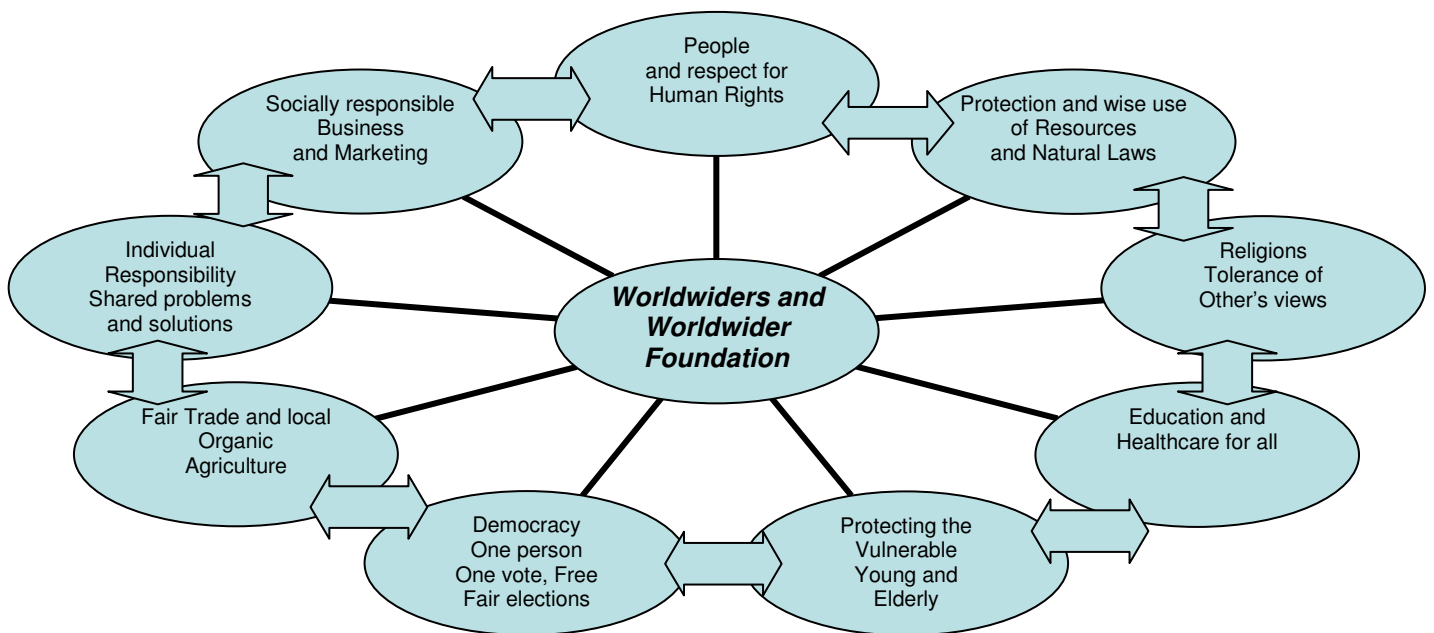


Worldwiders

The collapse of the World's financial system in 2008 is only part of why our current systems need to change.....

Join a new movement with others around the World who have a wider outlook to help build long term healthy community, society and environment, locally and internationally.



Worldwiders – Your notes

Summary

This book coins a new term 'Worldwider' to describe someone who follows no particular creed, doctrine, religion, fool or wise man or woman, but instead seeks to flexibly follow their journey with a worldwide outlook .

This book also announces the creation of a new '*Worldwider Foundation*' with the vision of:

'linking, networking and inspiring those people with a World wide outlook to work together towards solving World challenges in an open, democratic, creative, and peaceful way'.

This book's thesis is simple, that despite challenges, we also have solutions, that we should now start working together towards, **if only we can change our outlook**. All around the world there are wonderful creative people doing amazing things, and there are millions more 'ordinary' people who have a common sense outlook but don't know how to put it into practice.

The book is structured with each Chapter in four parts, 1.1) a suggestion of a new series of 'Worldwider Rights' people can debate for their own country, 1.2) an explanation of what we perceive the problems to be, 1.3) a 'Worldwider Vision' of suggestions of what might be achieved, followed by 1.4) a 'What can I do?' section. At the moment, these Rights and Visions are mainly our own, or are gleaned from what we have read or experienced. But for this to succeed it will need to become a revised and wider held set of rights and visions for each country, coupled with networking and action. With both the vision and the rights you are invited via the Worldwider Foundation website www.worldwiderfoundation.net to change, amend and add to, and to take away ideas to develop yourselves with others, using the toolkit of resources. This is the Worldwidewiders first Book which we have written. **The aim is that each year a new Book will be published online which will be based on your ideas and contributions.**

2008 is the 60th anniversary of the Universal Declaration of Human Rights. The fact remains that human rights are being more abused than ever. This Worldwider Bill of Rights seeks to strengthen the debate about such rights from the bottom up, then go much further by setting Visions and stimulating action for change.

The book has been written with both a sense of concern and a lightness of spirit but the serious parts that make up most of the book are alleviated by some humour. The human species capacity to laugh as well as experience sorrow is what makes us capable of change.

What I offer here is hopefully a catalyst for action, a plea for you to read my thoughts, visions and ideas, and add to them your own unique creative spark, to cast thousands of pebbles into the huge sea that is life, to explore together whether as man and womankind, black or white, Muslim or Christian, individuals and community we can all help each other create a worldwide resurgence of common sense.

The alternative is to carry on as we are, using outdated economic, political, economic and world management models and practices leading to wars, whilst our children play creative games around us. It is time we grew up and accepted our responsibilities which can be made much lighter by joining together, not in battle, but in co-operation.

'This is one reason we have written this, as a song of life to future generations, to let them know that some of us did care, and knew that what we are doing now needs to change'.

Worldwider Foundation 2008

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Preface

A 'worldwider' is a new term we have coined to describe someone who may follow a particular creed, doctrine or religion, guru, wise man or woman, but who also seeks to follow their journey flexibly with a worldwide outlook. Perhaps, having found this book you are such a person? A person who finds politics, capitalism, socialism, communism, anarchy, religions and other creeds useful sources of ideas but is not trapped or dominated by them. This book describes a vision of a new Worldwider outlook, whilst aiming to be light of spirit (because too many books on such serious subjects end up lecturing, preaching or just being boring).

For too long the World's leaders have hidden behind 'Politics' which is a process of following a particular creed such as 'right' and 'left' rather than applying practical common sense intelligence to the problems at hand. Politics is nothing more than a system, based on bureaucratic principles, that too often ends up feeding itself. Politicians are often too far away from the actual issues and problems to even begin to understand many of them.

We have developed a world society model of an inverted pyramid, where hordes of politicians, bureaucrats, administrators and managers run systems not aimed at practical outputs, with a few frustrated or crushed individuals trying to deliver their outputs at the inverted point of the pyramid against ever changing 'targets'.

Far more worrying however is the concentration of power in a few individuals. However good or well meaning, or bad as the case may be, such concentration of power is not healthy, and results in catastrophic failures such as the recent wars and disastrous economic policy, which have fed, rather than crushed, the terrorist cause.

We suggest something completely radical, that we abandon the system of global credit and replace it with a system of living within our means, and we move towards a slow (or no) growth system where we concentrate on worldwide health, sharing of resources, the strong supporting the weak to become more self reliant, agricultural principles that nurture the soil, food that nurtures us, and striving to live in peace and harmony with each other, out of mutual respect.

This book offers a new way to work together to sort out world problems ourselves, instead of waiting for leaders who seem more interested in acquiring power than in creating a better world.

It suggests that we apply some simple challenges and tests to the way our worldwide societies currently operate, which adds up to **a potential new world wide constitution , magna carta or bill of rights**, for debate, addition and change by you.

In other words, instead of the 'top down' system of government and decision making we currently have, we aim to reach more of a balance where our leaders are also more responsive and at times even led from the people. This will prevent excesses, out of touch decisions and abuses of human rights.

This book also aims to **simplify the key problems and challenges** facing us and suggest **visions** for solving these problems followed by a '**what can I do section?**' to give you ideas to get started.

This cannot happen unless we all widen our outlook to allow ourselves to change from countrywiders to 'Worldwiders'. Not take no for an answer but instead to heroically struggle to overcome 'impossible challenges'. The Worldwider Foundation will be a portal through which those with a like mind, where Muslim or Christian, black or white, gay or heterosexual, can discuss, debate, and then decide for themselves what peaceful, creative action or projects they will undertake. The Foundation will nurture you (through networking these people all together via the website combined with a toolkit built by you) but not seek to control them, instead empowering them to build their own futures together in all countries.

It is the rights and outputs of any world system that need to be tested not the 'politics' by which that society is governed. It is too easy for leaders or governments to say one thing but do another or do nothing.

It does not advocate externally imposed overthrow of systems (that has to be decided by the people within their own country) but if found wanting changing the outlook and outputs of such a system by sheer weight of numbers of people demanding change. This is instead of conventional doctrines which try to put Western values on Islam, for example, or Islamic law on western democracy.

Changing any repressive or unjust system is not an easy path. It is far easier to force people to adopt a particular creed, through violence or political control cloaked in democracy, as we have in the UK for example, where we can go to war in Iraq on the say so of one man, even though most of us knew that he was making a terrible error. Change is also a path that in some

countries will take many years or generations to achieve. But you cannot build something that will last in a day. It takes courage, patience, sweat and sometimes tears of frustration to work with people from all walks of life to achieve lasting good works. You may not see a complete result in your lifetime, but will hopefully see the foundations that you have helped to lay, upon which others can build later. They may not remember or recognise your individual effort, but they will take strength that they can build on your firm foundation.

Like the craftsmen and women of old, we need to take pride from what we build together, slowly chiselling a seemingly intransigent block, into a useful mould that future generations can use.

It is clear from the recent suppression in Burma, Darfur, and Zimbabwe that such a widening of outlook will not be welcomed in many quarters, but our vision is for those with a Worldwider outlook to find each other and join together all over the world, communicating across cultures and artificial boundaries. If this is successful the tyrants will not be able to totally suppress the democratic and creative freedom of the many, with the greed and lust for power of the few. Though, as in Burma, they will try to suppress internet access.

People can really change the world and they do so all of the time. The problem is that the 'World' seems too big a challenge, yet people think nothing of logging onto social networking websites and sharing ideas and contacts with 30 million other users, greater than the population of many countries. The Worldwider Foundation website could become such a portal.

Lao Tzu said that a long journey begins with a single step. What if millions took that step, and subsequent steps together, and diverted their passion and energy into working with each other, through co-operative debate and creativity to create a groundswell that will help flush through the bloated politics and systems of West and East.

This book is pragmatic rather than idealistic, fatalistic or naïve. It states that we can begin to change the world by applying some simple tests and changing our outlook. If you wish to criticise it then we welcome that, as long as it is constructive criticism and suggests a better way. The best of these ideas will become part of the next Book of Knowledge.

After serious analysis, to conclude each chapter on a lighter note, we assume the persona of Brushbail from the planet Zog (which has two moons that orbit each other around their own

sun), as this enables me to step outside of our own limitations, and have a bit of fun along the way. This is meant to clarify a serious point and in such troubled times, helps us to remember the importance of a sense of humour, lightness of spirit, and of questioning our own motives.

We as individuals must take responsibility for not demanding of our leaders' impossible targets and short term gains. Instead we must ask them for long term sustainable change, and to work together rather than fight. One way to do this is to work democratically to replace one, or two party systems of government with governments on the Swiss or another model, based on proportional representation. It is ridiculous that a Party with less than fifty per cent of the votes from the electorate can form a government by itself. This is not democracy in action and means that voter's wishes are not reflected in the outcome. Wider debate and the need to build a consensus is what the democratic process is all about. Work may be slower, but built with a more solid foundation. It is also wrong that the ruling party in the UK can suppress demand for a democratic vote about proportional representation.

Those with a Worldwider outlook are not nostalgic, craving a dreamy past, but embrace much of modern technology and are inquisitive, passionate, fascinated, have endlessly enquiring minds and are joyously celebrating each breath of life on our natural jewel of a planet. They weep at inequality, rage at injustice, want to help, rather than pity, the poor, don't object to being wealthy if it is used for worldwide good, and yet are aware of their own limitations, greed, jealousy and ego.

They are no strangers to failure and know that the world, its media, its leaders and people can be a fickle place. A Worldwider is someone not merely with a worldwide outlook but also with a desire for action. This book coins the term 'Worldwider' and suggests a few ideas about what that outlook may be (please do add your own later). We don't want to be prescriptive so you can obviously take or reject any part of it and build your own Worldwider outlook/vision to share with others, through contributing for free of your time via the Worldwider Foundation, or even better building your own local Worldwider network and setting up your own projects. What matters is that you have that worldwide outlook and vision.

What we present here is not a new politics, religion, call to arms; self help guide or doctrine to subscribe too. It is instead, hopefully, a catalyst for action, a plea for you to read my ideas, and add to them your own unique creative spark, to cast thousands of pebbles into the huge sea that is life, to explore together whether as man, womankind, black or white, Muslim or

Christian, individuals and communities we can all help each other create a worldwide resurgence of common sense.

It is also a call for the thousands of angry young men and women who are currently sacrificing their lives in the mistaken belief that violence is the way to solve the world's problems. Blowing yourself up is easy and cowardly, not courageous. Spend the rest of your life instead challenging your 'enemies' through words and practical creative action, whilst facing the consequences of your actions, not taking the easy option of meeting imaginary virgins in an imaginary paradise that in reality is awash with blood. It is also a call to millions in Western democracies who sit idly by and watch their leaders exploit many areas of the world, meddle in their systems and try to lecture the east, rather than accept that we have much to learn from them, as them from us. Worldwidere unite!

Since we wrote this we have experienced worldwide financial collapse and intervention by Central Banks to prevent the collapse of the capitalist system. So now is a good time to act.

In the beginning...

The world is an amazing place, cloaked in lush vegetation, crystal blue seas, coral reefs, snow capped mountains, roaring waterfalls, thousands of languages and dialects, people's creativity bursting forth like spring after a long cold winter. Human beings are endlessly creative, building, growing, inventing, and making all sorts of wonderful things. Despite the world media's pessimism, most people start out with decent aspirations of a better life, which can get dented, battered and misdirected along life's twisting paths.

Our own dream is to help unlock that creative energy again and see it pour forth like Niagara Falls, cutting through the cynicism, negativity and fear, helping to create a new world of human beings who live in respect with each other and for our wonderful planet.

If you feel that is impossible because the issues and problems are just too big then don't despair or mock. You can kill or silence a person for so long but you cannot kill an idea, only suppress it. 'Something inside so strong' (lyrics from musician Peter Gabriel.....). They locked up Nelson Mandela in isolation for 27 years on Robben Island yet his ideas and peaceful protest went on to change the world. Mahatma Gandhi and Martin Luther King's peaceful immense strength did the same even though they lost their lives.

Each of us carries that same unique spark and it is time to reignite it, to set beacons of hope alight on every hilltop, lighting the shadows in every valley on earth, flushing out the false creeds and hidden agendas and calls to arms, exposing them as the ego mad machinations of a few insane men and women.

For the last decade we have become increasingly annoyed with how our leaders are destroying our future yet at the same time we have continued to meet wonderful normal people, who have a wider perspective. We realised that out there are people who have a worldwide view, many of whom have spent their lives trying to help change things for the better. We also realised that a Worldwider outlook needs to be one that covers all aspects in a joined up way, including poverty, health and well being, mental health, nutrition, justice, housing, meaningful employment, education and human rights.

But the real reason that we are writing this is that we feel that it is time to halt the march to madness, and though we have found many books that touch on solutions to the madness, we can find no one book that outlines a completely new worldwide approach. If they are out there they don't appear to be widely known, hence our decision to publish this as freely downloadable document on the internet. The way the book invites other Worldwidiers to create a new worldwide constitution, a kind of new bill of rights (at www.worldwiderfoundation.net) that cuts across religions, age, wealth, politics, countries and artificial boundaries. Too many books concentrate on the negative, spelling doom and gloom. We are by nature optopessimists, (if such a word exists!) someone who tries to help pessimists see the optimistic side of life!

We have invited you to add, amend, cross out, disagree, and put your own worldwide challenges that you can assess your own society by, as well as others. We have therefore given away the code, a bit like Linux computer software to try to sow a seed that will grow like a healthy virus, spreading, infecting and challenging. If the leaders of your own society claim that it is democratic and free, then get together with hundreds of others and test it against these criteria and ones which you have developed yourselves and create a debate on Worldwider rights. If they don't allow this to happen then you are living in a dictatorship, because we Worldwidiers throw down the gauntlet to our leaders to come out and lay down their own visions with proof that they are leading our society by those rules and outputs.

What we have attempted is to:

- i) give the beginnings of an overall Bill of Rights that each country could adapt, for debate and adaptation within local contexts.
- ii) explain what we feel needs changing and why
- iii) lay out a Worldwider Vision for change
- iv) show what we can do individually and together to make this change happen

Our hope is that you use this as a catalyst to develop your own Worldwider visions that are flexible to the moment and based on circumstances in your own countries. What will be appropriate for Iran, Bosnia, New Zealand, Russia or the USA will be different from the UK. Instead we invite you to take over and develop your own Worldwider vision with friends and work colleagues, neighbours and strangers, over the web or face to face. If some of these groups grow and develop lives and energies of their own, unleashing the power and creative energy of the human spirit, arcing across the World like searchlights scattering the demons from their dark corners, then so much the better.

Throwing down the gauntlet worldwide – to say ‘enough is enough and it doesn’t have to be like this’ – we can make it better.

Time to reclaim the world for the ‘normal’ people, back from the terrorists, ego mad politicians, naïve leaders and plain greedy ‘snatch all you can and sod the future’ brigade.

Life also has its comedy elements and it is important not to be too serious all of the time, hence you will soon meet Bushbrail, an interplanetary alter ego.

Welcome to the positive, determined and ever hopeful world of the Worldwidiers.

Chapter 1 – What is a Worldwider – basic principles on which this book is based

Worldwider Bill of Rights 1: Everyone should have the right to express themselves creatively provided it does not incite violence or hatred.

A Worldwider is someone who has developed a view of the World where they can see that, by working together and sharing our talents and 'wealth', we can eliminate many of the World's problems. They are people who are keen to help others as well as tending to their own needs. They are also people that can laugh at themselves who realise that they are a very small part of a much bigger universe, yet can also make a big change by working together.

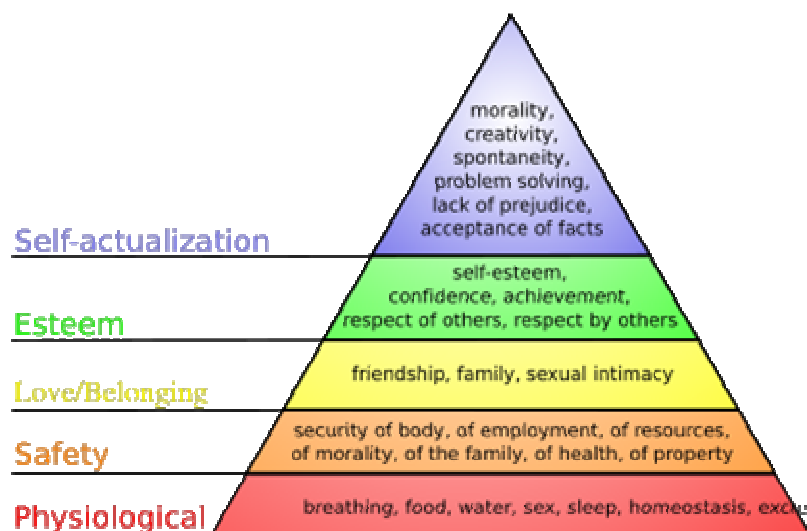
But if someone is starving, homeless, jobless or under threat of violence or death or has not yet come to terms with themselves and their weaknesses and strengths, then it will be unlikely that they can afford the luxury of a wider view.

Therefore it should be the aim of all Worldwidiers to help other people across the World by using all of our skills and talents to improve community, society, health and environment. By doing this our goal should be to help others trapped by poverty and violence, so that they in turn can help themselves and others.

In this way we could long term help move from a society of 'haves' and 'have nots' to a more balanced society, where all at least have the opportunity to be contented rather than being destructively 'needed' or 'needy'.

One way of understanding the psychological background was posed by American Psychologist Maslow in 1943 in his 'Hierarchy of Needs':

Maslow's Hierarchy of Needs : 1943 paper 'A theory of human motivation'



In Maslow's scheme, the final stage of psychological development comes when the individual feels assured that his physiological, security, affiliation and affection, self-respect, and recognition needs have been satisfied. As these become dormant, he becomes filled with a desire to realize all of his potential for being an effective, creative, mature human being.

Maslow writes the following of what he called 'self-actualizing' people:

- They embrace the facts and realities of the world (including themselves) rather than denying or avoiding them.
- They are spontaneous in their ideas and actions.
- They are creative.
- They are interested in solving problems; this often includes the problems of others. Solving these problems is often a key focus in their lives.
- They feel a closeness to other people, and generally appreciate life.
- They have a system of morality that is fully internalized and independent of external authority.
- They have discernment and are able to view all things in an objective manner.

Maslow discovered that healthy individuals are motivated toward what he termed self-actualization, and noted that Self-actualizing people had strikingly similar characteristics. He described self-actualization as:

"an episode or spurt in which the powers of the person come together in a particularly and intensely enjoyable way, and in which he is more integrated and less split, more open for experience, more idiosyncratic, more perfectly expressive or spontaneous, or fully functioning, more creative, more humorous more ego-transcending, more independent of his lower needs, etc. He becomes in these episodes more truly himself, more perfectly actualising his potentialities, closer to the core of his being, more fully human. Not only are these his happiest and most thrilling moments, but they are also moments of greatest maturity, individuation, fulfilment - in a word, his healthiest moments.

A Worldwider has however moved even beyond this process to a point outside of the triangle, where the concentration is not on the self but on society as a whole and the need for a common sense joined up holistic approach to working together to solving world problems.

Take a single pebble and throw it into a pond or pool, watch the ripples unfold from the centre. Now take 2, 3 or 4 pebbles and do the same all at once and watch the myriad ripples spread wide, some merging, bouncing off the shore and returning, some going nowhere.

What if it didn't matter if every pebble you threw had an effect, isn't that what Jesus was saying with the parable of the seed and some falling on stony ground? What if you still lived by the outlook of going on throwing pebbles with a Worldwider view however we may be ridiculed. Ripples create an energy that changes the waves of energy within the pond, even if only for a short time. If everyone went around throwing pebbles instead of building walls of fear and hatred then more ripples would reach the shore, merge, spread and make waves of change.

Does this mean that we have to bear a heavy burden of responsibility all of the time and be boring and have no fun. We don't think so ...flinging pebbles is fun and Worldwider outlooks are very energising because they challenge conventional wisdom.

Skimming pebbles is amazing because the best pebbles to skim are those that are flat and rounded and smooth, especially those rocks that have been made into pebbles from glacial outwash streams as the glaciers melted and the rocks were worn smooth by water thousands of years ago. As you skim the pebble into the pool, you may find ancient fern horsetails (equisetum) on the shore that have grown for millions of years or see dragon flies that have also roamed the earth for millions of years. If we want our children's children's children in a million years time to be still skimming pebbles in a clean healthy pool for pleasure then we must make the right choices now.

There are two ways that you can **make porridge**, quickly and easily with a microwave oven in around 4 minutes with one stir in the middle or slowly in a pan with lots of stirring and adding liquid in around 15 minutes, trying to avoid burning it to the pan base. It also benefits from a period of standing, almost like a time for reflection.

The difference is that the faster porridge never absorbs the liquid fully in a short time and remains scalding hot for a long time afterwards and just does not taste as good!

Faster outputs don't usually deliver the same results as those delivered with care and deliberation over time.

Getting together, sharing, discussing, debating and arguing through ideas and outputs can be frustrating, tedious, and take a long time to build trust and a sense of shared values

But if ever you have planned and delivered a large event with a team, or worked to set up a partnership, you will know how immensely satisfying it is to share the joint success, both during and at the end of a job well done.

Cooking a small fish (ref Lao Tzu) requires as much care as cooking a very large one. Ruling a country requires the same care and attention to detail as managing a family or a company or some land. The principles are the same, yet we are not sure we have followed them and have lost sight of the detail.

The modern world needs a more flexible approach where we view ourselves as Worldwide Citizens of the human race. We can celebrate our differences and distinctiveness whilst appreciating and respecting that we in the UK should care as much for supporting the Russians or Iranians to look after their natural assets and land as our own, and they ours.

Chapter 2 – Change is a certainty so make it sensible change

The only thing that is certain is that life is uncertain and that we live in constant change. We need an outlook, policies and action that are forever flexible. It is outdated for politicians to come up with a policy and expect it to be relevant a few months later, unless that policy can be adapted to ever changing circumstances

One political outlook can never be right for all occasions. In the UK we are led by a very slow and bureaucratic system where politicians spend many months or years developing policies which are out of date before they are published.

Change can be unnerving, particularly as we grow older and many of us then set up resistance to change which can be very negative to progress. Yet all around us the world and the universe never stops changing.

This should give us hope rather than concern because if we are in a hole now, we know that we can help make change for the better. Those people who are suppressing us now will die or will be deposed or voted out and be forgotten. All powerful institutions today will be as dust tomorrow.

So the secret to contentment and moving forward is learning to adapt and be flexible, to anticipate the changes and to move with them, which at the same time brings long term stability. It is also about accepting that much change is beyond our control.

We therefore need a new more dynamic model of governing society, structured more from the bottom up where individuals and communities have more power to act when required , supported by advice and guidance when they need it.

Businesses too need to look ahead and anticipate. A huge new market exists for products produced using less energy using the closed loop model (see Chapter 8). During the current credit crunch, whilst conventional western house builders are going bust, those companies making eco 'green' homes have huge order books and can't keep up with demand. Production costs will be more expensive at first, then a lot cheaper, as oil reserves run out and plastic costs rise many hundredfold, coupled with escalating global disposal taxes.

Medical systems need to concentrate on treating the cause of illness as well as the symptoms through advising on the need for exercise and tasty healthy foods and exercise using varieties of crops packed with polyphenols and other health giving chemical compounds. They should be working in tandem with local agriculture to produce them. In turn this produce can protect the soil through organic methods and support local economies, protect soil from erosion, build systems so that human waste can be returned to fertilise the earth.

Agriculture needs to produce food less resource intensively, more locally, with less need for complex and expensive inputs and using organic and 'forest garden' systems which protect and nurture the soil biology and thereby the human and ecological communities which they support. This could feed the world if we cut down on the enormous waste of food and resources currently used in extensive systems.

Your Notes, what can I do, who do I need help from.....

Chapter 3 – Cause, effect and systems failure – a new way of analysing and solving some World Problems

The recent Global financial collapse was the result of a massive systems failure, combined with the greed of financiers selling credit to those who could not afford to repay, together with mis selling these bad loans on to other financial institutions, which completely failed to check whether what they were buying was financially sound.

But the truth is that the Credit Crunch could have been predicted, if anyone had taken a proper look at how the ***whole system*** was structured. The whole world economy has been shown to have been underpinned by fantasy economics and not one of the thousands of involved financial, economics experts or politicians seemed to understand that the whole financial model was completely unsound. The latest estimate (March 2008) is that the cost of this fantasy economics due to the credit crunch is £8,000 billion (it is now trillions October 2008) which would probably have been enough to solve most of the World's energy, health and food problems if spent wisely. By September 2008 with the collapse of the USA's and two of the world's largest financial institutions Fannie Mae and Freddie Mac and the UK nationalisation of some of our biggest banks and the collapse of Icelandic Banks and a whole country's economy this figure probably can't even be calculated.

In the modern world we surround basically simple concepts with masses of unnecessary complexity, with those people delivering an output overseen by huge numbers of bureaucrats whose job is to police the system that isn't working in the first place.

This isn't to say that issues such as medical ones are not very complex, indeed they are, but the cause and effect behind the systems, if looked at sensibly could lead to much simpler, more effective systems..

IWe think we need to simplify our thinking using common sense and use this new thinking to analyse each problem.

One way to do this (perhaps you have your own) is to look at the:

Cause → effect → current system used →has this fixed problem →remedies → leading to design and implementation of new system more clearly linked to change

For example:

3.1 UK Health ‘Crisis’ – cause and effect example

There is a health crisis in the UK and much of the Western World due to rapidly rising levels of obesity, heart disease, an ageing population kept alive by medical advances, and many stress related illnesses including mental health breakdowns. Doctors, nurses, administrators and researchers are bravely trying to keep up and the Government has tried hard to give the service the funding it needs.

Much has been achieved and in the UK we have one of the finest National Health Services in the World. Paid for by our taxes and therefore ‘free’ on the point of entry, it is obvious that the system will not be able to cope in the future due to increasing elderly and unhealthy people.

Imagine the analogy of an Olympic athlete doing the high jump, being trained using the finest most expensive training methods, eating a specially medically ordered top quality diet, low in fats and high in carbohydrate, having the best shoes, jumping slightly higher each year as the bar is raised.

Then imagine that same athlete being told they now have to undergo a lot more stress before they jump and eat a very unhealthy diet full of saturated poor quality fats, sugar and salt for a month before the competition but still jump higher. No, we can’t imagine that because it is stupid and obvious it will not work.

So why is the Government pumping billions of pounds into making the National Health Service the finest high jumper in the World, then allowing the food industry to produce huge amounts of poor quality, over processed food full of saturated fats, sugar and salt which is leading to the system being overwhelmed by sick people. One reason is the might of the food industry and their lobbying power. But the same food industry could still make a lot of profits from producing healthy alternatives.

The NHS has therefore been forced into being a ‘sickness service’ rather than a ‘health service’ because health relates to the whole system including food, agriculture, work, exercise, leisure, housing, education, relationships and the economy. You can’t solve the health crisis by just fixing one, we need a joined up system that links them all together.

It is difficult for Government – we have free will as a core principle of our society, but this has to be balanced by individual responsibility as well as education.

But taking the simple model to analyse this health problem:

Causes → **effects** → **current system used** → **has this fixed problem** → **remedies** → **leading to design and implementation of new system more clearly linked to change**

UK Health Crisis

Causes – already identified by experts as i) poor nutrition, ii) unhealthy processed food full of too much fat, especially saturated fats, as well as sugar, and salt together with chemical additives and pesticide residues iii) sedentary lifestyles, not enough exercise iv) too much stress leading to increased physical and mental health problems v) genetic problems vi) increase in numbers of the elderly needing complex care

Effects – National Health Service does an amazing job treating thousands of people successfully yet cannot cope despite huge increase in funding and it will get much worse however much it is funded

Current system used to solve problem – i) train more doctors and pay them a lot more ii) provide huge extra funding for equipment and to provide more capacity iii) carry out low level education campaign about healthy eating and exercise iv) work with food industry to establish voluntary labelling and reduction in fats, sugar and salt

Has this fixed problem – No, though extra capacity within the health service has helped for now but increasing obesity, sedentary lifestyles and mental health issues have been described as a time bomb by health professionals. Voluntary labelling and reduction of fats, sugar and salt offset by huge amount of cheap (only because consequent poor health costs are not built in) poor quality food still on the market. Genetic research under way to treat diseases such as Alzheimers in the future but could take 30 years. Work and huge credit and mortgage repayments put people under more strain and stress than ever before.

Remedies – i) Treat the cause not the effects – make standard government health warning labelling of food compulsory within 3 years (as has been done with cigarettes) to give food industry time to change

- ii) Ban hydrogenated and trans fats from processed foods and set mandatory limits on saturated fats, sugar, salt and chemical additives and pesticide residues within 3 years,

coupled with advice to consumers about how much mono and poly unsaturated fats these can be replaced with

- iii) put greater taxes on food known to be unhealthy on the 'polluter pays' principle which can be put towards illness prevention . Cost rises will cut demand for them.
- iv) train expert nutritionists to be part of every GP practice and provide free cookery classes for adults, as well as crèche facilities for single parents and subsidy vouchers for fresh healthy food . Reintroduce cooking, horticulture, agriculture and shopping to the school curriculum for all
- v) train GP's to a higher standard in preventative health care including diet and nutrition and how to prescribe exercise
- vi) Provide budgeting, purchasing, storage, preparation and cooking for taste, nutrition and health practical help in GP practices to show families how they can eat healthy food at low cost
- vii) provide counselling sessions at GP's surgeries to help spot and alleviate stress early on and teach coping strategies and exercise
- viii) design urban areas and road pricing to encourage people to walk or cycle to work and to shop where feasible, or prepare a costed plan to make these changes within the next 15 years
- ix) Offer those at greatest risk sophisticated screening tests such as CRP below 3 for cardio vascular disease

New system – Use the remedies above and :

- i). new system needs to be joined up so that the National Health Service is given the resources to spend time working with people, to avoid future illness rather than treating the illness when it is already causing problems.
- ii). The food industry needs to be part of the solution, not the problem, and to be forced to do so via a combination of incentives, education, taxes and where necessary, regulation. The food industry could work with the Health Service to provide more nutritious healthy natural food and to be a key part of the educational process.
- iii). Individuals need more education about health and food and to take more individual responsibility for their own health and wellbeing.
- iv) The financial system needs to be restructured to move away from the reliance on credit, and to take less 'profit' by helping people become more financially self sufficient which will help build 'worldwide health and wealth'.

3.2 Global– Financial Collapse/Crisis example

Causes → **effects** → **current system used** → **has this fixed problem** → **remedies** → **leading to design and implementation of new system more clearly linked to change**

Global Credit Crunch – Financial Crisis

Causes – acknowledged by the financial sector to have been caused by selling credit to those who could not possibly have been able to afford to pay, then repackaging these ‘sub-prime loans’ and selling these onto wider financial markets. Coupled with gambling on derivatives markets and whether a currency or company will rise or fall. But it may shock you to learn that the real reason for the crisis is that private banks can simply create their own money! (see page 51) Causes also include widespread use of ‘relatively cheap’ credit which has pushed up house price inflation in the UK

Effects - properties have become unaffordable for those on low incomes or buying for the first time without equity. Hundreds of thousands of people may lose their homes in the USA and UK. Many have been forced to take out yet more credit to pay existing bills. Even credit worthy consumers have been badly hit by fewer mortgages available and the cost of arranging such loans has risen substantially.

Current system used – money has become based on a system of usury rather than a system of building worldwide wealth. Current system allows private banks to simply create money out of thin air and financial traders and financial institutions to make vast profits even during times of crisis, whereas the personal misery to hundreds of thousands can involve losing their homes. This will inevitably destabilise society as leads to the haves and have nots. The current system calls a growth rate of less than 3% or 3 quarters of stagnant growth a ‘recession’ because the argument goes that less spending = less production = less jobs = less wealth creation.

Has current system fixed problem – no it is the cause of the problem with continual growth based on non sustainable credit and non replaceable fossil fuel use, and the creation of mountains of non biodegradable waste without taking into account either the financial or environmental cost.

Remedies – we need to design a better financial system based on creating Worldwide wealth through efficient long term resource use planning (see page 51). Also through encouraging people to have self reliance based on a fairer system of long loans eg to buy homes (with limits set on institutional profit by setting maximum loan rates) and reject the model where large scale

credit encourages people to buy things they cannot really afford. People need help in learning how to budget. As the amount of credit demanded shrinks rapidly, so the economy will cool down, leading to less consumption, less pollution, less inflation and less jobs in certain sectors. The system would rebalance itself in the same way that when some New Zealand farmers predicted a collapse of farming when subsidies were withdrawn it did not happen, they instead adapted over time and changed their business model. New jobs will be created in the new economy producing more sustainable good and services on lower salaries, but house prices and many other products will be cheaper as there will be less demand. This does not mean that people cannot enjoy consuming or the benefits of technological change, though some of the benefits will be slower they will be more long lasting.

Design of new system and its implementation – the people designing the new system should not just be those that are benefiting financially from it. The system should look at models based on building self reliance that already exist around the world. The system also needs to look at how lower growth can enable businesses to still invest, carry the costs of research and design, though it will mean slower growth, but more sustainable. The current credit fuelled growth model has nearly brought the whole world economy crashing down in 2008 with the collapse of Icelandic and UK Banks and Fannie Mae and Freddie Mac in the USA who controlled trillions of dollars of finance between them.

Chapter 4 - Natural Laws for a natural planet

Worldwider Bill of Rights 2: *Observe and work within natural laws and systems, respecting and working with them makes good business sense and is vital for the future of our own and other species*

Worldwider Bill of Rights 3: *We all should have the right to eat food uncontaminated by pesticide and herbicides and to drink clean water that is as near to its natural state as possible*

Does Europe and the USA pass this test – answer No – because we use up energy and resources exponentially and are a throwaway society.

4.1 Natural Laws - The Challenge

Isn't it strange that humans spend so much time inventing and enforcing laws yet completely ignore the natural ones that have controlled the way our planet functions for millions of years. The world is ruled by certain laws which include gravity, and by certain processes including ecology of which the water cycle.

One of the reasons that there is a problem is that we, as the consuming public can demand of politicians' instant responses and of businesses short term gains in preference to long term wealth creation. Politicians therefore dare not admit to short term mistakes and businesses try to hide short term losses from shareholders. We need instead to start to look long term as to where we are going and why.

One of these Natural Laws is the process of exponential (that is very rapid to you and me) growth in populations followed by their collapse as their food and natural resources are all used up, for example by too many elephants which destroy their own food supply.

You will have heard that before so what's new, but if Worldwidiers knew that 40 years ago (which they did because I remember campaigning 30 years ago with people who had been saying it for at least ten years), then why are we producing products that are hugely polluting and that can't be broken down into natural products for reuse or disposal?

So, more than twenty years before the first mobile phone, before the home computer, email and the World Wide Web, before most people had a television or a phone at home, before man on the moon, Worldwidiers knew. Before we knew about climate change Worldwidiers knew that you must respect natural laws. Today (September 2007) politicians in the UK announced a bold new initiative, to be carbon neutral by 2050 in the UK, nearly 100 years later than Worldwidiers knew. It is pathetic that our leading visionary politicians are 100 years behind Worldwidiers because the current model is a top down approach, even with focus groups.

Our thesis then is that we have to reverse this – we need to be 100 years and more ahead in our thinking, not behind!! Key spiritual visionaries with a world wide vision like Jesus, Buddha, Gandhi, Mohammed, gave guidance for man and woman kind.

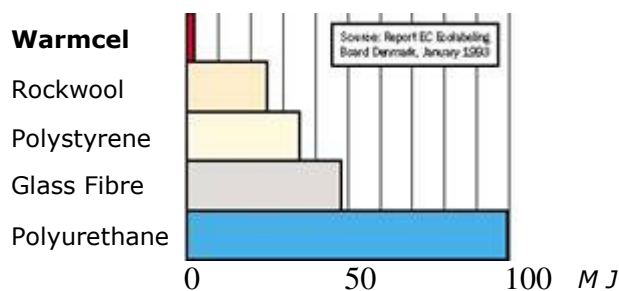
Then there are key visionaries in their own fields like Dr Martin Luther King (human rights), Aung Sang Suu Kyi (Burmese Human Rights), Chad Varah (Founder of The Samaritans) Nelson Mandela (human rights and democratic freedom), Desmond Tutu (reconciliation) ,Richard Branson (enterprise) and Anita Roddick (ethical Business), Albert Einstein (Science), Steven Hawking (astrophysics) ,Peter Gabriel and Bob Dylan (music with a worldwide message), Bob Geldof (developing world), William Morris (arts, business, social justice and environment), David Bellamy (Environment and search for the scientific truth not propaganda about Climate Change) Rachel Carson (author of Silent Spring which helped launch the environmental movement) , Joseph Rowntree (social housing and community), John Seymour (author of Self Sufficiency), Jamie Oliver and Hugh Fearnley-Whittingstall (Healthy and Local food), Clive Stafford Smith (justice for many innocent people on death row in the USA), were/are already there and have changed the world for the better. As well as many scores of others – compile a list from your own country and submit it to the Worldwider Foundation.

Another issue is oil and our unhealthy dependency on it. We have now passed peak world oil reserves so from now on oil will be running out. As Worldwidiers we know that this is already causing wars, famine, disease and global instability. At the same time most products we buy are packaged in armour plated plastic made using loads of oil that requires a saw to get through.

4.2 Natural Laws - WORLDWIDER ENERGY VISION

We have known oil is running out for decades so need to together work towards :

- i) a different approach to energy, designing systems and products that use less embodied energy in their manufacture and which do not produce dangerous pollutants when they biodegrade.
- ii) Reducing embodied energy (ie how much energy it takes to manufacture a product) .It takes a lot more energy to produce blown polystyrene *insulation* than using 'warmcell', which is recycled paper, or even better, sheep's wool. The polystyrene also doesn't biodegrade whereas the other two do. So the real cost of the polystyrene is the present higher costs of manufacture with greater pollutants contributing to climate change and the future cost of cleanup. As there is no way to safely store these products they should not be used at all. The table below shows the Megajewels of energy required to produce Warmcell insulation as opposed to Polystyrene, which will not break down for thousands of years.



- iii) designing and using new non fossil or non nuclear fuels, such as cellulosic ethanol (use of the rest of the plant when the food part has been used), not bio ethanol which involves growing thousands of hectares of monoculture crops like oilseed rape, displacing food production, traditional farming and natural ecosystems.
- iv) massively cutting our energy needs, through minimal packaging, local production, less transport, better home insulation, and better building and manufacturing systems design.
- iv) alternative energy production. It is being researched which is commendable, though it needs to be implemented much more quickly. Energy using Concentrated Solar Power (CSP) using mirrors to concentrate the Sun's energy to heat a vessel containing a gas or a liquid that heats up to around 400 degrees C and is used to power conventional steam turbines is one example
- v) Increasing energy connections. In 2006 the German government produced a study showing that linking the electricity networks of all the countries in Europe with North Africa and Iceland via high-voltage direct-current cables spread demand across a much wider network making it much more efficient. It suggested that 80% of Europe's electricity could be produced from renewable power

Instead we have just announced more Nuclear power stations in the UK, which in the 1950's was heralded as such cheap energy that it would be too cheap to meter. Instead the cleanup costs are already £70 billion pounds, yet we waste over 20% of our energy as steam up the power station water towers, and could be up to 40% more energy efficient than we already are now. If we had invested £70 billion pounds in these two areas our energy needs would have been so much smaller we would not have needed nuclear. This is a dangerous option from an energy source that passes on a hugely expensive legacy of waste containment for a million years!!

But what if you, we and a billion others also tapped into the energy of fellow Worldwidiers? What if we said no, we aren't going to let our 'leaders' lead us to war, exploitation in trade, food that can kill us and our children, products that use up critical natural resources that can't be replaced, let politicians jaw jaw and do nothing, because they are too far away from the problems.

What if we unleashed the power of our networks, pooled our creative energy, and bypassed the blockages, the cynicism, and the political inertia by changing our outlook by becoming Worldwidiers too in thought, motivation, and action.

We don't need to feel helpless, powerless and useless. The pen and the power of thoughts are mightier than the sword. Al Qaeda has only gained credibility because of the exploitative attitudes and actions of the West towards many countries over many years. Change our outlook and challenge both extremists and morally confused Western leaders, both of whom seem interested in their own ends rather than ours and those of the planet.

Life is, of course, never simple, it is not one ideal utopia we strive for or fight against one evil doctrine, such as an 'axis of evil', which is a really stupid term. The extremists are bending doctrines to their own corrupted political and religious ends, but that should not stop us developing a Worldwide outlook. Wars in Vietnam, Iraq and Afghanistan have shown how catastrophic a failure a military solution can be and how we need to develop much greater courage to tackle the issue of hearts and minds.

So we can develop a Worldwide outlook and do as little or as much as we can to change things for the better. If you believe, as we do, that each deed, however small, is worth doing if it leads to change for the better, then it also centres your own position in the way of things. It will

not stop us facing failures, disasters, and struggles and sometimes despair because this is the human condition.

Many of you may have tried the first steps to embracing Worldwider outlook and then gave up, tired, too busy with life's many challenges to push on. Can't say we blame you, life is fairly tough a lot of the time. But just wait awhile

4.3 Natural Laws - What can we do.....?

- i) As Consumers you hold ultimate power and you can exercise that power by demanding natural products that biodegrade rather than sit in landfill for a million years. The shift will take time but it will not happen unless enough of us say no, we aren't buying products that pollute and destroy our resources. Write a letter to the manufacturer's Managing Director. A million letters will force the company to sit up and take notice. Write in a supportive way, explaining that you understand it will take time and that the issues are complex, but asking for them to set a timescale for change, or politely pointing out that you will stop buying their products.
- ii) Write to your political representatives to tell them that you will not support unsustainable energy like Nuclear Power which has already failed due to the £70 billion pound price tag to clear up the first generation, which will always present an environmental threat.
- iii) Comment to the Local Planning authority about new developments and demand that they only be made of sustainable materials to the highest standards, and include local public transport links otherwise you are paying for the cleanup via your taxes
- iv) Tell your energy supplier that you want to switch to sustainable forms of fuel production rather than those using coal, oil and gas as fossil fuels and ask the Government to fund it
- v) In your own life try to consume less and conserve more ie consume less energy and try to reuse or recycle. Take a refillable bottle to a wholefood shop and refill it time after time for washing up liquid or cooking oil
- vi) When buying products do some research first and ask to see an energy lifecycle analysis to see how much embodied energy it takes to make the product and what chemicals are used and whether they can be broken down safely into the environment
- vii) Add your own, get together with others and produce an action list. Be realistic, work within your own resources, don't burn yourselves out. Even a little step forward with a million others doing the same will change the world.

4.4 Natural Laws - Brushbail's View from Zog

I am Brushbail and I come from the planet Zog. I am interested, having mastered space travel, (passing one of Mr Branson's Intergalactic Voyagers on the way) and working within the natural laws of space, in how you as a race feel you can challenge these laws.

No other race I have come across has managed to do this and survive for that long, but I suppose you are a very young race in interplanetary terms with much to learn. I am intrigued by your philosophy that you can push natural systems beyond their capacity then rely on 'science' to come up with a solution.

Your approach to rivers, for example, is entertaining. I see that instead of letting them naturally flood to deposit their rich silt on your land to nourish the crops, you have deepened and straightened them which makes it flow faster and pushes the silt past the land. You then pay more money to put artificial fertilisers on the land saying that this 'saves you time'. You then try to prevent the river from meandering by giving it concrete sides, which merely pushes the flooding problem further down river. Such a lot of your 'money' and time to create a problem which should have had a natural solution. You have even driven out Beavers in the land you call 'Britain', which felled the trees and damned the rivers, to make it flood saving you the trouble. Now I see that you are paying to have the river bends put back in to redeposit silt and create still pools for fish to feed. You then build your homes on areas set aside to take the floods that have been caused by too much tarmac and don't use sedum plant roofs to soak up water and allow its slow release when it rains hard.

In your 'free' time you then watch movies revering the North American Indians who did understand these natural laws, on how you exterminated them. You now seem aware of 'climate change', but ask any self respecting ex dinosaur, who will tell you that ruling the planet for millions of years is as nothing compared to the power of nature.

**Your Notes, what I plan to do, who do I need to help me,
where can I find resourcesmy initial thoughts on what I
have read so far, my living history, good news stories
which I would like to share...see Worldwider website**

Chapter 5 - Green train

Worldwider Bill of Rights 4 – *all development and business should be sustainably planned and executed and not compromise future generations by forcing them to bear the environmental costs of today's production.*

5.1 Green train – the challenge

Never has there been so much confusion regarding green issues. Recently there have been three announcements in the press that energy saving light bulbs are bad for your health. People are sure that not using a plastic bag will help the planet, think that bio fuel from crops will enable us all to use cars for ever, rather than understand that current production is destroying natural habitats and livelihoods. As a result we feel its time to stop the green train and make it mainstream, that is 'green' should be the usual way of doing things, rather than the exception.

We thought that at least people believing in Climate Change helped put green issues at the top of the agenda, but all that has happened are the absurdities of impossible targets and trading in 'pollution credits' so that countries can pollute and buy their way out of the responsibility.

Bio fuels, as they are currently produced are actually bad news, as large tracts of land including virgin forest are being taken up to grow monoculture crops to be turned into fuel for high energy demanding processes.

We hear that over 60% of cod catches in the UK waters have to be thrown back dead into the sea because of fishing quotas, another absurd ruling.

The key issue is really about growth. The current world economic model says that we need to grow as quickly as possible to grow wealth and the benefits that brings. But any Worldwider knows that if there is growth that is not built on a firm foundation, including enough sustainable food, and then a collapse just as rapid will follow. I question whether growth is actually a good idea or whether what we need is sustainable development, which may mean growth in some cases and shrinkage in others. It is obvious that we can not just keep growing and growing for ever.

5.2 Green Train - WORLDWIDERS VISION – A few ideas

- i) The concept of Green issues is outdated, **everything which we make and do should take account of the scarce resources of the earth and be produced so that they safely biodegrade so 'green' should be integral so that business leaders become as expert as activists**
- ii) every new building should be designed using materials with low embodied energy to require minimal energy use, and new communities constructed that produce their own heat and energy. Every older building should have an energy audit and government support to make it more energy efficient
- iii) every policy should have environmental issues and future sustainability at its core
- iv) Packaging should be minimal and only use materials which are biodegradable
- v) Fairtrade should be the norm rather than the exception
- vi) Concepts such as carbon trading credits should be got rid of as no country should be able to purchase the right to pollute
- vii) Pollution and energy taxes should be created with higher prices for products that pollute or use high embodied energy. These higher taxes should be used to promote and support the transition to new energy efficient products

- i) Walk lightly on the earth. That is, seek to live your life in a way that leaves something for future generations.
- ii) Support Fair trade and lobby politicians to change the whole financial, industrial and agricultural system. Use your buying power to change the world.
- iii) We must ensure that our future systems work more in harmony with our atmosphere, by using, for example, natural paints and cleaning products in your home. Climate change may not be stopped unless we action a new financial, industrial and agricultural system
- iv) Buy local and organic where possible and take your own reusable bags and packaging
- v) Buy natural products, when you can afford them, and try to persuade suppliers to seek more natural products from manufacturers
- vi) Spread the word amongst friends to do the above
- vii) Use less energy in your home and slowly build up better insulation and non fossil fuel energy like solar power when you can afford it

5.4 Green Train – Musings from Brushbail

I Brushbail am amused and bemused by your endless machinations on this planet about green and environmental issues. Let me try to understand. Green issues are important to you so you

start by writing very thick (it seems to me) reports, and the thicker they are the better they are because these issues are complex. The next stage is to hold an expensive conference and invite world leaders to fly as far as possible and spend a week in a luxury hotel. All seems fair as it is an important issue and these top people I would imagine are experts in biology, zoology, climate, chemistry with many years practical experience of the issues, well meaning people.

Next, I understand you need a strategy, then a policy and this involves many scores of hours of meetings and more paperwork, but then I get confused, as those writing the policies advising the experts are administrators. On Zog, the what you call 'people' running the ship are those that know how to do it, but in your world the further you are away from a subject the more you seem to be responsible for it.

Next come what you call the NGO's or non governmental sectors (hey I am getting into the jargon) who seem to be the great and the good who have high moral authority, and who organise their own conferences and write lots more reports, which seem even thicker than the other ones.

A lot of energy and time and resources is then spent by all three sides arguing over policy and strategy, which if I wasn't a naïve visitor from another planet, I could have mistaken as being a struggle for power and control.

Then there are the ordinary people who don't seem to benefit from any of this...those who seem to work hard, not be able to afford well insulated homes, organic food, low pollution cars and low carbon holidays as it's much cheaper to fly than rent a cottage for a week by the sea.

Then there are those who have very little, including food.

How do these strategies, policies, conferences, and networking help them? Am I missing something here that, as a Zogian, I simply don't understand? Looking in as an outsider you are a planet of the haves and the have nots. If you all worked together, shared resources more wisely and wasted very little and reused most things, life could be more satisfying for you all, and if everyone was healthier and more content there would be less illness and strife.

Let me share with you something dear earthlings, which I discovered on first arriving on your wonderful earth. Your planet is a beautifully diverse jewel spinning in dark lonely space. You have deep blue seas teeming with coral and fish of all colours and kinds. You have majestic animals called elephants roaming the stunning African landscape that can communicate

across many miles without you even knowing. You have mountains so tall they have snow and blizzards on them all year round. Water so clean that, in places, you can drink it. Hundreds of languages that have wonderful words and dialects, together with stories of the past, where one generation honours the previous and wisdom is passed with knowledge of past mistakes and successes, as well as how to manage the land.

You have trees and bushes that grow fruit, soil with millions of microbes that break waste into energy that nurtures your amazing variety of food and crops. Trees that are over a thousand years old as well as crane flies and alligators, species which have roamed the world for millions of years. The earth has chameleons that change colour to blend in, huge rainforests where millions of species live, breathtaking waterfalls, and deserts that feel as hot as the sun.

Then there are humans, the most gifted species on the planet, capable of amazing creativity, love and warmth, but sadly also intense violence, hatred and selfishness. You treat the earth as you do your products, as disposable. Your forefathers knew that the land was sacred not out of any religious zeal, but because if they didn't nurture it, the animals and crops would die and they wouldn't live. The American dust bowl showed what happens when this advice was ignored. Your American foreign policy is creating the new dust bowl, creating barren intellectual ground for Al Qaeda to peddle its message of hate.

Some of you humans have become too alarmist and that is turning off a lot of people who think – 'yeah we have heard these green scaremongers for years and we are still okay'. Lots of you people are also very confused about green issues and get told so many things you don't know where to turn. It seems to me that you need, like Zog, to make it much more simple and exciting. Every school child could work with their parents or guardians to do an energy audit of their own home and Governments could give them an investment over 5 years to carry out improvements to cut energy use by 20%. This would cut energy demand by many per cent (I won't say how much or else all the experts will start arguing about egos rather than trying to get things done) so you wouldn't need to produce so much power. If I understand it correctly, you need to make green the new cool, particularly amongst the young, who will otherwise inherit both the good things (like Fairtrade and Organics) and the bad like huge mountains of non biodegradable plastic.

You see the Green Train has been a movin and a pullin out of the station for some years now. At first the movement was fighting to be taken seriously, now it's become entrenched itself in certain ways of thinking and operating.

But it starts from building neighbourhoods, giving people green spaces in which to relax, play, grow food and meet fellow citizens, so people aren't faceless. It needs fantastic bicycle networks and first class public transport that gets you there faster than 1 person per car in a huge traffic jam, wasting resources. It needs fulfilling jobs where people's creativity is nurtured and developed, creating world wide wealth not wealth for a few already wealthy shareholders. It needs education that teaches self esteem, crafts, cookery, sex and relationships, money management, business, music, growing food and farming, self defence, health and first aid, cultural diversity, languages, and mutual respect.

Your notes – what I plan to do, who can help me, what resources will I need

Chapter 6 – Land, Food and taste

Half the world is starving whilst the other half are obese through poor quality food.

Worldwider Bill of Rights 5: *It is every person's right to have access to enough good quality nutritious food grown as locally as possible for survival, growth and good health*

No, we are not going to lecture you not to eat burgers, there are more than enough books doing that already. But the UK wastes one third of the food it purchases whilst others in the world starve.

6.1 Land, Food and Taste – the challenge

We have land on which we grow lovely tasty nutritional food to help us live, grow and be healthy. Or no, not really, rather that is how it used to work.

In the UK we throw away a third of all of our purchased food, 6.7 million tonnes per year, which leads to a huge landfill cost, on top of meaning up to a third of all food transported is unnecessary.

Now our food is often synthetically made, grown under artificially, chemically controlled conditions, and is tasteless and often nutritionally poor, or worse makes us unhealthy through too much sugar with hydrogenated and saturated fat, plus contamination by pesticides and herbicides.

Instead we could grow older varieties more locally, with new houses designed with an old style 'larder' a room kept cool and dark to help food last longer. If food hadn't spent weeks being transported it would stay fresh longer. This would save vast amounts of money as well as being healthier.

Land is also treated as a commodity, rather than a living, breathing entity that needs to be nourished to provide the best quality food, whilst not stripping it of its fertility.

In many parts of the World land has become denuded of natural vegetation which has led to the creation of dustbowls and iron pans - hard layers of iron in the soil after all the nutrients have been washed out as the soil loses its organic matter.

Thereby is created a vicious downward spiral, as the lack of vegetation leads to a lack of organic matter with no plants to die and break down within the soil. This leads to a loss of soil structure and the 'podsolisation' of soils which can end up with iron layers or become contaminated by too much salt.

In turn the lack of vegetation can change the local climate (the degree to which will depend on latitude), forces animals to move elsewhere or die and prevents people from carrying out agriculture and collecting firewood for cooking and heating.

In the West 'this green and pleasant land' (the poet Houseman) has become synonymous with nitrogen, phosphorous and ammonia soaked soil, with bland uniform grass species, carefully controlled by herbicide applications. The grass is so nitrogen rich that cows can get bloated just from eating it. Most of our herb rich flower meadows in the UK have been destroyed in the last 100 years. Its not all bad news, a resurgence of organic agriculture due to a £2 billion demand for products from consumers means that many areas of land are being turned back to sustainable agriculture.

6.2 Land, Food and Taste - WORLDWIDER LAND VISION

- i) Nurture the land using natural systems free of pesticides and herbicides because it is a living entity which can either feed us or become barren
- ii) Use closed loop systems that reuse resources and energy on permaculture principles, for example, so that chickens' waste can be used to heat greenhouses which can produce chicken food. Chickens can clean ground sowed with crops from many pests and themselves provide food.
- iii) Dispense with nitrogen fertiliser led intensive systems which pollute the rivers and seas by swamping them with too many nutrients
- iv) Use forest garden principles on a large scale which utilises every vegetation layer from plant to herb, shrub, understorey and canopy, all providing shelter, pest control, and shade to each other and keeping moisture levels higher, as well as providing a continuous recycling of nutrients through the use of green manures

6.3 Land, Food and Taste – what can I do?

- i) Purchase as much local, in season, organic produce as you can afford and be amazed at the taste
- ii) Cook vegetables til they are just cooked using a steamer to preserve as much nutrient as possible
- iii) Use food as medicine to keep you healthy by eating a balanced organic diet full of vegetables, fruit and fish and nuts. Tomatoes for lycopene for men to protect against

- prostrate cancer, red apples for polyphenols and epicatechin to protect against cancer and cardio vascular disease, broccoli as anti cancer, olive oil and so forth
- iv) Ask your doctor to prescribe a healthy diet and exercise by walking and cycling around our urban areas and wonderful countryside or parks and open spaces
 - v) Eat only unsaturated and non hydrogenated fats (ie hardened) and try not too eat too much processed food
 - vi) Shop at farmer's markets or local organic box schemes and ask for local produce that has less food miles and get to know your local varieties of apples, potatoes and other produce

6.4 Brushbails musings on Land, Food and Taste

I am Brushbail, the visiting alien from the planet Zog. I have landed in a supermarket car park and am hungry so have wandered in. My race is far more advanced than yours, we eat to enjoy food, keep healthy, happy and strong. I wander the racks of food but am perplexed, because my sensors pick up that 70% of the food in the store is actually bad for me, laden with saturated fat, sugar, salt, dyes, food colourants and traces of lethal pesticides. The food has often been cooked and changed to such a level that its nutrition and health giving benefits are close to zero. In the store are many parents pushing young babies and toddlers and I wonder is this an experiment to show what not to eat, which is why there is a shop selling medicine called a Pharmacy at the door.

I try to look for healthy food, organic, free of pesticides, but am told such food is too expensive for the many. I surf my intranet and am staggered by how much health care costs in the West and feel I must have made a mistake, if healthy goods are too expensive why is this planet spending much more on health care than it would take to produce and buy the healthy food. I am told I am only a simple alien and that this planet uses a god like law called economics which governs supply and demand.

I ask why the planet doesn't produce lots of healthy food to be made into healthy products and cut off the supply of unhealthy products through a primitive mechanism you call 'taxes', but am informed that you value free choice. Many people without what you call 'money' (a system we abandoned millennia ago) are not free to choose what health care they receive though as they cannot afford it under your system. It's all very confusing. I am told that economics is too complex too understand but it just seems plain stupid to me. People make unhealthy food, get sick then spend a fortune (I like that word and may take it back to Zog) trying to get better

whilst still eating the unhealthy food. I will say one thing for you humans; you have a sense of humour, though it's a little black for my taste.

I pick up a bottle of cider which has a picture of a lovely English apple orchard at blossom time, but am alarmed when my sensors pick up that the drink is made mostly from corn syrup and sugar with only a small amount of concentrate from apples from abroad, with none from England. I am confused that what you call 'marketing' to sell me the product is actually misleading me to make the product seem something that it is not. I ask whether this is a special product to test how sugar attacks your teeth and ask what the product is to see if I can improve the way it is sold but am told not to be so stupid. I therefore use my nanopod to rearrange the marketing on the bottle of cider and walk off with a smile. Rather than orchards it shows blackened teeth, industrial corn syrup production and a man with a bag of money throwing one apple into the mix at the end, then turning and smiling with a toothless grin. I am happy that now people understand the product a lot more will buy it so I have done you humans a good turn after all.

I decide that I have been so successful that I will rearrange the marketing on all products in the store to show what they really are, to help your 'free choice'. I am alarmed when there are screams in the shop because the biscuits in particular which are mostly saturated fat, now sport nice pictures of clogged arteries on their wrappers, and the cakes show rotting teeth, and the fruit, cancerous growths caused by the pesticide residues on their skins. The toys show little children being poisoned by chemical fumes.

The Manager of the store is very angry and throws me out, but on the way I still manage to ask why cigarette packets showing diseased lungs saying this product will probably kill you appear to be normal and an accepted part of the shopping experience.

You humans, you crack me up.

Your Notes ...what is my plan of action, what help do I need, what resources do I require...

Chapter 7 – Health, wellbeing and fulfilment

Worldwider Bill of Rights 6 - *Everyone has the equal right to access to good quality health care provided they are prepared to also take responsibility for their own health.*

7.1 The health and well being challenge

Today (17/03/08) it has been announced that work sickness bill in the UK is a £100 billion cost to the economy per annum, or more than the budget of the entire National Health Service!

How strange it is that society has the means to make us healthier than ever, with much longer life expectancy, yet the epidemics facing much of ‘developed’ society are ill health, obesity and mental breakdown.

It is not easy for us now, we work long hours, but not on physical toil which would have at least burnt off much of the adrenaline and cortisone circulating around our systems. We spend much of the day staring at flickering computer screens or intense pressured phone conversations or meetings. Email can now follow us anywhere. A blackberry to us is a luscious fruit from an autumn hedgerow not a gadget that bleeps at you constantly so that you have to take out its battery to shut it up.

It sure doesn't need a medical practitioner to see why we are all getting sicker, both in body and mind.

We don't suggest, like some, that we go back to some idealised rural past. Life then was back breakingly hard and people got sick and died young. But we don't see how sitting in meetings or in an office all day is right for our wellbeing either.

When we sit all day we find we need more food, rather than less, we are often cold, and feel sluggish of mind. If we get up and go for a walk, we warm up quickly as the blood circulates, we feel less hungry, we get fresh air and our minds clears. We relax, feel less tense and work better.

Many people that we know sit in meetings lasting 5 hours or more, or have conference telephone calls lasting several hours without a break. This is insane, because it is really bad for our bodies and minds.

But we are not going to preach, there are plenty of manuals around telling us how to eat better and de-stress, and most clearly are not working, though there are signs of progress.

We feel if people get energised and follow their own path doing something worthwhile then they will become happier and hopefully healthier. Perhaps following Worldwider outlooks can be your first step on that journey, or you may be a long way down that road already.

But even happy people get sick as there are so many demands, stresses and strains imposed on us by modern life. The key issue to me is to understand what that is doing to your body and develop a Worldwider outlook to your own health.

An excellent book by American cardiologist, Dr Richard E Fleming entitled 'The Healthy Heart Programme' shows scientifically that eating a diet high in fat, particularly saturated fats, and low in fruit and vegetables and fish, combined with high stress and no exercise, leads to your circulatory system and arteries becoming inflamed, which leads to fatty build ups on the artery walls and thus cardiovascular disease, leading to angina and heart attacks. He has also shown scientifically how this can be prevented and even in part reversed by eating a healthy diet, very low in fat and cutting out saturated fat almost altogether.

We now believe that inflammation caused by stress, lack of sleep and a poor diet probably contributes to cancer and many other diseases too. A low fat healthy food intake of plenty of vegetables, fruit, fish and nuts, seeds and pulses can be delicious if served properly as anyone who has eaten Mediterranean food will testify.

Dr Fleming showed how a marker in the blood C Reactive Protein (CRP) could show if your system was inflamed even if you were showing no symptoms. The UK Prime Minister has just announced that screening tests will become a key part of the future National Health Service, but the tests he mentioned were less sophisticated than this, another example of politicians catching up only partly on what is already known.

Organic produce is better for you than ordinary food, a major European Union-funded study has reported in October 2007. The £12m four-year project, led by Newcastle University, found

a general trend showing organic food contained more antioxidants and less fatty acids. Researchers grew fruit, vegetables and reared cattle on adjacent organic and non-organic sites across Europe, including a 725-acre farm attached to Newcastle University. They found levels of antioxidants (that can soak up the bad free radicals in our system) in milk from organic cattle were between 50% and 80% higher than normal milk. Organic wheat, tomatoes, potatoes, cabbage, onions and lettuce had between 20% and 40% more nutrients.

The only strange part is why this is why the researchers don't know why. If you grow food without artificial chemical fertilisers and pesticides and treat the soil as a living, breathing, organic entity full of nutrients and grow crops in rotation, respecting the nutrient cycles (Natural Laws Chapter 1) then the produce is bound to be more nutritious. The organic movement, led in the UK by the Soil Association under the expert guidance of Chairman (now Vice Chair) Craig Sams (who with wife Josephine Fairley established Green and Blacks chocolate) and Director Patrick Holden, has been plodding its lonely furrow (started by Lady Eve Balfour) for 60 years, but is now mainstream with sales of £2 billion per annum of organic produce in the UK alone. Sometimes it takes the World a long time to catch up with Worldwider ideas and practice!

The Soil Association has a Standards Board where much careful thought, science and ethical debating goes into producing the standards that guide this work, and sets common sense standards that producers must follow. Having these democratic processes is difficult and time consuming, but pays huge dividends in the end because you take people with you. Being a global product means blandness instead of distinctive local crops attuned to local conditions and diseases. Supermarkets, the new gods of food commerce, need to celebrate this distinctiveness, and consumers need to stop demanding identical vegetables which are lacking in taste and nutrients.

7.2 WORLDWIDER HEALTH AND WELLBEING VISION

i). Health and wellbeing, food production and health at work and home should be all part of the same joined up approach. Our workplaces should invigorate and keep us healthy with opportunities for exercise and healthy food, whilst our doctors treat the cause as well as the symptoms of disease through diet and exercise advice. Farms should grow healthy organic produce packed with micronutrients, whilst our schools train our children to prepare and cook healthy food on a budget. Supermarkets need to stop stocking food that can kill you packed with fats and salt and sugar and promote healthy alternatives.

- ii) The NHS should provide screening tests such as blood tests for C Reactive Protein measured at below 3, with training for doctors to ensure that they can interpret the results in terms of inflammation resulting from an infection, compared with cardio vascular disease
- iii) Doctors should be trained in a range of preventative medicine and surgeries should provide a range of advice from food as medicine, to exercise, relaxation and stress management. Doctors should see patients who are well to help ensure that they are not for example eating diets linked to a higher risk of cancer
- iv) all Managers should receive training in identifying mental health issues from stress to depression and employers give access to counselling and expert psychiatric care to nip problems in the bud at an early stage
- v) workplaces should treat people as individuals and encourage them to exercise at work, take regular breaks from computers and telephones, thereby raising the quality of productivity
- vi) the Government should legislate to ban hydrogenated and most saturated fats from food within 3 years, apart from dairy products such as cheese where this is impossible to achieve
- vii) all manufactured food should face restrictions on the amount of sugar and salt they contain. Voluntary approaches have failed which is why enforcement is required to prevent some manufacturers making profit which leads to greater cost to society in terms of poor health
- viii) all workplaces should move towards naturally ventilated systems within 5 years which take warm stale air from the buildings and use that to heat cool natural air coming in at the base of the building. Workplaces should also use natural paints and finishes to avoid staff breathing in toxic free radicals. Photocopiers and printers should be designed to produce minimal fumes and should be sited in separate ventilated rooms from staff.
- viii) The government should work with employers to legislate re work life balance with 45 hours a week being the maximum, as productivity is generally poorer after these hours

What can I do , what help do I need and what resources do I require...?

Chapter 8 - Business and wealth creation

Worldwider Bill of Rights 7: *All business should have social responsibility as a primary goal and have a plan to only produce products aimed at using closed loop energy systems or be as close to 100% reusable as possible*

Worldwider Bill of Rights 8: *The activities of wealth creation should not compromise the resources of future generations*

In the UK wealth creation still benefits the few over the many and many of the products serve no useful purpose and will be difficult for future societies to dispose of in an environmentally friendly way.

Global trade can help other countries and their peoples if fair.

'Sustainability is defined as meeting the needs of today without compromising those of future generations'

8.1 Business and Wealth Creation challenge

Business has become a strange master for the human race to follow but has so much potential for positive change. Years ago we had trade where people practised crafts and bartered items for food and essential supplies. People now seem to have little time to live because they are so busy creating wealth, ostensibly to better our world. But such wealth creation appears to me to have become an end in itself, producing products or services that benefit man and woman kind as well as the future of our planet as a whole only as an afterthought.

What is the point of building shareholder value if the wealth that is people's creativity is ground down to that of a repetitive machine in the process?

Answer, because most companies no longer understand service or quality as they are driven by profit, to build shareholder value. There are a few good exceptions but 90% of companies I deal with don't understand and frankly don't care. They would argue that it's a global market and the consumer can ruthlessly change allegiance and track prices via the internet so that the age of long term customer loyalty is gone.

Why is it then, that the 10% of really brilliant companies selling amazing goods with fabulous service are difficult for another reason as everyone is trying to use them? Those companies keep good staff that are well motivated and get to know the products well, as they stay for a long time.

For those that don't understand quality try reading 'Zen and the art of motorcycle maintenance' by Robert M Pirsig. It is a difficult book to read but it shows how quality is actually a richness of thought, experience and action, where each thing you do, you aim to fully understand and engage with and do to the best of your ability unclouded by preconceptions.

Take the quality consultants and manuals and get rid of them. Quality is commonsense.

With regard to wealth creation, how about if businesses set themselves 'world wealth' targets, supplemented by tax breaks agreed internationally. These could include how much their employees contribute to solving worldwide challenges, to how they see their brand, products, ethos, ethical investments and mental and physical health of their employees which could turn them from an average company into a Worldwider company, building shareholder value (a proportion of which could be Worldwider shares devoted to funding projects to address global challenges) whilst contributing to global wealth creation.

Some companies do now use 'triple bottom line' accounting which is meant to look at social environmental and economic considerations in all that they do, but shareholders don't seem very interested, just in the 'bottom line' bit ie how much profit and what's in it for them.

There is another model of business which produces profit, minimal waste, and uses creativity. Imagine a shoe designed so that the sole is made of natural materials which as they wear does not leave artificial chemicals in the environment. Such a company already exists.

In their own words 'McDonough Braungart Design Chemistry, LLC (MBDC), is a product and process design firm dedicated to revolutionizing the design of products and services worldwide. William McDonough and Dr. Michael Braungart founded MBDC in 1995 to promote and shape what they call the "Next Industrial Revolution" through the introduction of a new design paradigm called Cradle to Cradle Design, and the implementation of eco-effective design principles. Instead of designing cradle-to-grave products, dumped in landfills at the end of their 'life,' MBDC transforms industry by creating products for cradle-to-cradle cycles, whose

materials are perpetually circulated in closed loops. Maintaining materials in closed loops maximizes material value without damaging ecosystems. MBDC's Cradle to Cradle Design paradigm leads to innovative new products and services that grow revenues. Eco-effective, regenerative design strategies create environmental health and abundance. The paradigm also leads to design for social and intergenerational justice and prosperity'. See www.mbdc.com for more information.

What they are doing, is following a common sense approach of working within natural laws and life cycles. Instead if we look at toy production, 90% of the world's production is now in China, and most is made of non biodegradable plastic. In the US 10% of their oil usage or 2 million barrels of oil per day are used to produce non biodegradable plastic. Plastic is made into toys in China, shipped over to Europe at huge energy costs, then they are thrown into landfill when finished with, or in the case of computers many are shipped back to China to be 'recycled' with precious little environmental controls that risks destroying the health of the workers that dismantle and strip out the metals. In a closed loop system, we would produce the toys from a biodegradable material so that they could be eventually returned to their constituent materials. Closed loop is an aspiration which will take time. What is needed now is for companies to do research and development to produce products using less embodied energy and which don't damage the environment when they break down.

If Marketing (Chapter 9) and Business were ethical then only products that used these closed energy loops would be promoted, or at least those that had a clear strategy and action plan to change to such products within 5 to 10 years.

People likewise need to understand the impact of their choices, but if a recent survey in the USA found that 40% of people believed that plastics will biodegrade, when in fact they won't; there is much to be done.

As we write this in November 2007, there has been a global recall of some Craft toys which are beads which children can spray water on and they glue together into whatever shape you wish. It now turns out to our horror that some of them were coated with an industrial chemical called 1,4-butaenediol and if they are swallowed, a chemical reaction can turn it into the banned drug GBH. Several million have now been recalled and several children hospitalised.

We can hear the company scientists now arguing that thorough testing was done and a rogue batch got contaminated, but is it common sense to make children's toys from a cocktail of dangerous chemicals?

The key question we would like to ask is why don't all companies follow such a common sense paradigm as McDonough Braungart Design Chemistry, and at least aim to work within natural laws (Chapter 3), look after the environment as a matter of course, not as an end in itself (Chapter 4) produce profit and 'World Wealth' and treat people as human beings.

Business could then be much more than the engine of the economy, it could be the cornerstone of a more just and equitable society.

8.2 WORLDWIDER BUSINESS AND WEALTH CREATION

VISION

- i) business should be about creating worldwide wealth in a long term sustainable way, rather than operating for short term profit
- ii) business should strive to design and produce products that contribute to the health and well being of people and society, using low embodied energy. They should be reusable and be manufactured using closed loop energy systems, wherever possible
- iii) business has a moral responsibility to redistribute much of its wealth into products and services and projects that foster the long term health and well being of the planet and its species
- iv) Businesses should work together to produce new models of wealth creation from Worldwider bonds to tax breaks, to staff being seconded to development projects.

8.3 Business and Wealth Creation – what can I do?

Chapter 9 - Marketing

Worldwider Bill of Rights 9: Marketing should provide factually accurate information that enables people to make informed choices which help to maintain or improve their health and wellbeing, and be socially responsible by marketing only sustainably produced goods and services.

Marketing has an ethical responsibility to promote products that do not degrade the world's finite resources and that are produced using closed loop energy systems or have an ability to be recycled or reused (see Business Chapter 7.)

9.1 MARKETING CHALLENGE

A marketing professional once told us that marketing was defined as 'giving consumers what they need', We would define it as 'creating a product then generating a need, without due regard to human health, wellbeing and the long term sustainability of the planet'.

Marketing isn't a bad thing, it alerts us to products and services that we may need and wish to buy, and if done correctly can help us to make informed choices and not buy the products we do not need.

But marketing needs to be much more than selling a product or creating a demand for it. Marketing should explain how healthy the product is if it is food, with clear labels about how much dangerous saturated fat, salt and sugar is within it. It should explain how the product is made, and where the products were sourced from, with a sustainability traffic light giving it a red if it is made in a way that is damaging to the environment.

Marketing could be harnessed as a positive force to help explore what societies really want, not what their leaders think that they want.

Marketing is the thing about your planet that I Brushbail, have most enjoyed. On Zog for example, we had a product that was bad for you as it made our race develop compulsive gaming habits. It was therefore not tolerated in our society.

But I have devised a marketing slogan for the gaming machine to while away my evenings 'Gamebird makes your spirit fly' (then I add in invisible ink, 'then it smacks you in the eye').

Gamebird delivers self restraint, hand eye coordination, improves the right side of the brain, helps you meet people who are fellow gamers, and invisible 'makes you obese, gives you sores on your ass, sleepless compulsions', all for only \$99.99'.

I think it is great what the marketeers do, as the public know it is mostly bending the truth and that the product they buy will not do what it actually says, so you are really kind to take pity on all those poor producers and buy the stuff anyway. You do say that charity begins at home.

9.2My Notes, what I plan to do....

Chapter 10 – Money, Capitalism and Resources

'Money doesn't talk, it swears' – Bob Dylan

Worldwider Bill of Rights 10: *all money markets should only invest ethically and not in the production of goods and services that do not have a plan to use closed loop energy systems or become 90% reusable. Private Banks should not be allowed to create new money for private gain, but central banks should create money for world wide wealth creation.*

10.1 Money, Capitalism and Resources Challenge

Whilst writing this we came across The Money Reform Party (www.moneyreformparty.org.uk) which are quite happy to have their very useful information copied.

'The vast majority of money in Britain today, and throughout the world exists as bank, building society, credit card and similar accounts. In Britain this 'broad money' is reckoned to exceed 97% of the total money supply. This money is not created by the government, it is actually created by the private banking system for private profitout of thin air!'

'The banks of the main industrialised countries make vast profits whilst the rest of the British economy, and the rest of the world, struggles to make ends meet. However, these profits are not spent back into the economy (this would mitigate some of the damage caused by bank created money), instead they are used in the global money markets, not to enable the trade of goods and services, but to buy other currencies or other forms of 'near money' and so to gamble in the great casinos of the world money markets'.

If you don't believe this then read the following extract from a speech to the house of Lords by The Earl of Caithness on 5th March, 1997 (also taken from a Money Reform Party leaflet).

'The money supply in 1971 was just under £31 billion. At the end of the third quarter of last year, it was about £665 billion. In 25 years it has grown by a staggering 2,145 per cent. Where has the money come from? Interestingly, the Government have only minted a further £20 billion in that time. **It is the banks, the building societies and our commercial lenders who have created the balance of £614 billion.....**The problem is that it is commercial lending that has boosted the money supply and , as sure as night follows day, inflation follows growth in money supply of this sort'.

Sure enough, 11 years later, the World's economy is in the midst of a crisis which is being called 'The Credit Crunch' because the banks and money brokers will not lend each other money due to a Global scandal called 'sub prime lending' as well as gambling on derivatives which will cost several trillion dollars at 2008 estimates. The Money Reform party and the Earl of Caithness knew this was a problem as you cannot run a stable economy based on credit.

Major and minor financial institutions have created a global economy largely based on unsupported credit, which has led to rapid house and price inflation in the West and then a collapse when the extortionate credit could not be repaid.

What this means in human terms is that a vicious circle has been created in the West. To be able to afford to buy a home for your family rather than rent it, you have to take out a large mortgage. Houses which were 1 times salary 20 years ago are now 15 times average salary in many areas.

Combined with enormous food subsidies keeping food prices artificially high and rising energy costs because we have not followed a sustainable energy policy, most families are trapped in a spiral of credit, debt and more credit. Many families in the World's largest economy, the USA, are losing their homes because they cannot afford to pay the interest rates on the credit which they were mis-sold.

On the back of this misery, a British bank has just announced a profit of £7 billion pounds (written just before the collapse of the world financial system).

What role do such financial institutions actually play in creating a sustainable society? At the moment all they have introduced is 'green policies' which are merely fluff with no real substance or resource behind them.

The new Model needs to build from a strong foundation by taking away the right of private banks to create new money as credit. Central banks would create money and limit the money supply but invest the money wisely to create agreed worldwide wealth targets.

What we need to do is to reinvent a new financial model that does not create a society of the haves and the have nots, because society will become rapidly destabilised if the financial systems hurt people so badly.

Entrepreneurs like Richard Branson have shown what can be achieved with energy, hard work and creativity. I doubt that many of these people would have achieved so much unless they were excited and energised by the prospect of creating wealth and new business ventures.

What if we worked with the World's entrepreneurs to create a new business model which still created wealth for individuals as well as for society as a whole?

What if we energised those entrepreneurs to realise that they hold the key to the World's future, they just need to change their outlook, as all of us do.

But before we do that we need a new financial basis to the operation of the World's economy.

The credit crunch has shown the World's leaders that if we don't do this the current system will eventually collapse (as it did so recently with Fannie May, Freddie Mac and Bear Stearns in the USA and UK banks Northern Rock and Royal Bank of Scotland) which I and 30 million other tax payers have paid to be rescued at our risk), so now is a good time to change, as political will is on our side.

Lending people credit to buy goods and homes is based on the idea that buying goods leads to increasing production which in turn leads to increased wealth and prosperity for all.

What if we stopped offering people credit, but instead supported them to become more self reliant and switched the subsidies to companies producing sustainable goods so that these people could afford them. These companies could have targets for Worldwider investments in sustainable energies, better neighbourhoods, led in part by Ambassador groups (see Chapter 18) working with entrepreneurs.

The Money Reform party suggest abolishment of the power to create state backed money (sterling) by private individuals or companies for private profit, and the investment of that power in national or local government for the benefit of the public purse. E.F Schumacher in his book 'Small is Beautiful' suggested a new business model which combined public and private.

This Worldwider investment would take time to feed through but would lead to decreased crime and illness through better social cohesion and reduced stress, which would cut the huge costs of both on society.

This would still mean that the entrepreneur gets rewarded but the rewards would be also for the whole society. The only fundamental shift would be that shareholders would have to see their input as long term Worldwide wealth creation. Isn't this better than losing billions as now?

Many entrepreneurs are simply tied by their shareholders and would not be allowed to act in this way so they would have to make a decision to either work with their shareholders to create a new model or accept that they are trapped. It is time for regulation to force this issue.

This isn't some sort of socialist utopia or capitalist nightmare, neither is it an impossible dream. Many around the World are already trying to do parts of this against powerful odds. With a new financial basis underpinning it, a Worldwider business model could be created, one that dispenses with or adapts the old Western Victorian Model of Company Structure. This would best be done by bringing key entrepreneurs to design it together to create shared ownership of the idea.

10.2 WORLDWIDER MONEY AND RESOURCES VISION

- i) Create a new system of money supply not based on credit and usury, but based on building self reliance and take away private banks right to create money from nothing
- ii) Create a new business structure working with key entrepreneurs
- iii) Plan for the massive recorection that this will achieve which we are currently undergoing through the global self imposed greed led credit crunch
- iv) Invest money worldwide in new 'Worldwider Bonds' aimed at funding local sustainable development projects all over the World to build health, wealth, community and understanding
- v) Enforce triple bottom line accounting for all businesses taking into account social, environmental and business needs with minimum amounts set for social investment by size of company
- vi) Ensure through global financial systems that each country works to a new model of sustainable growth not based on massive debt
- vii) Call in the world's largest economies debts as a sub prime loan which could destabilise the world's future and work together on a new sustainable model of consumption
- viii) Shop at stores which, like the UK Co-op have ethical and wealth distribution policies

10.3 MONEY – what can I do, how can I help?

10.4 Brushbail's musings on money, capitalism and resources

As Brushbail I can tell you that in our more advanced society of Zog, we have dispensed with money.

But how, I hear you ask do people 'pay' for goods, homes and services.

I think here, kind humans, you will first have to empty your glass. First imagine what life was like without radio, television, mobile phones, aeroplanes, cars, ipods and electricity. No concepts of mass communication, being able to see simultaneously what is happening all over the world, instead of only being able to travel as far as you can walk in a day. No supermarkets or mass food outlets.

People used to barter what skills or goods that they had for other goods or services.

But imagine when people roamed the earth that did not understand the concept of owning land. They simply had things like tents because they needed them to live within.

I am told I am naïve and that you live by crucial laws of economics. Is that why in 2007 many companies lent those who had virtually no incomes large sums of real money, then these unsupported, 'sub prime' loans were packaged with better ones and sold on over and over leading to hundreds of billions of dollars of bad debt worldwide. If this was only a blip why have most of the world's biggest financial institutions lost so many billions then collapsed? Much of your money is fantasy trading like this, and then the loans cannot be paid the debt is 'written off' by billions of pounds. In other words that money which is real is 'taken off the balance sheet' ie it no longer exists.

Your money can be devalued, revalued, more money supply can be created (by printing more money), 'futures' can be traded on electronic markets which look at possible future prices of products, making profits over things that have yet to happen.

The World's most powerful country has trillions of dollars of debt yet can go on 'growing' its economy, and spend billions of dollars on starting a war. What happens if all of America's debt is called in at once? America as a country would be a sub prime loan.

In Europe you pay huge subsidies to produce food as you claim it is 'uneconomic' to produce it. This is only because we assign artificial monetary values to those goods which are artificially controlled by financial markets, subsidies and price fixing.

You see, economics does not use natural laws; it invents rules which are often utterly ludicrous, which only work because society agrees or is forced by bureaucrats to use these artificial parameters.

What happens if all of the world's money disappeared overnight, along with all of the gold, and precious stones? The oil rich nations would no longer be rich, because their product would be worthless as no one could buy it.

But how would we decide the 'value' of anything, such as a house, without money?

Look at this wider, Worldwider.

What if 'nice' areas where houses are valuable suddenly find that other areas become regenerated and become 'nice', then the 'value' begins to equal out. What if all homes, like in Amish society were built to the same high craftsmen and women standard, then people may still favour a slightly different plot? So 'value' is currently an artificial monetary construct. If house prices all crashed by 75% because of the current credit crisis, then they would be the same houses, but their 'value' would be less. Sure, more people could then afford them so demand may rise which can be met by building more homes to avoid the prices going up.

The real problem is the artificial economic notions regarding demand and supply. If a product is in demand and supply is short, producers can push up prices and make more profit, if there is over supply then prices fall. But this notion ignores the real environmental costs of production. If we produce a plastic toy that will not biodegrade then the full cost of storing it forever outside of landfill should be added to the price. The price will then be so high that it will be uneconomic to produce. The same toy produced of new biodegradable materials may be much more expensive in the development phase, but have a similar price as you do not need to add in the costs of storage.

If you think I am creating artificial constructs to suit my argument then think again. My intranet tells me that, in the 1950's, UK Nuclear Power was going to be so cheap it would be not worth metering or charging for. In fact the disposal cost for the highly dangerous bi- products from

the first generation nuclear reactors is currently £70 billion pounds and will go on for millions of years! If that real cost had been added to people's bills at the time, people would have paid tens of thousands of pounds a year for their energy in the 1960's which no one could have afforded. Instead the UK taxpayer will have to still fund it now when £70 billion pounds invested in alternative energy could now solve all our energy needs. So what do politicians do to solve this for the very long term future, they recently announce a new generation of nuclear reactors.....!!!!

And don't tell me where would the money come from, I read your newspapers yesterday – where does the £100 billion you plan to spend on war machines over the next 3 years come from, when you have a deficit?

There is huge financial waste on your planet. Disposing of the millions of unrecyclable products and toys is costing you billions of dollars, pounds, yen, yuan, and euros.

*You HAVE the money; all you need is a new paradigm.
Here endeth Brushbail's sermon.*

Ps We don't have religions in Zog because we realised they got in the way of faith and spiritual wellbeing.

10.5 My Notes...what I plan to do, how I plan to change the way I manage my finance to avoid credit and plan for the long term. How can I help create Worldwide Wealth ...

Chapter 11 – Politics – Capitalism, Socialism, Conservatism, Communism and Marxism

Worldwider Bill of Rights 11: Individuals should take responsibility for their own actions to act in a socially responsible way that uses resources sustainably and supports the needs of the many rather than the few

11.1 Political and systems challenge

Common sense is better to follow than Capitalism, Marxism, Socialism, Conservatism, Republicanism, Democratism, left or right – think for ourselves on every issue, create flexible rules together from bottom up rather than top down

Schools, universities, companies and politicians sometimes want to teach us how to think in particular ways through the coloured lens of their own perspectives, rather than encourage us to think for ourselves. Human beings spend an enormous amount of energy defending this position or that instead of accepting that any creed cannot cover every situation correctly.

Young men and women are sent to die in war to defend a fixed ideal rather than defend people's human rights. Why didn't the United Nations invade Burma, North Korea or Zimbabwe before Iraq, why doesn't both the West and East get together to discuss common aims for the future of our planet? The only way peace was eventually reached in Northern Ireland was to put the past behind them and for enemies to work together, putting aside sectarian divides. The truth and reconciliation commission led by Archbishop Desmond Tutu is another important model that could be adapted and followed elsewhere.

When larger ideologies took hold whether it be Chairman Mao and his little red book, Joseph Stalin on Stalinism, or Mussolini and Fascism, Nazism in Germany, they always seem to lead to repression of freedom in return for 'stability' and acceptance of an ideology.

In the modern world it is as if the old weighing scales have been broken. In the West we viewed Russia as enemies during the Cold War, now it is hard to see who to trust because both West and East are in some ways corrupted by the mass acceptance of lazy ideologies.

Even politicians don't seem to know whether they are right, left or straight down the middle these days because the political models are outdated. Socialism and conservatism are struggling ideologies, neither of which has fully worked because ideologies can't deliver practical solutions in a fast changing world where flexibility is paramount.

Politics itself is a process that seems to put up barriers to real progress. The lead up to the next US presidential election for example, seemed to be a lot about finance for the campaign 'war chests' (interesting phrase) with not enough talk about policies and very little about action, but it is heartening that Barak Obama won with his message of change.

11.2 Brushbail's Musings on Politics

On Zog we have evolved to accept individual responsibility and dispense with the need to blindly follow leaders. Didn't one of your song writers Bob Dylan say 'Don't follow leaders and watch your parking meters'. That's good advice. At least with parking meters you know the rules of the game.

Chapter 12 – Religion and spirituality

Worldwider Bill of Rights 12: *Everyone should have the right to practice their own faith or religion openly either alone or with others in public or private provided that it does not incite hatred or violence and provided people are free to opt out, leave or change their religion whenever they choose*

12.1 Religion and Spirituality challenge

There is a saying that you either look at the world with the glass half full or half empty, the former optimistic the latter pessimistic.

Perhaps instead we should view the world with the glass completely empty. After all, as Taoist philosophy points out, it is the empty space inside the glass which is what is really useful. Our minds are so cluttered with filters and preconceptions and other people's views that we have often lost the ability to be objective and to see things as a Worldwider.

Bob Dylan wrote in 'Like a Rolling Stone' 'when you've got nothing, you've got nothing to lose, you're invisible now, you've got no secrets to conceal' and many spiritual leaders guide that

emptying the mind of preconceptions is a useful tool to enlightenment. This book isn't about enlightenment; it is about a new outlook. But you can't get that if your mind is cluttered.

But unless Al Qaeda, Christians, Muslims, Sikhs, Buddhists, democrats, republicans can empty their minds of preconceptions regarding others religions, sexuality, doctrines and value systems then we remain trapped in a glass mostly full. Full of anger, hatred, resentment, misunderstanding and guile that is poisoning our World from within like the core of a rotting apple.

The well of human hatred seems to stretch forever down into the darkness. Turn your glass over and empty it back into the well and start again, filled with the fresh emptiness of hope, which springs eternal.

Chapter 13 - War, torture, hatred and peace

Worldwider Right 13: *Imprisonment without fair trial within a reasonable time, torture or physical or mental abuse of another is never allowed or acceptable, and war is only defensible if attacked, and only then in self defence when all world diplomatic efforts have failed*

13.1 – War, torture, hatred and peace challenge

We all learnt in school about the first and second World Wars and heard stories from our parents and Uncles and Aunts about the war years. The stories of the gas chambers, the concentration camps, torture and murder of six million Jews we could believe but could not comprehend the level of hatred required.

We never thought that in my lifetime we would witness concentration camps in Bosnia and Guantanamo Bay and some torture and murder by rogue elements within US and UK troops. I didn't think I would witness Rwandan genocide, Kenyan and Burmese state brutality against unarmed peaceful protestors and Buddhist monks, Chinese suppression of peaceful democrats in Tiananmen square, Russian brutality in Chechnya, Chechen rebel brutality in Russia and a cowardly 'war' by Al Qaeda torturing and murdering people including women charity workers purely to further their own lust for power. We didn't think we would see an illegal invasion of Iraq by the US and UK which has led to the death of over one hundred thousand innocent Iraqis and achieved chaos and the destabilisation of the whole region.

Israeli and Palestinian war crimes are now so commonplace people outside just feel it will go on forever.

None of the above and the scores more we could name are justified. We are horrified that 'extraordinary rendition' has been uncovered. George Orwell, the writer warned that super states would begin to use language loosely to justify evil acts. This stands for illegal kidnap, (holding without fair and just trial) and torture of any citizen their security services feels is a risk, without any independent checks and balances.

Every UK citizen should feel deeply ashamed that we as the UK stood by whilst the USA set up Guantanamo Bay, where people who have been held for 4 years without charge were released, on return to the UK, without charge after 24 hours. This is an outrageous abomination of every human right and no truly democratic society would allow it under any circumstances. Chasing terrorists does not justify using terrorist methods.

The only way we can see how this can be avoided is for there to be a worldwide court and set of unassailable values. True, the terrorist will not follow the values and will try to kill for their own ends. Far better we defend ourselves but fight through setting up huge cultural exchanges which will drive the terrorist lies out into the open and expose them as self seeking and false. But we also must stop meddling and trying to control other countries democratic evolution to protect oil reserves or our overseas business interests.

Chapter 14 - Punishment and rehabilitation

Worldwider Right 14: *No state has a right to carry out capital punishment or mutilation in the name of justice, and should seek to bring a just punishment that is harsh if required but carries with it the chance of rehabilitation*

14.1 – Punishment and rehabilitation challenge

Any just society needs a system of punishment to try and deter violence and crime. But equally important is a system of rehabilitation to help people to make amends and rebuild their own and their victims' lives.

Simply caging offenders in cells for up to 20 hours per day seems a waste. These people should have to work very hard outdoors doing positive work, instead of sitting in cells and

should have compulsory re-education where they are forced to meet their victims or similar victims and come to terms with their own actions. But they should also be given a chance for rehabilitation because otherwise we will have to bear the emotional and financial cost of their reoffending. There is nothing more powerful than a reformed criminal doing something positive in society and they could repay their debt by giving talks and helping to train and educate those at risk of offending.

Chapter 15 – Children, the elderly and vulnerable

Worldwider Right 15: *All children, the elderly and vulnerable have the right to be protected against violence and exploitation and to be provided with adequate food, education, accommodation and care to meet their needs.*

‘Suffer the little children’...Jesus

15.1 Brushbail’s Musings on the vulnerable.

Your children threw me for a while when I first visited Earth. After seeing how manipulative and untruthful many adults can be it took me a while to realise that children were not as you say ‘taking the Mickey’ out of me. I once stood in a main shopping street at Christmas beneath a large tree that had been decorated. Every child that passed instantly spotted the decorations and shouted to their parents to look. Not one adult in the space of 4 hours spotted the decorations without help from the children. Children see the world in the freshest of lights, unfettered by much of the troubles, responsibilities and baggage that adults have to cope with together with earning a living.

But I see how your children, as little people, have to find their way without power. All over your world I see millions of children happy and millions suffering and starving. I see how the societies you call ‘primitive’ often bring up their children in extended family groups where relatives and others can support them and children learn to mix and accept change. I see how in the West children are both compartmentalised into small stressful family units and how this often helps lead to family breakdown. I see also how marketing has latched onto children as a way to increase profit (see Chapter 5) and how this is forcing parents into debt and credit and teaching children that the possession of more goods, rather than fulfilment is the key goal they should aspire towards.

Would it not be better to help your children rediscover creative play, as 'Forest Schools' are doing in Europe. They teach children to use fire and knives responsibly as well as to understand risk and experience some 'danger'.

Your children have the gift of unlimited time horizons and imagination where everything is possible. Like any offspring of any species they can often be difficult and impossible as they push boundaries and find out how they can take their place in your complex world.

At the other end of the spectrum are your elderly, many of whom are in for profit 'care homes', lonely, stinking of urine and neglect, denying them the chance to spend their final months or years at home.

The test of any society is how they treat their children, their elderly and vulnerable. Though I see many very good examples, with some heroic individuals struggling against the odds, you fail on both counts.

Chapter 16 - Science

Worldwider Right 16: *Science always needs an ethical dimension and should not undertake scientific change that will harm natural systems or decrease the diversity of our species or decrease or damage the genetic pool*

16.1 Science challenge

Science is vital to the future of our planet and our species and is making exciting discoveries every day. Advances in medical science are making the lives of those suffering from diseases more bearable each day and gene therapy perhaps holds the key to eradicating certain debilitating conditions such as cystic fibrosis, Alzheimer's and Parkinson's disease.

Yet we have always been deeply uneasy where science is linked to a profit motive with shareholders because science is a powerful beast that needs to be kept within ethical guidelines.

Advances in genetic engineering, particularly in agriculture, are taking away consumer choice, particularly in the realms of Genetically Modified Organisms (GMO's) and nano technology.

GMO's are often fed to cattle in feed which means that their meat and milk also contains them. This feed is spread on international markets and tracing it proves nigh on impossible. Huge financial incentives are offered to use GMO's which are meant to be good because they make plants resistant to herbicide and pesticide sprays that kill disease and competing weeds. The problem is that a similar 'Green revolution' in the 1970's sending disease resistant strains to Africa was a failure as they relied on external technology support and the strains were not suited to local climates.

There are two main types of GMO's and GMO production using transfer by cross pollination, akin to what happens in nature may have possibilities. Gene manipulation eg to create a goldfish that glows in the dark for our amusement and pleasure has no place in our society.

Organic agriculture combined with forest gardening has shown that using traditional strains and 'companion' plants, as well as green manures, and taking care of the soil through having different layers of plants, shrubs and trees, some fixing nitrogen, some whose roots foster mychorrihzal fungi that help break down nutrients is they key to success.

Medicine too seems to be following the path of ever more sophisticated ways of treating the symptoms rather than the cause, partly due to pressure from us as patients who mistreat our bodies yet want instant fixes.

Very solid scientific evidence has now built up that regular exercise as well as eating sensible tasty low fat meals full of vegetables, fruit and fish, drinking in moderation, not smoking and sleeping enough is the key to health. This doesn't have to be boring but can be wonderfully tasting quick to cook food.

Chapter 17 - The Media

Worldwider Bill of Rights 17: *The media should be free of political interference and fair, providing balanced reporting, through giving both sides of a story and it should search out both positive and negative news and report both with no deliberate bias.*

17.1 – The Media challenge

Or should we say the bad news, because that makes a good lead story. How many news items carry the millions of good news stories going on in the world every day? There is no doubt that the collective bad, murder, robbery and mayhem makes people feel fearful and affects the collective psyche.

We don't need to hide from bad news, which is part of life, but provide balanced reporting of the truth or where the truth is hard to find, of each side of the story.

The obscene reporting about the case of the McCann's and missing 4 year old Madeleine has yet again shown the complete lack of moral fibre within the newspapers. One paper headline read 'all 8 of McCann party to be arrested', and the one next to it 'No evidence against McCann's found'. Instead how about the newspapers focusing on the search for the missing girl and highlighting all of the other thousands of children who go missing or are enslaved through out the world?

Since we wrote this in Summer 2007, it has just been announced (March 2008) that Express Newspaper Group have been forced to pay over half a million in libel damages and print front page apologies for over 100 libellous articles.

Sensational stories sell newspapers but lead to a moral pollution which will have repercussions. George Orwell warned about this over 50 years ago, that loose and corrupt use of language is used to control people. This is why repressive regimes like Burma and Zimbabwe try to control the media. Yet even in 'free' societies like the UK and USA the media seems either right or left wing, socialist or democrat, rather than reporting objectively.

17.2 Brushbail's Musings on the Media

Being from Zog I was very confused when I first read and watched your news. It seemed like everyone was killing or stealing from each other or at War. I couldn't reconcile what I saw on the news with what I saw as I travelled around.

I also enjoyed your sense of humour, with many ordinary people having great sport that your great leaders all seemed hopelessly out of touch with reality, and were always making decisions that seemed to lack any commonsense.

I now understand the game.

Your world leaders get dressed up to look important and they make an announcement on television that says they firmly believe in their policy. It is most amusing that the rest of you realise that they don't believe that at all and you all accept that the real subtext of what they are saying is about how long they will stay in power to play the game.

I grant you they are good entertainers but do seem a bit highly paid compared to your clowns, but when I said that you just laughed.

Chapter 18 – The Ambassadors - roots and shoots

Worldwider Right 18: *Young people are our future and therefore should have a say in present policy as this will effect the future*

18.1 – Youth challenge

What we need is a fresh way of thinking and working together and I feel it is the young who need to lead this process. They have energy, vision, hope and plenty of time to see it through.

Our lives are very short in planetary terms and it is the young who will inherit the earth after we are dead. Rather than see this as a depressing thought instead we should see the young (often now denounced as 'hoodies' in the UK) as needing to have a strong say in the future of their planet. Likewise the young could see the elderly as having a useful role in giving of their life experience to learn from their lessons and mistakes and successes.

Bringing together a group world wide of young Muslims, Christians, Jews, Hispanics and the myriad multicultural energy that is our youth to get them to freely debate and ask them to set down what they want to see for the future, and their own Bill of Rights.

Then establish such groups in every Country and local area of each Country and help those young people to become self sustaining and resourceful, not needing to wait for a lumbering state to catch up but to take forward ideas with actions.

Chapter 19 – Lies

Being economical with the truth

A good day to bury bad news – Government UK civil servant on the Sept 11th attacks on the twin towers in the USA where 3,000 innocent people were buried or vaporised

The simple sword of truth – UK Government Minister launching a legal action to cover his lies and perjury in court

19.1 Lies Challenge

We all lie, that's a fact, as its part of the human condition. We do it sometimes as little white lies to help us avoid embarrassing situations.

A friend of ours says that 'truth is overrated' when it comes to personal relationships as its often tact and diplomacy that seems to work better.

The problem with relying on truth and lies is that both are sometimes subjective and can be twisted to suit any cause. Burma's leaders talk of needing stability ie their own brutal leadership kept in tact. The same in Zimbabwe and so on and so forth.

Therefore it will be possible for those rulers to say that they adhere to the Worldwider Bill of Rights already, in the same way that George Bush has justified Guantanamo Bay and illegal imprisonment and torture without trial or Al Qaeda the similar torture and murder of those who do not share their corrupt view of the holy Muslim scriptures.

Many European and US leaders have similarly lied to justify their positions.

This is why we have attempted to make the Worldwider individual Bills of Rights fairly black and white....false imprisonment without a fair trial and torture is NEVER acceptable. (Right 18)

So perhaps it is better to stay away from truth and lies and just look at commonsense. Can anyone in Zimbabwe or Burma openly criticise and march to democratically protest about their leaders?

Answer – are they free and democratic

Chapter 20 – Good things

20.1 Brushbail's Musings on Good Things

There are lots of good things on your planet, apart from chocolate and ice cream, both of which I think I will take back with me to Zog. What I will take back is that I have met many people who have a wider desire for change, people who are human with many failings, who yet strive to be both something better and more than they are in a Worldwide sense.

What I find moving is that your poorest peoples seem to share what little they have and live in the moment, because they haven't got the luxury to plan ahead or worry about next years holiday or whether their latest gadget is available and working. They are used to death (not 'passing away' in the West where you don't even seem to want to acknowledge death as part of life) and hardship. They expect little, have little, yet give a lot if you visit, with genuine warmth and open hearts.

My favourite earth book 'Cabeza de Vaca' tells the simple tale of Spaniards, out to rape and pillage South America in the 1600's, who instead mostly die of disease leaving a few men to wander naked across the country. The local natives take them in and care for them. A wondrous thing then happens, in that they discover that they can heal the sick.

When they are finally reunited with other conquering Spanish and are given clothes, riches, and everything that they need, they lose their gift.

'Communal life dries up our milk', that is it is 'the next person who will help the poor, sick or needy, I'm too busy, important, wealthy, preoccupied'.

There are many courageous people on your planet who strive on, against impossible odds, trying to change the world for the better. Some like Mother Teresa helped the poor, some work with the mentally ill, some caring for dying children or disabled relatives or elderly parents.

Some simply toil on in menial jobs, with little self confidence, being abused by employers and living with little resources at the bottom of the pile.

Yet many of these people smile when the sun is shining, and have 'something inside so strong' – I like your music Peter, it's veryinterplanetary.

There are many I see in public life, administrators, doctors, nurses, researchers, people managing ethical businesses, who believe in the future of your planet and the human race. They are like beacons that shine across the universe, not trapped in time, but outside of time, united by an unseen force, the force for good and spiritual growth. Many may 'fail' in your terms, or feel failures, but not in mine. You are scattering the good seed, and much of it will fall on infertile soil, but some will grow and like an oak tree that only needs 1 acorn from 100,000 to grow to replace it, some will prevail. It may not be in your 'lifetime' here on earth, but good deeds do indeed last forever.

One day, it is my hope for your planet, that you will join hands, rich and poor, black and white, Muslim and Christian, democrat and republican, catholic and protestant, and really make the World that you are capable of,.... if only you could open your souls.

Instead you spend endless energy fighting, making war machines, hating, plotting, competing, hoarding, sniping because you are a much undeveloped race. If you are lucky nature won't brush you aside.

Together you could solve most of the world's 'problems'.

Just imagine. Sit down. Close your eyes and imagine.

Imagine if all the people in the world worked together, sat round and said how we can help each other. Lets spend the trillion dollars a year on transforming agriculture and health education and care in Africa and the developing world , Israelis helping Palestinians achieve their goals and vice versa.

It doesn't have to be a perfect luvvy duvvy, we all agree on everything World, which is unrealistic as humans, unless you are all on drugs.

It is all about energy. A lot of human energy is wasted in conflict and non cooperation. You need to sit down as we do in Zog, and agree what you can agree on and work towards an agreed positive end and decide what you cannot agree on and learn to respect the other's point of view. Break down what you can't agree to into bite size chunks and see if you can agree to some smaller parts even if not the whole. Then decide what you will never agree on, and remember in Northern Ireland bitter enemies Martin McGuinness and Ian Paisley ended up leading the Government together. Or sit down and agree to fight and calculate how many lives will be lost and how much energy will be wasted and agree that your families should die first as well as yourself so that you show a clear lead. After all that's what many of your leaders have done, sending others to die, well I guess it was a sacrifice they were prepared to make.

Chapter 21 – Time

Time passes slowly up here in the mountains...

21.1 Brushbail's Musings on Time

I am used to space travel and space time continuums, and have the benefit of seeing how relative time is. As humans you actually view time as being governed by human lifetimes, so anything that doesn't happen in 50 years is seen as too long time to comprehend. In terms of the cosmos this is the equivalent of saying that one grain of sand (one individual lifetime) on a beach 10 miles long is vital to the future of the whole beach. You cannot measure earth processes, including 'climate change' in terms of human lifetimes. As humans we struggle to look at management of the earth's resources in terms of thousands of years.

Time is like a master woodcarver, carving the eternally changing pattern on the woodblock that is your earth. A river endlessly is shifting and eroding a new path, species growing, evolving and dying.

As humans you don't like change because you don't live long enough to really comprehend it, so a river will take a thousand years to carve a new route so even your ancestors won't remember what it was like.

You have also largely as urban people insulated yourselves from the changing seasons but see catastrophes like earthquakes and Tsunamis which have happened constantly over time as unusual events.

You need to dispense with human time and manage your resources in terms of earth time in the context of thousands of years. This is another reason that your world economic model is outdated. You feel you can not justify spending money now on something that will deliver in 5,000 years because you would use 'net discounted revenue' to look at all the expenditure streams discounted back to the present day.

Chapter 22 – Relationships Love and sex

Worldwider Right 19: *It is everyone's right to have the possibility to make relationships with whom they choose and to practice their sexuality in the context of a loving relationship*

'All you need is love' – the Beatles

All we will say on this is that couples and singles seem under more and more pressure. The Netherlands has very low teenage pregnancy because they have a straightforward and common sense approach to sex education for children. They teach that sex in the context of a loving relationship is normal and healthy when you are legally old enough and it feels right. They also teach about homosexuality and how to put on condoms, rather than the UK approach where most boys and girls find out about sex through pornography or guess and fumble.

Chapter 23 – Death

Worldwider Right 20: *Every person on the planet deserves the chance to live a life as close to the natural age range as possible and to die a peaceful death at a time of their choosing.*

Do not go gentle into that good night – Dylan Thomas

In western society we have even given up calling it death, instead using the euphemisms 'passed away' or 'gone to sleep'.

Death has replaced sex as the big taboo, particularly in the West. Some others are killing themselves with bombs aimed at killing as many others as possible.

In the UK there has been a rise in the number of knife murders, particularly amongst young people. In many developing countries hundreds still die each day from Aids and malnutrition and disease.

Death should once again be respected as the other half of life, not hidden or thrown away.

Chapter 24 – Choose Life

It is nearing the end of my journey with this book, and thirty years work, and hopefully the start of yours. We plan to go on working on these ideas for the rest of our lives, striving with others to create and build the Worldwider Foundation to make real change happen throughout the World.

If you started this book feeling ‘what’s the point’ or ‘how can I achieve the impossible’, then we hope that you have been given inspiration, courage and ideas.

It doesn’t matter if you have little money, time or background in these issues. One drop of water can achieve little, but together with several million other drops can become a flood that is unstoppable and can cut through mountains and make real change happen. Through the Worldwider Foundation website you can join with others, link with others locally, nationally and internationally and give your life a new purpose, giving to and serving others. Taking part in a never ending quest to make the World a more peaceful, grown up and fairer place, sharing our wonderful planet with a myriad of amazing species. **We need to take the human race to the next stage of our evolution, from the user, to the guardian of the planet’s resources, which we must manage wisely on Trust on behalf of our children and their children.**

Chapter 25 - Mission possible - build our Foundation

Worldwider Right 22: *Everyone who wishes should be able to join in a Worldwider movement for peace, sustainable development and democratic change*

25.1 – Build the Foundation – our challenge together

What we are hoping is that this book is like casting that first pebble which will create ripples and that you will all join me Worldwide by casting your own pebbles whose ripples will cross, merge, and develop enough energy to reach the shore and create some waves. The wave energy will create a circling motion which will bring up sand and pebbles which in turn will change the shore line.

It will not happen overnight and there will be blockages, hiccups and false starts along the way, such is the nature of building anything that lasts.

The Worldwider Foundation will have some key roles but will be non political and non religious:

1. To be a portal through the website where people Worldwide can gather inspiration, network, share ideas and creativity across political and religious barriers and create their own Worldwider Rights that they debate and craft and begin to weave into the diverse and colourful fabric of their own societies.
2. To provide background support through you all building a 'Toolkit for the Worldwider' which will contain essential guidance on issues from how to network, how to turn my idea into reality, how to set and achieve realistic goals, how to assess what my skills are/build my skills, how to join together to find resources, how to lobby, how to learn more, how to become a social entrepreneur, how to keep going when you feel like giving up.
3. By bringing together key companies and people to turn ideas into action, beginning with companies working towards substituting existing products into those manufactured using more energy efficient or closed loop systems and thereby increasing their market share and profitability, as well as creating social wealth and wellbeing.
4. Eventually to , resources permitting, run courses and get togethers of people from all walks of life all over the world to forge a new anvil of peace, reconciliation and community
5. To build Worldwider hubs in many countries, starting with Germany

To really change the World we need vision, ideas, working together so we utilise all of our knowledge and skills, but we also need action. There are too many ideas Forums where it is all talk and endless meetings.

There are also plenty of good ideas and enthusiasm, which fail because they are overambitious or too based on individuals ego and need for recognition. As a result some people burn along at great speed demanding this and that, upsetting people along the way and leaving exhaustion and turmoil in their wake.

The Foundation will encourage people to use a more sustainable model for change, believing that if you only achieve one very small change within yourself, it will create an effect and be as worthwhile as a big project or political change. Even if we just change our outlook to be brighter and more positive each day, supporting colleagues at work or our families, to believe in themselves, giving credit where it is due and not taking it when it is not. Such positive energy and outlook is infectious. Agree what you can't change (eg if you work within a big political system or dictatorship) and agree what you can by small steps and celebrate reaching those goals along the way. Don't see this as having a start and end point, or you will be frustrated and reaching the goal will be more important than the journey, and what you learn and pass on along the way. If you empower others to make a change then it really does happen.

As an individual you do have power, the power of integrity, of the ability to help others and not to abuse others or misuse your own authority and power.

Together we can build a new Foundation that cuts across religious and political divides. Imagine what could be achieved if a Muslim, Christian, Hindu, Buddhist, Rastafarian, Sikh, Protestant, Catholic and many others from different faiths all got together to agree how to change the world for the better and how to help each other to achieve it.

We can do it.

Chapter 26 - What the critics will say – bills of rights – an impossible task?

The critics will try to denounce these ideas as naïve and their objectives worthy but impossible to achieve. On some levels they would be correct because trying to make a change at a global level is a huge task. This is why we have made the process personal not institutional. Rather than being led by organisations I am suggesting it is led by you, either through joining together or individually. To attempt to control such massive change over so many different cultures is not possible or desirable as this will set up waves of anti change focussed on any organisation leading it. What we need is to change our outlook, and to help spin off a myriad of different ideas, individuals and groups who will work for change. The weakness and strength in this approach is that it will be difficult to record outputs. So the **outputs** we have decided to use are (via the website):

- 1. to see how many people have changed their outlook** after reading this and interacting with others online across the World or in your own country.
- 2. To see how many good news stories we can find that are changing our world for the better** and
- 3. To capture your living history of what you have learnt in your life** to help us learn from what you know and avoid some of the mistakes we have all made.

It is a strength because we believe that we need to be 'light of foot' and endlessly flexible, not bogged down by bureaucracy. It is necessary sometimes to look at solutions which are simple, for even terribly complex problems. By creating a loose network of Worldwidiers, who can change and adapt to their own countries challenges, makes it more likely to continue and flourish as it will be led locally by people's own inspiration and energy.

The Foundation may at some time in the much further future organise get togethers (including virtual ones) to help share techniques and best practice, to inspire people and it will produce a toolkit to help with ideas and references for support. But it will not handhold. If this work is to last then people will need to generate their own energy and resources, but hopefully they can draw moral support from our work.

It is also not enough to say that it is too hard or complex or impossible. Many people said that the Berlin Wall would never fall and now it is hard to understand why it was ever up in the first place. Many said that the war in Northern Ireland would never end and it has.

The forces against us to make this happen are immense and many, even well meaning people, are weary after years of trying to change things for the better. There are also many, who are devious and work to their own selfish ends, who will resist a change that denies them power.

We cannot do this alone, we need your help.

Even small changes are ripples in the pool.

Believe in life and the forces of good over evil. Believe in reconciliation and the future of our wonderful planet so that we can pass it on to future generations. Believe in yourself and your friends; believe that you can make a difference, however small.

Do not fear if you are derided or laughed at or scorned. Don't even feel the need to spend lots of energy defending a position or explain what you are doing. In one thousand years, a mere nanosecond in the life of the earth the critics will be long gone, but foundations built on solid ground will help future generations to work towards their own solutions.

It is also perhaps a cliché but the power of unconditional love is more powerful than the destructive power of hate. Love that is not possessive or cloying or selfish, but is instead unconditional love for the welfare and future of our wonderful planet with its myriad of species including our own. I don't think we can aspire to some unrealistic way of living, where every day all we do is to act unselfishly, because that just isn't the human condition. But if we all strive endlessly to change our outlook and work towards the sustainable future of our planet and the well being of human kind then it makes our lives richer and more meaningful.

This is one reason we have written this, as a song of life to future generations, to let them know that some of us did care, and did know that what we are doing now needs to change.

What can I do to help the Foundation, expertise, time, a legacy, money, help in kind from my company.....?

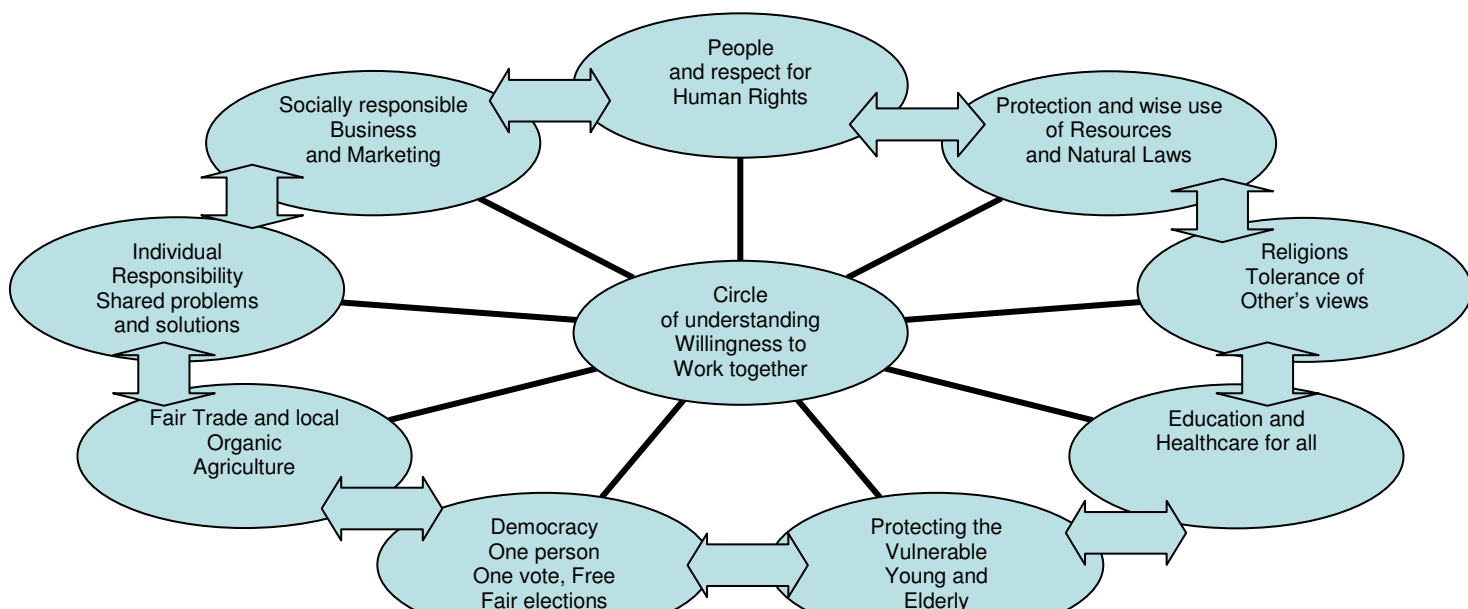
Chapter 27 - Vision for a fairer world – the circle of mutual understanding

Life is demanding, without understanding.....

We know what a task we have set in writing this book, and how the odds are heavily stacked against us, in hoping to achieve the coming together of what we have called Worldwidiers to create a new outlook and actions. We don't see this as hordes of people in a cult all dressed in white robes and agreeing with each other. We do see this as us forming networks and groups of those with a shared vision, still democratically debating, disagreeing and eventually coming together out of mutual respect and desire to make change happen. We also see us all joined together by a shared Worldwider Vision for a fairer world where all can live and grow up in peace in a spirit of helping each other and the planet.

Why we are optimistic is that we have never seen this in terms of 'winning' or 'losing', but as small steps on a gradual continuum, building on work which others have done before us. Yesterday we heard a radio programme which interviewed research experts from businesses around the World, who said they now work closely with other businesses, as it doesn't make commercial sense to start from scratch if another company has already solved part of the problem.

Yet in the UK we have a political system where 3 different parties are trying to develop different, or often repackaged, policies and targets when so much more could be achieved by working together. Our vision is for a shared 'Circle of Understanding':



Respect for natural laws → respect for individual rights → willingness to work with others (including with opposing views, religions and sexual persuasion) towards solutions for shared problems → an outright rejection of violence, torture and force to achieve your objectives → an agreement to only work within democratic principles of one person one vote with free, fair externally monitored elections, proportional representation, a commitment to fair trade → protection and support for the young, elderly and vulnerable in society → a commitment to equality of good quality education and healthcare

We are only going to set one target for this book, which is a counter on the website to see how many people Worldwide have had their outlook changed by reading it. To truly change outlook often needs people to get involved practically with others and be moved by the power of change. We have no idea whether we will start a new Worldwide movement or whether just a few hundred will read it via the World Wide Web. **The Worldwider Foundation** will offer you some tools to get started should you wish to take up the challenge

www.worldwiderfoundation.org

We wish you all creativity, strength, courage, energy, humour and luck – our common sense future is worth the effort

Your Notes on reaching the end of this book ...

what I plan to do, what resources have I got, what skills do

I need to acquire....

The draft Worldwider Bill of Rights for you to change/amend and add to according to your local circumstance:

Chapter 1. What is a Worldwider – basic principles on which this book is based

Worldwider Bill of Rights 1: *Everyone should have the right to express themselves creatively provided it does not incite violence or hatred.*

Chapter 4 - Natural Laws for a natural planet

Worldwider Bill of Rights 2: *Observe and work within natural laws and systems, respecting and working with them makes good business sense and is vital for the future of our and other species*

Worldwider Bill of Rights 3: *We all should have the right to eat food uncontaminated by pesticide and herbicides and to drink clean water that is as near to its natural state as possible*

Chapter 5 - Green train

Worldwider Bill of Rights 4 – *all development and business should be sustainably planned and executed and not compromise the needs of future generations by forcing them to bear the environmental costs of today's production.*

Chapter 6 – Land, Food and taste

Worldwider Bill of Rights 5: *It is every person's right to have access to enough good quality nutritious food grown as locally as possible for survival, growth and good health*

Chapter 7 - Health and fulfilment

Worldwider Bill of Rights 6 - *Everyone has the equal right to access to good quality health care provided they are prepared to also take responsibility for their own health.*

Chapter 8 - Business and wealth creation

Worldwider Bill of Rights 7: *All business should have social responsibility as a primary goal and have a plan to only produce products aimed at using closed loop energy systems or be as close to 100% reusable as possible*

Worldwider Bill of Rights 8: *The activities of wealth creation should not compromise the resources of future generations*

Chapter 9 - Marketing

Worldwider Bill of Rights 9: *Marketing should provide factually accurate information that enables people to make informed choices which help to maintain or improve their health and wellbeing, and be socially responsible by marketing only sustainably produced goods and services.*

Chapter 10 – Money, Capitalism and Resources

Worldwider Bill of Rights 10: *all money markets should only invest ethically and not in the production of goods and services that do not have a plan to use closed loop energy systems or become 90% reusable*

Chapter 11 – Politics – Capitalism, Socialism, Conservatism, Communism and Marxism

Worldwider Bill of Rights 11: *Individuals should take responsibility for their own actions to act in a socially responsible way that uses resources sustainably and supports the needs of the many rather than the few*

Chapter 12 – Religion and spirituality

Worldwider Bill of Rights 12: *Everyone should have the right to practice their own faith or religion openly either alone or with others in public or private provided that it does not incite hatred or violence and provided people are free to opt out, leave or change their religion whenever they choose*

Chapter 13 - War, torture, hatred and peace

Worldwider Right 13: *Imprisonment without fair trial, torture or physical or mental abuse of another is never allowed or acceptable, and war is only defensible if attacked, and only then in self defence when all world diplomatic efforts have failed*

Chapter 14 - Punishment and rehabilitation

Worldwider Right 14: *No state has a right to carry out capital punishment or mutilation in the name of justice, and should seek to bring a just punishment that is harsh if required but carries with it the chance of rehabilitation*

Chapter 15 – Children, the elderly and vulnerable

Worldwider Right 15: *All children, the elderly and vulnerable have the right to be protected against violence and exploitation and to be provided with adequate food, education, accommodation and care to meet their needs*

Chapter 16 - Science

Worldwider Right 16: *Science always needs an ethical dimension and should not undertake scientific change that will harm natural systems or decrease the diversity of our species or decrease or damage the genetic pool*

Chapter 17 - The Media

Worldwider Bill of Rights 17: *The media should be free of political interference and fair, providing balanced reporting, through giving both sides of a story and it should search out both positive and negative news and report both with no deliberate bias.*

Chapter 18 – The Ambassadors - roots and shoots

Worldwider Right 18: *Young people are our future and therefore should have a say in present policy as this will effect the future*

Chapter 22 – Relationships Love and sex

Worldwider Right 19: *It is everyone's right to have the possibility to make relationships with whom they choose and to practice their sexuality in the context of a loving relationship*

Chapter 23 – Death

Worldwider Right 19 - *Every person on the planet deserves the chance to live a life as close to the natural age range as possible and to die a peaceful death at a time of their choosing.*

Chapter 25 - Mission possible - build our Foundation

Worldwider Right 20 – *Everyone who wishes should be able to join in a Worldwider movement for peace, sustainable development and democratic change*