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Opinion Essay

In today's world, there is more responsibility placed on individuals but also businesses. One major concern seems to be the support of governments in their functioning. Being known to the educated individual, since the times of Greek philosophy, the focus here is mainly on society, environment, and the governance thereof. Community engagement and philanthropy in a variety of different ways is found to be a suitable way to address modern and pressing issues in our world.

1. Macroeconomy of a country is a large-scale system to organise businesses, industries, markets nationwide and beyond the border, for maximum beneficial output. The health of the macroeconomy of a country reflects a working system. To measure, and hence to analyse the macroeconomy, certain indicators such as Gross Domestic Product, Gross National Product, inflation, unemployment, and interest rate are served as guideline accordingly.
2. The world of today finds itself at the brink of change. While humanity, society and the world develop, the direction is not always concurrent. The world itself does neither grow nor does it change in anyway beneficial to the development of humanity. Humanity on the other hand grows exponentially, outgrowing its habitat and thereby outnumbering natural and sustainable resources. While society, depending on the dominant culture, measures success in certain ways, it all subsequently ignores the sustainable natural development as such. Systematic measures of success and failure, as well as progress, are generally based on mere numbers with numerical data grouped in categorical data, and thereby simply generalised. Success and progress as well as development often wrongfully appear under the cloud of advancement. Failure, opposing to this, is seen as a lack of said advancement. The dilemma here is evident. With limited space and limited resources, furthermore running out of those space and resources, humanity nevertheless seeks to strive in glory by growing in itself and in its consumption.
3. In order to find ways that addresses the dilemma, the root cause leading to the dilemma as well as the effect resulting from the dilemma, there are several ways to

approach this situation. By now, it is probably known to most and probably clear to many that the advancement of humanity based on growth development and any aspects is not sustainable at all. As it can be seen on a global perspective, there are a few projects which aim at guiding humanity into the right direction. Aside from individual stakeholders, which turn into key players given their engagement, the main pillars of solutions are government, society through the market, and the industry itself. Since the individuals have only limited effect and are mainly engaged in awareness and education within the society, governments, industries, and markets are especially in terms of long-term strategies, a much stronger voice and force. Potential solution for this dilemma through the government would be based on control and restrictions, yet therefore also likely rejected by large numbers of people within the society which generally praises itself for its freedoms. The market requires a strong voice from side of the consumer base which nevertheless will often be silenced by price and quality aspects. The industry as the providing party can achieve a lot through activities under cooperate social responsibilities, and thereby guide markets and governments onto the path accordingly.

4. Each approach unavoidably comes with advantages and disadvantages, as already mention before, and there are, unavoidably, opportunity costs. However, subsequently there should be no discussion of any, since the only true choice there is, would be known as either survival or extinction of humanity.
5. With increasing educational and engaging programmes, from side of philanthropists (individuals, governments, communities, and industrial key players), there is hardly any excuse to ignore the warnings that the environment is creating. With a short lifespan of a human individual relative to the timeous negative progression of humanity's development, some parts of government, society and industry tend to ignore the signs and thereby disregard the need for change, so that this planet can be kept habitable for future generations. This, obviously, has to change.

References

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