

FOR IMMEDIATE RELEASE

Experts agree with Canadian Author – New Societal Structure Necessary for Economic Sustainability

Release overview

- 1. With the global financial crisis as background Canadian bestselling author suggest 4 pillars for sustainable economic design.**
- 2. Decentralization and accurate accounting are essential for sustainable economies.**
- 3. Measures should be taken to stimulate local and small business activity and reflect the true cost of business to revitalize the economy.**
- 4. Author challenges a wider public to think about these issues through story telling and packaging them into a thought-provoking novel.**

December 1, 2008 - Calgary, AB – As concern over the financial crisis south of the border continues to grow, Canadians are questioning what could have been done to prevent this crash and what can be done to improve the situation at home as well as abroad. Many analysts and thinkers have pointed to societal attitudes and corporate greed, yet few have looked to the core structure of our societies as a key culprit.

However, new thinking on the issue from Calgary author and sustainability expert Hugo Bonjean aims to change that. Bonjean claims that our societies, with their current design, are simply unsustainable and that the current crisis is just the beginning of a failed design and inaccurate measurement system beginning to crumble. According to Bonjean, societal centralization creates conflict, oppression, and unsustainable dependence on a central power that stagnates innovation and progress and eventually leads to collapse. In his latest book, *Seeds...of germination or termination*, Bonjean showcases, in the guise of fiction, the truly alarming, and altogether possible, consequences of extreme centralization while also expressing hope and examples for a better, more decentralized future. *Seeds*, allows the reader to imagine a future where world food production, and as such all aspects of human life, are controlled by a centralized power. It also describes communities that have resisted this centralization and have become prosperous and sustainable as a result.

An ex-corporate executive and expert on sustainability, Bonjean witnessed both the destructive power of centralization and the transformative powers of decentralization on his travels in Central and South America, inspiring him to write his first novel, national bestseller, *In The Eyes of Anahita*. According to Bonjean, “only by considering the issue of sustainability holistically and by following nature’s model of diversity and codependence as the true key to sustainability, we can design a sustainable and harmonious society.”

Bonjean realizes he is not the first and likely not the last to point out the obvious and inevitable. P.Wells and P.Nieuwenhuis of Cardiff University wrote in September 2004 in the Journal of Environmental Policy and Planning: "...sustainability is ultimately inseparable from the question of scale and the structure of capital...even in those areas of economic activity where globalization is thought to be at its most advanced, closer examination reveals many weaknesses, both in the theoretical concept and in the practice...Solve the structural problems and the quest for sustainability becomes viable."

The opinions of these thinkers, and of author Hugo Bonjean, demonstrate that centralization and our current measurement systems must be, at the very least, examined as a factor in current financial woes, and that decentralization and holistic accounting should be considered as a possible solution.

Seeds... of germination...or termination is available at all Coles, Indigo and Chapters stores across Canada, and a list of Bonjean's signing dates can be found at www.hugobonjean.com.

Hugo Bonjean holds an MBA from European University and is the CEO of Quantum Shift Media, a new media company dedicated to inspiring others to positive world change and sustainability. He resides with his wife and children in Millarville, Alberta. For more information about *Seeds...of germination...or termination*, or to schedule an interview, please contact Jessilyn Yuhas at (403) 971 – 5077 or see www.seedsofgerminationortermination.com.

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Annex: Bonjean's 4 pillars for a sustainable economy:

1. Economic activity needs to be diverse and decentralized.
2. Local and regional businesses are better equipped to function as an integral part of community.
3. Externalizations need to be transferred from the tax payer to the corporation: accounting needs to include all costs of business.
4. Given the limited nature of resources they need to be treated as assets instead of income.