



A 100 Trillion Dollar Storytelling Campaign

by

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on

[Wrong Kind Of Green](#)



Economic opportunity through bold climate action

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It is still not too late to act. It will take a far-reaching vision, it will take courage."

Greta Thunberg

Photo: Peg Hunter

To even embark on a strategy of rebuilding and realization-to renew a liberating vision of justice and human rights - we must be clear about the strengths of state power and be prepared to defend ourselves against that power. The repressive apparatus is powerful, with its fingers stretched into every crevice or crack in the state's hegemony it can find.

- Marilyn Buck

They put your mind right in a bag, and take it wherever they want.

- Malcolm X

We must learn how the unprecedented wealth accumulation among the very few ends up protected by layers and layers of moneyed social institutions co-ordinating to perpetuate the system, while progressively oppressive financial pressure and state violence against



the already oppressed keep herding people into the capitalist framework. When we face the sad reality of the public embracing policies that allow the powerful minorities to exploit and subjugate them over and over, what we need is not a popular mobilization guided by vague slogans easily subsumed by the imperial framework. Such a method would lead to draconian enforcement of corporate "solutions" according to their definition of "problems". It is a recipe for bringing about a fascist order. What we need is openness and willingness to learn how we are domesticated by the authoritarian framework so that the actions are guided by the interests of the people in forming a society that allows our true liberation in a mutually respectful and harmonious manner.

- Hiroyuki Hamada, artist

On August 20, 2018, Ingmar Rentzhog, the founder and CEO of We Don't Have Time posted the "lonely girl" tweet. The tweet featured Greta Thunberg. This was the first day of her climate strike. She sat on a sidewalk and said nothing beside a sign. Just two months prior, social media accounts had been created in her name. Rentzhog, whose tech corporation is partnered with Al Gore's Climate Reality Project, tagged five Twitter accounts: Greta Thunberg, Zero Hour (youth movement), Jamie Margolin (the teenage founder of Zero Hour), Al Gore's Climate Reality Project, and the People's Climate Strike Twitter account.

The third person to respond to Rentzhog's tweet was We Mean Business co-founder Callum Grieve. Grieve responded to Greta with a personal message adding the hashtag #WeDontHaveTime. We Mean Business represents 477 investors with 34 trillion USD in assets. [July 4, 2019] The founding partners of We Mean Business are BSR, CDP, Ceres, The B Team, The Climate Group, The Prince of Wales's Corporate Leaders Group (CLG), and the WBCSD. Together, these organizations represent the most powerful – and ruthless – corporations on the planet, groups salivating to unleash 100 trillion dollars to fuel the fourth industrial revolution. To save a global economic system teetering on collapse.

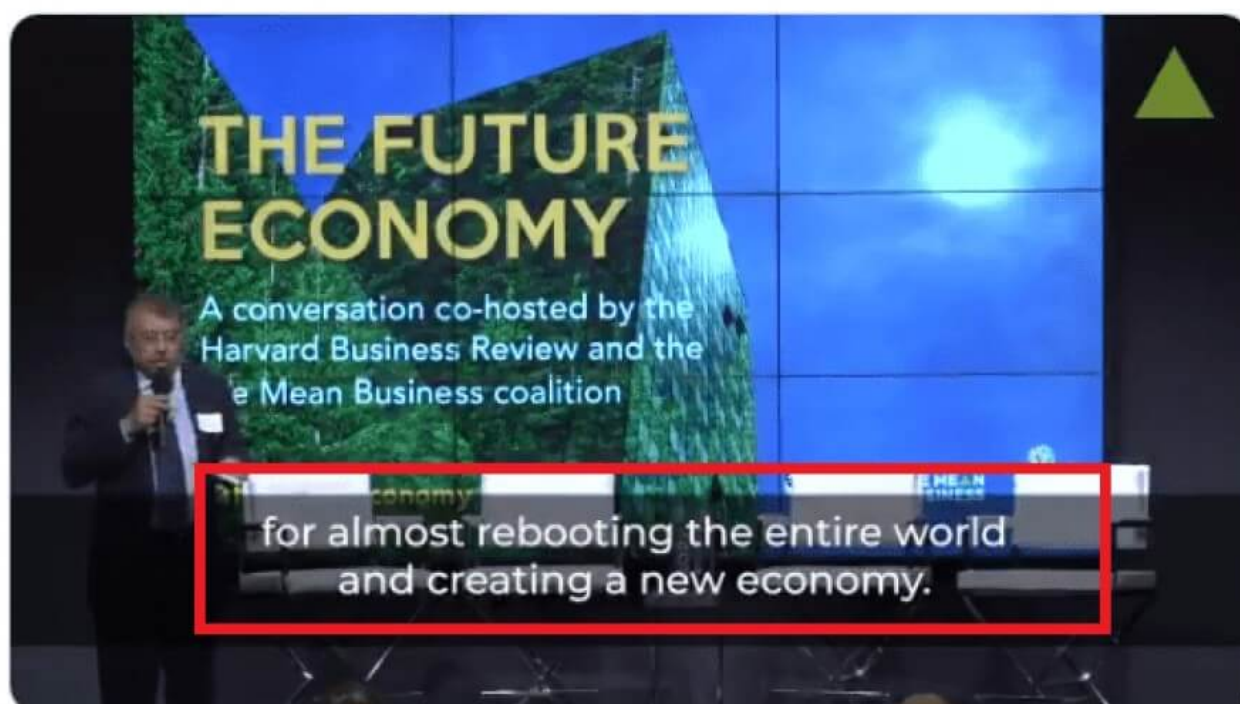


We Mean Business
@WMBtweets



"There is a lot that is happening in the space of climate change in every country around the world."

@MahindraRise's CSO @Anirban007 on the progress and opportunities in taking action on climate change:
wemeanbusinesscoalition.org/take-action #FutureFaster



2:41 PM · Sep 22, 2019 · [Twitter Ads](#)

September 22, 2019: "Rebooting the entire world and creating a new economy", We Mean Business Twitter account[/div]

**The Climate Group** ✓

@ClimateGroup

Follow

Join the Youth Revolution! In 2 days,
[@ThisIsZeroHour](#), a student-led coalition, are
planning to march on Washington D.C. for
their Youth Climate March. They're calling on
policymakers to make a difference in
environmental justice. [#WeDontHaveTime](#)

**Youth Climate March in NYC**

Zero Hour NYC, a chapter of the Zero Hour organization, is a student-led coalition dedicated to combating climate change and furthering a sustainable future.

theclimategroup.org

5:14 PM - 19 Jul 2018

4 Retweets 6 Likes



4



6



Grieve is the co-founder and director of Counter Culture, a brand development firm specializing in behavioural change campaigns and storytelling. He created Climate Week NYC for The Climate Group which launched in 2009. He has also coordinated high-level climate change communications campaigns and interventions for the United Nations, the World Bank Group, and several Fortune 500 companies. He also manages the Every Breath Matters campaign founded by Christiana Figueres, the former UNFCCC executive secretary credited with the Paris Agreement.

In response to the Thunberg tweet, Grieve added the following accounts to Rentzhog's original tweet: The Climate Museum, Youth Climate March LA, This is Zero Hour Ft. Lauderdale, Greenpeace International, and the UNFCCC, the "official Twitter account of UN Climate Change".

(Further reading: [ACT IV: They Mean Business](#))

Suffice to say that tweet was code for "it's started". Covered by media on day one, within 12 days Thunberg would be featured in The Guardian. The rest is history.

The NGOs and foundations learned how to "herd cats" successfully for the People's Climate March in September 2014, but never in their wildest dreams could they have imagined that in September 2019 they would so easily herd millions.

Climate action must accelerate

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*The world is waking up and change is coming,
whether you like it or not.*

Greta Thunberg

Welcome to the second September edition of the We Mean Business coalition newsletter.

On September 25, 2019, the United Nations answered the global strikes with the call for a Global Green New Deal. It is quite fascinating that none of the groups and leading proponents who have mobilized the populace to demand a "Green New Deal" are sharing the UN announcement with the corresponding 201-page report. Perhaps it is because with this report, in which the word "growth" appears 392 times, it will be difficult to convince a populace that this is anything but what it actually is – a desperate attempt to save the global capitalist economic system destroying our planet.

[UN calls for "Global Green New Deal" to boost world economy:](#)

*In a fresh report, the UN trade, investment and development agency (UNCTAD) called for countries to join forces and enable trillions of dollars in public sector investments to help **reboot the global economy**... What is needed, he told journalists, is to apply the same ambitious model used in the United States to overcome the Great Depression in the 1930s and **apply it "at a global scale"**... Looming global recession... UNCTAD's flagship Trade and Development report painted a bleak picture of the global economic outlook, warning that the world risks slumping into recession next year... Even ignoring the worst downside risks, the report projected that global growth would fall to 2.3 percent this year from 3.0 percent*



*in 2018, cautioning that **global recession in 2020 was now "a clear and present danger."** (Emphasis added)*

Even the reference to "climate" within the report is recognized as both a means and justification for global growth. ("A climate for change: The case for a global green expansion")

One must wonder when the marchers and strikers will be notified.

It is impossible for capitalism to survive, primarily because the system of capitalism needs some blood to suck. Capitalism used to be like an eagle, but now it's more like a vulture. It used to be strong enough to go and suck anybody's blood whether they were strong or not. But now it has become more cowardly, like the vulture, and it can only suck the blood of the helpless. As the nations of the world free themselves, the capitalism has less victims, less to suck, and it becomes weaker and weaker. It's only a matter of time in my opinion before it will collapse completely.

- Malcolm X

Volume I:

1. ACT I: The Political Economy of the Non-Profit Industrial Complex (<https://bit.ly/2XkVrTR>)
2. ACT II: The Inconvenient Truth Behind Youth Co-optation (<https://bit.ly/2VibAYp>)
3. ACT III: The Most Inconvenient Truth: "Capitalism is in Danger of Falling Apart" (<https://bit.ly/2tBHp2B>)
4. ACT IV: The House is On Fire! & the 100 Trillion Dollar Rescue (<https://bit.ly/2TZyUKd>)
5. ACT V: The Green New Deal is the Trojan Horse for the Financialization of Nature (<https://bit.ly/2TZyOIP>)
6. ACT VI: A Decade of Social Manipulation for the Corporate Capture of Nature [Crescendo] (<https://bit.ly/2U7YBbx>)
7. Addenda I: The Branding of Alexandria Ocasio-Cortez - By Any Means Necessary (<https://bit.ly/2kpDDlv>)
8. Volume I in book form: <https://amzn.to/2kV6Jj9>

Volume II:

1. An Object Lesson In Spectacle (An introduction to Volume II) (<https://bit.ly/2kKLAZc>)
2. ACT I: A Design to Win - A Multi-Billion Dollar Investment (<https://bit.ly/2mjmYXF>)
3. ACT II: Controlling the Narrative (<https://bit.ly/2msdlpP>)
4. ACT III: To Plunder What Little Remains: It's Going To Be Tremendous (<https://bit.ly/2m61fIQ>)
5. ACT IV: They Mean Business (<https://bit.ly/2mkPZSP>)
6. ACT V: The Behavioural Change Project "To Change Everything" (<https://bit.ly/2mr3pwl>)
7. ACT VI: Natural Climate Manipulations (<https://bit.ly/2MjT1zZ>)
8. (ACT VII forthcoming)