

WHY CORPORATIONS ARE DOUBLING DOWN ON WOKE EVEN AS THEY LOSE BILLIONS

<https://www.2thepointnews.com/why-corporations-are-doubling-down-on-woke-even-as-they-lose-billions/>

X

“Inclusive Capitalism” – the globalist buzzword for fascist control over all our lives

It’s been a bloodbath for the majority of companies that go overtly woke in the new era of American consumer rebellion, and the establishment is not happy. Corporations like Disney, Anheuser-Busch and Target are plunging in profits and losing billions in market cap after pledging fealty to the trans agenda.

In particular, the public is setting out to make examples of institutions that support trans indoctrination of children. Simply put, a line in the sand has been crossed. With conservative boycotts far more effective than leftist boycotts ever were, the movement makes evident that the political left is a paper tiger and that conservatives and independents have the real majority power in the US.

In response, the media is claiming that this movement is a form of “economic terrorism.” That is to say, if you refuse to support the woke hive mind with your wallet, you should be considered domestic enemy.

It took long enough, but average Americans are finally engaging in a culture war which was started years ago, not so much by the political left, but by globalist institutions using leftist activists as enforcers and saboteurs.

The key issue that very few people talk about is that activist groups would have *no power* whatsoever if it weren’t for the unprecedented backing they receive from governments, non-profits, think-tanks and the corporate world. And, a lot of this support has been injected through ESG-style financing as well as DEI (Diversity, Equity and Inclusion) programs.

ESG (Environment, Social, Governance) is becoming a well-known term and is, at bottom, a form of “impact investing” – meaning, major lenders such as Blackrock or Carlyle Group, or think-tanks like the Ford Foundation, seek to control societal outcomes using lending as leverage.

Watch the video [HERE](#) featuring the Ford Foundation’s head of “mission investments” to get a basic understanding of what ESG really is: Social engineering.

In the past, lenders would base their financing standards on good credit scores and the likelihood of return on investment. If you had a business with a history of solid returns and worthy collateral then you would probably get whatever loans you needed.

Today, however, lenders are trying to set political and ideological terms for companies seeking to obtain financing. You must signal your virtue to get access to money, and this includes supporting climate and carbon initiatives, reorganizing your labor based on diversity and inclusion rules, even promoting LGBT activism might be a big factor in your next infusion of cash.

The higher your ESG score, the more likely it is that you will qualify for access to debt. This is part of the

reason why a large array of corporations are increasingly jumping on the “pride month” bandwagon. All they have to do is slap some rainbows on some products or commercials or publicly defend the trans grooming of children and suddenly they are golden for another year of subsidized funds.

But what happens in a world where consumer loyalty is no longer a guarantee and the public stops buying from chains that promote woke concepts? What happens when going woke also means going broke? Is ESG cash really worth losing half your customers or more?

Well, not right now it isn't. As central banks raise interest rates and cut their balance sheets, the easy money party that started back in 2008 is ending. After a decade of exponential growth ESG is now in steep decline, and this is directly tied to the policies of central banks like the Federal Reserve. In the past year it is no longer viable to dump money into mostly useless woke projects.

Yet, the woke trend continues. Why?

Twenty years ago, the name of the game in the business world was “brand building.” If you could build your brand and gain market loyalty you could sustain your profit model for decades to come. Now, corporations are actually willing to destroy the very brands they spent so much time and money developing all in the name of political idolatry.

It seems like pure madness, but what if they know something we don't? What if they are riding out an engineered economic crisis so that they can be rewarded later with “too woke to fail” riches? My theory is that while ESG lending appears to be dying today, tomorrow ESG lending will be the only way any company will be able to survive.

We need to start considering the future possibility of *globally institutionalized ESG*. The frightening notion of central bank ESG financing has been circulating ever since the early days of the covid pandemic. From the BIS to the Fed to the ECB, numerous programs began to surface with woke connotations.

Most of them initially focused on climate change, with central banks suddenly taking an interest in “saving the planet” from a carbon threat that doesn't exist. Now, there's a rising chorus of DEI and social equity babble coming from central banks as well.

Maybe international banks are limited in how they engage in ESG lending, but what about central banks? What if they drop their facade of being “politically neutral” and come out full force in support of the woke mind virus? What if central banks become the foundation of ESG? Wouldn't woke lending then become perpetual?

I believe that this is exactly what is intended to happen, but it would have to be tied directly to an economic crisis as well as the introduction of digital currencies (CBDCs). A debt crisis (along with stagflation) could force a majority of companies into a corner. With lack of funds, falling consumer spending and a tightening loan market, central banks and stimulus measures would once again become the only official mechanism for rebuilding the economy.

Governments would also be beholden to central banks as a means to stay afloat, and this means the bankers will have immense influence over how money is distributed (and how wealth is reallocated).

Unlike the crash of 2008, though, the next stimulus event will not be a fiat free-for-all. Instead, it will be RESET; a highly limited rescue plan with digital money being infused into select institutions. In other words, only a portion of the existing economy will be given a life boat, and guess who will qualify for a spot on the raft? That's right, companies showing the most devotion to ESG.

This would explain why so many corporations are refusing to back away from woke marketing even though they're losing millions of customers; they know what's about to happen and they're preparing in advance for the fallout as well as the inevitable digital bailouts.

Of course, some people will argue that this would require a level of organization and "conspiracy" that doesn't exist. It would be "silly" to suggest that corporations are colluding to enact a plan to fundamentally upend the current economic paradigm, right? Wrong. At least in terms of coordination, the cabal has already openly announced its presence.

The collusion of corporations, think-tanks and governments to create an international woke monopoly is not theory, it's reality. The only question left is when will central banks fully admit they're a part of the scheme? I would suggest that the signs of banking crisis we witnessed at the beginning of this year are the tip of the iceberg.

As the Fed and others continue to raise interest rates into economic weakness, stress on the system will expand and eventually something integral will snap. Maybe it will be another Lehman moment, maybe it will be the US dollar losing reserve status or some other disaster.

But it's no coincidence that this invasion of far-left cultism in the business world is escalating at the same time that our economic foundations are struggling. One is related to the other, and it's my view that the decay of the current system is meant to facilitate the creation of a new and perpetually woke economy.

The public would thus be trapped into participating in the cult by sheer necessity, unless, the population decentralizes using localized production and localized trade. Our entire way of life would have to change dramatically, drawing from self-sufficient ideals that used to be a staple a hundred years ago.

ESG is not going away on its own. Woke ideology is not going away on its own. These structures will have to be destroyed, but you can't rebel against a structure you rely on for your daily survival. You would first have to completely separate from it.

Brandon Smith is a stock trader, investor, and founder of Alt-Market.

Copyright ©2024 **2 The Point News** unless otherwise noted.