THE WHY

Look in before looking out.

As a boy I loved Sergio Leone's 1966 film *The Good, the Bad and the Ugly*. As a man I learned to look in before looking out: to see the good, the bad and the ugly in me, to recognize them in you, and finally to feel them in us. We are all human.

Looking out first is fear and comparison: emptiness. Looking in first brings love and compassion: fullness. It is a choice.

RELATION BEFORE PAPER

The handshake comes first; the contract only writes down what trust agreed. This is about re-establishing trust, the keystone of society. Each of us is an entrepreneur by living; nobody is forced, everyone is invited.

LIKE ROSÉ

This message comes from France, like rosé. It is for the whole world.

"I am human; nothing human is alien to me."

TERENCE, 163 BC

START WITH A STATEMENT

"I am not better or worse than anyone else. I am, and that is enough."

HERman

WHERE THIS GOES

1 **Rose Stool** pamphlet. Human nature and non-division: every person is all three: me, you, US.

2 **Concept Capitalist Communist Paper**. A flat market for a flat society, with no artificial hierarchies or barriers. Structured opportunities on solid foundations: no more surviving, only living.

3 **The Azure Phoenix** case study. Promises made, rarely kept: a vicious cycle that still leaves 1 in 4 people without safe drinking water. Break it. Re-establish trust, the keystone of society, with one promise anyone can check:

193 NATIONS · 17 GOALS · 169 TARGETS

SDG 6 · FREE4ALL, NOT "AFFORDABLE"

ONE CLEAR GLASS OF WATER

It can be drunk, or it cannot. One clear glass, one clear goal: free, as life should be.

SDG TARGETS: THE TRACK RECORD

15%	17%	35%
2023	2024	2025

On track; 2025 adds moderate progress, while 18% went backwards. Source: UN.

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STEP 1 OF 3: THE WHY

Rose Stool

Every person is all three: Good, Bad, and Ugly.

Two fundamental forces in the world: LOVE *and fear. Our lives are made of choices; every decision, every action is a choice between* LOVE *and fear. Between the two is* YOU.



HERman · to my sister Rose

FIRST

See it in yourself.

I am good, bad and ugly. All three, every day. The good I show. The bad I excuse. The ugly I hide, even from myself. Looking in is not judging: it is counting the legs I stand on. Being real, not an imitation.

> **What I refuse to see in me, I will hunt in you.**

"The line dividing good and evil cuts through the heart of every human being."
ALEKSANDR SOLZHENITSYN, THE GULAG ARCHIPELAGO, 1973

"One does not become enlightened by imagining figures of light, but by making the darkness conscious."
C. G. JUNG, 1945

"The first principle is that you must not fool yourself, and you are the easiest person to fool."
RICHARD FEYNMAN, 1974

"Not everything that is faced can be changed, but nothing can be changed until it is faced."
JAMES BALDWIN, 1962

I am all three.

GOOD, BAD, UGLY

Me

THEN

Recognize it in the other.

You are good, bad and ugly. All three, like me. When I forget my own ugly, I see it only in you, and fear builds a wall: us and them, left and right, mine and yours. When I remember it, the wall falls and life begins.

> **There is no them. There is another me.**

"...we are all the same, that is, human, in such a way that nobody is ever the same as anyone else who ever lived, lives, or will live."
HANNAH ARENDT, THE HUMAN CONDITION, 1958

"Every person carries the whole form of the human condition."
MONTAIGNE, ESSAYS, 1588

"I have laboured carefully, not to mock, lament, or execrate, but to understand human actions."
SPINOZA, POLITICAL TREATISE, 1677

You are all three.

GOOD, BAD, UGLY

You

FINALLY

Feel it in us.

No good people, bad people or ugly people. No divisions. We are all human, and we are all three. A society stands the same way: on three legs, with finance circulating freely around them like water: a flowing river, not a stale pond, nourishing all three, none isolated.

> **One leg crushes. Two lean. Three are balanced.**

SCIENCE, THE ENERGY OF YOUTH
"Science is a way of thinking much more than it is a body of knowledge." CARL SAGAN, 1979

EDUCATION, THE EXPERIENCE OF THE ANCIENTS
"The mind is not a vessel to be filled but a fire to be kindled." AFTER PLUTARCH

CULTURE, THE BRIDGE: THE PRESENT
"There are more things to admire in men than to despise." ALBERT CAMUS, 1947

WATER FREE4ALL: NO BARRIERS, FREEDOM
"The highest good is like water: it benefits all things and does not compete." LAOZI

We are.

GOOD, BAD, UGLY

Us