

Under the governing principles of this ecological state, the missions of the rights-based state and the welfare state that have existed previously should not be discarded, but rather introduced as additional missions to be emphasized. In the information society which has been created by the dramatic development of science and technology, the preservation of the ecosystem may be the chief characteristic of the ecological state, which addresses risk

through prevention and oversight, but the ecological state should also address the reality of the advanced dimensions of risk which are developing in issues from livelihoods and individual rights through to the maintenance of peace. In other words, the ecological state must retain at multiple levels the missions of the states that preceded it, and must maintain peace and freedom and guarantee welfare under the conditions of the risk society.

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HUMAN MIND AS THE INVALUABLE COMMODITY AND INFRASTRUCTURE TOWARDS WORLD'S ECOLOGICAL PROTECTION AND SUSTAINABLE MACRO-ECONOMY (PROBLEMS & SOLUTIONS)

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Человеческий разум как неоценимый фактор и инфраструктура защиты окружающей среды и жизнеспособной макроэкономики (проблемы & решения)

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The Human Civilization is on the verge of collapse. Humanity's sustainable behavior is the foundation towards the World's ecological protection and towards a realistic World's sustainable macro-economy; nurturing Human Mind is the key to the long term success. The roll of States and Governments, Schools and Universities along with Religious Organizations is highlighted as the need for partnership towards education. Human's personal health and welfare is an integral part of our planet's health. Anti-smoking, obesity prevention, sporting activities and parenthood training backed by financial incentive programs are recommended.

Человеческая Цивилизация находится на краю краха. Жизнеспособное поведение человечества — путь к экологической защите планеты и к реалистической жизнеспособной макроэкономике. Развитие человеческого разума — ключ к долгосрочному успеху. Освещается роль взаимодействия государств и правительств, школ и университетов наряду с религиозными организациями в повышении образовательного уровня людей. Личное здоровье человека и его благосостояние — неотъемлемая часть здоровья нашей планеты. Обосновываются программы отказа от курения, профилактики ожирения, занятия спортом и обучение статуса родителей, с учетом возможных материальных стимулов.

Word ahead

Within the past few years, the World faced countless weather related disasters conducting to loss of human lives, property damages, conducting to huge ecological and economical implications. Countries such as Australia,

China, Brazil, United States of America, France, Spain, Greece, Pakistan, Poland, and Romania, just to name a few, suffered from the devastating rain falls, floods, landslides, heat waves and fires. In Russia, during the summer of 2010 it has been registered for long periods of time air temperatures of 34—36°C up to 40°C (*), claiming as

many as 56000 lives [12]. Those temperature levels (the highest ever), ignited 550 wild fires, killing directly at least 52 people, destroying thousands of homes and about 25% of grain crops. NASA estimated about 1 million tons of carbon monoxide (CO) as being generated daily from the wild fires. Those events had an estimated impact upon Russian's economy of at least \$15 billion [19].

Introduction

Planet Earth with its favorable conditions to sustain life became home to our biosphere as a whole. Plants, bacteria, forests, animals, oceans and the human kind were given the opportunity to share this World in a synergetic manner. To maintain life it takes energy. The energy as we commonly are accustomed to is basically coming from space. The most «visible» energy is the solar energy. The ancient solar energy, as I like to call it, has been incorporated within fossil fuels forming giant energy accumulators. The current solar energy that we still enjoy today from awakening sunrises to emotional sunsets, supplies us naturally the water to our farm lands and forests as rain, and often beautiful young rainbows. It forms rivers and lakes with huge potential energy levels being accumulated. The solar rays by «touching» the leaves of the plants incorporates the energy they carry from distance into the cellular molecular structure, used by plants for their development, some becoming food for the animals and humans. The outcome is a synergistic ongoing cycle, a close and intimate relationship between all forms of life such as to nurture back the Earth. The natural tendency is to maintain the equilibrium of life. All of the above, along with the minerals that Earth can offer, are events and resources that most started to take place way before our existence as humans. The mankind found them ready for exploitation by discovery, by trial and error, learning and adaptation, later applying the vast timely achievements of knowhow towards a better exploitation. The energy that resides in our brain propels the human mind, our cognitive ability measured by the degree of intelligence. The capacity of the human mind and brain's functionality it depends upon a variety of factors including the genetics and health status of the person, the desire or motivation to pursue. The quality and the degree of education that supplies the intellect with additional information is directly responsible for human mind's capacity to make decisions, tolerate, forgive ourselves and others, and understand life, regardless of the degree of the biological stochastic component (if any if I may, as I believe that we may not fully understand the phenomena) participating in human mind's behavior [1]. Such completion thru proper education can help to fulfill our souls with happiness, peace and the desire to live and assure a secure tomorrow.

Problems: the complex side effects of the human mind.

Humanity has the gift of higher intelligence, the «engine» capable of deciding creatively how to use the energy to transform the materials provided by our planet into useful aggregates. Empowered with such capacity, humanity started to impose itself upon nature on Earth and soon enough extending out in space. The human mind with its cognitive ability is outstanding and often really strange; being the cause for its free will decisions it designs its own fate. The brain is using valuable energy while producing byproducts, but the human mind mirrored by its intelligence acts as a force of its own; a form of potential energy expressed by powerful determinant decisions completing/filtering during thinking process its impulsive tendencies.

Capable of great discoveries and expressive artworks, the human mind evolves towards a better understanding but in tandem, it «involute» into a «package deal» as I call it with all the confidence. It is a «package deal» that incorporates (just to name a few) hatred, revenge, lust, greed and envy, so I prefer to be nice and classify them as «complex side effects of our human mind» mirrored by intelligence and expressed by the free will, expression directly and greatly dependent upon the quality of education and mental health status. It is an Earth pounding process that consequently it lost control; just like in the case of dynamite. Is this perhaps just an expression of a generalized mental health condition or constitutes a «must be» evolutionary status where not all the players reach a happy ending? What about then the decision of a human mind directly participating in a free will process upon another human mind that is not participating not even as a spectator but rather randomly is getting involved? Is this still a «must be» evolutionary process? My mind does not allow me to subscribe to such possible point of view. The human mind's purpose is to serve humanity. Is the humanity being served by self destruction?

The enemy of this planet as well as its well being is not the human as body and flesh, or his actions alone, but rather its driving force, the mighty human mind, driving force triggered by impulses balanced and controlled by the human values achieved thru education and life experience. Such balance and control of our impulsive tendencies is a quality that supposes to make us a superior species. Humans became ecologically dominant, their own main hostile force of nature. Again, is this part of an evolutionary process? If it is, then our debates around the problems with the proposed solutions in literature and conferences are welcomed, therefore our common intelligence will prevail as being lucrative and doing its job completely in the evolutionary process, at least from the human aspect. Just talking will not do it, taking action is the key. The challenges imposed by fellow humans in

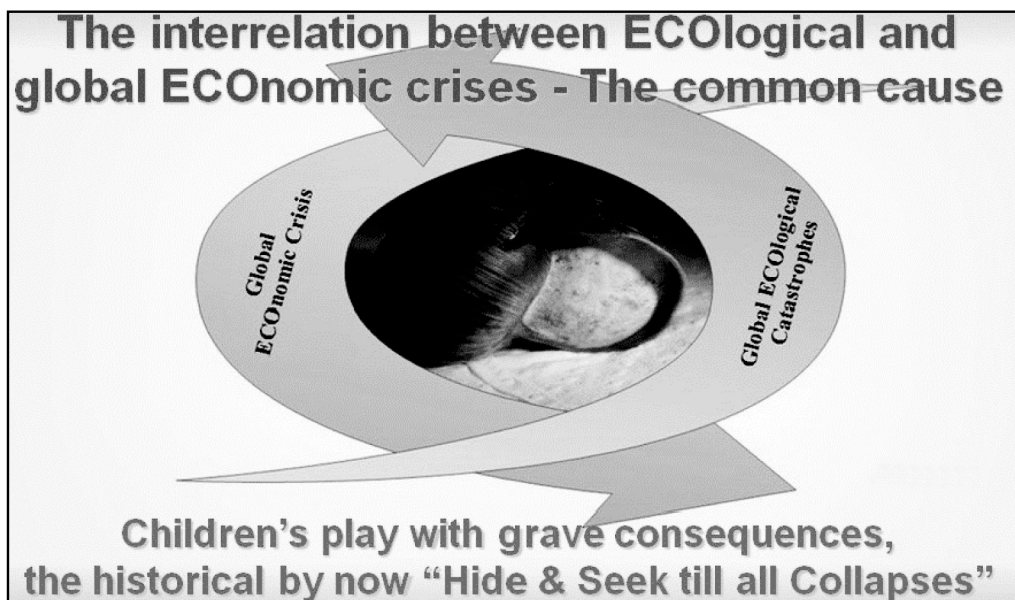


Fig. 1.

social circumstances had a higher impact upon the evolution of human intellect than food shortages, parasites, weather or predators says Alexander (1990a pp. 4–7) cited by Flinn et al. (2005) [4]. Well than! — Here I am, challenging you from my human position; I hardly can wait to see the impact, perhaps a positive one and during my life time.

The human mind is at the center of the ecological and global economic crises; the common cause.

Material goods can't be created out of nothing; they are very limited at the ecosystem level. The excessive consumer behavior that demands excessive transformation of mater and energy consumption, in the light of a continuously increasing global population, conducts to the ecological and economical crises that work in tandem in a synergetic fashion at the global level (Fig. 1). Higher birth rate predominantly among poor and lower educated populations, conducts to sub-nutrition, lower educated and neglected children, higher crime rate, higher public health risks and costs with its corresponding carbon dioxide footprint. The outcome that we are witnessing as becoming visibly more severe within the past few years, continuously devastates forests, agricultural land, commercial and residential properties, furthermore resulting to economic crises.

Humanity's industrial, commercial and personal activities can be referred to as being ecological, sustainable, only if they are real economical at the macro level. It does not do absolutely any good in a long run if a given entrepreneurial activity (private, governmental or organizational interest) is beneficial at the micro-economical level as long as its impact upon the welfare of the planet is compromised and somebody else, somewhere else, has

to spend important resources for cleaning up the mess as result of the named impact.

The micro and the macro levels are inter-related, being just a matter of time and a matter of our ability to perceive it. From the efficient use of the energy resources to our personal health and welfare as integral part of our planet's health, the humanity's sustainable behavior is the foundation towards the World's ecological protection and towards a realistic World's sustainable macro- econo-

my. The economic crises may temporarily and apparently attenuate more or less depending upon the region and its population, often printing money being the solution to unlock the economic stand-back followed of course by inflation.

The real macro-economics at the global level will continuously decrease due to the simple fact that our planet's resources are not just limited but also excessively misused. Many products such as junk food, sweetened drinks, cigarettes, which are in public demand and have a high carbon foot-print during their production and transportation, have a continuous carbon foot-print after their consumption due to the provoked health implications and public health related natural resources expenditure.

The obesity, with its huge «carbon shoe size», reached pandemic proportions. Is there a possible vaccine? Perhaps a mirror at the entrance of the dining room will do; or on the refrigerator?

All it looks to me like a children's play with grave consequences, from the innocent «Hide & Seek» to the historical by now as I like to call it «Hide & Seek till all Collapses» game between the Global ECOSystem and the Global ECOnomy (Fig. 1) were one pushes the other to win the game but being interdependent nobody wins, unless there is a stand-back adopted, a major tune-up of the human values.

Armstrong (1990), cited by Flinn et al. (2005) [4] mentions that the human brain is about two-three times larger than that both of our closest relatives. From the energy point of view, the human brain represents only 2% of our body weight while it receives 15% of the cardiac output and it consumes 20% of total body oxygen and 25% of the glucose [10]. So, just from the energy expenditure point of view it is obvious that the brain, the home of our amazing cognitive capacity, has a huge

impact upon the greenhouse gases (GHG) while it acts not only to support itself and its «tail» (the human body) but its intellectual capabilities are mostly wasted for totally useless purposes [8]. But that is not enough!

Miraculously, human mind's activity expressed as decisions is quite often of destructive nature upon the same species such as committing variety of crimes and conducting armed conflicts. It is often destructive upon itself as the same individual (self-inflicting pain, suicidal, smoking, overeating, alcohol and drug use, etc.), upon humanity at large and upon other species as well. In order to impose itself in constant power play domination acts, the humanity resumed periodically to bloody armed conflicts that has a direct destructive (including material goods) impact upon the environment as well as a detrimental psychological impact upon the present and the future generations building lasting fear, anger and depression, and severe generalized distrust. The most feared enemy for humans, in the evolutionary process, became other humans [5]. The war trauma affects the directly exposed population as well as the population indirectly exposed, building a general distrust [2], compromising their future behavior, their mental health.

The new generations lost confidence and trust in the State and Government's actions. The people, predominantly the young are attempting to achieve immediate gratifications and having less concern for what is to happen tomorrow. From indulging into drug consumption, alcohol, cigarette smoking, aggressive driving of motor vehicles and different violent acts, rapes, early sexual activity with their consequences, to impulsive overeating, marginalization, loss of lives, law enforcement related expenditures, excessive health care costs due to misbehavior, those are just to mention a few of the outcomes due to the overall trust and confidence lost. The snowballing effect is obvious as the humans concentrate on «live it now to the maximum» rather than tomorrow.

Are we witnessing the collapse of the Human Empire?

Like all the great civilizations and empires such as Maya, Inca and Roman empires, is the Human Civilization on the verge of collapse? Humanity's extinction is possible to start from the heart of it; the collapse within itself. Human mind was capable to build massive destructive weapons to prove what? — Our capacity to commit suicide, inflict fear, pain and suffering? From the nuclear arsenal to the biological warfare, from high energy physics to genetically engineered organisms, all using important energy, material and human resources building nothing but a huge destructive potential aimed against its very own creator: all of us, the human race and its life support. All are ready at a push of a button. During this creative building process, its destructive nature was step by step and slowly mastered by

building fear among its creators, us, producing toxic materials and increasing the carbon dioxide foot-print. All conducts to human extinction. Extinction is the undoing of the entire human enterprise. The question is: why?

Are we all submitted for examination by the divinity and we are about to fail the exam? On one side we are researching for anti-aging remedies, understanding and fighting deadly viruses and bacteria in order to save human lives. By the other side we use the scientific and technological achievements for destruction of human lives. The developments themselves have a carbon foot-print; their application can be even more disastrous if we continue to be driven by the human mind's side effects named earlier. Furthermore, self-replicating nanotechnologies and self-improving computers can have a huge impact upon the ecosystem as the humanity's ingenuity can be exceeded [11].

The human mind with its intelligence, as an expression of nature's existence, often has been and is still striving to pass the exam in front of nature, in front of divinity if I may. Having at its base the good intention or the bad intention (relatively speaking), along the history the human mind as our cognitive ability was able to show its capacity. It is an expression of potential energy that is capable to dictate how to use the different forms of energy, how to exploit the amorphous minerals, the organic minerals and the variety of life forms and resources including the human resources, including its own management. The intelligent human mind was capable of great constructive discoveries, as well as destructive ones in a short or a long run. From different objects to inflict pain and torture techniques to ways of mass destruction and building fear, the creative human mind became a master in imposing itself upon humanity at large, upon nature. Therefore, we must recognize that the human mind needs an urgent and a major tune-up. It needs to be protected and nurtured. It needs to be thought respect, unconditional love and the sense of equilibrium. As a payback we can expect an overall human behavior that serves the purpose of World's sustainable development from the macro-economic point of view, incorporating this way the concept of ecological World and the concept of sustainable micro-economy if we accept to be less selfish.

All of us, as members of the global society, as human beings, need to learn to live a decent life in moderation and consideration for others, to give up the immediate gratification desires driven by greed and envy, hatred and revenge. We need to give up imposing our personal beliefs upon other fellow human beings, as the strong will get weak if becoming alone, with just a few or perhaps nobody to continue to refer to.

Immediate Solutions for timely results: the team efforts towards nurturing the most important resource and asset, the human mind.

Soon enough there will be no air to breathe, no sunrises to sustain life and no sunsets to enjoy. Immediate

A healthy mind resides in a healthy body.

The education process is to create human beings who are totally integrated, therefore intelligent humans [7]. The education must be directed to the students as well as to their parents; it should also include elements of human nutrition knowledge. Low quality foods that are not nutritive enough are responsible for high levels of physical and mental retardation [9]. We need to develop a humanitarian attitude towards the nature starting from ourselves, respecting the nature by starting to really respect ourselves.

Proper nutrition and sports activities are recommended, not just by watching sports on television or playing games on Internet. Some of the direct health consequences are overweight and obesity with the increase risk of coronary heart disease, Type 2 diabetes, cancers, high blood pressure, high levels of cholesterol and triglycerides, stroke, respiratory problems, liver disease, degeneration of cartilage, infertility and other gynecological problems. The states, governments, the legislation must take an active role in promoting and encouraging a proper nutrition by offering financial stimulus to food retail stores and restaurants since the price is the main factor in food selection, more so among poor population [17].

Adiposity, another term for fat or obesity as commonly referred to has a direct and a major impact upon the climate change. From the energy point of view, a 2009 publicized research by International Journal of Epidemiology, Oxford University Press on behalf of the International Epidemiological Association, shows that compared with a normal body mass index (BMI) distribution population, the population containing 40% obese people requires 19% more food energy for its total energy consumption. This translates into greenhouse gas (GHG) emissions from food production and car travel due to increases in body fat content in a population of only one billion (our planet is now populated with over 6.5 billion people) estimated at 0.4 to 1.0 GT of carbon dioxide equivalents every year [3]. Over 1 billion adults are overweight and around 300 million are obese with serious public health implications the research shows; the numbers are growing as population distribution. The GHG that accounts for food production is estimated at 20% of the total GHG. Transport accounts for approx. 14% of GHG emissions and population increases in BMI. The additional fuel energy used by the overweight population would increase GHG output by about 0.15 GT per year.

Here are some steps to prevent overweight and obesity at home, within community, at school or at work, where state and government should directly and actively get involved:

- Create more opportunities and incentive programs to encourage physical activity such as competitions with rewards and public acknowledgment.

- Encourage physical activities into regular routines.

- Reduce time spent in front of the screen, computers or television.

- The schools should offer breakfast and lunch programs, offering foods with nutritional values, low in fat, low calories and minimum additives.

- Offer subventions for attending sports clubs, not only to children and students but to entire family as to mutually encourage each other.

Poor eating habits and lack of sufficient physical activity are behaviors learned in childhood. Childhood obesity is a problem in nearly all developing countries in the World. About 155 million school-aged children around the world are overweight or obese. The numbers are growing rapidly also in countries where hunger is a problem. It is estimated that the number of deaths caused by diabetes and heart disease could rise to 69% in 2030 as compared to 59% in 2002. In an effort to combat and reverse childhood obesity, many organizations took a stand. In Europe, as of July 2009, five hundred schools in 40 countries have become members of the European Network of Health Promoting Schools [14].

Using the same approach, I'll like to bring attention to the fact that the war on drugs, the education programs and law enforcement activities aimed to prevent and put a stop on the use of drugs, smoking or alcohol abuse, encounters even today the argument from the smokers, drug and alcohol users that it is a private issue, it is about their own health and their lives, it is their own business only. Of course there is no quick fix when you deal with social issues of large proportions on variety of demographics. This should not discourage us to act upon it considering that it is a social issue and it's not about the individual as it's rather about all of us as community sharing one World. The World Health Organization (WHO) has the European Action Plan for Food and Nutrition Policy 2007—2012 addressing issues such as food supply and safety, nutrition policy, regional health planning, obesity epidemic that still a problem even so many countries have approved laws and policies to deal with such issues [18]. Some progress has been done, much more remains to be done.

As far as the resources are concerned, by helping the coming generation, our children and grand children to be healthy and productive, is not just a moral and practical investment, but its rather an obligation we have. One of the results will be reduction of the public health burden while increasing overall productivity, a huge payback in the form of a higher quality of life and public safety, including higher contributions back to the state budget for further care. Resources can be found for a great cause. As an example, since September 11, 2001, United States of America spent only in 2005 about \$500 billion on the military against terrorism that did not buy lasting peace [13].

Some highlights of a step-by-step proposed of how to.

Considering the human mind as the most important natural resource and infrastructure, I propose:

a) The role of State and Governments

The States and Governments should have coordinating partnership participation for ecological, economical and social stability and public health (Fig. 2).

The States and Governments should be according subsidies and grants for State and private owned Education as well as Research & Development activities.

State financial help for child care should be granted proportional to parent's training in offering proper care and education. It is the most important long time investments and should be treated accordingly. In the same fashion, the parents not conforming to certain educational standards should be observed for child neglect or abuse. Parents should not be smokers and definitely not smoke in the house or in the presence of their children as they should be row models.

The States and Governments should encourage healthy menus in restaurants by financial subsidies and/or financial restrains (Fig. 2). Public places of cantina type can be created in different residential communities in order to assure the basic daily nutritious foods, hygienic foods at low prices since the price is a criterion for food selection [17] and the quality being at the base of public health. Such action will have a direct positive impact upon the public health, lowering the health care expenditures. All you can eat buffets shall definitely be prohibited since for a one fixed price people eat much more than they need, the excess being deposited as body fat.

The local public administration, using the public health departments can create a system of restaurant classifications that will encourage those to respect the food quality and nutritive values, hygiene norms, and offer a good service to the public.

The States and Governments should encourage sport activities by offering financial help to fitness clubs, tax breaks, grants, and discounts on different products to the active members of the sports clubs regardless of age such as children, teenagers and adults. Sporting activities in family or groups of friends, organized teams, can become part of a routine as communication within the family and friends.

The States and Governments should encourage sport activities and education by offering tax breaks to private enterprises that makes donations towards sports and fitness clubs, to schools and education and to public health organizations, predominantly to the prophylactic public health activities.

The States and Governments should offer financial help for agricultural production and food processing based upon their food nutritional values and Research & Developments related activities.

The States and Governments should offer financial stimulus and grants for toxicological mapping of the farm land [15] and analysis of the water used for irrigation as being the main sources for toxic chemicals in the food chain in order to be able to assure food traceability all the way to the farm land.

The States and Governments should conduct a more aggressive campaign against cigarette smoking, alcohol abuse and the use of other potential toxic substances that have direct implications upon public health, economy and ecosystem.

The States and Governments should offer grants for pharmaceutical research in such way as to develop and market new efficient drugs at low price, investing into public health care instead of spending, achieving and holding this way patent rights over key drugs.

Legislation addressing the right to candidate for public offices dependent upon the candidate's level of education, general and mental health, personal track record in business management or public administration should be in place as the responsibility to administrate large amounts of funds and the social implications are very high. The case is more acute but not limited to the developing countries, where many domains (socio-economic) are driven by incompetence. Also, using as an example, many rural areas remained under-developed due to the lack of administrative skills exhibited by the locally elected officials, elected simply due to the fact that they were popular or financial influential in the community at the time of elections.

b) The role of Schools and Universities

The Universities of Agricultural Sciences and Agro-Food profiles, The Medical Schools along with the Pedagogical Schools should include extensive classes on human nutrition, toxicology and preventive health care. Such classes should be mandatory and extensively included in the study curricula, regardless of the student's major. The school and university campuses should be smoke free as many campuses in United States of America adopted as of rule and the smoking incidence dropped. The cantinas, restaurants, food retail stores located in the university campuses should have only healthy food oriented menus. The breakfast and lunch should be served in elementary and high schools observing the guide lines for nutritious foods only. The public service announcements are not enough.

The agricultural research should find ways to improve the farm land productivity as the food production must increase in the light of continuously increasing global population. The crops must be of the highest nutritional value, rich in vitamins and microelements responsible for the human immune system, low content or free of toxic synthetic chemicals and elements. Meats should have low fat content and be rich in good quality protein such as in the case of the edible terrestrial snail's meat, fish, chicken meat and eggs.

Sources of meat protein that have a low or no ecological impact, such as the edible terrestrial snails that uses efficiently many perennial plants [16] (some of the plants being very toxic to other farm animals), should be continuously investigated as alternative food production avenues.

Many perennial plants having medicinal uses with human health prophylactic applications and representing very good sources of animal feed as well as efficient for bio-fuel production should be continuously investigated. Such plants present more interest given the low energy requirements to maintain the cultures while being good sources of organic based agricultural production.

At the University level, the young undergraduates, the graduates and the assistant professors should be properly credited for their work. Some of professors during their practice assume credit for their assistants work. This should be discouraged, otherwise it does nothing but discourage the new generation to get involved in research projects due to the low chances of being recognized and promoted.

c) The role of Religious Organizations

All religious organizations and churches should come to a consensus keeping their heritage, knowledge and traditions but in time adapting it like any living entity to the conditions of our age in time. Humans will better and truly serve the teachings of God by respecting each other as species and by recognizing the importance of the other animal and plant species. The power of the nature by now it became not just a whisper but rather a loud voice.

As we know, the human mind needs spiritual support. Humanity will not be in harmony if the spiritual support is split apart. It is an idealistic approach I have to say, but is not impossible I like to believe that a spiritual unity with softer or no frontiers, a Spiritual Globalization in a sense, will allow for a superior level of human com-

munication in the spirit of cultural exchange forming a stronger unity for serving our creator and the life support, the nature. Only so our minds can reach peace and equilibrium; by being nurtured by all means.

Conclusion

The Human mind being at the center of all of our enterprises is responsible for all the past and future great discoveries, beneficial or detrimental for the Earth (and beyond). The future of our World, of our planet, is not in our hands but rather in our minds; therefore all of us need to take responsibility for our actions. It is already late, but not too late to take action as of yet. We can't expect immediate positive results but a bit of something is infinite much more than nothing at all.

There is room to find intrinsic goods and richness for all of us, for our children and for the not yet borne humans, the happiness and love by nurturing the most important natural resource, the human mind, potentially our life time best friend and our potentially past biggest enemy.

There will always be resistance to any ideas. I used to say that «offering light to the blind is a total waste» but nobody stops me to offer a helping guiding hand. There is always a possibility as long as there is the desire to do, the free will that does not act as randomly as we would like to find as an excuse away from the responsibility to act upon a great cause.

If we really have the strong desire to make a change we will all succeed and perhaps one day we will meet inside each one of us that human communist in the heart, the competitive hard worker capitalist inclined towards a religious spirit of forgiveness, and a socialist helping hand, having a liberal expressive attitude of a responsible human being with a lovely friendly conduct. We all can share this World instead of being the owners of nothingness.

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