<table>
<thead>
<tr>
<th>Domain</th>
<th>Meaning</th>
<th>Value</th>
<th>Inversion of Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ultimate Sphere</strong></td>
<td>Locus of truth, goodness, and beauty; domain of highest vision and aspiration</td>
<td>Ultimate value: the deepest fulfillment, attainment of true aim of human existence</td>
<td>Spiritual materialism; instant enlightenment, commercially packaged spirituality. The new theology of wealth</td>
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<tr>
<td><strong>Symbolic and Cultural Sphere</strong></td>
<td>Symbolic systems that facilitate human participation in the other three spheres</td>
<td>Aesthetic value; instrumental value, symbolic value: enables people to relate to the other three spheres, both inwardly and pragmatically.</td>
<td>Private bank control of money systems; corporate control of media. Celebrity culture; pop music; cults of movie and sports stars, etc.</td>
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<tr>
<td><strong>Social Sphere</strong></td>
<td>Systems arisen from human relationships and shared endeavors; projects to achieve common purposes</td>
<td>Human social value: provides for protection and human flourishing. Deeper fulfillment through community, pursuit of personal and collective aims.</td>
<td>People objectified as laborers, consumers, debtors, investors, partners, etc. Privatization of public goods; corporate domination of politics and policies</td>
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<tr>
<td><strong>Ecological Sphere, Natural Sphere</strong></td>
<td>The ground of all life and sentient existence on earth. Comprises two subsidiary systems: the geosphere and the biosphere.</td>
<td>Fundamental value: indispensable for life to persist and flourish: source of food, air, water, energy, raw materials for buildings, medicines, clothes, trade.</td>
<td>Nature commodified, reduced to “natural resources” for extraction and sale; desecration (= de-sacralization) of natural world. Brutalized treatment of animals.</td>
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</tbody>
</table>
The Actualization of Value

Towards a New Mode of Collective Being

I. Transforming Consciousness

Respecting Natural Value: reverence for the earth (honoring nature, other species, restoring a sense of the sacredness of the cosmos)

Restoring Human Value: affirmation of subjectivity, celebration of human unity and equality; new models of governance rooted in intersubjective solidarity

Rediscovering Aesthetic and Intellectual Value: more leisure, less work time, paid vacations

Seeking Ultimate Value: cultivating higher consciousness beyond greed and fear

II. Transforming the System

1. Recognition of relatedness, interdependence, mutuality between humanity and nature, between individual human beings, between different societies and nations

2. Awakening a sense of global justice (ethics as a foundation)

3. Inspiring solidarity based on universal love and compassion (enlightened altruism)

4. Transition from an economy directed toward endless growth toward one governed by the principle of sufficiency; growth in quality of life, not in ever-expanding production and consumption
The Inversion & Perversion of Value

The Deep Meta-Program
(Source Code) Behind the Inversion

A metaphysic of personal atomism; the ultimacy of the private self, objectification of others and of nature

The ethics: rational behavior means seeking to maximize one’s own private self-interest; commodification of nature and other people; alienation and disposability

The application of the program: the quest for exponentially increasing returns on investment: “multiplying growth of transnational money-sequences at ever higher velocities and volumes with no life limits tolerated” *

The consequences: the pursuit of infinite growth, colonization of all other domains of value; desolation of environment; social systems marked by domination and exploitation; a broken economic system

*John McMurtry, “Winning the War of the World”