



b of joy co-op

newsletter

1st quarter 2025



Progress is sometimes difficult to depict,
because it might damage her vulnerability.

Dear friend, supporter and participant,

This time we offer a different kind of newsletter than you are used to from us. We wish you much reading pleasure.

The chairman of B of Joy co-op SCE in foundation
Henk Louw

INTRODUCTION

Question: what is the purpose of a newsletter? Our answer is that you become inspired by the content and that you can act on it in practice.

Are we, as society, happy with what is happening in the world around us and what is being decided? Many are very worried.

The question arises: what can we do ourselves to make this society a better and more pleasant place for everyone and how shall we approach things?

There is no single solution. It concerns many different topics and initiatives. Acknowledging that we ourselves are part of what is happening now also gives insight and then inspiration about what to change.

Looking in the mirror and asking yourself critical questions can be very enlightening.

As a start to this series, we are going to talk about:

FREEDOM OF EXPRESSION...

This expression is often in the same breath associated with the values of democracy. Isn't this the right of all people on earth, regardless of age, cultural or religious origin?

But why do we experience the terms coined by world leaders such as “fake news” and “conspiracy theories” etc. as an attack on our values, on the freedom of speech?

Simply: because we ourselves, as a society do not understand or dare to live at all the extent of the term “freedom of speech.”

The fear: what will “they” think of it? Is it well received? Or, I don't want to harm or hurt anyone...

These have now become legitimate arguments, which have nothing, absolutely nothing to do with the pure intent of freedom of speech.

An example:

Someone claims at a gathering that he or she doesn't like yellow dresses ...

Is that person entitled to make that claim? Absolutely. If you consider the content of the comment, there is nothing wrong with it. The person in question does not like yellow dresses. Full stop.

But what will happen if this is said in a company where someone happens to be wearing a yellow dress? The chips are down. Emotions fly back and forth. But what exactly happens?

Someone expresses an opinion or discusses a subject that concerns him or her. Full stop.



That's all, just that. No one has to agree. No one needs to feel rejected because someone holds that opinion (even if thousands of people don't like yellow dresses), still no problem.

But why do things often go wrong? Because people are not willing to listen to each other and block everything with their own opinions/emotions or limited imagination.

Actually, it would be helpful to ask why that person does not like a yellow dress.

Suppose you raise that question and it turns out (with a few more excellent questions) that the particular person was once beaten up as a child by an aunt in a yellow dress (just an example). Then we're more likely to understand why that person doesn't like yellow dresses. But this only works if we are willing to speak and listen to each other on content.

In this way, everyone at the gathering gets much more insights and also an understanding of the taste for not liking yellow dresses.

Expressing an opinion can never be an attempt to convince someone else. Suppose you try to do that or ... understand it that way ... then the next question would make sense: am I in this way showing respect for the other person's opinion, knowledge and/or information?

In fact, do we offer that person true freedom?

Free to make their own choices?

So, listening to each other and talking to each other, instead of talking to each other, brings us all much further and closer together.

But when people become emotional instead of communicating substantively with each other, our area of topics becomes smaller and more superficial, as we avoid all kinds of topics and beating around the bush.

If someone gets emotional because of something that is said, ask yourself: what is in you or in me, to which I respond or react emotionally.

Fortunately, there are great solutions to that. In professional jargon, this is called shadow work.

So, expressing what we think (always from a pure motive) will give an absolute deepening to our entire society.

Now imagine what happens when people use their energy to develop their creativity or manifestation abilities without limitations! Enthusiastically exchanging new ideas! What an energy is released then!

We are all free to make a choice whether or not to revise our opinion. If you want to revise your opinion, you do it yourself.

Isn't that exactly what acceptance and respect for each other is also about? Isn't this the method that will allow us all to be happy?

It requires a different way of thinking and acting, but the rewards will be well worth it.

We humans are utterly unique and have qualities that are unprecedented.

What we may and can do, if we so desire, is look at possibilities instead of obstacles - which we believe to be there - in order to become more empowered.

That freedom will ensure that we constructively build a different society

Sharing information is very different from convincing or converting.

This is a step forward towards a more just society in which there is equality for everyone. The philosophy on which UPF and B of Joy co-op are based.

In the 2nd quarter newsletter, we will discuss concrete initiatives that are already being successfully implemented in society.

INFORMATION & LINKS FROM BoJC

Overview of our [goals](#) and what's in it for the participants

Invitation to [watch a video](#) that offers solutions

Signing up as an [EMC](#) holder (co-owner) of the co-op

An overview of choices to [participate](#)

QUARTERLY SLOGAN

We like to highlight a quote from Freud worth thinking about:



A greater truth is a truth
of which the opposite is still a truth.

