

CONSCIOUS SOCIETY

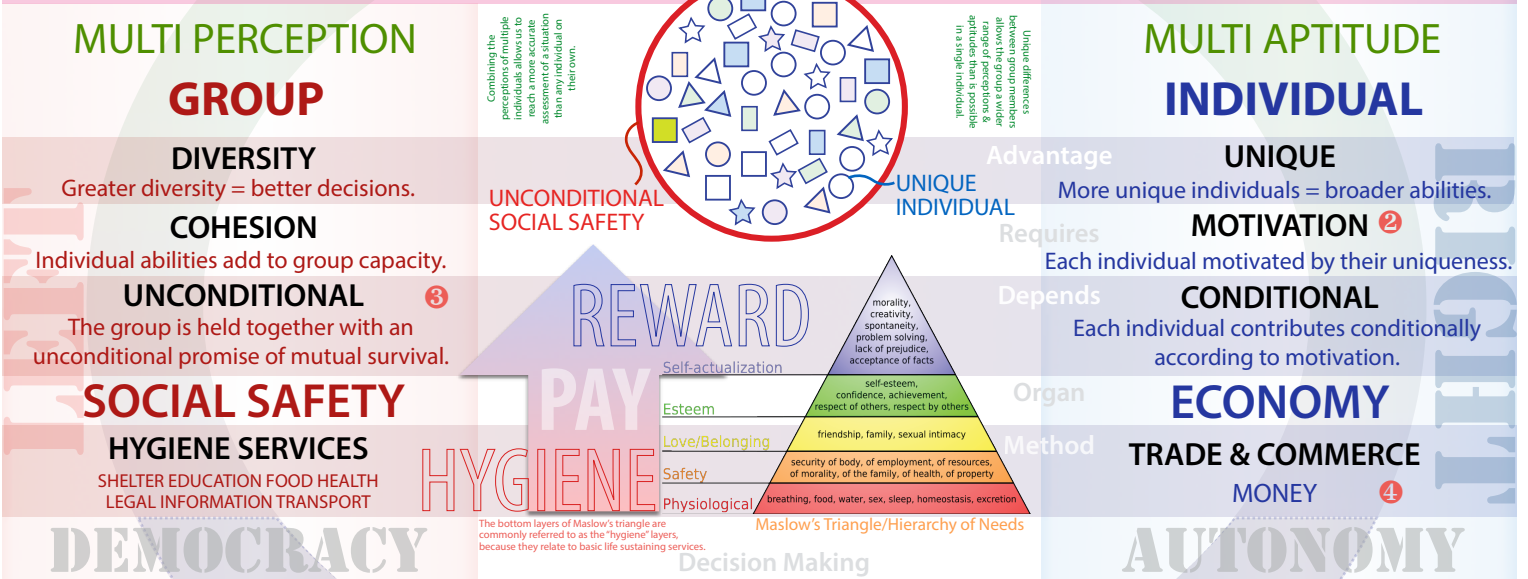
Our fitness for survival depends on understanding our nature.

NATURE Human nature was forged by **EVOLUTION** to make us the best complex decision makers on the planet - our inescapable inheritance.

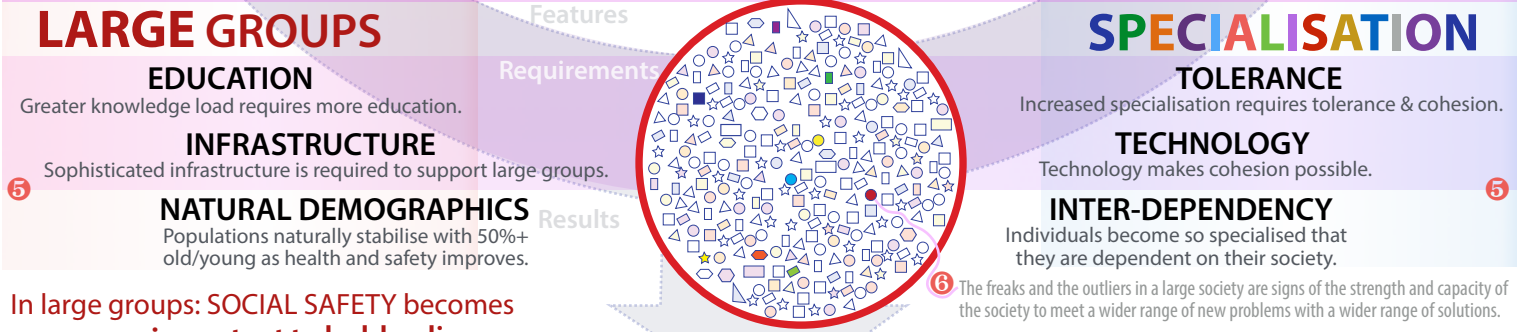
Homo sapiens evolved to make complex choice an advantage, by combining individual specialisation with group cohesion, to maximise risk mitigation when faced with new and complex challenges in an ever changing world. ①

We are simultaneously **group members** and **individuals**, and **both** are **equally important**. **Groups** allow us to perceive more accurately, and unique **individuals** give us, collectively, a wider range of abilities.

SOCIETY's building blocks



SUCCESSFUL SOCIETIES with millions of individual members
Successful human societies grow **larger**, allowing them to support greater diversity & specialisation.



In large groups: **SOCIAL SAFETY** becomes even **more important** to hold a diverse and widespread society together.

Social Safety Budget (%GDP) ⑦

Service	Welfare Benefits	Universal Services
Shelter	4%	4%
Sustenance	4%	3%
Health & Care	18%	14%
Education	6%	5%
Transport	3%	2%
Information	2%	1%
Legal Services	3%	4%
The most important 7% on the planet!		
	40%	33%

Providing universal safety services automatically socialises the hygiene portion of labour costs: Individuals reduce their wage demands by their replacement value of the services. Actual costs of communal services are lower, reducing the tax burden, and increasing total economic efficiency.

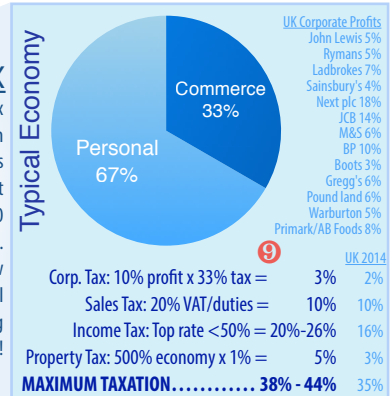
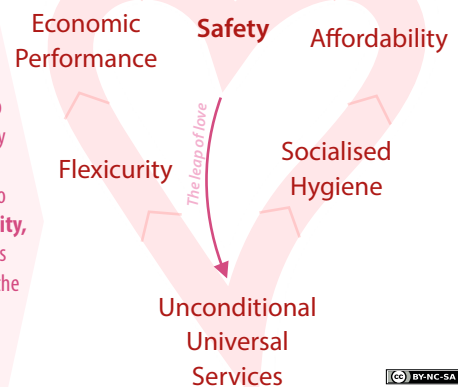
FUTURE SOCIETY: Universal Social Safety Services

Future societies will provide **unconditional, universal social safety services** that will support vibrant, diverse and resilient economies; reducing their costs, and making the services and the infrastructure necessary to support their large populations affordable. As a result they will enjoy....

- quality of life
- complex, varied and diverse communities
- consume less
- unique contributions
- cohesive societies
- resource efficiency
- solve problems peacefully and well
- devolved, multi-layer, bottom up
- stable populations
- free, risk taking individuals
- highly innovative
- socially, financially and environmentally sustainable

The "love pump" social economy

Once a society takes the "leap of love" to deliver social safety services unconditionally and universally, it is availed of two reinforcing benefits: **flexibility**, which dramatically stimulates economic performance, and the **socialisation of hygiene labour costs**, which makes the services affordable.



MAX TAX
Maximum tax burden an economy can bear before motivation is eroded: ~40%. UK is at 35%, average of the 10 top tax countries = 43%. UK social spending now >32%, and is still not providing social safety!

Name of Myth

Description of Myth

These are in fact "anti-myths", because they are falsehoods wrapped in believable stories.

Critique of Myth

Key to look up why this is a myth in the Survival of BOTH diagram. → 8

More Taxes Myth

Our problems are caused by not collecting enough taxes.

While there is some room to raise taxes, there is not enough room to fund the comprehensive social safety that is needed to support a vibrant economy and cohesive society, unless we socialise hygiene labour. 8

Individual Ant Myth

Belief that there is "no such thing as society" and that the world is only made up of autonomous individuals. (Money psychosis)

Humans are not tigers. We do not live in a time before our species made the evolutionary commitment to group societies. Only rich people think this way. 1

Money Myth

The, often unconscious, belief that all things can be valued in money. A 20th C myth reinforced by the financialisation of the economy in the 90s.

Human relationships and common goods are invaluable. Money only measures individual economic contributions, not social ones. 4

Cash Benefits Myth

Cash benefits honour the individual by providing dignity and freedom of choice.

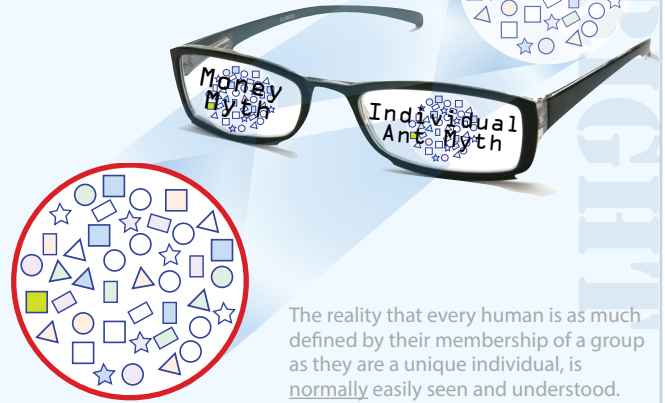
Cash benefits do not honour the individual because they are always conditional. Solidarity is in common safety, and must be unconditional and universal. 3

Corporate Social Responsibility Myth

Corporations should be made responsible for the well being of their society, as much as profit.

It is unnatural for business to be shouldered with responsibility for social safety - they are motivated by conditionality and dependent on social safety. 3 4 5

Seen through the Individual Ant and Money anti-Myths, the world seems to consist only of individuals, missing the group.



The reality that every human is as much defined by their membership of a group as they are a unique individual, is normally easily seen and understood.

Benevolent Dictator

Aspiration for some other person to come and take responsibility for solving the difficult problems by making hard choices.

Ignores the superior value of diversity in decision making. Authoritarian rule denies us the benefit of our evolutionary inheritance. 1

Back to the Land

Just reconnecting with the land and farming our own food, living simpler lives, would work out.

Human population has far surpassed the point where going back would work. We are dependent on modern technology & urban infrastructure to live sustainably. 5

No Banks/Money

Money is not real, banks make it up, and we should stop using it, or go back to the gold standard.

Money is a vital feature of a vibrant economy that is needed to recognise all of the unique contributions of diverse individuals, we need banks and money. 2 4

Population is the Problem

There are too many humans, we can only prosper with mass die-off or forced birth control.

7Bn+ humans on the planet is a sign of success, not failure. We can adapt to live in balance with our environment, and human populations do auto-stabilise naturally with safety. 5

Utility Myth

Standardisation of humans into producers of utility, as is typical in economist/communist theory.

Diversity emerges randomly and chaotically in the birth of each new, unique person. It is not possible to predetermine the value that an individual can contribute, they must be free to pursue their own motivation. 1 2

Victim Myth

The labelling of self/others as victims of circumstances as an alternative to taking responsibility for changing whatever and wherever possible.

Group membership is never a proxy for individual responsibility, otherwise the group fails. It's always both. 2

Small World Isolation

If we retreated to our own community/state/country and closed our borders, our problems would be smaller & simpler.

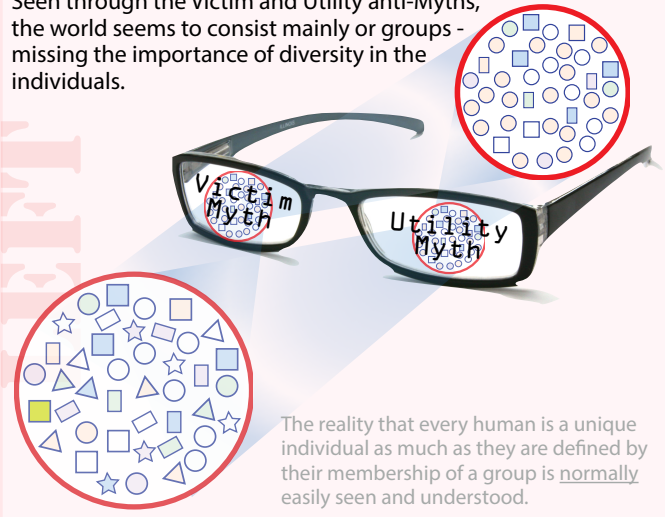
Large, diverse human societies are better decision makers than homogeneous, small ones. The world gets smaller as population increases, we are all affecting each other. 6

Corporation Taxes

Corporations failing to pay their taxes is the reason we don't have enough money to provide social safety.

Corporate taxes raise relatively little revenue. Raising rates and closing tax loopholes will generate a maximum of 1% GDP extra. 9

Seen through the Victim and Utility anti-Myths, the world seems to consist mainly of groups - missing the importance of diversity in the individuals.



The reality that every human is a unique individual as much as they are defined by their membership of a group is normally easily seen and understood.

Unconditional Safety is Unaffordable

We do not have enough money to provide universal access to basic safety services.

Social safety services are affordable by virtue of the reduction in labour costs they allow, without that they would be unaffordable. 7

People are Lazy

If we provide everyone with access to the basics of life they will sit around and do nothing.

It's always other people that are lazy... because we know that we would be motivated to contribute and participate, even if we had life's basics provided for us unconditionally. 2

No State Government

Government is evil, and all taxes are theft. No govt is needed, people will self-organise better.

Assuming that our current societies are not the result of natural development, and that a reset will result in a different outcome next time, with better morals, is escapist wishful thinking. 1 5

Military Spending

We spend too much on our military - cut it drastically, and we could afford great social services and infrastructure.

No advanced country spends more than 4% GDP on their military - UK spends 2.3% GDP. Social safety services cost at least 33% GDP. We still need some defence capacity. 7

Magic Future Rescue

The belief that our problems will be resolved by an indeterminate or specific future event, person or technology. (See also "conspiracy".)

Sorry, not going to happen... we really are going to have to solve this together. 1

Basic/Citizen Income

Giving every citizen an unconditional cash income, paid for out of taxes.

Social safety services are needed anyway, deliver all the same benefits, and the cost of those services is only affordable if hygiene labour costs are socialised. 7 8