

Green addict confession

"The road to hell is paved with good intentions.

Committed ecologist (as they say) and often mocked...because the non-ecologist likes to confront you with your contradictions!

And I confess: I have indeed encountered many of these contradictions...but without my knowledge!

Let me explain:

When you start to want to change your lifestyle towards a more Green life, you are full of enthusiasm and beautiful convictions. Like a masked vigilante, I went out into the world, armed with my goodwill and courage to "change all that". You might as well say that Don Quixote was a braggart in comparison! So I rushed headlong into it. And I found myself dispirited when faced with my mistakes... many mistakes! (perhaps because Sancho Penza was not at my side, who knows?)

In my defence, I will never understand why human nature likes to take advantage of people's gullibility (mine in this case). And that every opportunity is a good one. Especially at the moment, because as the manufacturers have understood, it is necessary to sell ORGANIC and "GREEN": with all these new awarenesses, here is a juicy market!

This is how "GREEN MARKETING" was born. In GREEN MARKETING, there is GREEN of course, but above all there is MARKETING. Which means, as you will have understood: "we will be able to make a lot of money (again) on the backs of gullible consumers and the planet".

This is how I ended up with products that were not really GREEN but very MARKETING....resulting in a totally counterproductive outcome!

For example, full of my good intentions (and because I had seen a turtle with a plastic toothbrush in its nose), I bought the famous "BAMBOO" toothbrush which was supposed to save the planet (and not be lodged in the nostrils of this gentle tetrapod vertebrate)

EXCEPT THAT

This one was produced in China (certainly in disastrous working conditions) and travelled around the world (China, Canada, Europe, according to the postal follow-up) before ending up in my tooth glass.... rather catastrophic carbon footprint....

Organic shops are not to be outdone in terms of over-consumption under the pretext that it is organic, eco-responsible and good for our bodies and, for the more ambitious, good for the planet. Many of the products sold in these shops are only organic and eco-friendly in appearance, because when you start reading the labels of certain products, you quickly realise that they are not the last to take advantage of our beloved credulity. And we should not confuse BIO and ecoresponsible, the product can be organic but its production goes against the respect of the planet: organic palm oil? yes but Marseille soap not from Marseille and with palm oil? (Would they go and steal the palm trees of Nice these scoundrels of Marseille?!) Without forgetting that the over-packaging of organic products is just as important as for "normal" products of the large distribution. One loses one's Latin ? (Carpe diem ?)

You may also have noticed that the big groups are riding this wave with their own ethics and a good dose of surgical disinformation.

Taking the time to decipher all the labels is time-consuming, and the manufacturers have understood this. Of course, they don't lie to us because it's written on their products (yes, yes, at the very bottom in small letters, but if you can't see it, I'll tell you !!!! ah yes! ...but, but... I don't speak German....) Shopping by reading all the labels is a long-term project.

By the way, here is another example: do you know what this logo means?

If you answered: recyclable packaging!



Well... not at all!

"Contrary to what many people believe, the circle formed by two arrows does not mean that the product or packaging is recyclable, but simply that the company that manufactures it participates financially in selective sorting.

For more information: <https://www.davidgreyo.com/le-reyclage/>

Are you beginning to understand?

I must say that for my part, this constant "being taken advantage of" has a very bitter taste; I find it more and more unbearable. Which, by the way, tends to strengthen my commitment.

We need to detoxify ourselves from a long term suicidal functioning, which has made us consumers and no longer fully-fledged humans. To return to a more enriching essential and to say stop to the infantilisation into which consumerism has plunged us.

I would so much like human nature to stop taking advantage of the naivety of its fellow human beings (who want to do the right thing) in order to line their pockets; yes, well, you can't do it over again: utopian I am, utopian I will remain... and ecologisto....(roooo the combo ?!)

In short, all this to tell you that the road is long. When I spoke of radical changes, I didn't think I was saying it right!

This first part, is an introduction to recurring articles on the same theme (not on marketing scams) but on how to put more GREEN in life! and without looking like a ham.

So

Next month, I'll talk about common sense and its ecological evidence!

(DEEPL TRANSLATION)