

# WISING UP TO THE IMPACT SCAM

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Capital is today seeking “sustainability” by expanding into the virtual world, creating new markets from which to profit.

At the same time, all across the world, “austerity” has meant that states have been starved of money with which, under the current system, they are supposed to provide services to the public, while giant corporations have found clever ways of not contributing to that social pot.

Governments have therefore been forced to borrow more and more money – from the very financial networks which have created austerity – and to go begging for cash from this same “private sector” in other ways.

But there is a cost to pay, of course! When the mendacious Money Men claim they are helping the state and therefore the people, in truth they are merely helping themselves, via the state, at the expense of the people!

Students of history will recall that this “partnership” between the public and the private, this merger of state and big business, was the economic basis of fascism. It is also the basis for the pay-for-success impact capitalism launched by Tony Blair’s friend Ronald Cohen, pictured, who has been busy building up this new structure through which Big Money can suck away the lifeblood of society.

The idea is that private businesses can step in to provide money up front to “solve” certain specific problems. This injection of cash is not a gift, of course, even if the narcissists involved like to label themselves “philanthropists”. It is an investment.

When the “solution” is achieved, they will recoup their cash, plus their own slice of the money that they have “saved” the state through their intervention.

Maybe this, in itself, does not shock you. But there are a number of complications, three of which I will now explain.

Complication Number One is that the “success” for which the capitalists are rewarded has to be “measurable”. Calculation lies at the core of their scheme: the reduction of all life to a series of statistics on a financial dashboard. These vampires might calculate the profit potential of an unborn baby girl. How much will this child cost the state? What is her social status, racial origin, state of health, likely career path?

Once the number-crunching algorithms have come up with an answer, the impact investors can set out to reduce this cost to the state, and claim a return.

But how can they track all this? How can anyone know how the child is advancing, what kind of social relationships she is enjoying, what she is eating and how her body is doing?

Total surveillance is required and total surveillance means the internet, powered by 5G or 6G. If the infant is constantly plugged into the matrix, interacting with artificial intelligence, diligently entering data about herself into the machine, then the investors have the evidence they need of how she is advancing. Or not.

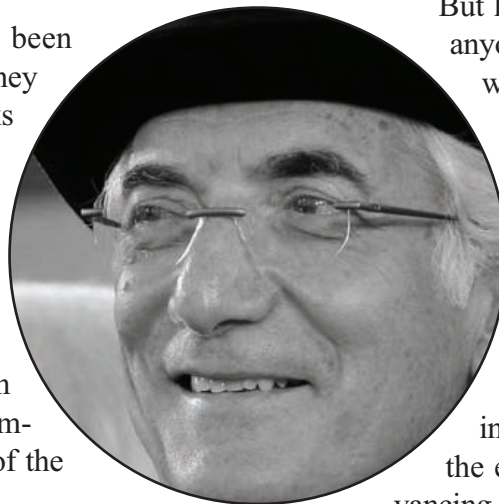
If she is out playing with her friends in the park, or sitting dreamily in her bedroom surrounded by dolls and picture books, she is off-grid and providing no data. She is a waste of space and time. An unprofitable investment.

The financiers want to push this further and further to get more and more profit. They want sensors in our bodies, in our minds even, to Hoover up every conceivable piece of data about us.

They want to be able to create a digital twin of each and every one of us, herd us into smart cities, strap us with wearable technology, monitor and control our every movement and interaction.

Their twisted vision is of a world of geofencing and e-carceration, of facial recognition and predictive policing, of biometric data and sensor networks, of behavioural insights, of nudging and shaping, of the internet of things and the internet of bodies.

Complication Number Two is that impact “success” is only measured by data on a dashboard. It does not



necessarily have anything to do with real life, but is merely a pseudo-success resulting from the narrow criteria which have been set up to measure “outcome”.

The “solutions” that fake green businesses have long been trying to sell us for climate change are no solutions at all. They are products disguised as solutions.

The business sharks peddling these “solutions” simply don’t care that they will only make things worse by unleashing a new spiral of industrialism, extraction, expansion and thus destruction.

The same is true of the “solutions” proposed on the social level. A green tick on a screen is not a problem solved. A few digital hurdles apparently overcome does not mean that the person-product’s life has been improved in any meaningful way.

The underlying problems not only remain, but deepen in severity. The rich getting richer off the impact scam will mean everyone else getting poorer. Well-being and mental health are not going to be improved by forcing people into a digital panopticon.

Impact “social philanthropy” is a business based on a new economic model. A deceptive business that does not really want to eliminate poverty and misery but to mine them endlessly.

It has a vested interest in the continuation of a wide range of problems for which it can sell its “solutions”, which in reality are just sleights of hand, deceptive devices designed to make money from a lucrative global market of managed poverty and surveillance.

*Broken people and broken lives spell endless profits for the impact parasites.*

Complication Number Three is that the money made from these deals is only the tip of the iceberg.

As Alison McDowell of [wrenchinthegears.com](http://wrenchinthegears.com) has long been at pains to tell us, we are looking here at “fas-

cism rolled out by hedge funds”. The vampires’ really big money will come from speculating on the financial products they have created from our lives.

As dispossessed people become increasingly dependent on the state, they will take advantage of this to pitch each of us as a debt product, creating securitised markets in privatised welfare.

These massive new equity markets for hedge funds will see your personal circumstances packaged and traded as liquid assets like bundles of mortgages, with some financial vultures gambling on you achieving your outcomes and others against.

These markets have to be real-time so that the global investors can bet on them and that means your life has to be led online. If you are offline you are not providing data for their gambling game and they cannot make money from you.

*Stay at home! Stay online! Save capitalism!*

In order to make money from this new speculative game, in which you and I, our children and our grandchildren, are the counters, the investors have first got to set it up. The rules have been laid out by the United Nations Sustainable Development Goals, whose apparent worthiness is just another layer of the deceit.

Certain goals are officially labelled “good”, meaning that public authorities are encouraged and even obliged to pour funds into achieving them and that the impact businesses profiting from this are treated as having a special holier-than-thou status that might, for instance, liberate them from the inconvenient need to pay tax.

And it is here that the impact-friendly left steps in to prop up the lies and confirm that “good” as defined by the impact capitalists really is “good” and that anyone who challenges their agenda is therefore very bad indeed. **Quite a scam!**

