



## **Guidelines for Commerce:**

**We are sovereign Earthans**, it is we who enable prosperity and business success or failure. We insist upon fair and socially responsible business practices, both for ourselves as customers and proprietors, as well as for the Earth as our only source of resources. We will not support those business entities that willfully attempt to deceive us, nor those that disrespect and defile our beautiful home planet. We have no quarrel with profit, and we endorse the right to receive a fair return for investments and efforts. However, we will not condone nor support excessive financial exploitation; nor will we tolerate abusive manufacturing techniques, or irresponsible resource extraction or waste disposal practices. We will not endorse by participating in unwholesome labor / management relationships. We will also strive to eliminate or minimize our consumption of products from commercial entities that exhibit a lack of concern for the sustainability and health of the Earth.

- Our commerce will conduct all business, and offer all advertising in a straightforward manner without resort to deception, diversion, or obfuscation of the performance, the quality or the quantity of products or services.
- Our commerce will not form or participate in exclusive cartels or conglomerations that seek to monopolize control of entire business sectors or resources. Our commerce will maintain a respectfully competitive, yet mutually cooperative business environment.
- Our commerce will ensure that the Earth and all its inhabitants do not suffer excessive damage, nor bear permanent scars as a consequence of our commercial pursuits.
- Our commerce will tread lightly on our home and leave no damage in its wake.
- Our commerce will extract from the Earth only what is necessary for the material requirements of production and sustenance, and will do so in a clean, respectful and sustainable manner.
- Our commerce will ensure that the all waste matter from extraction, manufacturing, transportation and all other commercial activities is kept to a minimum; and that whatever waste is unavoidably created is appropriately and sensitively managed to minimize the pollution and despoilment of the health our environment.
- Our commerce will not attempt to lay exclusive claim to those natural resources that are necessary for the healthful continuance of all life on Earth. It will not exclusively

commoditize water, air, food, or living space. It will not attempt to deny individuals, households, or communities the absolute right to collect their own water, grow their own food, or otherwise provide for their own legitimate physical needs themselves. The entirety of the physical Earth belongs as a commons to Earthans as a whole. While specific allowances are made for individual or group ownership of specific parcels of land, the entities of our commerce - as mere corporate legal constructs – have no rights of permanent exclusive ownership or control over any component of the physical Earth or its biosphere. Our commercial entities are artificial constructs - mere tenants on the planet; and they may only utilize, consume, or market Earth resources by license from us via our authorized government representatives - and then only to the extent that we explicitly allow, and only in return for a commitment to safeguard the wellbeing of the Earths' ecosystems & biosphere.

- Our commerce will succeed or fail on its own merits and will not be subsidized, favored, or “bailed out” by our governments. Commercial lobbyist will not be allowed to purchase government favor, nor will they be allowed to participate in or contribute financially to the selection of our public officials. Our commerce's political interaction with our governments shall be limited to maintaining responsibility for the conduct of their activities and impacts, and as sources of industry subject matter expertise.
- Our commerce will not attempt to manipulate or control any economy, means of exchange, or free trade exchange markets. They will function within the established market structure as developed and administered by appropriate government agencies.
- Our commerce will conduct all business transactions and all related endeavors in a manner consistent with genuinely free and fair trade. All aspects of commercial enterprise are to be subject to standards of fairness and the common rule-of-law.

This is how it must and will be in Earthan aligned communities. Our commercial activities will be in accordance with these guidelines; there will be no hidden hand, no secret pacts, no macro-economic manipulation of governments and peoples, no intentional tricksterism in marketing, and no financial legerdemain. Honesty, good-faith, and responsibility shall be accorded primacy in the execution of all our economic and commercial affairs.



Light, Life, Love...



[WayForward@earthans.world](mailto:WayForward@earthans.world)