A message from

Bahrain Women Association-for Human Development & Emirates Environmental Group........

We, The Humans, ought to change ourselves and our culture towards another cultural system where it does not find happiness in consumption but rather in moderation and other moral attractions ...... to take-in honour and give-by honour ......

Unconscionable consumerism is a way of Life ...... TODAY

- Consumerism is no more an individual and personal habit resulting from the power of lust practiced by some people. But it became an intended system based on the philosophy of happiness and a marketed pattern that is allegedly considered the best human lifestyle and the main catalyst of economy, growth and development.

- Consumerism is a deadly disease that can kill the crops, the offspring, the mind and the heart but we do not think of it this way, today.

- In today's human culture, there is lack of respect and understanding of nature. It is only perceived as an open functionless domain where the human being has the right to determine its functions.

- It is certain that the destructive evil which is killing life and happiness today comes from the universe dominant spirit of insatiable pleasure and enjoyment. The spirit of greed, hence, leads to destruction, our ‘wants’ are taking over our ‘needs’.

The fact is ....................

- Noble values have turned into distorted monsters: freedom, individualism, pluralism, equality and participation have been or are about to be lost. They have all become aid mechanisms in activating, stereotyping and faking a consumerist society.

- International laws were drafted to serve the power of the most powerful.

We believe ................. Sustainability exists in one’s INNER peace

- WE are not able to experience real peace because we are unable to reach inner peace, the peace of mind. We look at life as an arena of benefits and pleasures. We try not to be losers and if we miss opportunities, it is like we had lost life itself.

- But Motherland is unable to bear the nature of our modern and extravagant civilization, it was never meant to be the heaven that never exhausts, people got to change themselves, their cultural attitudes, to seek happiness through other morals: fine Art, Music and Literature. Fine religion and virtuous values, sophisticated spiritual worship and rational thinking.

- The aggression of greed puts an end to peace (inner before outer peace) and there is no happiness without peace.

- The safety road to both upgraded nations and liberalized spirits is to reach the complex and careful equation of owning the world with all its powers without ever being possessed by it. It is like a SCALE ........ again, take-in honour and give-by honour.
To all the observers of OUR ONE nation's crisis, allow us to present a balsam to humans in general, the important needs to spiritualize creative and productive persons. When this person is also spiritual, he/she has all what is needed to develop life without destroying it and to live in peace with him/herself, the others and the entire world.