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*Abstract*: In the Western world we can identify two kinds of populism: a pro environmental populism and an anti-environmentalist one. In my presentation I will: (a) criticizes the current political strategy of most environmentalists, both radical and moderate; (b) proposes the intellectual terms of a political alliance that could overcome the traditional political separation between conservative and progressive when dealing with the environmental question; (c) reports on a case; (d) suggests how to shift from a non-political situation into political and institutional action. My goal is to create a political-cultural background which brings environmentalists together with people inspired by new economy, cultural creatives, wikinomics, organic farming, cultural and immaterial consumption models etc. The alliance will be grounded on a new covenant between humans and nature, and on a non-materialist interpretation of politics. Therefore, I call for new research that helps to radically change the political and the production system, not because the system is unjust in the usually- considered terms, but because it endangers nature and society. By changing the order of priority, I do not deny the importance of social justice and individual freedom in everyday life. Rather, I think that meaningful political reforms, and consistent political platforms, will be possible only if we put the relation between humans and nature first in the political debate.

**Key Words:** *environmentalism, social justice, freedom, corporativism, conservative vs.progressive, human/nature relation*