

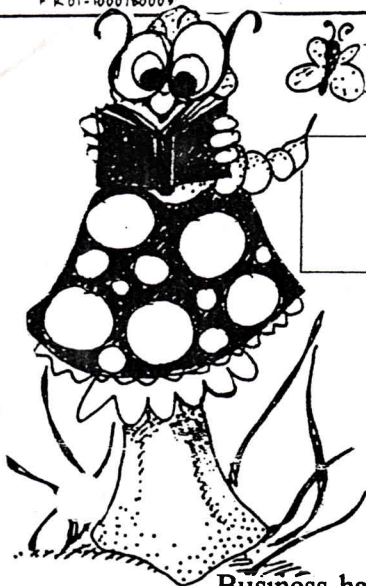


FROM THE TOADSTOOL

John Green

Tel: 7121341 Fax: 7132448

email: greenhse@mweb.co.za



Since the August Johannesburg 'World Summit on Sustainable Development', I have been engrossed in Clem Sunter's latest little book, *'Beyond Reasonable Greed, Why Sustainable Business is a Much Better Idea'*. Clem and his co-author, Wayne Visser, build on Gandhi's message that *'The Earth has enough for everyone's need but not for everyone's greed'*. They propose that businesses and individuals need to 'shapeshift' from being predatory self-centred lions to be wise far-sighted elephants.

Business has operated over the past few hundred years like the lion, a creature of the wide-open African plains. It thrives when it can roam freely over vast distances, hunting its prey without restriction. It will go wherever the food supply is plentiful, letting no animal stand in its way. It is as if the entire animal kingdom, and Nature itself, exists to serve him and to satisfy his hunger.

But the landscape is changing. There are very few frontiers left to conquer. **The world has become a fuller, smaller place**, one in which the cowboy (lion) lifestyle is no longer sustainable. Selfish lone rangers have never been much good at building healthy communities where people agree to live by certain norms to ensure peace and shared prosperity. Nor is the earth an infinite plain: pastures are under pressure from a growing population and, increasingly true in our lovely Cape Peninsula, from the activities of out of town cowboys who have already degraded their own pastures.

In the past 50 years we have lost, destroyed or seriously depleted two thirds of the world's agricultural land; half of the fresh water wetlands, mangrove swamps and rivers; a quarter of the marine fish stocks; and one fifth of the forests. Since 1980, the global economy has tripled in size while the global population has grown from 4.5 to 6 billion and is expected to increase to 9 billion by 2025! This trend is not sustainable and is at the heart of why *'Sustainable Development' is a necessity*.

The booklet points the way to sustainable development for businesses and governments to follow. However it ends with this message *"But governments can't do everything. Ordinary people also hold the fragile destiny of our globe in their hands. Every time a person fixes a leaking tap, plants a tree, buys organic produce or switches off the lights when going out for the evening, he or she is helping the human race to shapeshift towards ecological integrity. And each time some-one campaigns against human rights abuses, buys fair trade goods, or joins the neighbourhood watch, he or she is taking us just that little bit closer to social harmony. Individuals do make a difference, little things do count."* Thanks for being a Friend of Tokai Forest.

Chairman: John Green 712 1341

Secretary: Lesley Skarzynski 712 2282

Treasurer: Rudi Skibbe 712 9859

Aliens: Bill vd Poll 712 8836

Walks: Gerry Higgs 7124663