

**Cercle mondial du consensus, World Circle of the Consensus, Weltkreis des Konsens**  
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## Positive Globalization needs World Currency and Simplified Time Zones

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*The CMDC Team wishes all Readers a happy prosperous  
and peaceful 2<sup>nd</sup> Decade of the 21<sup>st</sup> Century*

## Emerging Global Currency

One of the ten most pressing issues discussed at the historic NEXT GEN conference in Florida (see report in last CMDC Newsletter Autumn Issue 2010), is the world-wide currency harmonization to avoid social injustice and economic hardships:

### Point 8 Misconceived local monetary systems abused by bankers and speculators

Currency exchange rate fluctuations destroyed many businesses and jobs causing bankruptcies and throwing families into misery, besides gravely unbalancing national households causing unfair protectionism and detrimental inflation.

The grave situation of uncontrolled currency devaluations was repeated many times in history causing national bankruptcies followed by hardships for the economy and individuals.

Precedents were the painful devaluation of the £ during the decolonisation of the Commonwealth, Hitler's German Reichsmark with its superinflation and the \$ due to state budget deficits from irresponsible overspending.

To avoid further currency wars and national miseries the following proposal was made in Florida:

#### Money & Economic System

Create a stable monetary system with a World Currency banning currency wars and speculation. Good honest work is rewarded fairly.

Establish a steady-state economy that permits everyone to live a harmonic prosperous life with sustainable growth.



The evident name for the global currency is the **GLOB**, abbreviated **G**. The most credible organization for the issue of the **G** is the United Nations through its World Bank supervised by all UN member states and the International Monetary Fund IMF.



There will be no more disagreements about what currency has to be used for commodity trading, no more debates about tendentious interest rates by desperate governments, no more ill speculations about gold reserves. The free market balances it in the interest of all sovereign states in peace under World Trade Organization (WTO) rules.

What functioned very well with the \$ (USD) for over hundred years between the 50 US States and since ten years in the EURO Zone of the European Union and beyond its member states, can must function between all United Nations members.

However when national currencies like the \$ or the £ Sterling became international reserve moneys with the base interest rates fixed by the issuing nation, they failed. This was also very much the case with the decolonization of the Commonwealth and most recently in the currency war between major economies that could not tolerate the US Fed manoeuvres to cover up the US budget deficits due to their excessive defence expenditures and record fossil fuel imports.

In our globalized world economy the global currency **€** is overdue under the rules of an international ethical consensus. In the transition period sovereign states may keep their local currency as was the case in the smooth transition to the € in Eastern Europe.

### **UN Officials warn: Corruption threatens Democracy and Development**

A global consensus is urgently needed to combat corruption at all levels from police officers to other civil servants, energy dealers, multinational corporations and international sports organizations like the FIFA and the Olympics Committee, as pinpointed by the United Nations and by Transparency International.

Especially the big projects for power plants like the dangerous nuclear deals, defence equipment, public infrastructure projects, restaurant licenses or constructions permits are widespread subjects of corruption. Recent studies revealed that corruption payments for special favours ranged from a 5 % portion in stable societies like Switzerland to over 50% of such cases in Africa and Asia.

The founding credo of CMDC 28 years ago was a harmonized Universal Code of Ethics, which now must be revived and applied in our globalized modern world.

Many universities established an ethics faculty with some positive results by encouraging companies to assign ethics advocates.

Of course the root of the problem is the lacking character and value education as pointed out at the recent NEXT GEN conference in Florida, leading to selfish and foolish speculation, greed and currency manipulation to the detriment of honest added value creation by innovators and hard working folks.

### **CMDC Executive Council Member Darja Piciga reports from International Conferences**



Above picture shows Darja at the Round Table on the Measurement & Use of Data on the Social Progress and People's Well-Being in Brdo, Slovenia, 29 Nov. 2010, organized by the Republic of Slovenia, chaired by H. E. Dr. Danilo Türk, Slovenian President and H. E. Angel Gurría, Secretary-General of OECD.

Dr. Darja Piciga, former Education Ministry candidate in Slovenia joined the Executive Council of CMDC in her quality as social sciences and education expert. She is deeply involved in the CMDC project on an universal Code of Ethics, simply called **THE CODE**.

### **The 6th ESDN Workshop in Berlin on Reforms for Measuring Welfare & Wealth in the Sustainable Development Context**

European Sustainable Development Network (ESDN) members gathered in Berlin 2 - 3 December 2010 to discuss pressing sustainability issues.

The recent financial and economic crisis and the challenges posed by various sustainable development issues, such as climate change, natural resource consumption, poverty reduction, and the like raised again interest in the arguments questioning conventional approaches to economic growth and the emphasis on the usage of gross domestic product (GDP) for measuring progress, wealth and prosperity in our societies.

For the past two centuries, economic growth fuelled by cheap fossil fuels has been the engine of modern societies. Markets have developed into the central organizing principle of modern democracies and the volumes of production and consumption have become the main measure to judge the success of the economy and, by extension, policy.

The decline of the welfare state, the collapse of the socialist economic system and the transformation of the Chinese economy, all witnessed in recent decades, only seem to underscore the dominance of the free-market capitalist democracy as the most successful political-economic system for a globalized world.

Since several years, and gaining a new momentum in the last three to four years, numerous international, European and national organisations have engaged in developing systems for measurement of well-being and progress of societies that aim to go "beyond GDP" and increasingly reflect issues central to sustainable development. Among them are the EU's initiative "Beyond GDP – measuring progress, true wealth and the well-being of nations", the work of the Commission on the Measurement of Economic Performance and Social Progress established by the President of France, Nicolas Sarkozy, and led by the acclaimed economist Joseph Stiglitz, as well as a global project on "Measuring the Progress of Societies" run in collaboration with international and regional partners under the auspices of the OECD.

All these initiatives and their outcomes have not only found their way into statistical offices but have also spurred lively political debates. The ways and means of measuring progress, wealth and prosperity are closely tied both to the underlying concepts as well as practical implementation of national sustainable development strategies and strategies that aim to link economic growth and environmental

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sustainability (e.g. Europe 2020 strategy, OECD's Green Growth Strategy, UNEP's Green Economy Initiative).

Several EU Member States – in particular Austria, Belgium, Finland, France and Germany – have been very active in defining indicators which best measure well-being and societal progress in the context of 'beyond GDP'. The majority of these countries have recognized the weakness of GDP for measuring overall societal progress, but also the impossibility and challenge to measure well-being or sustainable development with a single synthetic indicator. Therefore, they find it most useful to apply a broad indicator set on sustainable development or well-being and use only some synthetic indicators alternatively to GDP for communication reasons.

The latest developments and follow-up activities in the above mentioned international as well as national activities on measuring well-being and progress of society in the context of sustainable development were evaluated, with the aim to develop recommendations for action, during the 6th ESDN Workshop "Reforms for Measuring Welfare and Wealth in the Context of Sustainable Development". The Workshop was hosted by the European Sustainable Development Network (ESDN, <http://www.sd-network.eu/>).

ESDN is an informal international network of public administrators and other experts dealing with sustainable development (SD) strategies in Europe, in cooperation with the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.

The discussions during the Workshop largely complied with the conclusion that rather than looking for a composite indicator to replace GDP, the indicators to measure social progress and environmental aspects should complement it (i.e., instead of talking about "beyond GDP" we should discuss the "GDP and beyond" issue).

Further work in the existing frameworks should continue, with more support from politicians and intensified exchange among policy makers and statisticians. Several interlinked challenges that emerge on conceptual and methodological levels were addressed: *data availability and accessibility, robustness, complexity, political and societal salience, policy usefulness, and communicability*. Workshop participants revealed that strong need for easy communicable indicators exists. *Inter alia*, ESDN should partner up with the Club of Rome and reframe European policies through more system dynamics.

### International Leadership Symposium 2010 in Brussels "Leadership in the 21<sup>st</sup> Century - Time for a Paradigm Shift?!"

The International Leadership Symposium on Ethics in Business is an annual event that brings together leaders from business, politics, academia, civil society and faith-based organisations to dialogue on new leadership styles that support inclusive and sustainable development.

The World Forum for Ethics in Business (WFEB) aims at ensuring ethical profitability for businesses: <http://www.wfeb.org>. In the past seven years, political leaders, Nobel Laureates and top executives from global companies such as Shell International B.V., Microsoft Corporation, Coca Cola, Infosys, ING Bank, GMR Group, Daimler AG and Tata Services participated in its events, where over 3000 leaders from 60 countries have so far participated and many stories of transformation at personal and corporate levels have taken place.

The International Leadership Symposium 2010: "Leadership in the 21st Century - Time for a Paradigm Shift?!" was held in Brussels on 18–19 November 2010. It was organised by the World Forum for Ethics in Business (WFEB) in partnership with the International Association for Human Values (IAHV), the World Bank Institute and The Earth Charter Initiative.

#### Dr. Darja Piciga is reporting:

An overarching theme of this Conference was on the crucial need for visionary, inspirational and skilful leadership to navigate ethical and profitable business in post-crisis recovery. This calls for a paradigm-shift: from motivation through salary perks to inspiration through shared vision and common values. New ways for business leaders to evolve leadership styles that are sustainable and socially responsible, yet profitable for their organisations, were explored.

How to help mainstreaming corporate social responsibility (CSR) into corporate strategies of firms? WFEB is offering to help deliver concrete results in a few priority areas (such as anti-corruption, extractives, procurement, and environment) by fostering multi-stakeholder coalitions for collective actions at global, sector, and country levels, anchored around credible codes of conduct, self-reporting, and verification mechanism – following the urgent need to move from visionary thinking to planning and executing an efficient agenda for action.

Esteemed speakers from the political and governance fields showcased their efforts in creating the environment to support ethics in business, to mention only a few of them:

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**Dr. Sanjay Pradhan**, Vice-President, World Bank, **Prof. Ruud Lubbers**, Former Prime Minister of the Netherlands, **H.H. Sri Sri Ravi Shankar**, Founder, International Association for Human Values, **Mr. Nirj Deva**, Vice-President of the Development Committee in the European Parliament, **Prof. Michael Luger**, Dean, Manchester Business School, **Mr. Luis Moreno-Ocampo**, Chief Prosecutor of the International Criminal Court (ICC), **Mr. Tom Oliver**, CEO and Founder, World Peace Festival. This year Ethics in Business Awards were conferred to **Mr. Dele Olojede**, CEO and Publisher, Timbuktu Media, and to **Unilever** – to the outstanding individual and corporation that have demonstrated the importance of human values and ethics in life and in the business arena.

### The Confusion with Sumer-Winter Times

One of the most costly man made complications is the shift from summer to winter times and vice versa necessitating millions of public transport schedule changes, missed meetings, biological disruptions and waste of time for readjusting clocks, watches, mobile phones and computers twice every year.

A global consensus is needed between all nations to return to the natural time zones without extra shifts to avoid such irritations and waste of money.

An appeal is made by CMDC to all governments and to the United Nations to stop the contra productive time changes in a worldwide concerted manner, to enhance the efficiency in harmony with nature.

### Future CMDC Plans for 2011

The CMDC Newsletters should be issued again in all UN languages. Volunteers are invited to help.

As practised in the past twenty years for the UN Rio and Johannesburg Sustainability Summits, CMDC staff will be actively involved again in the preparation for the RIO+20 Summit in 2012 in concert with ISEO on sustainable energy issues.

New CMDC members may order the previous Newsletters with their revolutionary initiatives.

Active participation and expansion to extra nations beyond the previous 112 countries is welcome.

**Health** is a major issue for CMDC since its foundation in 1983. The "Naturally Fit & Healthy" book combining a positive mental attitude with proper diets and dynamic meditation body exercise can be ordered at the CMDC secretariat in Geneva.

You are cordially invited to take part in the ongoing health project, as summarized here:

To curb the spiralling health cost, driving insurance premiums beyond any affordable levels, the causes of this cost escalation must be seriously analyzed and remedied.

- A) Food: Unhealthy diets of the majority of the world population cause illnesses. Modern mass-processed food and even some traditional diets have detrimental effects on the health and cause premature death.
- B) Chemicals: Denaturalized food with chemicals for conservation, colouring and taste enhancers are detrimental to the natural health. The abuse of pharmaceutical products disturb the immune systems and the natural body balance.
- C) Pollution: The modern technocratic world since the industrial revolution was causing too much noise and pollution of the air and the waters by the abuse of fossil and fissile energy sources for power, heating and transportation.
- D) Warfare: The abuse of conventional and nuclear arms, fighter planes, tanks, helicopters, nuclear and fossil fuelled war ships burden the environment unnecessarily, driving up health cost and death rates.

### Solutions:

- 1) Nature Redevelop natural drinking, eating, sleeping, breathing and moving, habits with less synthetic chemicals.
- 2) Instincts The natural instincts often lost in the civilized spoilt environment must be awakened again.
- 3) Energy Avoid energies from hazardous, non-renewable sources and wasteful, noisy, polluting and radioactive systems
- 4) Diets Ban denaturalized, processed food and drinks containing harmful chemicals
- 5) Mind Develop positive creative loving thoughts rather than greed, hatred and jealousy
- 6) Body Use your body as created by nature with all its muscles, senses, tastes and grace.

A draft of the solutions can be ordered directly from the CMDC President at his e-mail [grob@icec.ch](mailto:grob@icec.ch).

We look forward to your comments, criticism and suggestions. Thank you all for your interest and cooperation.

*Gustav R. Grob, Acting Editor-in-Chief*