

INTRODUCTION

“... because the resources that we all depend upon—fresh water, thriving oceans, arable land, a stable climate—are under increasing pressure. And that is why in the twenty-first century, the only viable development is sustainable development.”

—SECRETARY OF STATE HILLARY RODHAM CLINTON (2012)¹

Modern society is beset by green ideology, possibly the greatest delusion in recent history. Schools teach children that carbon dioxide is a pollutant, that polar bears are endangered, that population growth is harmful, that pesticides cause cancer, that energy use is destroying the environment, that warm climate is bad for humanity, and that crude oil is all but exhausted. Further, we can save the planet if we change our light bulbs, plant a tree, forego eating meat, and drive a Prius.

Green ideology is embodied in the doctrine of environmental sustainable development. Sustainable development contends that the growth in human population, production, consumption, and energy use over the last 200 years is “unsustainable.” For 30 years, proponents of sustainable development have warned that without radical changes to modern society, our planet’s environment will be destroyed, with the resultant decline of human civilization. To avoid the coming catastrophe, companies are told that they must adopt sustainable business practices.

International business has embraced sustainable development, hook, line, and ledger. Today, every major company must be green. Sustainability has become an integral part of corporate strategy. Businesses rush to purchase carbon credits, contract for renewable energy, and adopt organic materials. New buildings must meet energy efficiency and



**A GREEN MARKET
IN HERE
SOMEWHERE?**

**Golf Ball With
Carbon Dioxide Absorbents**
US 20120046126 A1

“This disclosure provides a golf ball that includes carbon dioxide absorbents in order that the golf ball may reduce atmospheric carbon dioxide levels to aid in alleviating global warming.”
—Nike Inc. patent application
February 23, 2011²

environmental standards. Corporate goals include reducing energy use and shrinking the firm’s “carbon footprint.” Suppliers must accept sustainability as a vendor requirement. Good corporate citizens hire green consultants, donate money to environmental organizations, and volunteer their carbon emissions statistics to watchdog groups. Annual reports, corporate social responsibility reports, and press releases boast about being green and sustainable. And billions can be added to the top line by producing and marketing green products and services.

The doctrine of environmental sustainable development is based on four ideological foundations, all of which are fears about the direction of modern society. These are overpopulation, rising pollution, climate destruction, and resource depletion. Green proponents warn that, driven by rising human population and without major societal changes, our planet’s environment will be polluted, the climate will be destroyed, and the natural resources that we depend on will be exhausted.

But economic trends and empirical scientific data show that these foundations are false. The last century of rapid global population growth is strongly correlated with improvements in human lifespan, living conditions, human rights, and education, along with

accelerating innovation in agriculture, energy, industry, medicine, and science. It’s also clear that, as national income levels rise, population growth slows, and national birth rates decline. Rising incomes allow countries to reduce air and water pollution and regrow forests, so concerns about increasing global pollution are exaggerated. After 25 years of apocalyptic warnings, it’s apparent that the climate models are wrong, that human effects on the climate are small, and that climate change is overwhelmingly due to natural factors. Finally, there is no evidence of global resource depletion. Instead,



***This Isn’t the Warming
You’re Looking For***

Frozen Great Lakes, Feb. 19, 2014
(NASA satellite image)³

economic trends show that access to resources continues to increase.

As a result, it is likely that measures recommended for your company by your green consultant are misguided. Aside from possible public relations benefits and requirements to meet regulatory statutes, counting carbon emissions is, frankly, a waste of time and money. Reduction in energy consumption is as valuable as reducing labor, materials, overhead, or other factors in a production or service process, but saving energy provides negligible benefits for the environment. Buying carbon credits or purchasing high-priced renewable energy flushes investor money down a green drain.

Beyond wasting time and money at an individual company level, green ideology drives distortion of economic activity on a massive scale. The billions of dollars being poured into renewable energy are destroying the reliability of electrical grid systems and the solvency of national budgets. Agriculture, energy, transportation, engineering, and financial industries are skewed toward irrational behavior and away from sound business and economic policy.

In the first part of this book, we'll discuss green business and the false foundations of sustainable development. Chapter 1 discusses the almost unanimous acceptance of environmental sustainable development by the world's businesses. Chapters 2-6 discuss the creation of the doctrine of sustainable development by the United Nations and the feared foundations of the coming environmental apocalypse: overpopulation, pollution, climate destruction, and resource depletion. We'll provide scientific evidence and data on economic trends to show that these foundations are false.

The second part of the book discusses the role of green ideology in major industries. Chapters 7-9 talk about questionable company environmental efforts in energy, agriculture, and other industries. Chapter 9 also proposes "sensibly green," a common-sense environmental policy for business. Chapter 10 summarizes our conclusions and predicts the coming upheaval in climate and energy regulations.



Faulty Forecast

"... US oil supplies to last only 13 years."
—US Department of the Interior, 1939⁴



Destroying The Environment To Save It?

Obama Administration Issues Permits for Wind Farms to Kill More Eagles

"The Interior Department says it will change the rules and issue permits that would let wind farms kill eagles for up to 30 years ..."

—*The Washington Times*,
December 6, 2013⁵

This book is written for business leaders, political leaders, and everyday people who want to sort fact from fiction about environmental issues. It's for corporate directors who want a second opinion about that advice from the green consultant. It's for C-level executives who are considering the best way to give back to the community. But it's also for anyone who wants to understand how green ideology is distorting international business and global economies.

This book is a minority report. Today, most national leaders say they believe in the theory of man-made climate change. The vast majority of the Fortune 500 companies not only pursue sustainable development, but together spend billions to do so. But this report is backed by empirical evidence and economic trends. The evidence shows that nations solve pollution problems as a normal part of economic and societal growth. Climate change is natural, not human-caused, and thousands of climate regulations across hundreds of nations will fail to produce a measurable change in global temperatures. Finally, human ingenuity continues to expand the resources available to drive our modern society.

Readers will gain a new perspective on environmental sustainable development from this book. Advice herein can save at the bottom line and make company philanthropic effects more meaningful. Along the way, we'll poke some fun at international business and green policies. It's time for businesses and consumers to think "outside the green box."