

## Industrial Thinking

- Profit seeking that generates short term, unsustainable practices
- Competitive
- Out of touch with nature: the river, forest and soils that sustain us.
- Linear, cradle to grave thinking where valuable resources end up in dumps when products are no longer useful
- Sweatshops and other types of exploitation of the weak, the poor and the third world
- Status oriented; identity based on expensive material possessions.
- Mass media used as a marketing tool to cultivate a consumer culture where people desire resource intensive lifestyles and products
- Centralized economy with focus on large-scale production
- Permanent international tensions over resources.

## Ecological Consciousness

- Thinking like the Indians who considered the impact of their decisions on the next seven generations.
- Cooperative
- Caretakers of earth's plants, animals, rivers, forests and soils
- Circular thinking that closes the loop on the cycles of nature, composting and recycling
- worker owned co-ops, right livelihoods and rejection of lifestyles attained by exploiting fellow humans and other species
- Focus on inward development and appreciation of lifestyles that can be universalized
- Mass media used to inspire, share ideas, broaden horizons, educate and celebrate life
- Decentralized, human-scale economy where markets are reserved for local people as much as is possible and goods are made from local resources as much as is possible
- Frugality, acceptance of resource limitations and creativity in changing over to renewable resources.

