



CHALLENGING EINSTEIN

“Only two things are infinite, the universe and human stupidity, and I'm not sure about the former”. Albert Einstein.

Surely I'm not sure either about the former, but willing to challenge the latter.

When exploring the human behaviour, the Italian economist, Carlo M. Cipolla, concluded there are four types of persons:

Stupids: Those who cause a loss to others while themselves deriving no gain and even possibly incurring losses themselves. These are considered to be the most dangerous persons.

Bandits: Those who make a gain, causing a loss to others.

Helpless: Those who suffer a loss while producing gain to others.

Intelligents: Those who make a gain, while yielding gain to others.

For decades, stupids, bandits and helpless have been damaging human beings, forests and wildlife, exhausting natural resources and causing climate change.

Yet, increasing social and environmental awareness might prove Einstein wrong.

Only acting intelligently, from the public and the private sector, will allow us to meet the needs of the present, without compromising the needs of future generations.

For, humanity has a **major goal**:. All human beings being born free and equal, endowed with reason and conscience, living in adequate conditions of health and well-being, and acting towards one another in a spirit of brotherhood. A truly Sustainable Development.

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