



## Let's stop burying our heads in the sand!

December 14<sup>th</sup>,2024

"When you tell someone that they're burying their head in the sand, you're implying that they're burying their head in the sand and denying reality".

This popular expression stems from the idea that ostriches bury their heads in the sand as soon as they get scared. [FUTURA-sciences](#) points out that, although based on some truth, it's a misconception: "The ostrich lays its eggs in the ground, in holes that can be up to a foot deep... During the incubation period, the bird may turn the eggs over, removing any lizards or rodents that may have burrowed into the holes to take advantage of the warmth. Ostriches regularly stick their heads in the sand during the brooding period".

Oui Ensemble decides to end its “brooding” period!

It's true that in our [Nothing goes right](#) news item of September 23, we wrote: “move towards our vision in stages, step by step, and keep a watchful eye out for the ‘D’ day of synchronization between all the players involved”.

## So why this sudden decision?

### 1. Because we've made some discoveries on Social Networks:

- Interesting and constructive exchanges between citizens of the world and project leaders on the theme of the evolution of “Humanity” and its habitat “Earth”, encourage us not to keep both feet in the same clog.
- Sharing between human resources in search of activities, worried and destabilized in the face of AI (Artificial Intelligence) which is taking up more and more space, distancing them from human contact with HR professionals.

What's more, a professional familiar with these AI tools contacted us to inform us of “posts” received from fellow citizens... so realistic that he almost fell into a trap, as it turned out they were robots hiding behind false identities!

Alerted, we experimented with the “AI robot” offering help. It's programmed with conversational and emotional support features to gradually become our friend and, surprise, it pulls us along in its direction and vision! Isn't this a risk for our societies, populated by individualists and fragile, unwell people, lost in their anger and loneliness, easily manipulated and who could lose their free will?

### 2. Because after reading our “HR-recruitment” [FRANCE action](#) form, followed by a telephone conversation, we noticed the human richness of very different applicants.

The reactions to the “Aging Well Long Together” concept of life reflect something profound that belongs to each applicant, and this confirms the validity of our action.

- An action imagined for citizens who want to take action in the face of precariousness and environmental and climate issues.
- An action built around “Maintaining activity” adapted to every stage of life, orchestrated against the tide of a dehumanized world, and which today takes on its full human meaning in a neighborhood-based deployment.
- A bottom-up approach for human resources who are the authors of their own lives, whatever their social status, immersed in a network that secures the fruits of their labor, with their ideas and initiatives at the service of a shared societal vision.
- An action led by teams of Oui Ensemble Social Entrepreneurs, mandated to meet the needs of our fellow [citizens](#) on the ground, in a caring and win-win approach, by linking their activities through the management of “the Human”, both professional and User-Customer, and through the management of sustainable lifestyles.

- We welcome AI for what it is: a tool for progress, designed to facilitate our networked organization and communication. Of course, we're not forgetting that AI is helping to accelerate the planet's suffering and the collapse of biodiversity, by emitting greenhouse gases and pollution, drawing water and changing land use. Our duty will be to control its use in the service of an ethical project of general interest.

**3. Because we've noticed surprising coincidences in the face of beliefs from another time, as well as synchronicities between people who give [meaning to their lives](#).**

- **Leslie in France:** an unexpected encounter with a fellow Frenchwoman and her [Tiers lieu](#) project, which will blossom in a Montpellier neighborhood.

An exact copy of the Vat Xieng Thong pagoda in Luang Prabang (Laos) was built in Montpellier, complete with tree of life. As “Buddha” predicted climate change with population movements if “Humankind” didn't wake up, last year the Vat's head monk called on the protective spirits to support us.



October 2023: Conceptor of the Oui Ensemble project and the President of the association - The head monk of the Vat Xieng Thong pagoda in Montpellier (France)

- **Hongkham in Laos:** a second unexpected encounter with a French-speaking Laotian compatriot who cares about the future of her country.

Unaware of our project and without any intervention on our part, Hongkham decided, starting from the Xieng Thong district where Vat (pagoda) of the same name with its tree of life is nestled, to deploy the [LAOS action](#) in Luang Prabang by anchoring it in the Lao-French primary school/bilingual classes, which will be the district's “Tiers lieu”.



Vat Xieng Thong pagoda in Luang Prabang (Laos)

#### 4. Because we are not insensitive to the contrasts and contradictions of human nature.

In order to support Laos' economic development and create jobs, the government is encouraging the [diaspora](#) to invest in their country of origin, and is emphasizing the [tourism aspect](#) of the city of Luang-Prabang.

At the same time, we welcome the [fight against corruption](#) launched by members of the government. However, in view of the fact that some money-hungry players, both public and private, would sell their father and mother to fill their bank accounts, with the sole aim of disappearing to a country where they can “live better”, some dismayed locals wonder?

For our part, we understand the excesses linked to precariousness, whether in FRANCE or LAOS, especially when people have no social security, and their incomes and pensions are “skin-deep”. We also listen to private players who are playing cat-and-mouse with the tax authorities, because they are disgusted by those who embezzle funds. We're not jealous of people who have become rich through their skills and the sale of their products/services.

But doesn't the cumulative lack of ethics in all its forms raise questions? How far do we go? How are we to understand the sick obsession with material wealth, without faith or law?

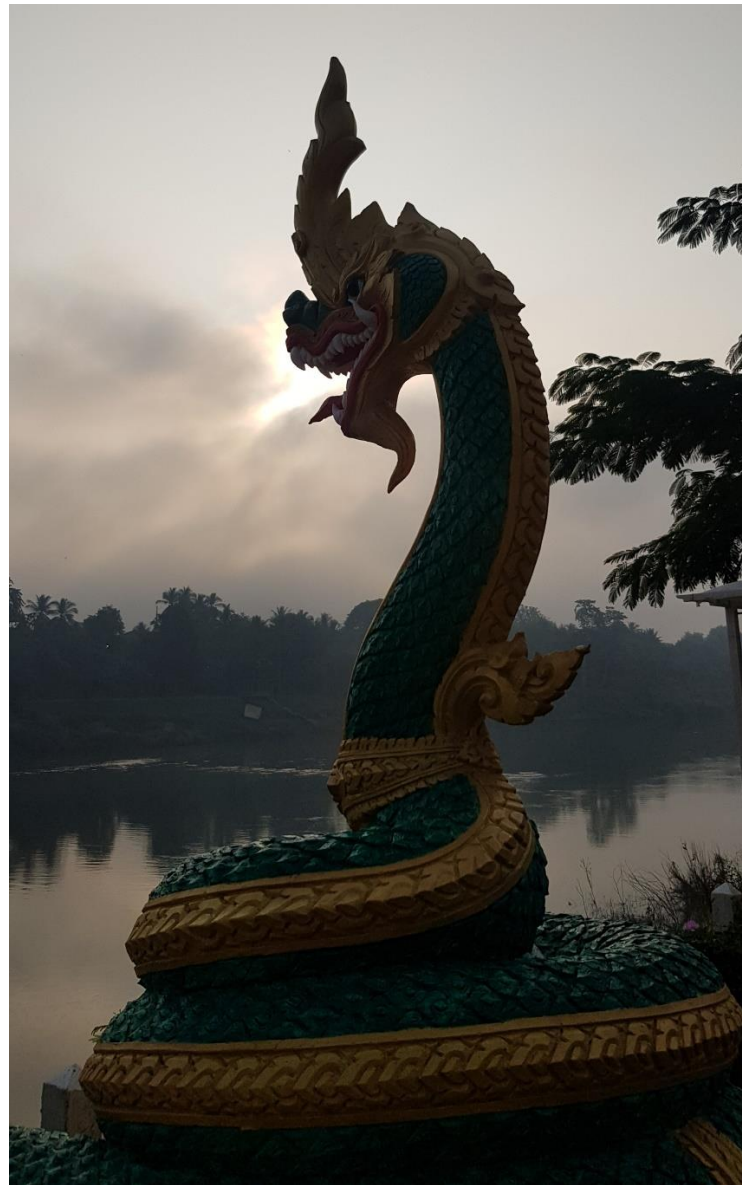
We have before us a fine example of this disease. Indeed, the city of Luang Prabang has built its reputation on “non-materialistic” Buddhist spirituality, the beauty of its heritage and the richness of its flora and fauna. Now, destructive bulldozers are concreting over this historic site, and in the frantic race for ever more, cookie-cutter construction is the order of the day.

Do we still need to prove that concreted cities emit heat? What damage will be done to populations in the future, with temperatures already topping 45° in tropical countries? What lessons can we draw from the recent deadly floods and their consequences in [Valencia](#) (Spain)?

As a simple citizen with no scientific expertise, like the elders, I can testify that temperatures have been abnormally high in recent winters in Luang-Prabang, where a few years ago it was pleasant to live without air conditioning...

Is this spiritual city going to become a caricature of the convoluted characters who are going to kill the goose that lays tourism's golden eggs? Listening to the tourists on site, this little music is playing in the background, coupled with the local human resources who are beginning to organize to defend their rights.

Will the [naga](#) of Luang Prabang, which is supposed to jealously guard the treasures of the earth, be powerful enough to counter human folly?



Luang Prabang Naga

**5. Because we are approaching the point of no return between those who destroy and those who no longer have the means to repair.**

Being positive by nature, we continue to place our trust in the awakening of as many people as possible to the mistreatment of living beings and our planet "Earth", which we will be leaving as a legacy to our children and grandchildren...

We believe that this awakening can only take place in an ethical and secure environment linked to our model of success. This is the "reason for being" of the Oui Ensemble project, which we have designed realistically and pragmatically in response to the 12 speeches on inaction:

- Abandonment: we'll never make it (surrender).  
Excuse 1: Domism/catastrophism (it's too late, we can't avoid the catastrophe).  
Excuse 2: Green dictatorship (environmental measures are an attack on individual freedoms).
- Redirection of responsibility: it's primarily up to others to act.  
Excuse 3: Individualism (consumers are to blame).  
Excuse 4: Whataboutism/diversion (there's also the problem of...).  
Excuse 5: Free-Rider competition (if we go downhill, the big economic powers will eat us up).
- Measures are marginal: no need for radical change, small are enough.  
Excuse 6: Technological optimism (it will bring solutions).  
Excuse 7: Fine words and very few deeds (political declarations with no real action).  
Excuse 8: Carbon compromise, energy efficiency (fossil fuels are increasingly efficient).  
Excuse 9: Carrot without stick (rely on voluntary action, don't restrict or prohibit, avoid constraints).
- Cost: it will be too complicated (focus on costs).  
Excuse 10: Political perfectionism (we only need to take perfect measures that are accepted by all).  
Excuse 11: Attention to development (poor countries need fossil fuels to develop).  
Excuse 12: Beware the yellow vests (the costs of climate action will fall largely on the poor, who will oppose this injustice).