Issue: Kick off of the PPP-Movement

Time: 01. Okt. 2021 06:00 PM Zürich

Zoom-Meeting Link:

<https://us05web.zoom.us/j/84821222638pwd=UEMvU09BNlJJMSt3cDI3RkxVRk1UQT09>

Meeting-ID: 848 2122 2638

code: 5n8ruG

Goal of the 1st online session:

Assemble local (geographic) groups, and collect basics and ideas for calculation models.

It will be time-consuming to define the material input for all the products and services. But some things are already available...

Many thanks for your support!

Chris Bürki

Founder of the PPP-Movement and Chair a.i.