When you fight a war ....

The outbreak of the coronavirus came as a complete surprise. Every government was caught with its pants down, incapable of reacting properly and thus exposing how unprepared public services were. It felt like a stealth attack: invisible at first and everywhere the next moment. This unpleasant surprise was accompanied by myopic social and broadcast media that only monitors a few numbers while repeating instructions threatening citizens with fines. This hard reality offered the ideal conditions to trigger both panic and obedience. When faced with despair, hardly anyone uses common sense. Emotions trigger a series of decisions and enforce behaviors, which history will judge very harshly. When the World Health Organization declared a pandemic, the political leadership did not wait to make one of the most drastic decisions ever: a lockdown of (nearly) the entire world’s population. The following six observations should guide us with solid science and pragmatism towards a positive way forward.

1. The pandemic had been announced in very clear terms.

Void of any conspiracy theory, the Harvard Institute of Global Health had presented in January 2019 at the World Economic Forum a stinging report: pandemics will overwhelm us due to the combination of excessive pollution, excessive population density and climate change. The authors warned that Governments had to prepare themselves for the worst to come. These warning were not taken seriously. Once the pandemic hit, societies at large were incapable of handling the rapidly rising demand for medical services and palliative care. It left whole regions and nations in despair.

2. The Over-Confident European Union member countries acted in a total uncoordinated fashion

While the EU controls tightly budget deficits and member states’ debt, the only response it could come forth with to the pandemic, was to let each country decide to keep citizens indoors, like rabbits in their hutches as did France, Belgium, Spain and Italy, or to let them self-regulate like Sweden did. With its combined annual expenditures of €1.5 trillion for health care, the EU considered that its system would be able to handle any situation. Europeans
for the first time since the Second World War had to queue at the emergency entrance of hospitals. For the first time in modern history in Europe and the USA beloved friends and family could not be buried with grace, rites nor dignity.

African, Asian and Latin American nations face this reality every time another Dengue outbreak hits their communities. Every year, 400 million people are infected by the Dengue virus for which there is no vaccine. When Dengue hits during droughts, hospitals are overrun like Europe witnessed. More people die annually of Dengue than even the worst coronavirus scenarios predict. The world remains unmoved by this outrageous fact! The European industrial and social powerhouse faced a “third world” reality.

3. Experts take over when everyone is in despair

While it is wise and necessary to take counsel, one cannot depend only on the virologists. Indeed the virus expert only sees viruses. Virologists know that they spread fast. Science established that every day on every square meter some 100 million viruses descend, transported by air streams from continent to continent. There are ten times more viruses than bacteria on earth. How can you protect anyone from viruses, or how could one pretend to protect against one virus, and that one only? Now if you decide to protect, then you can take the decision to lock-down and merely slow down infection rates. Over time, nearly 100% of the people will be exposed to all viruses including this one. If you know that everyone will be exposed anyway, then why asphyxiating the economy creating a wave of bankruptcies and a concentration of economic power like never before?

4. Mobilize everyone against the common enemy

This war against a virus is the first war in history where by political decision everyone is de-mobilized. This is an amazing situation. Confined at home, forced to stay put for months, arousing panic and fear, being forced to listen to experts like Dr. Anthony Fauci from the United States who owns vaccine patents and promotes a lockdown until the vaccine is on the market that will make him very rich is available. We should have mobilized everyone, instead we have immobilized nearly everyone, except medical staff.
5. Mobilize, Connect and Exercise

We need an immediate mobilization at two levels: First the best way to protect yourself from any viral or bacterial infection is to exercise. If muscles are not used for months, then bones and joints will weaken, the oxygen in the lungs insufficiently refreshed, bacterial plaque and biofilm will build up. Under these conditions, everyone and especially children confined to computer screens are prone to succumb to the next wave of viral and bacterial attacks! The announced second wave of infections is ... a self-fulfilling prophecy.

The same is true for our immune system. Without continuously exposing yourself to the wealth of microorganisms descending from the air, shared through water and food, spread through love, care, cuddling, hugging and kissing, then the immune system will weaken. Lockdowns weaken the immune system! The AIDS virus kills annually 800,000 people and no vaccine exists at least double of the mortality of the coronavirus. Has any government prohibited intimacy?

Everyone must exercise and ensure regular contacts with friends and family. Children must be in school for the physical and mental health. Inactivity and lack of exposure to the sun represents a major risk to the individual health so real that if I were a decision-maker, I would impose fines on every able individual who is not exercising daily.

6. Unleash Entrepreneurship

The most important mobilization to get out of the mess we are in, is to wake up the entrepreneurial spirit that we all have within us. We will witness a dramatic drop in GDP, we will have record high unemployment rates especially amongst youth. Immigration will be suppressed by force. We need to urgently imagine and list the 1000+1 activities every home, every city quarter, every village requires every day in order to live healthy and happy. This is the opportunity for an amazing renaissance of the entrepreneurs we desperately need to relaunch the economy with all available resources.

These entrepreneurs have a clear focus on responding to all basic needs, and to rebuilding communities, strengthening resilience, unleashing the creative mind that has been at the origin of every artifact around us. We should refrain from discussing “who was right and who is the culprit”? We need to inspire a whole population and generation that is now in panic mode...
intimidated by little zombies (the virus) that have been part of all history of life on earth. Only concrete steps that move quickly from idea to vision using the best of science wisdom will convince people to transform the reality around us. Thus, we evolve from vision to the enactment of new business models that serve people and not capital.

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