

## The New Wave of Consciousness

The world is waking up. Latin America, in particular-- which is thinking of the welfare of the people, the planet, and the Earth instead of the almighty dollar -- is electing women and other socialist leaders in defiance of U.S. policy and attempted coups. This group of Latin countries wants to invest in its people, not in corrupt politicians and corporations. On the western front, an innovative group of [anti-consumers](#) recently started a movement in San Francisco where no one will buy anything new this year (except basic necessities) and will instead recycle and make purchases of used products off of eBay to help change the patterns of consumerism. The response and reaction have been very notable and telling. Interested parties from around the world have picked up the torch and are racing with it across their communities. Capitalists and commercial enterprises are responding with anger and are in a mad frenzy over the continued “audacity” of San Francisco, and its quite innovative and exceptionally anti-establishment “fruits and nuts.”

The [sustainability design movement](#), [the bioneer movement](#), and a movement to return to living [off-the grid](#) are picking up lots of steam in Northern California and moving steadily into conscious reality, as gas prices, home heating bills, and the cost of materials continue to skyrocket. People are looking to simplify and move out of the madness, which will soon reach its peak in the U.S.

A desire to buy out of the system is becoming the norm rather than the exception, and it’s building momentum on the West Coast. The wave is cresting and getting ready to break over the entire country, despite the resistance of corporate marketeers who think that more disposable products are what the country wants and needs. In truth, what the country wants and needs is a return to vehicles that last, to biodegradable and reusable items that don’t create piles of non-degradable trash, and a new sense of responsibility that comes with caring for what you have rather than trashing it. Would you choose to trash your own body or take care of it so that it lasts? How you treat yourself is a good indication of how you treat the things around you.

People have lost a sense of ownership and responsibility over themselves and their possessions; when something breaks down, they choose to replace it rather than fix it. However, with an economy that is about to crash, and millions of people who will find themselves suddenly bankrupt, wouldn’t it pay large dividends to learn, once again, how to value and care for what we have rather than take it for granted? Particularly, wouldn't it be prudent to do so in relation to ourselves, when health care is becoming the exception rather than the norm?

We think we have an endless source of energy, product, wealth, and opportunities when in fact, many of us will soon find that what we have is worthless, and if we haven’t nourished what we do have or learned the basic skills to care for ourselves and recycle our material possessions, we will be out cold. New communities are forming that are helping to tie networks of people to one another as a means of sharing resources, alternative medicines, information, and sustainable products. “Commune-ism” is on the rise.

Continued reliance on fast foods, snack foods, and luxury items as a means of existence and survival will not sustain you when the body crashes and the economy crashes. But those with canning skills, organic skills, curing skills, alternative healing skills, and knowledge in basic science, ecology, mechanical engineering, and construction will find that their lifestyles won't be unduly upset when it's time to bail out.

The physical tsunamis are only the beginning and are a sign of what's soon to come for institutions that will challenge our spiritual beliefs and practices. Are you ready to ride the big one or drown under the weight of needless, fruitless and worthless plastic?

### **SF Gate Articles:**

**Anti-consumer movement:** <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2006/02/17/BAG9UHAEM71.DTL&hw=anti+consumer+Group&sn=006&sc=167>

**Sustainability design movement:** <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2006/02/01/HOG8LGUR0V1.DTL&hw=sustainable&sn=016&sc=502>

**Bioneer movement:** <http://www.sfgate.com/cgi-bin/article.cgi?file=/gate/archive/2005/10/19/gree.DTL>

**Off-the-grid movement:** <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2006/02/21/MNGUIHBUPR1.DTL&hw=off+the+grid&sn=001&sc=1000>