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Overview of the Business Case Writing Process



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Synopsis

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This book presents the argument that humanity has two unavoidable choices—to continue exacerbating the climate change that threatens our very existence, or to change everything about the way our economy currently runs to avoid that fate—and that we must make this choice now as time is quickly running out. In her well-researched book, Klein addresses the global dangers of the extractivist ideologies commonly held by right-winged elites, the corporate corruption of governments and green groups, the unrealistic solutions that involve technological or financial tweaks and then carrying on with “business as usual”, and the climate warriors who, out of love for our earth, are fighting for what is right.

THIS CHANGES EVERYTHING
CAPITALISM vs
THE CLIMATE

Quote

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“...I began to see all kinds of ways that climate change could become a catalyzing force for positive change—how it could be the best argument progressives have ever had to demand the rebuilding and reviving of local economies; to reclaim our democracies from corrosive corporate influence; to block harmful new free trade deals and rewrite old ones; to invest in starving public infrastructure like mass transit and affordable housing; to take back ownership of essential services like energy and water; to remake our sick agricultural system into something much healthier; to open borders to migrants whose displacement is linked to climate impacts; to finally respect Indigenous land rights—all of which would help to end grotesque levels of inequality within our nations and between them.” (7)

Quote

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“...our economic system and our planetary system are now at war. Or, more accurately, our economy is at war with many forms of life on earth, including human life. What the climate needs to avoid collapse is a contraction in humanity’s use of resources; what our economic model demands to avoid collapse is unfettered expansion. Only one of these sets of rules can be changed, and it’s not the laws of nature.” (21)

Quote

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“Unless our culture goes through some sort of fundamental shift in its governing values, how do we honestly think we will “adapt” to the people made homeless and jobless by increasingly intense and frequent natural disasters? How will we treat the climate refugees who arrive on our shores in leaky boats? How will we cope as freshwater and food become ever more scarce? We know the answers because the process is already under way. The corporate quest for natural resources will be more rapacious, more violent. Arable land in Africa will continue to be seized to provide food and fuel to wealthier nations, unleashing a new stage of neocolonial plunder layered on top of the most plundered places on earth ... When heat stress and vicious storms wipe out small farms and fishing villages, the land will be handed over to large developers for mega-ports, luxury resorts, and industrial farms. Once self-sufficient rural residents will lose their lands and be urged to move into increasingly crowded urban slums—for their own protection, they will be told. Drought and famine will continue to be used as pretexts to push genetically modified seeds, driving farmers further into debt. In the wealthier nations, we will protect our major cities with costly sea-walls and storm barriers while leaving vast areas of coastline that are inhabited by poor and Indigenous people to the ravages of storms and rising seas. We may well do the same on the planetary scale, deploying techno-fixes to lower global temperatures that will pose far greater risks to those living in the tropics than in the Global North ... And rather than recognizing that we owe a debt to migrants forced to flee their lands as a result of our actions (and inactions), our governments will build ever more high-tech fortresses and adopt even more draconian anti-immigration laws. And, in the name of “national security,” we will intervene in foreign conflicts over water, oil, and arable land, or start those conflicts ourselves. In short, our culture will do what it is already doing, only with more brutality and barbarism, because that is what our system is built to do.” (48-49)

Quote

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“Because what the “moderates” constantly trying to reframe climate action as something more palatable are really asking is: “How can we create change so that the people responsible for the crisis do not feel threatened by the solutions? How, they ask, do you reassure members of a panicked, megalomaniacal elite that they are still masters of the universe, despite the overwhelming evidence to the contrary? The answer is: you don’t. You make sure you have enough people on your side to change the balance of power and take on those responsible, knowing that true populist movements always draw from both the left and the right. And rather than tying yourself in knots trying to appease a lethal worldview, you set out to deliberately strengthen those values (“egalitarian” and “communitarian” as the cultural cognition studies cited here describe them) that are currently being vindicated, rather than refuted, by the laws of nature.” (59)

Quote

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“Indeed, the three policy pillars of the neoliberal age—privatization of the public sphere, deregulation of the corporate sector, and the lowering of income and corporate taxes, paid for with cuts to public spending—are each incompatible with many of the actions we must take to bring our emissions to safe levels. And together these pillars form an ideological wall that has blocked a serious response to climate change for decades.” (72-73)

Quote

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“...there is a direct relationship between breaking fossilized free market rules and making swift progress on climate change. Which is why, if we are to collectively meet the enormous challenges of this crisis, a robust social movement will need to demand (and create) political leadership that is not only committed to making polluters pay for a climate-ready public sphere, but willing to revive two lost arts: long-term public planning, and saying no to powerful corporations.” (119)