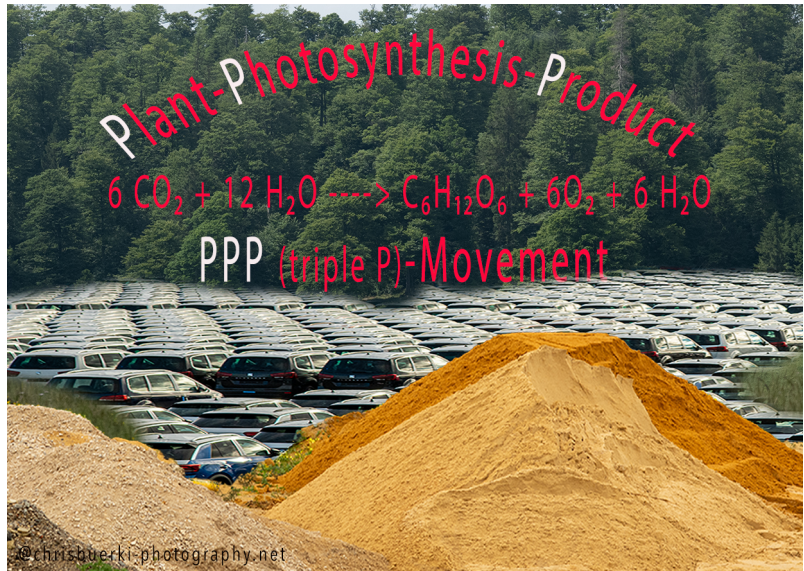


„PPP-Movement“ (triple-P-Movement)

—> The **Plant Photosynthesis-Product**

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 can no longer be (only) GDP that counts; an intransparent figure that has harmed the environment on a large scale. 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 carbon footprint of the products is smaller than a comparably new one and therefore the CO₂-compensation areas per product will be smaller. 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. Now are added heat days and scorching forest fires in the south of Europe.

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

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It seems to me as if our planet is screaming: "STOP" no longer like this. Only that barely no one is listening and the leading politicians are still waiting for „THE worst case scenario“, in order to maybe take substantial (no greenwashing!) measures after all. 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 emissions / 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. So. Why not for example also use this size with it?

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

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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? My approach:

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.**

the concept „PPP“ (triple P --> The *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 /or other green spaces that will compensate for these/their CO₂ emissions. Cities additionally heat up the environment with their sealed paved surfaces. So why not replant all the street borders with trees? The good old-fashioned avenue of trees. Ratings should be made as to which city heats up the environment by how many degrees. The more this is the case, the more this city has to pay fines; high environmental taxes, compensate other cities that create a lot of PPP. Similarly, properties on vegetation-free streets should have a much lower value than those integrated into a valuable green space. Further, significant green space can be added by removing sealed areas.

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

Switzerland and other countries could "lease" forest areas, pay a rent to the owners, which compensates the loss of a possible monetization of the forest / green areas. These "leased" areas are to be put under protection. Thus, these "tenants" have additional vegetation areas to compensate for their CO₂ emission overshoot. This version of compensation is for my understanding an honest one. These forest areas should no longer be managed according to the classical forestry understanding; the trees should not only be allowed to grow 70 years old; they should be able to grow much older. Where this would be possible, so e.g. in Russia, South America, Africa no mining, no oil production and no clearing for animal husbandry and/or animal nutrition production may take place in these forest areas any more, certainly however still a demand economy (subsistence economy).

It is also very useful to support reforestation projects; this could be used as „compensation“, too.

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 make smarter use of existing housing in general. A ban on new construction on greenfield sites and an effort to use existing buildings more intelligently. Communities forming instead of the eternal lone wolf

approach. 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 1rst** – 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=UEMvU09BNlJJJMSt3cDI3RkxVRk1UQT09>

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.*