

Selling Our Future

It appears that many shortsighted business leaders and political leaders who embrace “creative destruction” when it eliminates your job vigorously oppose it when it threatens theirs. Creative destruction is a term coined to describe having old businesses evaporate to be replaced by new ones due to new technologies or offshore labor. It’s healthy “weeding” of our economic garden. Right?

Well, the people that brought us \$3/gallon gasoline, \$200,000 college educations and 47 million medically uninsured are at it again. This time they want to change the facts and conclusions of a worldwide study of the impact of greenhouse gases on climate change endorsed by 119 governments (“US, China Seek to Alter Impact on Climate Change.” *USA Today*, May 2007). While the report calls for a large, sustained world wide investment in new clean energy technologies currently under development, the folks that make more money on oil and coal burning want no change. They claim the cost of new technology is too high, too impractical for a phantom threat that only might create catastrophic consequences of water and food shortages, resource wars, and new levels of poverty (["One Fight in Bangkok." www.grist.org](http://www.grist.org)).

But is this the time for our leaders to stifle the emergence of clean, renewable energy as they continue to subsidize oil and coal? Or is the destruction of a fossil fuel economy the most “creative” opportunity our generation has to create a legacy for our children? There is no shortage of solutions, only a famine of will.