



*Thus conscience does make cowards of us all;  
And thus the native hue of resolution  
Is sicklied o'er with the pale cast of thought,  
And enterprises of great pith and moment  
With this regard their currents turn awry,  
And lose the name of action.*

Hamlet's monologue

## e-state

### ECOLAND ESTONIA IN SUSTAINABLE SCANDINAVIA!

*ACTIONS ONLY ACTIONS*

1. We all know that the economy is the starting point of everything. It sounds good but actually it is not true. Everything starts from the way of thinking. Intellectuality. Spirit.

#### **e-state**

We shall counterbalance the American dream of *disneyland* with creating the *e-coland*. The idea in itself is unbelievably simple just like all ingenious things – the idea is to give one country for the world where absolutely, I emphasise absolutely every sphere of life is reorganised proceeding from the principles of sustainable economy, ECO-ECONOMY (Lester R. Brown, *Plan B* and *Eco-Economy: Building an Economy for the Earth*, [http://www.earth-policy.org/Books/Eco\\_contents.htm](http://www.earth-policy.org/Books/Eco_contents.htm)). Precisely reorganised, as we do not have any other starting point than the current situation.

It will be a e-state where all new ideas are welcome in the field of internetization, electronical communication and governance, in the vanguard of e-commerce with its e-government, e-banking, e-accounting, e-people's education, e-retraining, etc., taxation policy, energy, marine and railway transportation, development of new materials and fuels in the chemical industry, bio- and gene technology, organic farming, forestry and timber industry, urban planning, and eco-tourism. It will be a country where all the new ideas are quickly implemented as pilot projects. It will be a country that is open to everything new, ready to cooperate with all the progressive forces in the world.

#### 2. ECO-ECONOMY MODEL (EEM)

Renewable energy + reusable materials = survival

In one sentence, the sustainable world is based on renewable energy resources (solar, wind, biomass energy and hydroelectric power) and electronical communication, moves on electric transportation (trains, trolley buses, trams), uses public transportation and bicycles, consists of reusable things, is moderately populated and is focused on active participation democracy.

We have to face the fact that the continuing deterioration of environmental conditions will inevitably lead to economic stagnation.

The economic growth that takes place at the cost of over-consumption of resources and destruction of ecosystems should be called the destruction of life, not growth. The global market regulates the balance between demand and supply but does not at all take the exhaustion of resources into account.

The material world has become a thing-in-itself. The fact that we need materiality for our mental growth only is starting to fall into oblivion.

### 3. WHY ESTONIA? WHY NOT?

As an Estonian and a great patriot of my own country I am ready to do anything to make e-stonia this country. ([www.agenda21.ee/english/index.html](http://www.agenda21.ee/english/index.html))

Our neighbouring countries Denmark, Finland, Germany and Iceland have made much more progress in the field of energy, tax reform, transportation and reusable resources. For instance:

1. Shell Hydrogen and DaimlerChrysler are working with Iceland to make it the world's first hydrogen-powered economy.
2. Shell opened its first hydrogen station in Hamburg, Germany that should replace the present petrol stations in the future when the fuel cell type of engine will replace internal combustion engines.
3. The amount of wind energy produced by Germany is larger than all the energy consumption in Estonia.
4. The share of wind energy will amount to 20 percent in Denmark by 2005.

Living close to such great neighbours, we have the opportunity of taking over something positive from each country, and thanks to the smallness of Estonia it will immediately be seen for everybody, instead of dissolving as may happen in larger structures. By drawing attention to ourselves we shall draw attention to the whole of Scandinavia. Ecoland Estonia in sustainable Scandinavia! In the environment sensitivity index (ESI), Finland occupies first place, followed by Norway and Sweden (Latvia 9<sup>th</sup> and Estonia 19<sup>th</sup> place).

1. We are a small country – excellent! That is the best thing that can be because the smallness gives us the advantage of reacting faster than large countries.
2. We are a poor country – poor in what sense? “Where does the money that is simply a number derive its energy? The money derives its energy from us. Its power is our power. The more energy we transfer to money, the more powerful the institutions become that regulate our access to money and the things that can be bought for money. The media that is dominated by corporations is constantly reiterating its false promise – the market is ready to immediately satisfy our wishes, whatever they may be. Our goal is to consume; we were born to buy. Lulled by the call of the market we constantly underestimate our vital energy that we invest in earning money.” --David C. Korten. We have to revise our values and provide an example with our sustainability. Our intact wild nature and beautiful seashores make our country a real paradise for eco-tourists.
3. We are insignificant – from the point-of-view of the global economy. If we think that the turnover of an American retail chain is ten times higher than the Estonian state budget then we are microscopic indeed; but as an IT country we could occupy first place and provide access to the Internet for each home.
4. Energetics – must be totally rebuilt as we are one of the greatest polluters in Europe with our 10 t brown-coal waste per person in a year!
5. Our marine transportation is well organised. Railway transportation should completely be reconstructed and linked to European railway lines. Estonian society resembles a train where the people have taken their seats in first and the second class but unfortunately the rails and the engine are missing. Even the sleepers have been removed instead of building a railway on the Tallinn-Pärnu-Riga-Berlin line where one could develop a speed of up to 200 km/h, thus, also providing a link for Finland and St. Petersburg with Europe in the most economical way. At night, we go to bed in Estonia and in the morning wake up in the heart of Europe!
6. TOURISM – if wind energy can make a train move at a speed of 200 km/h then each green plot of land in Estonia is economically much more productive than any production building erected on top of it. An intact wild forest as a tourist attraction is ten times more profitable

than trucks full of logs. Say what you may, but there is no better place on earth from May to September than Estonia. Tourism should become our major branch of the economy. 50% of Estonia is covered with forests, compared to 3% in Germany for example.

7. Legislative system – gives us a wonderful start. There are 14 laws supporting sustainable development.
8. 33% of the population are russian speaking citizens who could very easily transfer ecological know-how to Russia, Ukraine, Moldova, Latvia etc.

Estonia and the Estonians need a uniting idea, an idea that would render sense to our existence, concentrate our positive energy, inspire us to action and mobilise the whole nation. We are living anyway, why should we do this pathetically whining and whimpering when we could live creatively and joyfully, knowing for certain that we should not be ashamed of our deeds because our actions are right and necessary. The world needs us as a living example of the functioning of the sustainable economic model, the possibility of life on earth, not only in space.

#### 4. WHERE TO GET MONEY

“Anyone who wants to reverse the deterioration of the earth will have to work to restructure taxes.” -- L.R. Brown.

TAX REFORM must focus on the taxation of polluting structures and consumption, reduce personal and corporate income tax and wholeheartedly favour the investment of these tax revenues in new technologies and the transformation of infrastructure. **For instance, there is no corporate income tax on reinvestments in Estonia.** It is 0, totally 0 and excellent opportunity for green start-up businesses. It would be a valuable dowry for Estonia upon accession to the European Union but the EU doesn't want to hear anything about it, labels it unfair competition and demands the income tax. A mosquito starts to fight with an elephant and must win the fight, trying to teach the elephant to fly. Regardless of the smallness of Estonia, the EU should follow the example of Estonia in some areas and we should make our voice heard even if we are small.

REDISTRIBUTION OF FUNDS will create a basis for the development of the sustainable economic model. E.g. the cost of the ecological tax reform in Germany will amount to 14 billion dollars over 1999-2003. It is possible to use existing resources for implementing new solutions in every branch of industry. E.g., if car manufacturers agreed to spend the billions of dollars allocated for design and advertising in 2003, that is, the funds of only one year, on the development of environmentally-friendly engines, we would already have such an engine. What could make the car manufacturers undertake such drastic changes? Only cooperation, a joint effort between an educated CEO, informed consumer, progressive legislation and ethical politician on the global level. None of the links in this chain are powerful enough for making this breakthrough alone.

POOLING RESOURCES into vital areas, such as energy and transportation that will either pull the country to prosperity or everything else will be bogged down as well.

If we have trillions to spend on destruction then we should also find trillions for development. e-governance model as a model of the new era to save administrative costs, transportation costs, paper and consuming, electricity consumption. No one will be forced but everyone will be asked to help with the know-how, experience, finances, good advices etc.

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