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Summary:

While the population of Earth is growing faster than our technological knowledge, we need some time for science to keep up with us. For that, we could use the help of the almighty marketing, and sell the idea of a new, minimalist man as a role model for our society.

Essay:

Let's just face it: there are too many people on this planet. Or this planet isn't big enough. However we say it, the basic problem stays in the difference between the size of our population and the size of planet Earth. A historical overview on how this problem was solved in last couple of thousand years.

Contagious diseases and wars, or sometimes both of them, had always helped to keep this balance of land and humans around sustainability. There are still diseases that aren't curable yet, but the overall development of the medicine industry had taken out the most of them from being an important obstacle in the evolution of humanity.

Wars, whether they were national, ideological, religious, or just for money, they also helped to maintain this fragile balance. And they even helped by accelerating the spreading of contagious diseases. Today's weapons are just too strong to live up to these expectations. They can kill people easier than ever, but calculating the cost of the damages they'll make with that, the operation wouldn't be rewarding at all. Plus, it isn't ethical. In this global society, everyone is virtually equal.

So here we are, in an urgent need to solve the old problem: Faced with a food and energy crisis, how can society improve its well-being? Moving to another planet isn't yet an option and the usage of the remained natural territories as agricultural land will only accelerate the process. What can one do? And what can everyone do? And all this in such a way, that nobody would notice, nobody would be forced to do anything, and nobody would get hurt.

The solution is as simple as the problem, and it is part of the old solutions which were mentioned above. The common thing in the evolution of wars and fight against diseases is technology. This amount of people demands a big amount of scientists to make them survive, but has the ability to deliver it. There are enough smart people, to find the answer regarding food issues, or energy problems. But where are they? Working on a new bomb? How sad...

I'm not suggesting that all armament factories should be closed and/or converted to some revolutionary food creating laboratory. A move like that would only make the news and probably raise the price of ammo on the black market. But the kids, who are learning in

schools today, should be educated in a way that they won't work for this kind of factories, labs and industries, rather in sciences more important to the evolution of the humans. This might be a medium-term solution, but what about the problems of today?

Here, everything comes down to marketing. In today's western societies, the only goal of the person is to have more: more money, bigger car, bigger house, more food, so more energy after all. We want to buy more and more things. And where is demand, there is supply. But nowadays we are running out of supply. Does it make sense that the demand should also decrease? It does, but if the marketers tell the consumer that there is no more to buy, the consumer feels sad and betrayed. It should be done in a way, that the consumer says it first: "I don't want it." That will only occur, if we've already sold them the idea.

The idea of minimalism, the idea of not wanting everything in this world is cool. A successful man/woman doesn't want a bigger car/house/hamburger/whatever because that wouldn't make him/her happier. Because he/she is already so happy, that there is no more to that. That's the idea we should sell to the masses, in order to win some time for the preparation of the global scientist generation. It is not an easy thing to do, but it's a great challenge and what's even better, the concept has been already tested in eastern societies and it was found plausible.

Imagine: Mr. Minimal takes the bus to work and he is walking his way back home, if he has a job at all. His wife, Mrs. Minimal already did the "cooking": she washed a few raw vegetables, and she is thinking about which fruit will pass to that. After lunch, the family goes out to play hide-and-seek, or to watch the bird colony in the old automobile marketplace. In the evening, he gathers some of his friends to have fun by telling "A man goes into the mall..." jokes, or spends the time with Mrs. Minimal, or just simply goes to sleep, because tomorrow will be a working day too.

The infrastructure for communication is given. We live in a world, where our voice can be heard, we only have to change the message to a more current one. As a final conclusion, we have to understand, that the propagation of a minimalist person as the future's man could give us enough time in the production of food and energy to explore today's alternative resources, but the ultimate, long term solution stays in the global encouragement of innovation in these fields.