

Maybe I'm hopelessly romantic.

I'm wondering, these days, are we learning? By being sentenced to stay between our four walls, if we are lucky enough to have them, we are given the opportunity to self reflect. And I think that is a gift we would be downright stupid not to accept and use.

I am a advertising freelancer who, like many of us, is without an income now. At first I panicked. When will this world go back to normal again? The reason I did was because I was seeing my lifestyle, my daily rhythm, all the things I'm so used to, along with that feeling of security, washed down the drain.

Then I started thinking about it in a different way. I realised I panicked about a kind of normality that in all likelihood we will not see again. And that's a good thing. We are so focused on the process of earning and making more money than we need to enjoy our lifestyle that we are taking our basic needs like physical and mental health and much more for granted. We are locked in a system that dictates our lives from birth to the grave. A system that hasn't been around for a long time yet. The industrial revolution started only about 200 years ago which is nothing in the big scheme of humanity. However, it got to us. Completely. And the unfortunate thing is that it also revolutionised the hell out of our planet. That wonderful thing that gives us life, opportunities and love, and we have been systematically violating it, amputating it until the moment it said "enough".

So what do we learn from that? I have stopped panicking and I am dreaming right now, that's what romantics do. I am dreaming about how we could live together in a constructive way whilst respecting the earth and using it for what it was meant to be from the start. Utopia, I hear you say. Yes, definitely. We have the tremendous opportunity right now to create a near Utopia. And yes, it needs a mind shift from everybody, but we are already going through one now, the proof that we can.

Nice, so you are dreaming, any chance you might come up with concrete solutions? You're right, and I don't have the blueprint. But here's a thing or two we could all mull about. I mean all, the world leaders, business leaders, shareholders, banks included. What if we prepared for a restart that is no longer based on the dogma that economies have to grow, but rather have to sustain life. What if the economy isn't only functioning when people commute to work to earn more money to be able to buy another overpriced house, another car and pay for their umpteenth divorce and studying children from various marriages. What if we produced differently. What if we consumed differently. What if we pursued a life with purpose in which abundance doesn't only mean money?

But weren't we already going in the right direction, the electric cars, the plastic ban, etc? Yes, we were starting something. But we started it from the wrong perspective. We started it from the angle of damage control. Like it or not, we are beyond that now. So let's look at a total restart, let's clean up the mess we left behind and let's go back to the foundations of a happy, healthy, abundant life.

I truly think it is possible to make this world a much more modern place than it

currently is, whereby life, care, respect and future are the most important keywords. We have the brains, we have the resources, we have the technology, but we need the willingness to get there.

This is the moment where we can go beyond climate marches. We all have the time to think about it now and come to conclusions for ourselves, rather than being frustrated about the lack of action when we see the news. In my opinion this is an enormous opportunity for the World Economic Forum, today. How can we all help to bring this to their agenda?

Let's forget about normality. Appreciate your constructive thoughts.

A hopeful hopelessly romantic.