

## Explaining 'Green Economy' by Gijs Grimm

A green economy is one that attempts to reduce environmental dangers and ecological scarcities while also pursuing long-term development that does not harm the environment. Looking at my own field, advertising is usually seen as a discipline that's all about money, and as an advertiser myself, it's hard watching society falling over tools that companies create for green washing within this economy. A western civilisation is being fooled by the idea of 'giving back to the world'. The power that it going through multinationals could be seen as frightening. But at the same time, if we make standing up against it a structural trend, wouldn't they listen? In the end, their mental model is all about money.

Right now, while enjoying a soy-based diet, the other side of the world is burning. The ideas within green economy contain a threefold promise: overcome economic crisis, ecological crisis and alleviate poverty. But, as written in *The Pluriverse, A post-development dictionary*, the strategies towards a Green Economy remain within capitalist rationality. It doesn't counter capital-intensive mining, large-scale infrastructure projects, expensive offshore wind farms or emissions trading. Very often, environmental problems are not solved. They are only displaced. This makes me wonder: does the problem disappear once it's not on your plate?

This brings me to veganism, which as an upcoming trend is all about creating the idea that we are doing something good. We tend to forget that there is a market for everything, and where there are trends, there is money. Artists and activist-duo *Derrick Jensen & Stephanie McMillan* accomplished to create awareness about this environmental policy, with a full illustrated, hand drawn comic. In their novel '*as the world burns*' they explain in a humorous way how golden bricks can be exchanged when the U.S. government gives permission on consuming the earth by robots. The hidden paradoxical messages, of a one-eyed bunny rescuing a bunch of mates from an animal-testing laboratory gives you a taste of how trends such as veganism within a green economy are translated in an ecocide.

Green washing is changing our climate. This makes me wonder where it all started. Listening to *A Million Dollar Question* by *Mothers of Invention*. I got pushed deeper into the the causes of climate change. In this podcast, they refer to a recent study of scientists at University College of London, who found out that a little ice age had formed after 90% of indigenous peoples in the Americas were killed by European colonists in the early 15th century. And I quote: "That loss of inhabitants left these massive swathes of land untended. So that regrowth sucked up huge amounts of carbon dioxide, which triggered various parts of the world to freeze unexpectedly, and that mini ice age took an estimated 56 million lives and mostly through these global agricultural shifts that created famines, disease and societal collapse". We've been so busy claiming it all started by burning fossil fuels, but in the end, we as Europeans were messing with it way before the industrial age, by deforestation and cold genocide.

I guess it's time for Europeans to give back at the world, what we have taken from them. It's time to give back the golden bricks, we ate from mother Earth.

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