

Sustainable Catalyst

Global Solidarity Statement

At Sustainable Catalyst, we believe business must serve humanity—not power.

We stand in solidarity with people and communities across the world who face displacement, cultural erasure, economic injustice, systemic oppression, historical dispossession, sanctions, occupation, collective punishment, or propaganda. This includes—but is not limited to—African Americans, Native American and other Indigenous peoples, Palestinians, Lebanese people, Somali people, migrants, refugees, Cubans, Venezuelans, and other communities whose dignity, sovereignty, or humanity is diminished through domination, collective punishment, erasure, or geopolitical storytelling.

We seek to uplift the voiceless. We do not align with empires. We align with people.

Our solidarity is grounded in human dignity, cultural continuity, and moral independence. We support the rights of people to live freely, speak truthfully, preserve their identity, defend their communities, and resist domination in all its forms. We reject the idea that human suffering should be filtered through geopolitical convenience, corporate messaging, or media spectacle before it is taken seriously.

We uplift the voices, rights, and cultural continuity of:

- **African Americans** and other historically marginalized communities shaped by racial injustice, structural exclusion, dispossession, suppression, and unequal protection under law.
- **Native American nations and other Indigenous peoples** whose sovereignty, treaty rights, land, culture, continuity, and self-determination remain under threat.
- **Palestinians** facing displacement, occupation, siege, and collective punishment.
- **Lebanese people** whose lives and dignity are too often subordinated to regional violence, intervention, and geopolitical calculation.
- **Somali people** whose suffering has too often been flattened into crisis imagery, security discourse, or neglect rather than recognized in full human and political terms.

- **Cubans** and other civilians enduring sanctions, embargoes, blockades, and geopolitical punishment.
- **Venezuelans** whose suffering should not be caricatured, instrumentalized, or used to justify dehumanizing narratives, sanctions politics, or interventionist fantasy.
- **Migrants, refugees, and displaced persons** across all borders.
- **Communities marginalized by extractive economies, post-colonial systems, debt hierarchies, intervention, and narrative erasure.**

We affirm the need for peace and justice for the peoples of the Levant, including Palestinians, Lebanese people, Syrians, and Jordanians, whose lives, futures, and dignity have too often been shaped by war, displacement, occupation, instability, external intervention, and unequal power. We reject the normalization of permanent insecurity as a condition of life in the region. We support a future grounded in human dignity, self-determination, historical truth, civilian protection, and the right of all people to live free from fear, collective punishment, domination, and erasure.

Our commitments are clear: to amplify stories from people—not filtered through propaganda; to question media narratives that justify imperialism, occupation, intervention, sanctions, embargoes, collective punishment, or civilizational caricature; to honor cultural sovereignty and narrative agency; and to maintain ethical independence from Western military, corporate, or political messaging.

We affirm class solidarity across lines of race, ethnicity, religion, and nationality, and reject efforts to divide ordinary people through manufactured cultural antagonism while systems of inequality, dispossession, and concentrated power remain untouched. We support the full equality and dignity of men and women of every race and background, and believe that justice requires solidarity rooted not in spectacle or distraction, but in shared humanity, mutual respect, economic dignity, and the common struggle against domination and exclusion.

We do not reinforce Cold War binaries. We reject the demonization of Russia, China, Iran, Cuba, and Venezuela as a substitute for serious moral engagement. We reject narratives that turn entire peoples into permanent symbols of threat, backwardness, fanaticism, or suspicion. Criticism of states must never become dehumanization of populations. Human suffering should never be instrumentalized to advance empire, profit, media spectacle, or ideological performance.

We affirm that solidarity must also include the defense of Native American rights: sovereignty, treaty rights, land rights, cultural survival, environmental protection, spiritual continuity, and the right of Indigenous nations to speak in their own voice rather than through categories imposed by settler power.

We affirm that solidarity must also include the defense of African American rights: equal protection, political voice, historical truth, reparations, economic dignity, freedom from racialized violence, and the right to name injustice without erasure, dilution, or backlash masquerading as neutrality.

We affirm solidarity with Venezuelan people not through propaganda, but through principled refusal to reduce them to a geopolitical talking point. We reject the demonization of Venezuela in the same way we reject the demonization of Russia, China, Iran, and Cuba. We oppose language that treats entire populations as disposable collateral in ideological struggle.

We affirm solidarity with Cuban people and reject the treatment of Cuba as a permanent object lesson in geopolitical punishment. We oppose embargo apologism, collective punishment, and narratives that flatten Cuban life into propaganda. Critique must never become dehumanization, and policy must never erase the everyday dignity of a people.

This is not a checklist. It is a living compass. We evolve in our awareness, accountability, and responsibility. We listen, learn, and adjust our stance with humility. Our north star is not popularity—but truth.

Tagline + Banner Notes

These lines should remain morally clear, human-centered, and resistant to corporate softening. The language should speak with conviction, ethical independence, and solidarity with dispossessed and marginalized people.

Primary Directions

- **We do not align with empires. We align with people.**
- **Our allegiance is to people—not propaganda.**
- **Business must serve humanity—not power.**
- **Solidarity without dehumanization.**
- **Dignity over domination.**

Tone Standards

Direct. Morally serious. Globally aware. Human before institutional. Clear without sounding performative. Rooted in dignity, justice, truth, historical awareness, and narrative agency.

The platform should say:

We stand with people facing displacement, dispossession, oppression, sanctions, collective punishment, and erasure. We support cultural sovereignty, narrative agency, and human dignity. We question propaganda, imperial logic, embargo politics, racial domination, and media narratives that sanitize power or normalize dehumanization.

The platform should not say:

Anything that sounds like corporate activism without moral substance. Anything that reduces human suffering to branding language. Anything that echoes state propaganda, imperial framing, embargo apologism, racial erasure, or sanitized geopolitical clichés.