



Written by [Alex Newman](#) on October 25, 2022

Published in the November 14, 2022 issue of [the New American](#) magazine. Vol. 38, No. 21

Great Reset: Happening Now

More than two years after the now-infamous “Great Reset” was announced in June of 2020 at a virtual forum under the auspices of the World Economic Forum (WEF), the pieces are beginning to fall into place. Key leaders from the United Nations, the International Monetary Fund, the British monarchy, the Chinese Communist Party (CCP), and the WEF have all been working fiendishly on the agenda since they first unveiled it at the height of the Covid pandemic.



Rapid progress has been made across critical fields. For instance, the shift of virtually everything to “digital” — from a lot of what passes for “education” and corporate meetings to identity systems, payments, medical records, and even currency — is happening at break-neck speed. The transformation of business, law, the food supply, governance, and even “mindsets” is accelerating, too. The war on free speech, especially targeting critics and opponents of the Great Reset, is reaching new heights almost daily.

At a macro level, the changes happening are as unprecedented, at least in the West, as they are rapid. Virtually all major institutions of power — governments, businesses, churches, religions, media, technology, education, advertising, and more — have openly lined up behind the agenda. There are various marketing terms to conceal it: “woke,” “Great Reset,” “sustainable,” “social justice,” “smart,” “Build Back Better,” “Green New Deal,” and so on.

The Great Reset agenda involves a fundamental transformation of absolutely everything. It is a scheme so massive, so draconian, and so ubiquitous that even books could not cover it all. Its advocates are openly saying as much, with WEF head Klaus Schwab declaring that “all aspects of our societies and economies” need to be “revamped,” including the “social contract.” An infamous 2016 WEF video offering “predictions” of coming neo-feudalism claimed that by 2030, people would “own nothing.” Even “our thinking and behavior” will have to dramatically shift, Schwab declared in announcing the Great Reset.

Of course, Schwab proclaimed more than two years ago that the Rubicon had already been crossed. “The world as we knew it in the early months of 2020 is no more, dissolved in the context of the pandemic,” he wrote in his 2020 book *COVID 19: The Great Reset*, blasphemously claiming history would henceforth be divided into “before coronavirus” (BC) and “after coronavirus” (AC) eras.

But even as the Great Reset cabal works to impose its draconian vision of digital and technological slavery, the masses are getting restless. And the agenda, to the extent that it is known, is exceedingly unpopular. Even the term “Great Reset” has become a lightning rod for criticism, with virtually no supporters outside the predatory uber-elites of the WEF and the useful idiots and minions they have on their payrolls.



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With that in mind, there are some key areas where the Great Reset's implementation and end goals can be clearly discerned. This article will focus on just a handful of these key areas. For much more detail on these issues, and a focus on more components of the plan, see *The New American* magazine's new collector's edition bookazine [The Great Reset and Transhumanism](#), which is packed with information. But this brief survey of a small cross-section of the plan should be more than enough to paint a horrifying picture underscoring the urgency of getting involved to defend America and Christian civilization.

ESG: Transforming the Economy & Business

Perhaps nothing represents the Great Reset agenda in economics better than the ongoing global push for "ESG" investing. The acronym, which stands for "environmental, social, and corporate governance" metrics, is simply the latest marketing slogan to promote a much older idea: a fascistic economic model. Under the ESG model, corporations are expected to serve the goals and decrees of the state and the predatory elites, rather than consumers and shareholders as they have done historically in the free market.

The ESG gold standard is wokeness, climate alarmism, "diversity," social justice, and more. The more ESG-conscious a company is, the more it embraces left-wing politics, globalism, the LGBT agenda, cancel culture, and everything associated with the Great Reset. Think of it as a "social credit" score like the CCP uses to grade its 1.4 billion victims, but for companies instead of individuals.

The term was invented by Paul Clements-Hunt, a UN globalist who served as head of the UN Environment Programme (UNEP) Finance Initiative. Clements-Hunt has publicly boasted that he believes ESG investing will foist the UN's Agenda 2030 Sustainable Development Goals — a recipe for planetary technocracy that has been exposed many times in these pages — on the global economy and the businesses of the world.

It is working very well, as more and more "woke" asset managers such as BlackRock, with its nearly \$10 trillion in assets under management, work to steer capital into ESG-compliant firms (and China) — and away from those that resist. As with social-credit scores, even doing business with a company that does not have a high ESG score can affect a firm's rating, potentially jeopardizing its access to deals, government contracts, or even working capital.

The WEF's Schwab, one of the leading proponents of the idea, has also described it as "stakeholder capitalism." "Business leaders should not only be accountable to serve shareholders, but stakeholders, which means all those communities who have a stake in the company," he declared in a talk at Harvard's John F. Kennedy School of Government. "Here we have governments, employees, trade unions, civil society, and so on." In short, companies should serve governments and embrace the agenda of groups such as the WEF.

Under the Schwab-backed ESG "stakeholder" model, what happens is what Italian dictator Benito Mussolini described as "a merger of state and corporate power," his definition of fascism. This is basically the model used by Adolf Hitler's National Socialists, and it is the same model used today by the mass-murdering Chinese Communist Party. Companies might be privately owned on paper, but they must do what their technocratic overlords demand — or be destroyed.



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Big boss: Great Reset frontman Klaus Schwab, head of the World Economic Forum, is lining up businesses and governments behind the diabolical global agenda.

At the same time, powerful institutions that have been built up with taxpayer funding and a cozy relationship with the currency creators at the Federal Reserve are working to buy out assets from underneath the struggling middle class. And as the engineered takedown of the economy and the dollar accelerate, so will this process — all aided and abetted by the banking cartel masquerading as a public agency known as the Federal Reserve.

BlackRock and Blackstone, another investment behemoth that is now the world's largest landlord, are getting ready to buy up even more residential and commercial property. As overinflated prices boosted by Federal Reserve machinations crash down to earth, Blackstone reportedly has tens of billions of dollars ready to deploy. As you read this, the predator class is getting ready to gobble up even more housing and even businesses during the coming crash.

In short, “you will own nothing,” and instead, you will “rent,” as the WEF’s infamous video of “predictions” forecast. It will be a new form of feudalism, where government-backed predators own everything and you are merely a serf who exists at their pleasure.

Progress on Moving Toward ESG Model

Progress on this front has been staggering. According to estimates by consulting giant McKinsey & Co., more than 90 percent of S&P 500 companies now publish ESG reports. Bloomberg Intelligence, meanwhile, reports that companies following ESG will exceed \$40 trillion worth of assets this year, with around \$2.5 trillion in capital allocated to “sustainable investment funds.”

The Vatican even teamed up with the Rothschild banking dynasty to provide a façade of morality for all this. In late 2020, Pope Francis unveiled the “Council for Inclusive Capitalism with the Vatican.” Member organizations in this amalgamation of state, religious, and corporate power claim to have over \$10 trillion under management and more than 200 million workers in over 160 countries.

The so-called Guardians of Inclusive Capitalism in the alliance lead many of the most pro-abortion, pro-LGBT, pro-globalism companies and organizations on Earth. Among them: the UN, Visa, Bank of America, Johnson & Johnson, BP, MasterCard, Salesforce, the State of California, the Ford Foundation, the Rockefeller Foundation, and more. Aside from Pope Francis, the other major leader of the operation



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is Lynn Forester de Rothschild, managing partner of “Inclusive Capital Partners.”

Governments around the world are in the process of incentivizing and even mandating such “inclusive capitalism.” The European Union, for instance, has a number of mechanisms such as its “Non-Financial Reporting Directive,” which forces companies to publish information on their “environmental” and “social” records. The EU also enforces what it calls the “Sustainable Finance Disclosure Regulation” (SFDR), forcing investment firms and managers to disclose ESG information for their clients.

In the United States, the Biden administration’s Securities and Exchange Commission (SEC) is working to mandate all sorts of ESG disclosures. These regulations will absolutely crush small businesses such as family farms. For instance, under an SEC proposal to force public companies to disclose their “emissions,” all suppliers — including family farms — would have to start tracking their own emissions. As over 100 members of Congress and the American Farm Bureau pointed out, this will destroy small and even medium-sized businesses that simply cannot track all of that.

Opposition to ESG

As with other components of the Great Reset, opposition is growing very quickly. Earlier this year, West Virginia State Treasurer Riley Moore created an alliance of 15 states to take on the “woke” mega-banks and asset managers waging war on his state’s economy and key industries under the guise of ESG. In interviews with *The New American*, he indicated that they are serious — and that this is just the start. His state has already placed multiple megabanks, including Goldman Sachs, JPMorgan Chase, and BlackRock, on a financial blacklist, making them ineligible to do business with the state. States are now moving their money out, too. In fact, Louisiana State Treasurer John M. Schroder stated in an October 5 letter to BlackRock CEO Larry Fink that he will divest all state treasury funds from BlackRock due to the company’s ESG standards that promote so-called green energy over fossil fuels. Schroder wrote, “This divestment is necessary to protect Louisiana from mandates BlackRock has called for that would cripple our critical energy sector. I refuse to spend a penny of Treasury funds with a company that will take food off tables, money out of pockets and jobs away from hardworking Louisianans.”

Meanwhile, a coalition of 19 state attorneys general is also going after BlackRock for its “woke” ESG investing. Among other accusations, the chief law-enforcement officers for the states warned that squandering client money — or risking good returns — to pursue “climate justice” and other such goals was a potential violation of their fiduciary duty to clients. Anti-trust concerns were raised as well. Several of the state AGs also warned that legislation to rein in this sort of scheming would be forthcoming as soon as lawmakers reconvene in 2023.

More and more rank-and-file Americans are pulling their money from “ESG” operations, too. In fact, several funds to counter the ESG investing have popped up, including the MAGA fund, various funds operated by Christian investment manager Timothy Plan, and the American Conservative Values ETF. Christian and conservative consumers, too, are increasingly using tools such as SecondVote.com to avoid retailers and companies hostile to their values.

War on Cash — and Freedom and Privacy

Another key part of the Great Reset will be a shift away from cash — and the privacy and freedom it offers — toward a new system of planetary control under a technology dubbed “Central Bank Digital Currency,” or CBDC. Progress on this front has been staggering, too, with all the major central banks of



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the world marching forward in unison. The Bank for International Settlements in Switzerland is coordinating the global push.

The war on cash and the push for a cashless society began long before the public push for CBDCs, even though Covid served as an important catalyst. In fact, on July 4, 2014, *The New American* warned about this very effort under the headline “Establishment Pushing ‘Cashless Society’ to Control Humanity.” It was one of several warnings offered by this magazine starting in 2010. Governments in Sweden, Canada, and Belgium were furthest along by 2014, while the United States was described by CNN as being at the “tipping point.”

The process was first launched in a very public way in 2012 with the birth of the Better Than Cash Alliance, a global organization backed by U.S. taxpayers and headquartered at the UN Capital Development Fund. Governments around the world — from Africa and South America to Asia and beyond — were founding members of the alliance. And as stated publicly, the goal was “shifting from cash to electronic payments” as part of a “digital transition.” The similarities in language show that the “Great Reset” agenda predates Covid by many years.

The list of nations that have banned cash transactions over a certain level continues to grow rapidly. Israel, Nigeria, Cyprus, Greece, and many other nations have already imposed draconian limits on the use of cash. Just this past summer, the regime ruling Qatar adopted a ban on cash transactions above approximately \$13,500, less than a year after a major financial firm, SkipCash, announced that the nation was ready to become a “cashless society.”

Dawn of Central Bank Digital Currencies

As cash is increasingly demonized and sidelined, governments and central banks are already working to replace it with the Central Bank Digital Currencies. For years, the leading central banks of the world, including the European Central Bank, the People’s Bank of China, the Bank of Japan, the Bank of England, and others have been working on the scheme. Even central banks of small and insignificant nations are on the bandwagon.

In early October, the Bank for International Settlements (BIS) — a sort of central bank for the central banks of the world — announced that it had successfully completed its CBDC pilot program to promote multi-currency cross-border payments. This came after the BIS “Innovation Hub,” which created “strategic partnerships” with the Federal Reserve and other central banks, guided monetary authorities around the world in the development of the ideas and technology.

In the United States, the highest levels of power are working on the scheme. “My Administration places the highest urgency on research and development efforts into the potential design and deployment options of a United States Central Bank Digital Currency,” Biden said in his March 9, 2022, Executive Order 14067 on the “Responsible Development” of “Digital Assets.”

Following the order, the Biden White House released a document outlining its “Policy Objectives for a potential U.S. CBDC” with buzzwords such as “efficient,” “flexible,” and “secure.” It should also “facilitate transactions with ... the global financial system,” the document stated. The system should advance “racial equity” and “environmental priorities,” too, the White House said, without elaborating on the social-engineering agenda behind the push for digital currencies.

The U.S. Treasury promptly picked up on the theme in response to Biden’s executive order. Along with



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a number of reports on the issue, the department created “an interagency working group to consider the potential implications of a U.S. CBDC, leverage cross-government technical expertise, and share information with partners.” While officials say it could take years to roll out, the fact that it’s on the agenda is beyond dispute. The Federal Reserve, meanwhile, has been exploring a “Fedcoin” CBDC since long before the Covid crisis.

With cash out of the way and everyone dependent on “digital” currencies to buy and sell in the marketplace, and with proposals to make it “programmable,” the potential for tyranny is unlimited.

Digital ID and Digitalization of Everything

The marketing phase of this has already begun. Virtually every major news outlet and network has started promoting microchips embedded under the skin as a tool for payments, keyless entry, ID, vaccine passports, and much more. In Sweden, thousands of people took microchips under their skin to serve as their Covid vaccine passports. The horse is already out of the barn.

Before they can get microchips implanted in everyone, digital IDs will be a key interim step. And those are already being rolled out around the world, too — with backing from Bill Gates, the Rockefeller dynasty, the UN, and the WEF. And as with the other elements of the Great Reset, the process began long before Covid came on the scene.

In 2015, foundations controlled by Gates and the Rockefeller clan unveiled ID2020, a global plan to give everyone on Earth a “digital identity” that would follow them from birth to death. Documents show the system is meant to track all sorts of data, including health and vaccine information. “ID2020 is building a new global model for the design, funding, and implementation of digital ID solutions and technologies,” the outfit says on its website.

The plan is moving forward rapidly. Throughout the summer, Congress was working to pass the “Improving Digital Identity Act” that would lay the foundation for a national digital ID system for all Americans run by a “public-private digital identity task force.” The bill would also provide grants to state, local, and tribal governments to get them on board. As of this writing, the scheme had already been passed in key committees in both houses.

In September, meanwhile, Gates announced another \$200 million pledge to the digital ID agenda. And the UN, which is heavily funded by Gates and regularly does his bidding, is not just rolling out its own digital ID scheme but promoting such policies to every government on the planet.

Around the world, governments are lining up to join. The Canadian government of Great Reset-enthusiast Justin Trudeau was even caught signing a secretive \$105 million contract with the WEF to develop a digital ID program for Canadians. “The COVID-19 pandemic highlighted the need for government services to be accessible and flexible in the digital age,” the government said in its report justifying the scheme. The Netherlands, Denmark, Colombia, and many other powers are working on similar programs.

In the end, if the Great Reset crowd is not stopped, everything will be tied to your digital ID. All of the information on your education, health, vaccine, taxes, carbon footprint, interests, finances, and more will be instantly accessible — forever — on the blockchain, where it cannot be altered. You will not be able to use the internet anonymously, with everything being tracked and recorded forever. It is the perfect mechanism to bring about a Communist Chinese-style social-credit system where dissent



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becomes almost unthinkable.

As IDs are moving into the digital world, everything else is too: School, work, entertainment, and even church. This has allowed a previously unimaginable amount of data-gathering to take place. For instance, as students started doing more schoolwork online, all of that data was harvested and is now stored in databases for future AI (artificial intelligence) perusal. The U.S. Department of Education claims the data will help “predict the future behavior and interests” of your children.

The move to digital also allowed unprecedented control, as companies such as Facebook and YouTube began censoring pastors — forced to have “church” online by Covid rules — who expressed politically incorrect ideas.

This plan to move the world online has been in place for a long time, but Covid formally unleashed it. “If Covid had happened even ten years ago, we could not have imagined moving entire companies, schools, and government offices so fast online,” Schwab gushed in a video for a Chinese summit, describing the changes as an “entirely new phase in human development.”



Big Brother is watching: The mass-murdering Communist Chinese regime is leading the way in digital surveillance and payments, serving as both a model for and a tool of globalist predators.

Manipulating the Internet

As life increasingly goes virtual, the control grid over the internet is becoming more and more draconian. True information that exposes the agenda is suppressed, shadowbanned, and de-indexed by powerful Big Tech companies such as Google, YouTube, Facebook, Twitter, Microsoft, and more. Meanwhile, in partnership with government agencies, all of these firms are peddling government propaganda to billions of unwitting people worldwide.

Key operatives brag about it. UN Under-Secretary for Global Communications Melissa Fleming boasted recently at the WEF about how the UN has partnered with Google to boost its man-made global-warming propaganda. “We partnered with Google. For example, if you Google ‘climate change,’ you will, at the top of your search, you will get all kinds of UN resources,” she said. “We started this partnership when we were shocked to see that when we Googled ‘climate change,’ we were getting incredibly distorted information right at the top. We’re becoming much more proactive. We own the science, and we think that the world should know it, and the platforms themselves also do.”



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This is right in line with the policies of the Biden administration. This past summer, White House climate advisor Gina McCarthy, the former head of the EPA, called on tech companies to silence not just those who reject the man-made global-warming alarmism, but even those who disagree with the administration's "solutions" to the alleged crisis. "We need the tech companies to really jump in," she said, asking them to censor those who question "the values of solar energy, the values of wind energy." "That is equally dangerous to denial," she added.

Before that, in an October 2020 WEF podcast about the alleged "infodemic," UN communications czar Fleming boasted about having built an enormous army of digital propagandists to spread UN talking points. "So far, we've recruited 110,000 information volunteers, and we equip these information volunteers with the kind of knowledge about how misinformation spreads and ask them to serve as kind of 'digital first-responders' in those spaces where misinformation travels," she said.



Welcome to the future: Thousands of Swedes have already been implanted with microchips under the skin to serve as Covid vaccine passports and digital wallets to make payments.

Regionalism and Globalism

In his book on the Great Reset, Schwab argues that the Covid crisis will — temporarily at least — slow the globalist agenda for one-world consolidation. However, he argues that while that happens, globalists can advance regionalization instead of globalization. "The most likely outcome along the globalization-no globalization continuum lies in an in-between solution: regionalization," wrote Schwab, as if surrendering national sovereignty and self-government to regional governments were a "solution" to a problem.

He points to the EU as the great success and model to be implemented worldwide. "The success of the European Union as a free trade area or the new Regional Comprehensive Partnership in Asia (a proposed free trade agreement among the 10 countries that compose ASEAN [Association of Southeast Asian Nations]) are important illustrative cases of how regionalization may well become a new watered-down version of globalization," he said, celebrating North America's integration.

But just because regionalization is taking center stage does not mean the globalist agenda has stopped moving forward. The World Health Organization is rapidly working to expand its powers, both through amendments to the International Health Regulations and via the International Pandemic Treaty



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currently being negotiated. And with globalist bigwigs already threatening that the next pandemic is just around the corner — monkeypox, bird flu, or something else — the agenda marches on. At the same time, global “climate” negotiations to create a global “climate” regime are advancing rapidly as well.

The WEF- and UN-orchestrated global war on farmers, the subject of our [September 12 cover story](#), is also paving the way for a global transformation of the food supply. Biden has already warned that “real” food shortages are coming — and they are, as the existing food system is collapsed. And in its place, major insect-protein plants are popping up across the world, and even in the United States, where the world’s largest insect-protein farm is being built in Illinois. Children are being brainwashed in schools to believe eating bugs will save the world, and some major food producers are already sneaking insect protein into their foods.

Great Reset vs. Great Awakening

The Great Reset is being implemented as the world looks on, bewildered. But very few people have connected the dots and realize that the rapid changes are all connected and moving humanity in the direction of global tyranny. There is much work to be done for the Great Resetters, of course. But as wave after wave of increasingly serious crises smack and disorient people around the world, the speed of the transformation will accelerate — at least if the plan is not stopped.

But there are reasons to be hopeful, too. As the totalitarian Great Reset is implemented worldwide against the wishes of citizens, critics of the plan are calling the response the “Great Awakening” or the “Great Resist.” And indeed, millions of people are waking up to the realities that this magazine and [The John Birch Society](#), its parent organization, have been warning about for decades. There has never been a better opportunity for Americans and others who love liberty to expose and stop the totalitarians. We must not let the “Great Reset” cabal have the last word.



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