

“Nothing in Excess” - this old, Doric saying carved on the temple in Delphi sounds incredibly accurate when talking about global food and energy crisis. Especially while investigating reasons of those economic phenomena in time of world financial crisis. The question about ways of improving its well being, that society can put into practice, is probably not very well posed according to the actual world financial situation. This question actual half a year ago now should ask about ideas to keep the standard of living that societies are used to. What’s more – societies touched by the crisis in amazingly different scale.

Last two centuries provided many examples proving that economy is not able to find one solution well enough to implement in every world region but at the same time XXth century brought us free market economy that started using whole globe as one, huge enterprise. The beginning of XXI century experienced all countries with results of that policy, results which many can call damaging side-effects.

One of problems that occurred is retiring from small businesses economy in favor of development of big corporations. Solution to it may be giving up the discredited world concerns structure and coming back to the system that was working well among many centuries, to the economy based on small enterprises.

Development of local activities at the expense of abandoning global ones seems like the best solution not only in small business area but also in the energy and goods production sectors. “Fair trade” products promoted for few years in Europe are perfect example to other world regions, showing how not only country but little local economies can improve their situation by returning to production based on realistic demand and supply. Such solution is proper not only for developed countries but also for those whose citizens are treated by huge concerns as cheap manpower. One of strong arguments backing up this idea is the possibility of organizing easier controls of the product standards, and informing people about delivering them GMO products or those naturally farmlanded.

Energy sector is a field more dependent on international agreements and systems. During crisis time the point is to maximize the independency of national or even regional deliveries. Renewable resources are a strong foundation on which local economies can base their energy policy, however they demand big financial contribution. In EU strong support is given by many programs giving money for projects connected with development in carbon-free energy sector. One of such realizations that should become an example for other countries is Heidelberg, where the CO₂ emission have been decreased by 30%.

It’s hard not to agree with many specialist’s opinion proving that world financial crisis will slow down hitherto growth in renewable energy share in global energy production, growth which in 2007 year-end summaries was estimated to double digit. However as energy delivery became an arms on political arena and determines national independence and economic stability governments should direct their activities in energetic sector into development of renewable energy projects as a strong support for traditional energy sources.

Perhaps in XXI century we create new interpretation of Aristotelian “golden mean”. Nowadays his idea of finding balance between the extremes of the soul and its virtues needs to be completed by the idea of balance between natural, biological cycle and human interference activity. It can be called sinecure or sustainability but its foundation has to be comprehension that one unite solution is not suitable to everyone but that societies and nations need to work for global well-being by using methods and technologies giving best environmental and economic effects while applying in their own countries. The way to global sustainability leads only through local activities.