

# Limitlessness limited

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**T**his week I noticed both on a shop window of a retail chain and on the window of a fast food "restaurant" that the opening times had been changed: 7 days a week 9:00 AM to 10:00 PM (store), 4 days a week 8:00 AM to 2:00 AM, three days 8:00 AM to 4:00 AM (fast food). Twenty-four hour economy! I understand that if we really want to emancipate, opening hours outside office hours are needed, but 24 hours ?! For whom?

Over the past 20 years, partly due to the worldwide web, our world became smaller and more global, with a daily decreasing bio- and cultural diversity as one of the many consequences. Moreover - and that's a good thing in my opinion - we can observe both an accelerated adoption of new views and a faster rejection of acquired "rights" (which are often defended under the Badge of honour "tradition"). For example, smoking became obsolete (boundlessness limited) and shops opened on Sundays (boundary limited), which until recently was not done from the Christian tradition. In Northern Scandinavia, for example, until the 1950s it was forbidden to sing the yoik - the music of the Sami nomadic people who lived as reindeer hunters in Northern Europe - because it was considered to be non-Christian. Nowadays the yoik can be sung anywhere, although few Sami still live according to traditional culture. Limiting limits gives ... boundlessness and with that scaling up and new threats to diversity ...

A few more examples of Back rapid change. Around the turn of the century, smoking was still accepted in common areas. Only a few years later it was absolutely "not done". In a few years, in the Netherlands scantily dressed women were completely banned from billboards and public advertising columns, roughly at the same time as the rise of Me-too and a stream of accusations against usually male sexist cross-border behaviour. Now we see that cross-border images on posters have literally changed gender: "naked" and "seductive" can now only - so it seems - be male and metro / gay. The retirement age has been raised from 57.5 years to 67 years within a few years. The social view of sperm donors has changed relatively quickly; with DNA techniques the paternal line can be traced nowadays, and some people appear to have more than one hundred half-brothers and sisters. That is really no longer possible, a new registration system is now mandatory. Diesel engines are not done, and last but not least, black Pete as part of the Dutch traditional Saint Nicholas children's party is definitely renounced. Certainly through the eyes of the world outside the Netherlands, even though our parents will not have intended it to be discriminatory and despising towards people with a black skin colour, "our" past is anything but clean with regard to racism. A very recent example is the introduction of a general speed limit of 100 km per hour on all Dutch motorways to cope with the nitrogen oxide crisis.

Again, as far as I am concerned, it is positive that on the basis of new insights "rights" and "tradition" are no longer sacred. Of course I understand that this sometimes hurts. It is downright annoying if all your savings are in a diesel car that you can no longer sell. Therefore tolerance in transition phases is desirable. But limiting is a bare necessity, the limit of what our planet can give has long been reached. We must and we can change, as is apparent from all these examples! A rapidly changing world requires rapidly changing awareness and action. That's where the first point comes in: smart technology drives us to an all-destructive pace, 24 hours a day, 7 days a week. It is well-founded that we started to worry. We still see technology and AI as an unstoppable future that happens to us. Is that true? We are heading for a huge change in mentality. It is necessary to limit acquired rights, although limitation of limitation is unlimited and not necessarily good. The discussion about this has finally started, thanks to Greta!

To end with a freely translated Sami yoik text (source: Wikipedia) from singer Mari Boine: "Listen, brother. Listen, sister. [...] Listen to the voices of the primeval mothers. They ask why the earth is poisoned and consumed. They remind you where you come from. They want to remind you that the earth is our mother. When we take her life, we will die with her."

