

We don't buy with money but with our time

Pubblicato: Martedì 3 Gennaio 2017



“When I buy something – when you buy something, you’re not paying money for it. You’re paying with the hours of life you had to spend earning that money. In other words: when you consume, you pay with the life that leaves.” This statement of Pepe Mujica, Former President of Uruguay, authoritative voice of the other-globalist thought of today, acts as a guide to the new book of Francesco Gesualdi, “Free is better. Time, effort and money: the people more than the market ” (Editor Italian missionary, pp. 64, € 5).

Gesualdi, coordinator of the New Model of Development of Vecchiano (Pisa), a former pupil of [Don Lorenzo Milani](#), one of the most famous activists in Italy, in this book takes another step compared to the thought on critical consumption of which he has been a supporter for years (his critical consumption guide, Emi, now in its 6th edition). It summarizes the relationship between employment, economy and everyday life. Questioning the same idea given for granted by modern capitalism, or wage labour (performance in exchange for time), Gesualdi noted how in our lives we mostly don't need things (“needs” that gave birth to and which leverage consumerism, responsible for the current ecological crisis), **but of services**: “We do not need to own cars, washing machines or lawnmowers, but to be able to move, to have clean cloths, in order to have tidy gardens. So it is pointless for us to have all of the same tools that we only use occasionally. It is much better to share and learn to use the goods in common if we want to stay healthy by protecting resources and limiting waste.”

Gesualdi then explores some **keywords** of this new perspective of production and work: “**do-it-yourself**”, or the discovery of the possibility that a number of things / services we can do ourselves and

we can exchange them, a public economy that returns protagonist, “sobriety”, no longer seen as a choice of rear-guard but of a better quality of life.

A provocative and stimulating text, which opens our minds and offers new approaches to our society in crisis.

di [Translated by Prof. Robert Clarke](#)