



The American

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“None are more hopelessly enslaved than those who falsely believe they are free.”

Goethe

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“It is difficult to free fools from the chains they revere.”

Voltaire

The Scariest 3 Letters

Our lives are filled with scary things. We hope that our government will protect us from them. There are madmen like Putin, there are diseases like COVID, there are natural disasters, the list is nearly endless. But who will we turn to for protection when the dangers we face are from our own government?

Our government has created a lot of 3 letter agencies like the IRS, FBI, CIA, NSC, FCC, FDA... this list is also nearly endless. But none of them are even remotely as dangerous to a free people as the new 3 letter effort: ESG. ESG stands for Environment, Social and Governance. If you've not heard of ESG, you might want to sit down and buckle your seat belt before reading further.

ESG is the tool that our government will use to shape and direct our behavior. All of us – both as individuals, and as businesses – will carry an ESG scorecard. All of our activities will contribute to our score. And what we are allowed to do will depend on our ESG score. What food can we buy? Can we go to university? What can we study? What car can we buy? Can we own a gun? Buy ammunition? Can we travel? Where? These are the types of behaviors that can be controlled by our ESG score.

I can hear you saying “They can't do that!”. Guess what? The process is now well under way. ESG began implementation at least 4 years ago. Here's how:

The first step is to install ESG into businesses. Many of the 'woke' companies like Disney have been all too willing to sign up. But what about those companies that are unwilling? You will be delighted to hear that the SEC is now in the phase of taking public comments about their new regulations covering mandatory ESG scoring for those business that are under the auspices of the SEC's edicts. Positive that ESG is a *fait accompli*, one large accountancy is in the process of adding 100,000 new staff – at an annual wage cost of \$12 billion dollars. And all these new staff will be required to provide ESG consulting to the company's clients.

A company's ESG score will be dependent upon inputs like their carbon footprint (and ALL the other **E**nvironmental issues); their approach to Diversity, Inclusion and Equity (**S**ocial); and any other topic the government thinks is fit (**G**overnance). And, as if it is not enough that a company will have its own ESG score, that company's score will also be dependent on the ESG score of every company in its supply chain!

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“If you want security, go to prison. There you are fed, sheltered, and given medical care. The only thing you will not have is... freedom.”

George Washington

Where to get knowledge

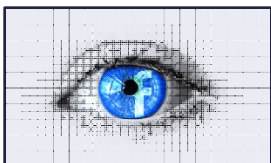
1. Newsmax.com
2. TheAmericaProject.com
3. ConventionOfStates.com
4. WesternJournal.com
5. SpeechFirst.org
6. TheEpochTimes.com
7. NationalCenter.org
8. Conservative.org

This issue's **Imprimis** article is "**The Danger of the Attacks on the Electoral College**" by Trent England.

The measure of our fundamental law is not whether it actualizes the general will – that was the point of the French Revolution, not the American. The measure of our Constitution is whether it is effective at encouraging just, stable, and free government.

Hillsdale College, in Hillsdale Michigan, is a school with no dependency on our federal government. They accept no tax funds, for any reason, and therefore they cannot be coerced to act against their beliefs.

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But Wait – There's More!

Also a part of a company's ESG will be the ESG score for the company's employees. And the ESG score for the employees of a company's supply chain. This means that a company's ability to win a contract may be determined by the ESG score of a company in Africa.

The SEC regulations will require an 'acceptable' ESG score for a company to be any part of a contract that has federal funds attached. This means that a company's purchases would need to include an eye towards the ESG score of the supplier, in addition to whether or not the product's feature/price fit was appropriate.

So – if an employer's ESG score is dependent upon the ESG score of each of their employees, can you imagine the hiring process? The best employee may not get the job if their ESG is not acceptable.

Imagine going to the grocery store to buy steaks for a family BBQ, only to have the purchase declined by your credit card! This could happen if your CO2 footprint was too big. And lest you think this unlikely, you should know that all major credit cards already have the software to make this kind of activity real. They just have not turned on that part of their software. And what would it do to your personal ESG to buy a gun. Or ammunition. Or an internal combustion SUV? All of these things will be followed closely by our government.

And who will be the judge about the ESG scores? Brigham Minerals (a US based company) has an ESG score of B, a very low score. Three Chinese mineral competitors all have much better scores, even though all three are heavier polluters, (the E), use slave labor (the S) and follow accounting principles unacceptable in the US (the G).

This is not just happening in the US. China has introduced their own version of the Social Scorecard. Norway now tracks most purchases their citizens make. Soon to be all purchases. And this will all be aided by cyber currencies, in which ALL transactions paid for in cyber will be reported to a government entity.

And yes, the US is following suit. Our current administration has ordered a feasibility study from the FED and Treasury, due in September this year, on a Federal Cyber currency. Don't be surprised. 9 countries have already established a Federal Cyber, and 15 others are in process. In total, 87 countries, representing 90% of global GDP are in some stage of establishing a Federal Cyber currency.

Without question, it will take time to implement the full weight of ESG scoring. However, at this time, we can only imagine the things that woke bureaucrats will decide is important in the future. Once ESG is fully implemented, the world will become a very different place.

And a final thought from Thomas Paine:

"Those who expect to reap the blessings of freedom must, like men, undergo the fatigue of supporting it."