



Photo from Microsoft Stock Images

Eleonora Escalante Strategy  
presents  
the Summer Saga of the year

*Cacao and Coffee 101.*  
*Success strategies for Small Farm Holders*

Episode 2.  
A New Philosophy beyond the  
Circular Economy

[www.eleonoraescalantestrategy.com](http://www.eleonoraescalantestrategy.com)

29/5/2026

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### Outline Calendar

One Season: From May 22<sup>nd</sup> to September 11<sup>th</sup>, 2026

<p>22-May Episode 1 </p> <p>Introduction </p>	<p>29-May Episode 2 </p> <p>A new philosophy beyond circular economy </p>	<p>5-June Episode 3</p> <p>Sustainability: Caring for the land </p>	<p>12-June Episode 4</p> <p>New Models of Ownership &amp; Corporate Governance </p>	<p>19-June Episode 5</p> <p>Customer Segments I </p>	<p>26-June Episode 6</p> <p>Customer Segments II </p>
<p>3-July Episode 7</p> <p>Value Propositions I </p>	<p>10-July Episode 8</p> <p>Value Propositions II </p>	<p>17-July Episode 9</p> <p>Distribution Channels </p>	<p>24-July Episode 10</p> <p>Fair-Trade Certifications Quality Control </p>	<p>31-July Episode 11</p> <p>Key Resources </p>	<p></p> <p>1-9 August Annual Holiday to Honor San Salvador the Divine Savior of the World</p>
<p>14-August Episode 12</p> <p>Revenue Streams Cost Structure </p>	<p>21-August Episode 13</p> <p>Competitiveness, Research &amp; Innovation </p>	<p>28-August Episode 14</p> <p>Financing &amp; Access to Capital </p>	<p>04-September Episode 15</p> <p>Key Partnerships </p>	<p>11-September Episode 16</p> <p>Epilogue Summary Conclusions Research Agenda </p>	<p></p> <p>Next saga: Human Talent: From Feudal Slaves to Digital Beggars. As of October 1<sup>st</sup></p>

29/5/2026



*This outline is subject to change if the author considers it appropriate for your learning experience.*

Eleonora Escalante Strategy

State of the Art Corporate Strategy  
All rights reserved. Copyright 2016-2026



# Cacao and Coffee 101. Success Strategies for Small Farm Holders

## A new philosophy beyond circular economy

### AGENDA

Cacao and Coffee 101. Success Strategies for Small Farm Holders

1. How do humans exploit the global resources of planet Earth?
2. Something is happening with our climate...
3. Circular economy as a philosophy to fix the linear economy
4. What is missing at the circular economy?

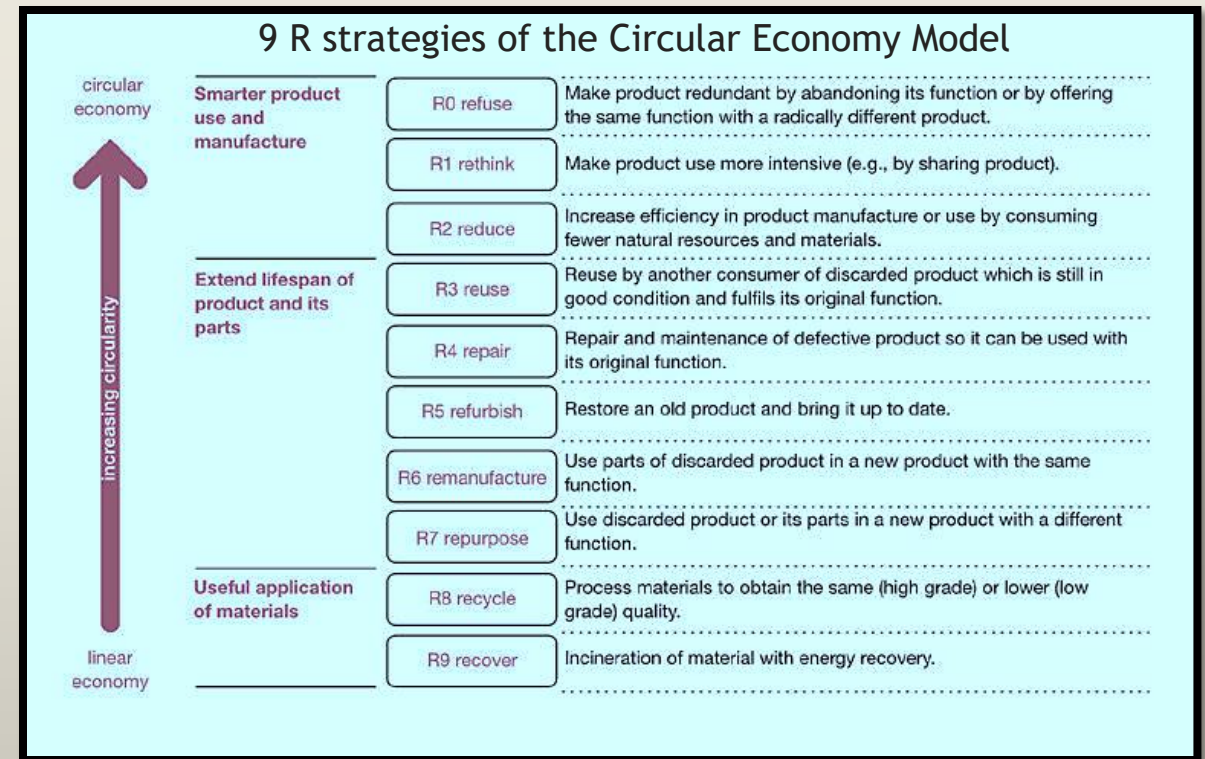


 Image Source. [https://www.researchgate.net/figure/The-9R-Framework-Adapted-from-Potting-et-al-2017-p-5-in-Kirchherr-et-al-2017\\_fig1\\_394067798](https://www.researchgate.net/figure/The-9R-Framework-Adapted-from-Potting-et-al-2017-p-5-in-Kirchherr-et-al-2017_fig1_394067798)

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### 📌 *New philosophy beyond circular economy*

#### *How do humans exploit the global resources of planet Earth??*

**NAIQI era** is the utilization and ubiquitous application of the combo mix of technological solutions built with  
**N**anotechnologies +  
**A**rtificial Intelligence (including robotics and automation) +  
**Q**uantum computing +  
**I**nternet.

- For years we have been questioning ourselves, why is it that our planet is how it is? What is the underlying reason of the unique characteristics of this planet that allow us to breathe and exist? Why is it that our planet is the only one known in our solar system with a differentiated mix of conditions that enable existing life for micro-living species, animal, plants and humans to survive? Why?
- Planet Earth is the third in line distance to the sun. It is one of the 4 terrestrial planets of the Inner solar system. And it is the only one that holds an oxymoron surface structure: It has a one-of-a kind extraordinary surface, but because of human activities, our planet is altered or affected. We are now reaping the consequences of our economic systems which have a negative impact in our delicate ecosystems.
- Philosophically, planet Earth was conceived to provide everything we need to thrive as humans: make a living, organize our survival and reproduce our specie.
- What is the cause of planet Earth imbalance illnesses? Humans' existence. Not at all. The real cause is how humans organize their living to produce from the Earth resources.
- The underlying cause of why planet earth is giving signs of an imbalance is correlated on “how” human exist, and how humans have organized all the activities related to their survival, including the exploitation of resources by following the premises of maximizing profits without safeguarding the Earth’s sources.
- Artificial intelligence emergence has come in the middle of this unspeakable mess, to also show us how irrational is our capacity of thinking.
- “AI” different formats are pulling all the human activities that were initially conceived to be performed by humans. Every invention or technology has been conceived to reduce the toil of humans. However, with “AI”, the replacement of the human brain is total.

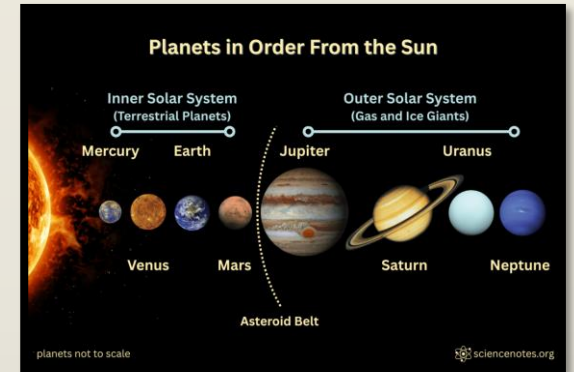


Image Source: <https://sciencenotes.org/planets-in-order-from-the-sun-a-guide-to-solar-system-structure/>

- When the barter economy was replaced by tangible money (silver, gold, and other metals), and the first financial systems expanded, the utilization of credit was the gizmo to solve the lack of capital, to grow the production of those human activities to maximize profits at unbelievable extents. And technology arrived to exhaust all generating possibilities “as soon as possible”.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### *New philosophy beyond circular economy*

#### *How do humans exploit the global resources of planet Earth??*

**Technological development at the service of whom? Not humans for sure.**

Every single technological development in our history has been used to substitute (partially or totally) human activities. Once replaced, the human class is forced to look for something else to do.

There is an element of disruption and destruction of our artisanal capacities for the sake of privileging those done by machines.

The motivation: efficiency, productivity, maximizing profits or total substitution of human intervention.

- Every technological advancement since the Renaissance was conceived to replace humans in several chivalric factors:
    - **Warfare** (rivalry destruction of competitors and its respective assets in combat until the winner reduced the opponent to subordination or slavery).
    - **Reducing manufacturing time** (demolition of natural human timing to do things),
    - **Decreasing of costs or expenses** (eradication of human wage value added),
    - **Efficiency for the sake of producing more and increase profits** (displacement of the human energy or unnecessary human efforts), and
    - **Automation** (the substitution of human operations and control for autonomous machines.)
  - Every single technological advancement was philosophically conceived to endanger human activities for the sake of efficiency, productivity, and maximizing profits.
  - The monarchic European class was fascinated with sponsoring inventors, use their devices and show off them to the competitors. To keep up with the “inventions”, the incipient economic systems used them, into different industrial revolutions, and the mercantilism came to support it.
  - When capitalism made its triumph entrance through the French Revolution, and Two World Wars, the
- communism was the dialectic opposition. The rest is well known by our readers, and it has been recorded in our history.
- After the Y2K, the NAIQI era is the latest epitome of this philosophy. It has probably come to show us how powerfully wrong has been the concept of using “machines” to “make more money” in the hands of few.
  - Take notice: the problem was not capitalism, but how capitalism was founded, what labor wages were provided from the start, and how capitalism expanded by using the new technological advancements in detriment of most of the population.
  - Every single industrial revolution has come to reduce costs, maximize profits, from the base of a profound inherited inequality. A few countries expanded their middle class a century ago, and these countries are now, those with a robust middle-class ( middle class explained by a USA band wealth and income, who hold more than 40% of inhabitants). Examples: USA, Norway, and other western European nations.
  - The rest of the world (as tacit subject states) still have not risen their middle-class to acceptable levels. Some African and Asian poor nations have middle-class with less than 10% of the population.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### **New philosophy beyond circular economy**

#### **How do humans exploit the global resources of planet Earth?**

##### **The "Je ne sais quoi" digital begging system:**

It is an economic system in which the producers of goods and services are not being appropriately rewarded by the users or takers of their products. As a result, they beg for donations, contributions, grants, assistance or monetary aid to make a living. This economy is based in the impact of causing pity and compassion to the donors.

In the past beggars were linked to the street mendicants or homeless or disabled. Nowadays, the youth, privileged artisans, intellectuals and artists are begging on the Internet & social media.

Why is it that just a few nations have reached acceptable levels of middle-class families (with at least 40% of the population at that level)? It was an historical decision.

- After the discovery, conquest and colonization of America, the philosophy underlying the export mercantilism was supported by the European monarchical absolutism; and originally, their expansion of wealth was founded in the utilization of human slavery. Slavery and indebted labor was the essential factor for the production of goods and services.
- After the birth of the United States of America as a superpower on earth, and after the emergence of the proletarian economy, every wave of "industrial revolutions" has deepened the insanity of corporate decision making to use every technological advancement in function of making more profits (maximizing shareholder value), by pursuing the philosophy of rising productivity, efficiency, and privileging the low-cost strategy.
- The result: Our planet earth has begun to show signs of an accumulated illness or environmental malady that won't be cured by the current palliative "circular economy prescriptions". Why? Because the underlying cause to the planet dysfunctional symptoms is radically found in how the labor compensation of the economic systems has been

designed.

- The remedy is not to look for the opposite of capitalism as a dialectic alternative: the radical communism did not fix poverty either, and the wages were hyper lower than in capitalist economies. Additionally, the adoption of the communist premises caused painful crimes, linked to persecution during the 20<sup>th</sup> century.
- Another mistake is to go back to the monarchical absolutism, why? Because of historical reasons linked to absolute discrimination, tyranny towards the poor, inequity and inherited feudal poverty.
- The epitome of awful incompetence would be to continue as the things are and move forward towards the AI systems: adopting, promoting, endorsing, and sponsoring the "*je ne sais quoi*" **NAIQ digital begging system** that is taking us back to worse than before the old feudalism".
- People need to be paid with better salaries or create entrepreneurial endeavors that could raise their yearly income and wealth.
- The remedy is to cure each and all the flaws of capitalism at its roots (since Adam Smith conception) and in parallel, implement all the palliative or preventive measures of the "work in progress" circular economy.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



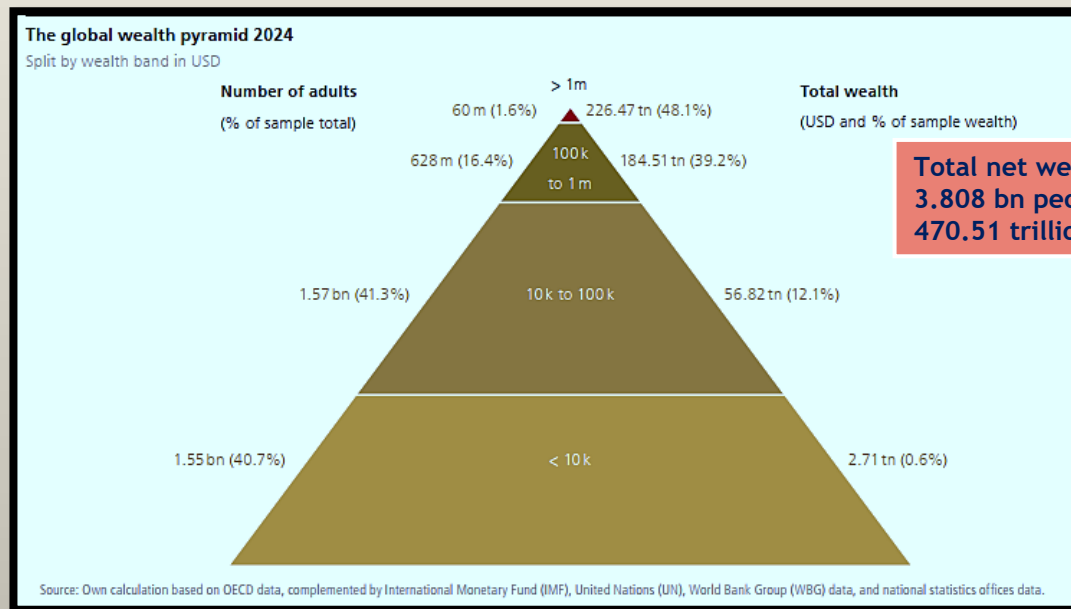
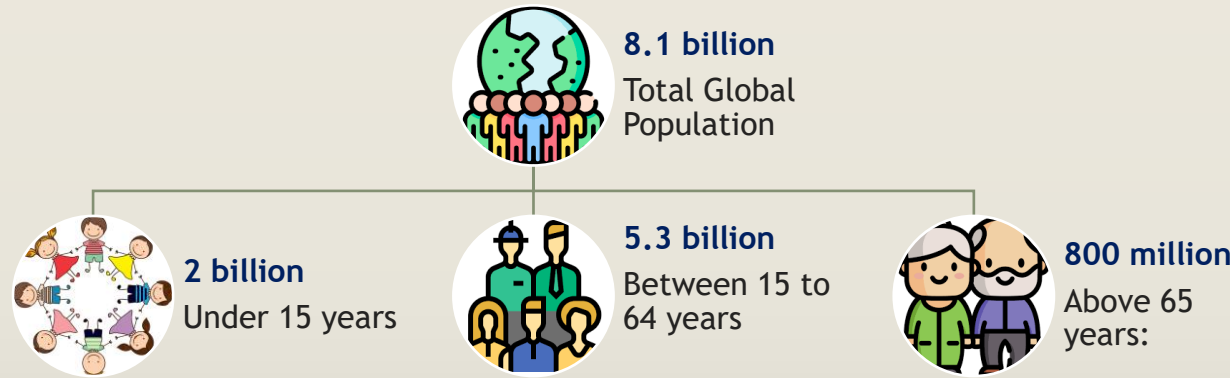
### 🚩 New philosophy beyond circular economy

#### How do humans exploit the global resources of planet Earth??

Net worth or "wealth" is defined as: the value of financial assets and real assets (principally housing) owned by private individuals, less their debts. Private pension fund assets are included, but not entitlements to state pensions.

Wealth is measured only for the global adult population able to possess net wealth which ascends to 3.808 billion people out of 8.1 billion (or 47% of the worldwide population).

Source : UBS Global Wealth Report 2025



**Total net wealth of 3.808 bn people) = 470.51 trillion dollars**

According to the top team of economists of UBS Global Wealth Management unit, led by Paul Donovan, the graph at your right signifies:

- 3.808 billion global adult population have acquired net-wealth. If the total global working age population (between 15 to 64 years) is 5.3 billion, that implies that 1.492 billion people (28% of 5.8 billion) do not have net wealth and are not shown in the graph. This group doesn't own a house, and doesn't have financial assets (or savings or investments portfolios, maybe not even a pension fund) either.
- From 3.808 billion people who hold net-wealth, 40.7% (or 1.55 billion), have net wealth, each, below \$10K and represent 0.6% of the total wealth of the planet.
- From 3.808 billion people, 41.3% (or 1.57 billion) have net wealth each between \$10,000 to \$100,000 dollars. And this band represent 12.1% of the total net wealth of the planet.
- From 3.808 billion people, 16.4% (or 628 million adults) hold net-wealth each between \$100,000 to 1 million and represent 39.2% of the total wealth of the planet.
- Finally, the millionaires are only 60 million adults (1.6% of 3.808 billion people), who each hold net-wealth above \$1 million dollars, holding 48.1% of all the total wealth of the planet. In other publication we will explain the composition of these 60 million.
- Concentration of global net wealth: 60 million people hold almost half of all the global net wealth of the planet.

All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders

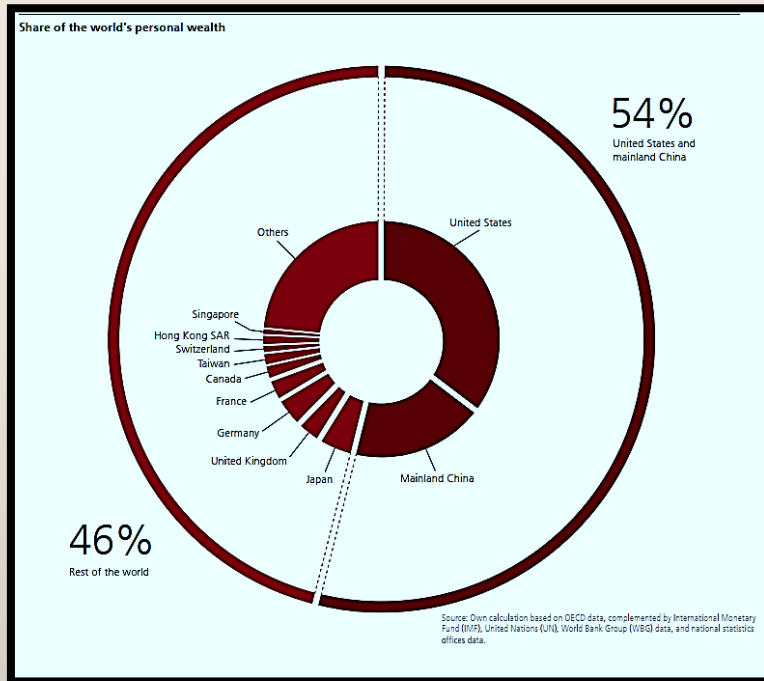


### 📌 *New philosophy beyond circular economy*

*How do humans exploit the global resources of planet Earth??*

People who have created wealth measured in assets (real and financial) are in the USA and China (54% of 3.808 billion people = 2.5 billion).

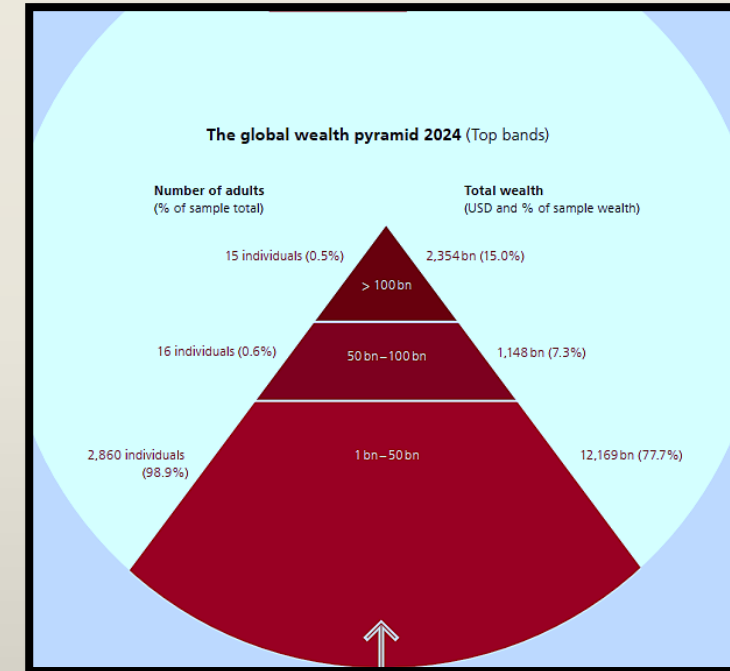
Coincidentally these two countries are the top greenhouse emission nations too.



**Concentration of global net wealth of the billionaires: 2,891 adults have net worth of 1 billion dollars and more, and this represent 15.78 trillion dollars. For an idea of what represents this number: around 50% or 1/2 of the current GDP of the USA or 85% of the current GDP of China .**

According to the UBS Global Wealth Management Report 2025, there are 60 million inhabitants in the world with net wealth above 1 million (these are called millionaires). In the segment of the billionaires (with net wealth above 1 billion USD):

Net Wealth Range (USD)	Number of billionaires (# individuals )	Wealth held by each group USD (%)
1 to 50 billion	2,860	2,354 bn (15%)
50 to 100 billion	16	1,148 bn (7.3%)
> 100 billion	15	12,169 bn (77.7%)
<b>Total billionaires</b>	<b>2,891</b>	<b>15,761 bn (15.76 Tn)</b>



Images Source: <https://www.ubs.com/global/en/wealthmanagement/insights/global-wealth-report.html/> Pages 14 and 24

All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders

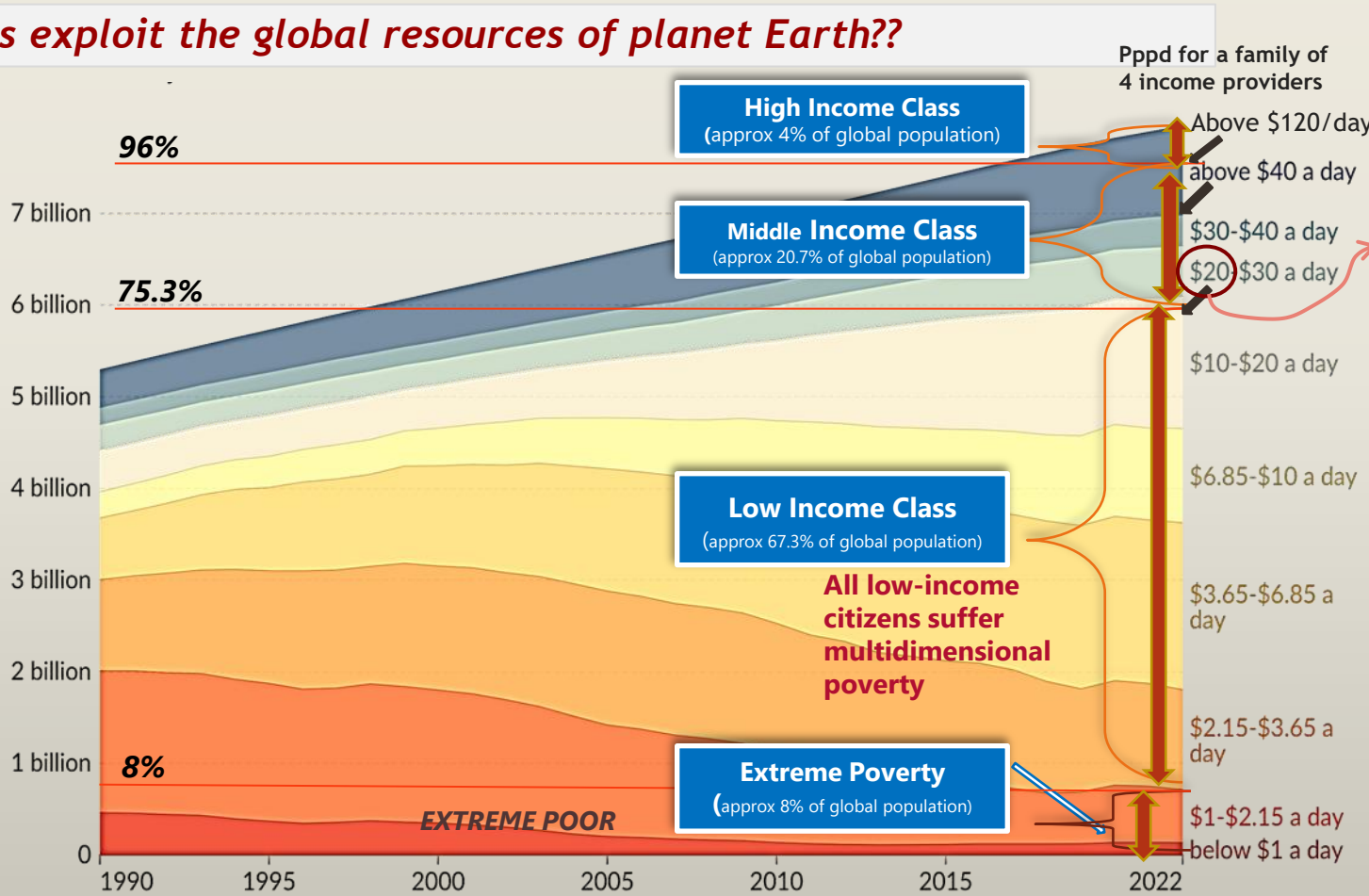


### 🚩 New philosophy beyond circular economy

#### How do humans exploit the global resources of planet Earth??

All the references cited and used for our inferences are shown in slide 19-20.

How do Eleonora Escalante Strategy measure the Middle-Class Income per year:  
We measured it in income terms. Year Income for a family in which the baseline is \$28,800 per year after income taxes and social security retentions.



For those readers who have followed me for a long time, this slide is already acquainted. However, we will explain it again graphically to understand what is the meaning of the pppd number of the graph, and how it works to offer the baseline of a middle class \$20 pppd for a family of 4 income providers.

	<b>Four Income Provider:</b> To earn \$28,800/year Each income provider must earn \$600/month or \$20/day
	<b>Three Income Provider:</b> To earn \$28,800/year Each income provider must earn \$800/month or \$26.66/day
	<b>Two Income Provider:</b> To earn \$28,800/year Each parent must earn \$1,200/month or \$40/day
	<b>One Income Provider:</b> In a mono-parental family, or where there is only "one" adult breadwinner he or she must earn \$28,800/year or \$2,400/month or \$80/day

Data source: World Bank Poverty and Inequality Platform (2024)

OurWorldInData.org/poverty | CC BY

Note: This data is expressed in international-\$<sup>1</sup> at 2017 prices. Eleonora Escalante Strategy relates to income measured after taxes and benefits, or to consumption, per capita<sup>2</sup>. State of the Art Corporate Strategy All rights reserved. Copyright 2016-2026

When breadwinners earn at least \$20 pppd in a family of 4 income providers, that household has reached a middle-class status. However, the typical family (of 2 wage earners) requires at least \$40 pppd to become middle class.

29/5/2026

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### **New philosophy beyond circular economy**

#### **Something is happening with our climate...**

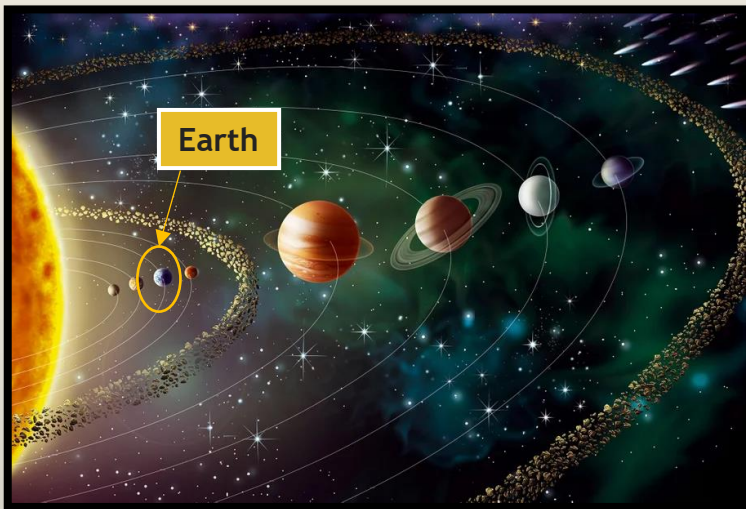
According to the NASA, climate change and global warming are the consequence of human activities.

We believe this premise is certainly true. No question about it. But there is also another reason related to the positioning of the Earth in the context of the solar system.

There is a pattern that might explain the reason why Earth is unique, and why is NASA being sponsored to find an alternative of living in Mars.

What do you think?

How is planet earth designed to stand the test of time?



**Image Source:** An illustration of the solar system (not to scale), including the sun, inner rocky planets, asteroid belt, the outer gassy planets, and—beyond Neptune—the Kuiper belt and the Oort cloud. JACOPIN/BSIP SA/Alamy Stock Photo  
<https://www.scientificamerican.com/article/where-does-the-solar-system-end/>

#### **Mercury**

Distance to the sun: 58 million km average  
 Equatorial diameter: 4,880 km  
 Max Surface day Temperature: 800°F (430°C)  
 Min Night Temperature: -290°F (-180°C)  
 Potential of life as we know it: None  
 It has no atmosphere, but a thin exosphere.

#### **Venus**

Distance to the sun: 108 million km average  
 Equatorial diameter: 12,104 km  
 Max Surface Day Temperature: 872°F (467°C)  
 Potential of life as we know it: None  
 The atmosphere is mostly carbon dioxide – CO<sub>2</sub> the same gas that drives the greenhouse effect on both Venus and Earth.

#### **Earth**

Distance to the sun: 149.7 million km average  
 Equatorial diameter: 12,756 km  
 Max Surface Day Temperature: 134°F (56.6°C) measured in 1913.  
 Potential of life as we know it: the only planet who has held it.  
 The atmosphere consists of 78% nitrogen, 21% oxygen, and 1% other gases such as argon, carbon dioxide (CO<sub>2</sub>), and neon.

#### **Mars**

Distance to the sun: 227.9 million km average  
 Equatorial diameter: 6,792 km  
 Max Surface Day Temperature: high as 70°F (20°C).  
 Low Temperature: -225°F (-153°C)  
 Potential of life as we know it: None  
 Only robots could live there.  
 The thin atmosphere makes it inhospitable because of its temperature nature. Color due to oxidization – or rusting – of iron in the rocks of the surface.

**The Earth has no equivalent substitute in our Solar System. Planet Mars is being explored for its materials, but it doesn't have a minimum condition for human survival of earthly life as we know it.**

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### *New philosophy beyond circular economy*

### *Something is happening with our climate...*

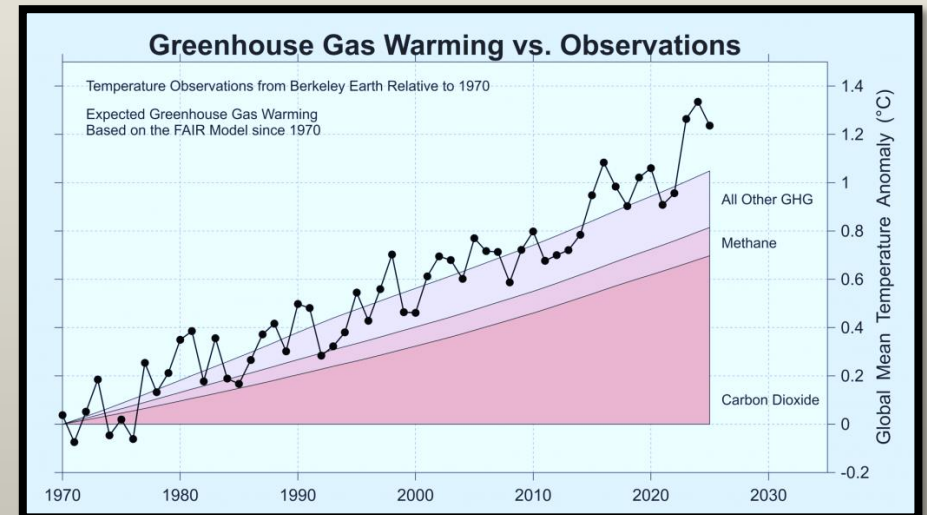
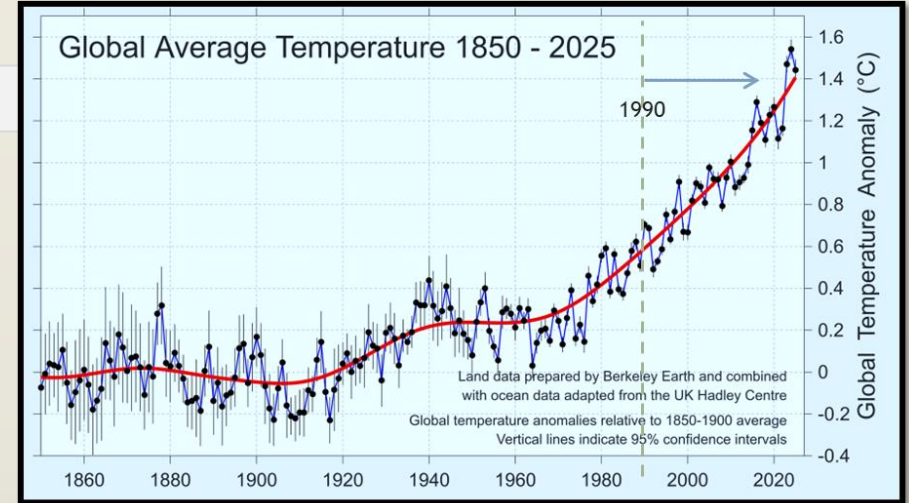
According to the NASA, the climate change and global warming are real.

There is something wrong that our civilization has caused to the planet since the first industrial revolution.

In our quest to produce wealth, the resources have been depleted without restoring them appropriately. And humans have added CO2 to the atmosphere.

Cities and deforestation for urbanization have destroyed the delicate ecosystems of the regions.

- A few years ago, we discussed the problem of climate change. We covered the issue lightly on the 16<sup>th</sup> chapter of the saga What's up with water.  
<https://eleonoraescalantestrategy.com/2022/06/28/whats-up-with-water-pouring-water-into-your-corporate-strategy-xvi-water-and-climate-change/>
- Regardless the earth cyclical changes in temperature, NASA has stated that “Human activities are driving the global warming trend observed since the mid-20th century”.
- Climate change is an issue that affects all the population globally (the low-class, the middle-class and the rich).
- Can human efforts fix climate change? According to the scientist community, it is possible. However, whatever has been done diminish CO2 in one domain, is nullified by the augmentation of CO2 in another sector.
- This implies a huge shift to modify all the economic sectors at the same time, particularly those economic sector groups and nations which are causing more damage to the planet (the top emitters of CO2).
- If the origin of global warming is another one (not yet discovered by scientists) then whatever humans do, will not attack the real cause of the problem. This is why all the scientist community need to work together to find the other underlying main causes of this problem.



# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



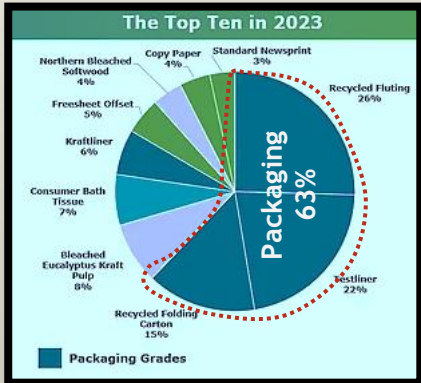
### **New philosophy beyond circular economy**

### **Something is happening with our climate...**

According to Berkeley Earth, there is an anomaly in Global average temperature after WWII, but this has accelerated since the 1990s.

What has happened as of 1990 that is causing global warming anomaly?

- Scientist have agreed that there are three causes that have augmented global temperature by 0.8 degrees Celsius since 1990.
- These causes are:
  1. Energy used Industrial expansion
  2. Deforestation by urbanization
  3. Fossil fuel combustion.
- The trees' cover loss (or forest loss) is the sum of the deforestation and forest degradation.
- Despite that logging for paper is one cause of forest loss; this industry is not the main cause of deforestation.
- The logging for pulp and paper is probably around 15% of the global annual tree loss, and most of these companies have adopted circular economy strategies at the core several years ago. They have been enforced to re-plant trees with strict regulations.
- What matters here is to understand what products do the pulp-paper do today. You will be surprised that packaging is the top one, and not the paper used for education and printing books.
- According to WWF, the primary causes of forest degradation are wildfires, forestry products, agriculture, logging activities for expansion of housing and fuelwood, livestock grazing, projects of infrastructure, and road construction.



**Pulp and paper top products are related to packaging 63% not books or educational printing.**

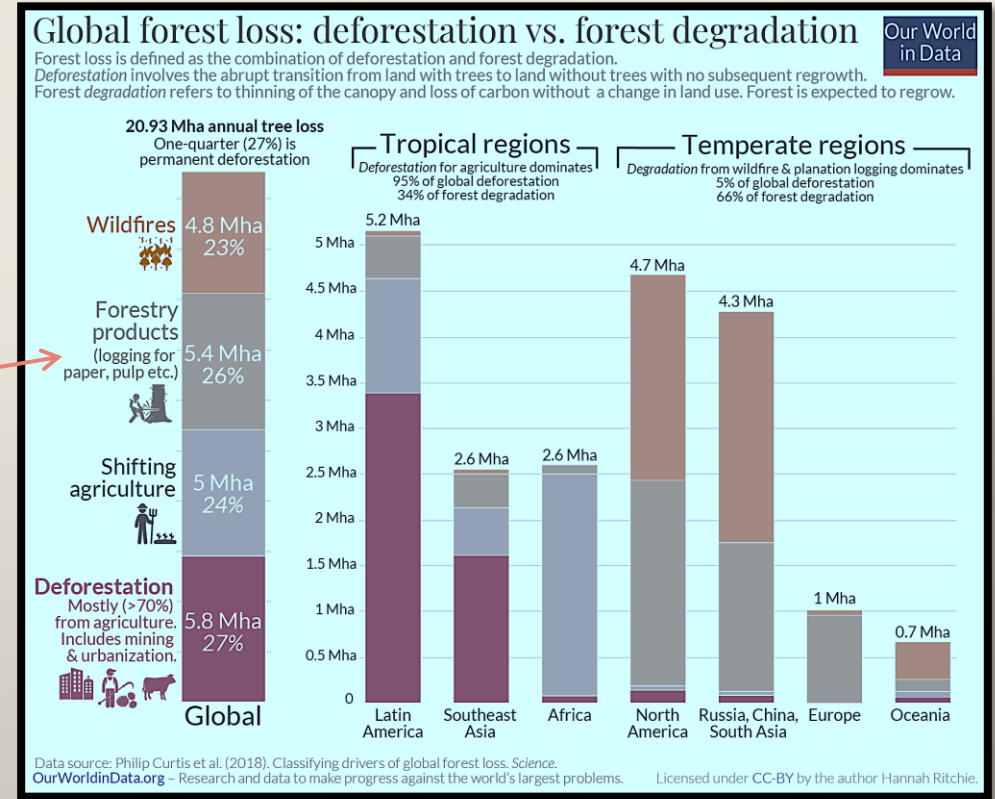


Image Source: <https://ourworldindata.org/deforestation>

29/5/2026

<https://www.resourcewise.com/blog/forest-products-blog/navigating-the-future-of-the-pulp-paper-and-packaging-industry>

All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### 🚩 *New philosophy beyond circular economy*

#### *Something is happening with our climate...*

#### Global Green House Emissions:

According to the World Report Institute, the Global greenhouse gas (GHG) emissions grew by 50% from 1990 to 2023.

These emissions have been blamed as causing the planet to warm at an alarming rate and contributing to the increasingly devastating storms, floods, fires and heatwaves the world is now grappling with.

- The IEA (International Environmental Agency) has released that there are three causes that have augmented global temperature by 0.8 degrees Celsius since 1990.
- These causes are:
  1. Burning fossil fuels such as coal releases greenhouse gases (primarily carbon dioxide CO<sub>2</sub>, methane, and nitrous oxide) into the atmosphere. Fossil fuels are burned to produce energy (electricity and heat).
  2. Agriculture, forestry, and other land use (AFOLU) are responsible for about one-fifth of global greenhouse gas emissions. This includes deforestation for agriculture and logging and livestock farming.
  3. Industry: Other activities contributing to greenhouse gas emissions include industrial processes like cement and chemical production.

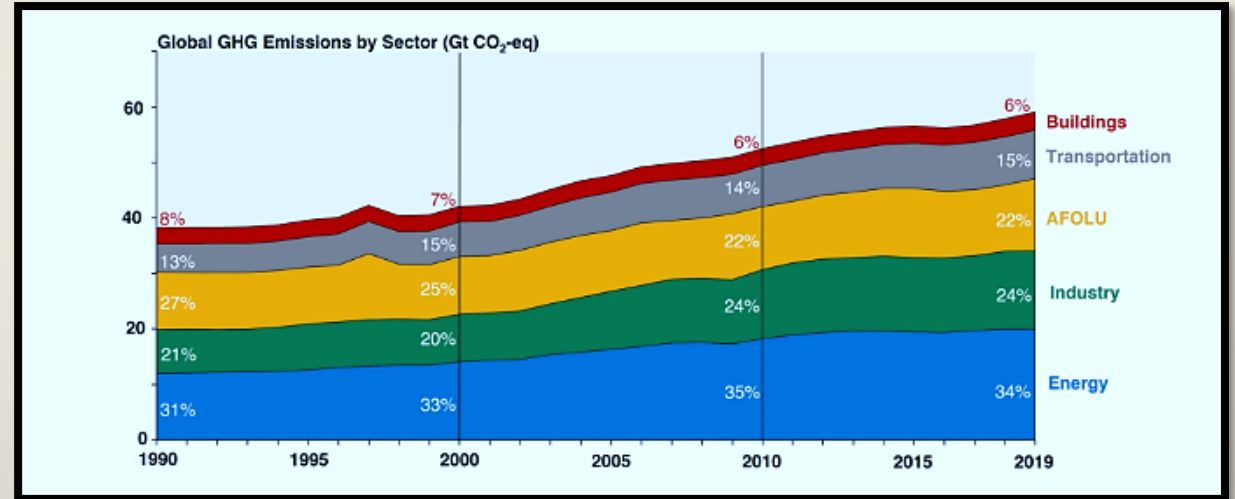


Image Sources: <https://www.epa.gov/ghgemissions/global-greenhouse-gas-overview>

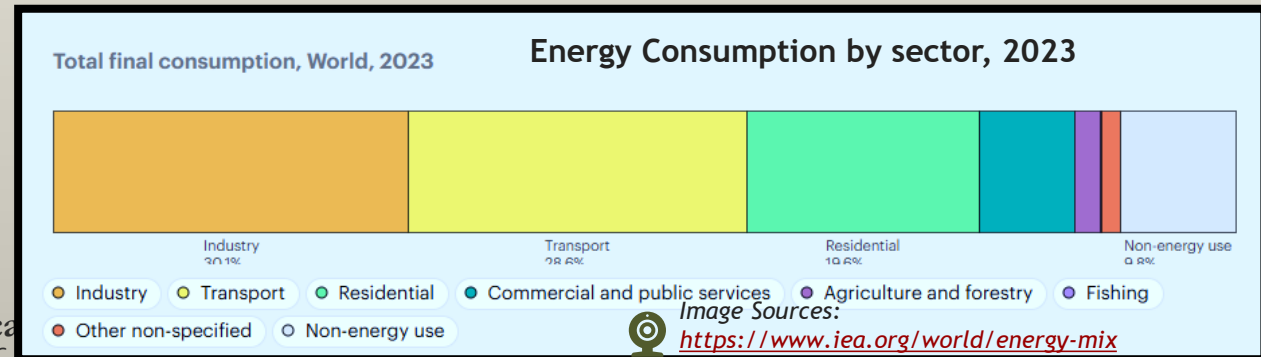


Image Sources: <https://www.iea.org/world/energy-mix>

All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### *New philosophy beyond circular economy*

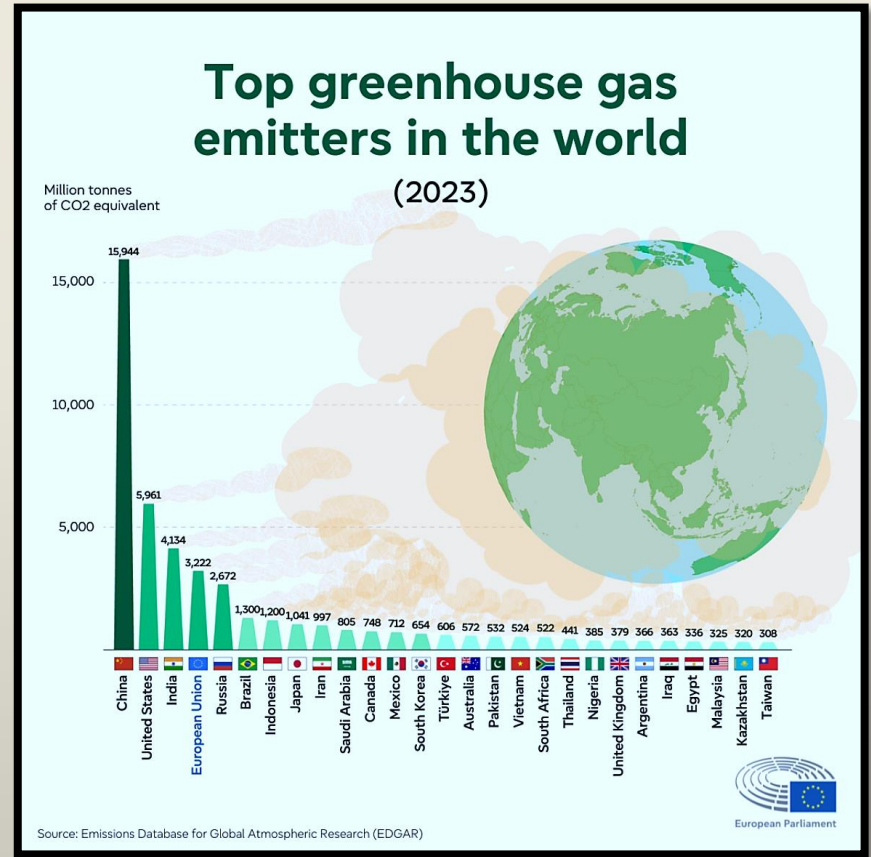
*Something is happening with our climate...*

Who is responsible of the green house gas emissions?

The responsibility is founded in how are we producing energy and how are we consuming that energy in our economic activities.

According to the European Parliament the main countries are China, USA, India, the European Union and Russia.

- There is a positive correlation between the emission of greenhouse gas (CO2 mainly) and certain countries where there are occurring human industrial endeavors.
- Most of the emission of GHG occurs when humans produce energy. This is called the energy sector – including generation of electricity and heat.
- Additionally, the emission of GHG also happens when humans utilize energy in their daily life and as end users in buildings, transportation, manufacturing and construction.
- In consequence, the largest contributor to GHG emissions over any other sector, representing 76% of global emissions is Energy.
- The top ten countries emitting GHG are China, USA, India, European Union, Russia, Brazil, Indonesia, Japan, Iran, Saudi-Arabia. Canada is closer to the Saudis, and both compete for the 10<sup>th</sup> position alternatively.
- Climate Justice implies that the main emitters of GHG in the world are obliged to fix this problem. These 10 countries (and its respective millionaires) all together produce more near 2/3 of the global GHG.



All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### **New philosophy beyond circular economy**

#### **Circular economy as a philosophy to fix this mess??**

The circular economy (CE) has been rolled out to **FIX** an issue at the operational level.

CE is not a philosophy of economics.

It is a model that is based in maximizing the output of production by not spending much while minimizing waste.

- **What is the philosophy underlying the circular economy?**
- According to the Ellen MacArthur Foundation, what inspired the Circular Economy were 6 movements (we do not consider any of them as schools of thought):



- Any Philosophy of economics must be based in the formulation of inquiry, premises, laws, principles and patterns that govern the pursuit of wealth creation and the “complex set of interactions that produce and distribute consumption goods and the resources/tools that produce them”.
- The circular economy as it has been disclosed is a “work in progress” concept that touches

- The circular economy as it has been disclosed is a “work in progress” **concept for operational remedy** that touches certain elements of the political economy and certain elements of the domain of economics. However, it is a remedy that searches to fix the situation at a “value chain level”, applying “waste management” and “pro-environmental operation design”, but it has not been born as a philosophy of economics.
- In consequence, as we see it, there is still a long way ahead for the “circular economy” to become a “philosophy of economics”.
- In summary: The “circular economy” has been established as a prescription to fix the old linear economic roadmap of “take-transform-sell-throw away” into “ with a new operational model founded in three pillars: Smarter product use and manufacture, expand product lifespan, and reintegration of materials in the production cycle.

**1**  
Smarter product use and manufacture

- Reduce
- Rethink
- Refuse

**2**  
Expansion of product lifespan and its parts

- Reuse
- Repurpose
- Repair
- Remanufacture
- Refurbish

**3**  
Reintegration of materials in the production cycle

- Recycle
- Recover



All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### 🚩 New philosophy beyond circular economy

#### What is missing at the circular economy

There is a difference between trying to fix a problem with a model and another one is to create a philosophy of science (economics) that can help to change all this mess at the roots of thinking in every single citizen : the users of energy, the deforesters, the manufacturers, the transporters, the rest of emitters of GHG and polluters of the world.

Eleonora Escalante Strategy believes that the effort to clean our environment from all the causes of climate change should be orchestrated, starting with at the philosophical level.

- What is missing at the circular economy model?
  1. It is not a philosophy of economics yet. It is a work in progress model.
  2. It is designed to alleviate the symptoms of the illness (palliative or preventive) at the operational level (factories/manufacturing mainly).
  3. It lacks the most important part: the element of moral philosophy that we find in magnus economic philosophers as Milton Friedman, Carl Menger or Keynes.
  4. Because it is a “work in progress model” used for remedying, it lacks a robust philosophical foundation in terms of environmental ethics, conservation biology, biodiversity, climate justice, human rights, and finally the shift from a model to a new philosophy of science with its respective stamp of approval by everyone on earth
  5. Over time, we expect the CE model to become a philosophy of economics. This will occur once every single relevant course and respective frameworks taught at Universities would be aligned with the circular economy philosophy.

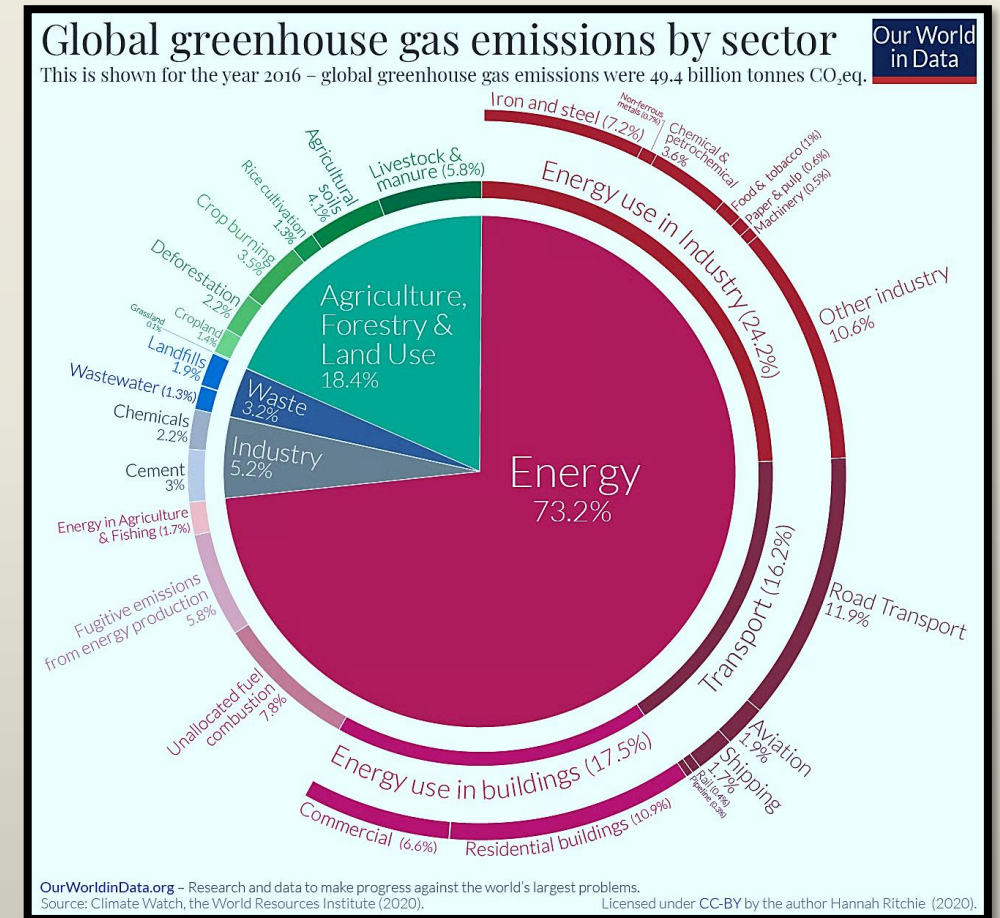


Image Source: Hannah Ritchie (2020) - “Sector by sector: where do global greenhouse gas emissions come from?” <https://ourworldindata.org/ghg-emissions-by-sector>

All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### 🚩 *New philosophy beyond circular economy*

#### *What is missing at the circular economy*

The importance of establishing a circular economy philosophy of science:

The philosophy of environmental ethics holds certain elements that can help, but it is important to begin to create a linkage with the philosophy of economics that will sustain our new economic system beyond capitalism.

This is why Eleonora Escalante Strategy is against the NAIQI "je ne sais quoi" enforced system since the advent of the Smartphone.

The NAIQI digital begging system consumes more energy, and it is unsustainable.

- **What is missing at the circular economy model?**
- 6. The process of the circular economy model to become a philosophy of science will not be automatic. It will take a while, because we are not theorizing first, but reacting at the operational and functional levels, and it is still a long way to go, despite the enormous effort of the United Nations SDGs related to the Circular Economy have been settled at the governance levels.
- 7. Once the Circular Economy becomes a philosophy of science, the policy making at the government units (federal, state and municipal) will emerge naturally. Now, the two top wealthy countries on earth show an ideological regression in Circular Economy policy, while in many countries, there has been an economic shrinking in the enforcement of the law for those who do not comply with circular economy premises. Low-class countries do not have strong circular economy regulation.
- 8. The CE requirement aspects are put in place through the international banking and European development financing entities. The European Union has also played a good source of enforcement.
- 9. At the private level, there is a rise in projects of infrastructure and industry which are approved without robust Circular Economy prerequisites. The trend is to weaken the CE policies and its respective regulation.

**Eleonora Escalante Strategy**

State of the Art Corporate Strategy  
All rights reserved. Copyright 2016-2026

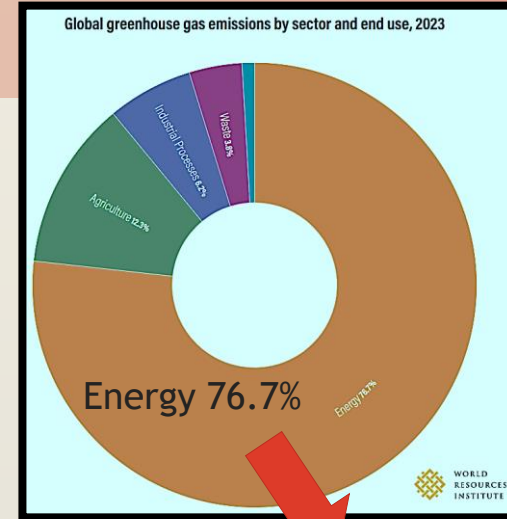
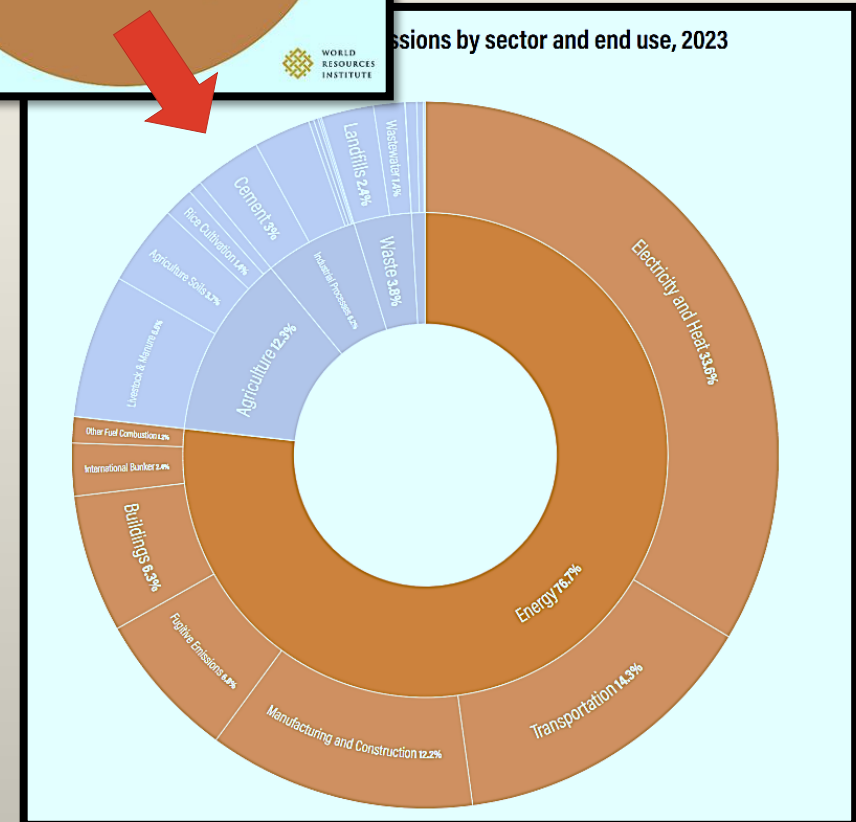


Image Source:  
<https://www.wri.org/insights/4-charts-explain-greenhouse-gas-emissions-countries-and-sectors>



All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



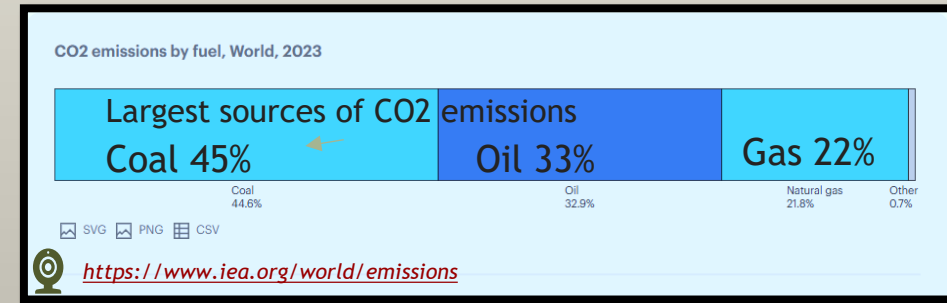
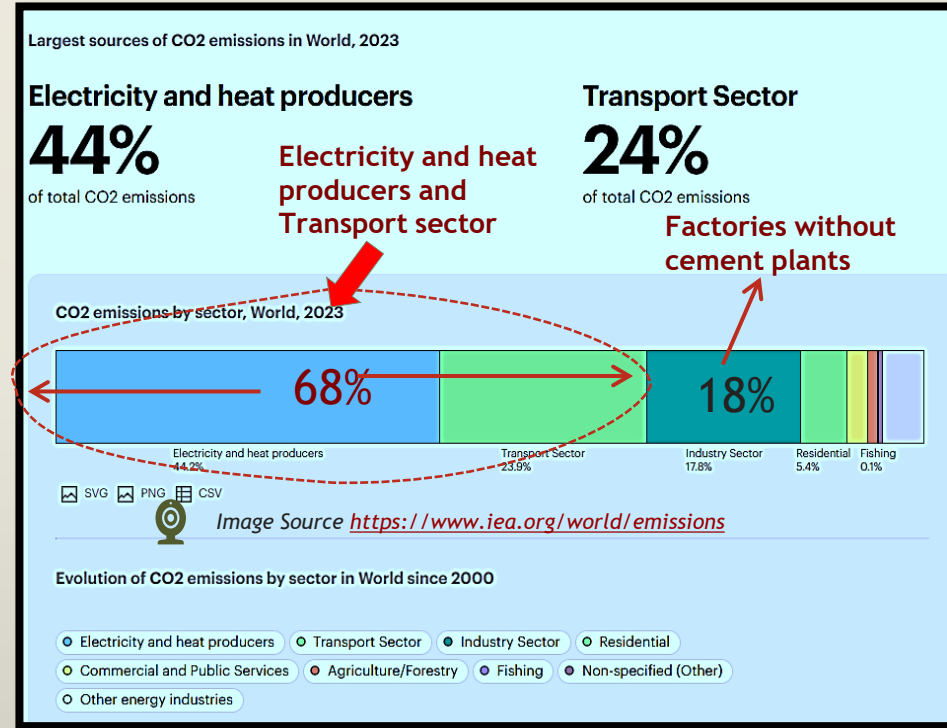
### New philosophy beyond circular economy

#### What is missing at the circular economy

There is an interesting thing about coffee and cacao: Their role as GHG emitters is not determinant or highly relevant in comparison to other economic sectors. But their cropping and manufacturing value chain can be improved for its future sustainability.

- What is missing at the circular economy model?
- 10. There is a lack of global alignment between the private, public and citizens. The dismantling of all the energy-circular economy policy scaffolding and funding in the USA has affected the rest of the nations in cascade.
- 11. The real reason why the circular economy has not been adopted by all the wealthy happens because their economic interests are being molested. It is related to the rationale of minimizing costs for profits. To do the things well is expensive. To apply the circular economy strategies looks complicated and expensive. Businesses are beginning to lose interest in CE metrics because they think “it is just too difficult to implement”(Kirchherr)
- 12. When we land into artificial intelligence, this economy is expensive. The costs of energy are increasing because of the NAIQI devices and its ubiquitous massification. During the last 25 years, energy-related CO2 emissions have increased 49%.
- 13. Without cheapest additional energy pouring into the countries, the NAIQI era doesn't flow, and will be economically unsustainable.
- 14. The NAIQI economy is a lie for prosperity. It is another cause to augment the use of energy and its sources, producing additional Greenhouse emissions. It is damaging the brains of students and professors. It is another industrial revolution displacement for people. But the difference today, is that once an employee is fired, the new job creation for him or her is not happening. There is no other place to go, but to become a “digital beggar”

The NAIQI era:  
**N**anotechnologies +  
**A**rtificial Intelligence  
 (including robotics and automation)  
 + **Q**uantum computing  
 + **I**nternet.



All the references cited and used for our inferences are shown in slide 19-20.

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### 📌 A new philosophy beyond circular economy

#### Bibliography

1. Conceptual elements to consider for the circular economy as a new philosophy of science  
Climate Justice <https://plato.stanford.edu/entries/justice-climate/>  
Environmental Ethics <https://plato.stanford.edu/entries/ethics-environmental/>  
Biodiversity <https://plato.stanford.edu/entries/biodiversity/>  
Conservation Biology <https://plato.stanford.edu/entries/conservation-biology/>  
Philosophy of Economics <https://plato.stanford.edu/entries/economics/>
2. The circularity Gap report 2025 <https://circulareconomy.europa.eu/platform/sites/default/files/2025-09/CGR%202025%20complete%20document.pdf>
3. Gallego-Schmid, A. et Al. Circular Economy in Latin America and the Caribbean: Drivers, opportunities, barriers and Strategies. Elsevier. 2024. <https://www.sciencedirect.com/science/article/pii/S235255092400263X>
4. United Nations. Harnessing Trade for the Circular Economy UNECE <https://unece.org/sites/default/files/2025-01/CIRCULAR-STEP-HarnessingTrade.pdf>
5. Purushothaman, R., Alamelu, R., Selvabaskar, S. et al. Theories, techniques and strategies of sustainable circular economy: a systematic literature review. Discov Sustain 6, 297 (2025). <https://link.springer.com/article/10.1007/s43621-025-01161-5>
6. NASA information about the planets <https://science.nasa.gov/solar-system/planets/>
7. NASA information about climate change <https://science.nasa.gov/climate-change/causes/>
8. Causes of increasing heat in the planet <https://klimaatadaptatienederland.nl/en/knowledge-dossiers/themes/heat/causes-increasing-heat/>
9. Hansen, James E. et al. "Global Warming Has Accelerated: Are the United Nations and the Public Well-Informed?" Environment: Science and Policy for Sustainable Development 67 (1): 6-44. Taylor and Francis online 2025 <https://www.tandfonline.com/doi/citedby/10.1080/00139157.2025.2434494>
10. Understanding Global Change. UGC Berkeley <https://ugc.berkeley.edu/background-content/earths-internal-heat/>
11. Union Bank of Switzerland Global Wealth Report 2025 <https://elements.visualcapitalist.com/wp-content/uploads/2025/08/global-wealth-report-09072025.pdf> and <https://www.ubs.com/global/en/wealthmanagement/insights/global-wealth-report.html>
12. Classification of the world population by income. Eleonora Escalante Strategy uses other thresholds. <https://ourworldindata.org/grapher/population-by-income-classification>
13. Distribution of population using poverty lines and pppd for a family of 4 member providers. <https://ourworldindata.org/grapher/distribution-of-population-poverty-thresholds>
14. Policymakers in Germany towards a circular economy. <https://il.boell.org/en/2022/04/19/germanys-transformation-towards-circular-economy>
15. Ellen MacArthur Foundation. Schools of thought that inspired the circular economy. <https://www.ellenmacarthurfoundation.org/schools-of-thought-that-inspired-the-circular-economy>
16. Image of the NASA solar system <https://www.tweaktown.com/news/81145/here-are-nasas-best-images-of-all-the-planets-in-solar-system/index.html>
17. Highest temperature measured on Earth <https://www.guinnessworldrecords.com/world-records/highest-recorded-temperature> and <https://www.climate.gov/news-features/climate-qa/whats-hottest-earths-ever-been>
18. Ocean relation to rise in temperature [https://www.researchgate.net/publication/317561583\\_Distinct\\_global\\_warming\\_rates\\_tied\\_to\\_multipleocean\\_surface\\_temperature\\_changes](https://www.researchgate.net/publication/317561583_Distinct_global_warming_rates_tied_to_multipleocean_surface_temperature_changes)
19. Berkeley Earth Temperature Report 2025 <https://berkeleyearth.org/global-temperature-report-for-2025/>

29/5/2026



Source: <https://www.vecteezy.com/photo/3084200-chocolate-coffee-and-cinnamon-sticks>

# Cacao and Coffee 101.

## Success Strategies for Small Farm Holders



### 📌 A new philosophy beyond circular economy

#### Bibliography

20. Wealthier individuals have a higher carbon footprint <https://iiasa.ac.at/news/may-2025/worlds-wealthiest-10-caused-two-thirds-of-global-warming-since-1990>
21. Carbon Inequality OXFAM [https://www-cdn.oxfam.org/s3fs-public/file\\_attachments/mb-extreme-carbon-inequality-021215-en.pdf](https://www-cdn.oxfam.org/s3fs-public/file_attachments/mb-extreme-carbon-inequality-021215-en.pdf)
22. The rich bear their fair share on climate costs. [https://www.researchgate.net/publication/391538501\\_The\\_rich\\_bear\\_their\\_fair\\_share\\_of\\_climate\\_costs](https://www.researchgate.net/publication/391538501_The_rich_bear_their_fair_share_of_climate_costs)
23. Total Greenhouse emissions by sector 2022 [https://www.researchgate.net/figure/Total-greenhouse-gas-emissions-divided-by-sectors-from-1990-to-2021-adapted-from-3\\_fig3\\_396669233](https://www.researchgate.net/figure/Total-greenhouse-gas-emissions-divided-by-sectors-from-1990-to-2021-adapted-from-3_fig3_396669233)
24. World Resource Institute about greenhouse gas emissions (GHG) <https://www.wri.org/insights/4-charts-explain-greenhouse-gas-emissions-countries-and-sectors>
25. European Parliament Infographic about Greenhouse Gas emissions <https://www.europarl.europa.eu/topics/en/article/20180301STO98928/greenhouse-gas-emissions-by-country-and-sector-infographic>
26. Global Greenhouse Gas Emissions by sector <https://ourworldindata.org/ghg-emissions-by-sector>
27. United States Environmental Protection Agency data of Greenhouse Gas Emissions <https://www.epa.gov/ghgemissions/global-greenhouse-gas-overview>
28. International Environmental Agency position and data about Carbon Footprint and GHG <https://www.iea.org/world>
29. Deforestation and forest degradation <https://www.worldwildlife.org/our-work/forests/deforestation-and-forest-degradation/>
30. Deforestation infographics <https://ourworldindata.org/deforestation>
31. Fish-Solve Carbon Benchmarking data <https://www.resourcewise.com/solutions/carbon-benchmarking>
32. Philosophy of Science Kühne, O., Berr, K. (2022). Philosophy of Science—Philosophical Foundations and Positions. In: Science, Space, Society. Springer, Wiesbaden. [https://link.springer.com/chapter/10.1007/978-3-658-39140-9\\_3](https://link.springer.com/chapter/10.1007/978-3-658-39140-9_3)
33. GDP data about China and the USA from the IMF <https://www.imf.org/external/datamapper/profile/USA> and <https://www.imf.org/external/datamapper/profile/CHN>
34. Interesting article about human activities and climate change <https://populationconnection.org/resources/human-activities-and-climate-change/>
35. Center for Sustainable Systems. University of Michigan. Carbon Footprint. <https://css.umich.edu/publications/factsheets/sustainability-indicators/carbon-footprint-factsheet>
36. Kirchherr, J. et AL. Conceptualizing the circular economy: An analysis of 114 definitions. Elsevier 2017. <https://www.sciencedirect.com/science/article/pii/S0921344917302835>



Source: <https://www.vecteezy.com/photo/3084200-chocolate-coffee-and-cinnamon-sticks>



Photo from Microsoft Stock Images

*Thank you*

Coffee and Cacao 101.  
Success strategies for Small Farm Holders

<https://eleonoraescalantestrategy.com/>

