



future news

a newsletter from the *futures* foundation

Vol 8 No 1 February 2003

THE WAR: Globalisation of worldviews?

Worldwide opposition to the latest American war shows a significant shift from national to global worldviews, with consequent tension between local and global citizenship. Conflicting information increases the tension. Will this be the first major information war between official sources and the much vaunted democratic power of the internet? Some examples:

- *John Pilger urges readers to use the internet to spread the truth about “the deranged agendas of the ruthlessly power- and- profit- greedy people directing the current American administration” (below)*
- *George Monbiot on “an anti-war movement that is beginning to look like nothing the world has seen” (p2)*
- *Richard Neville with some hard facts that don't make the main news reports (p2).*

And senior futurist Sohail Inayatullah explores possible future scenarios for war and peace.

“Two years ago a project set up by the men who now surround George W. Bush said what America needed was ‘a new Pearl Harbour’. Its clearly spelled out aims have very conveniently come alarmingly true. (John Pilger, *New Statesman* 16 12 02).

“The threat posed by US state terrorism to the security of nations and individuals was

“On the morning of 12 September 2001, without any evidence of who the hijackers were, Rumsfeld demanded that the US attack Iraq.”

outlined in prophetic detail in this secret document written more than a year before the Sept. 11 events, and accidentally exposed recently. What was needed for America to dominate most of humanity and the world's resources, it said, was ‘some

catastrophic and catalysing event - like a new Pearl Harbour’.

“The attacks of 11 September 2001 provided the ‘new Pearl Harbour’, described as ‘the opportunity of ages’. The extremists who have since ruthlessly and effectively exploited 11 September come from the era of Ronald Reagan, when far-right groups and ‘think-tanks’ were established to avenge the American ‘defeat’ in Vietnam.”

Pilger invites readers to investigate “all the extraordinary unexplained anomalies and blatant inconsistencies in the official story about September 11” at <http://208.187.163.46/completetimeline/index.htm>. He also urges readers to distribute his own full story via email.

Full text of this story is available from www.newstatesman.com or from info@futurists.net.au

FUTURE SCENARIOS

Sohail Inayatullah recently quoted a Pakistani futurist who said that if current trends continued, Muslims would be in the majority in the US army by 2050. But, he added, this was but one of many alternative futures: the future can and does change, especially where foreign policy is concerned. Dr Inayatullah also reminds us of the need to move to a new type of planetary identity, not based on religion, geography etc. He proposed four alternative scenarios for the long-term future:

1 Interventions in Bosnia, Kosovo, 9/11 and Iraq create the beginnings of a world governance system. This is heavily USA biased but the need for alliances creates a movement forward. Progress, liberalism and individual based human rights continue their march from the Enlightenment onwards.

2 Interventions in Bosnia, Kosovo, 9/11 and Iraq reinforce US hegemony and the nation-state.

Continued p2



PLUS

- 3 THE PEACE**
- 4 Contemporary cultures**
- 5 Corporate communication or culture therapy?**
- 6 Science: news from the frontiers**

GEORGE MONBIOT *The Guardian*

"Mr Bush and Mr Blair might have a tougher fight than they anticipated. Not from Saddam Hussein perhaps...but from an anti-war movement that is beginning to look like nothing the world has seen before.

"It's not just that people have begun to gather in great numbers even before a shot has been fired. It's not just that they are doing so without the inducement of conscription or any other direct threat to their welfare. It's not just that there have already been meetings or demonstrations in almost every nation on Earth. It's also that the campaign is being coordinated globally with an unprecedented precision. And the people partly responsible for this are the members of a movement which, even within the past few weeks, the mainstream media has pronounced extinct.

"Last year, 40,000 members of the global justice movement gathered at the World Social Forum in

"We have our own channels of communication, our own websites and pamphlets and magazines, and those who wish to find us can do so without their help"

Porto Alegre, Brazil. This year, more than 100,000, from 150 nations, have come - for a meeting!....

"September 11 muffled the protests for a while, but since then they have returned with greater vehemence, everywhere except the US. The last major global demonstration it convened was the rally at the European summit in Barcelona. Some 350,000 activists rose from the dead. They came despite the terrifying response to the marches in June 2001 in Genoa, where the police burst into protesters' dormitories and beat them with truncheons as they lay in their sleeping bags, tortured others in the cells and shot one man dead.

"But neither the violent response, nor September 11,

Don't mention therapy...

RICHARD NEVILLE

"Cicero ... J.F Kennedy Churchill..." The commentators agree that George Bush delivered a masterful speech.... Perhaps you had to be there..."Saddam has such an evil mind", boy George told a later meeting, "that he is beyond the reach of therapy". Could this condition also apply to those in the White House? Few villains are conscious of their villainy.

Take the US plan to "bring Iraq to its knees" within 48 hours, by unleashing 800 missiles upon its citizens. We'll "dispirit" the inhabitants of Baghdad, notes Harlan Ullman, architect of the mad plan, and knock out the lights, water and sewage Ullman's strategy is entitled "shock and awe", and you can't argue with that. It's shocking. It's awful. It's evil.

Such a bombardment is more than double the missiles used in the 40 day Gulf War, from which Baghdad's infrastructure still hasn't recovered. Sanctions imposed by the west and recently enforced by Australian navy vessels with a degree of brutality, prevent repairs. The water is toxic, sewers fetid, power precarious, medicines scarce. A 1998 report by UNICEF found that the impact of sanctions accounted for 7500 excess civilian deaths per month, most of them children. That's 250 deaths per day, ten per hour.

The ban on chlorine means that water cannot be nor the indifference of the media have quelled this rising. Ever ready to believe their own story, the newsrooms have interpreted the absence of coverage (by the newsrooms) as an absence of activity. One of our recent discoveries is that we no longer need them. We have our own channels of communication, our own websites and pamphlets and magazines, and those who wish to find us can do so without their help. They can pronounce us dead as often as they like, and we shall, as many times, be resurrected."

Full text of this story is available at www.commondreams.org

purified. Pencils are seized because the graphite might be used to coat planes. Syringes are banned in case they are used in the manufacture of anthrax. Pumps are embargoed for fear of military application, resulting in untreated sewage flowing into the streets and the further spread of deadly diseases. So the list goes, this murder by stealth....

How many Iraqis does the Pentagon wish to punish, in order to sublimate its anger at Osama bin Laden? (Strange, this time his name wasn't mentioned by Bush. Instead of "smoked out", he's been blocked out.) Don't mention therapy.

For further details, visit

www.richardneville.com.au. See also

Paul Sheehan in the Sydney Morning Herald (06 02 03) on the complexity of these issues.

SCENARIOS *(cont'd from p1)*

system. The traces of Rome remain. Over time, as surplus is spent on weaponry instead of education, health and investment, decline sets in. China emerges as world hegemon by 2050.

3 Interventions become alliance based and consistent. Major territorial issues: Israel/Palestine; Chechnya/Russia; Kashmir; Korea; China/Taiwan - are eventually solved. The focus of global issues shifts to environmental, gender, and social development. Nation-states dissolve and bio-regions develop. Identities move away from the nation-state.

4 Interventions create more terrorism, more refugee crises; lack of intervention in Israel/Palestine escalates war against West and war on terror, and a negative cycle continues out of control. Fortress West emerges. 21st-25th centuries are known as the Return of the Dark Ages. By the late 25th century, Empire returns. Utopians await the year 3000.

-- Sohail Inayatullah

Rule of the dollar: a tottering regime?

Even as high profile greed makes headlines around the world, research studies are showing that the lure of the dollar is losing dominance in the affluent west. More and more people, it seems, are waking up to the fact that the pursuit of money is increasingly in conflict with the pursuit of happiness.

A new study from the Australia Institute, which reports that Australians are trading income for peace of mind, follows similar reports from researchers in the US and Europe.

Last month the Institute reported that 23 per cent of Australians between 30 and 59 have "downshifted" -- sacrificed income for the sake of a more balanced lifestyle -- in the past ten years.

"This represents a really sharp but so far unnoticed cultural shift," said Dr Clive Hamilton, director of the Institute. "What it shows is that people are not just talking about it any more. They're doing it."

US researchers Paul Ray and Sherry Ruth Anderson have also reported a huge sociological shift. They identified 26 per cent of adult Americans as "cultural creatives" -- a fast grow-

ing group of people who have made a comprehensive shift in their worldview, values and way of life (see *Future News* February 01).

The researchers noted that this is no small shift: "Changing a worldview literally means changing what you think is real. Some closely related changes contribute to and follow from changes in worldview: changes in values, your

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of Australians
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fundamental life priorities, changes in lifestyle, the way you spend your time and money; and changes in livelihood, how you make that money in the first place." (www.culturalcreatives.org)

When they saw the US results -- representing about 50 million people -- officials of the European Union undertook a related survey in each of their 15 countries. They found at least as many "cultural creatives" across Europe as Ray and Anderson had identified in the US. Now, it seems, the pattern holds for Australia too.

Newspaper interviews with Australians who have "downshifted" in this way reflect the value changes described by Ray and Anderson, from the successful economist who slashed his income to become an NGO volunteer, to the bishop who decided to return to the role of parish priest so he could spend more time with his sons.

If not \$\$, what is success?

The Futures Foundation offers a choice of one-day workshops for organisations seeking to explore their definitions and measures of performance.

One of them examines the changes that are powering the rapid trend to "triple bottom line" accounting and performance reporting. Another helps executives to explore the way their ideas of success align with those of their organisations, and their organisations', in turn, with their host communities. As well as its professional development role, this offers an "upstream" scan for risk management. (Stresses and tensions between these levels give rise to costly corporate issues and crises.) The next stage, exploring the alignment of activities with planetary indicators of success, completes the cycle to return attention to new challenges and opportunities in measuring and reporting corporate performance.

Information on Futures Foundation workshops is available from info@futurists.net.au or scgroup@ozemail.com.au.



Contemporary cultures

The cost of a bad reputation

Boardroom mayhem and executive misdeeds are having a profound impact on the reputation of several large Australian organisations, reports Catherine Fox. And in an era when the value of intangible assets is being included in more and more financial reports, a bad reputation is more than unfortunate. It can spell disaster. Now the boards of several publicly listed companies use the annual RQ (Reputation Quotient) Australian ranking as a way of assessing the performance of their CEO, according to Harris Interactive Australia which conducted the survey. It compiles final ratings based on scores for emotional appeal, products and services, vision and leadership, workplace environment, financial performance and social responsibility. Elsewhere, a global survey of financial institutions by accountants PricewaterhouseCoopers found that 80 per cent believed a failure to improve corporate governance standards would result in higher cost of capital, more volatility in share price or even a refusal by investors to buy the stock.

Australian Financial Review 10 12 02, 19 12 02

Accounting sleuths decode corporate secrets

UTS and Accenture have joined forces in the first attempt to lift the lid on corporate governance practices and reveal who's who and who gets what in corporate Australia. The team is currently entering data from the past four years concerning companies listed on the Australian Stock Exchange, including information on their CEOs, directors and top five executives and the remuneration arrangements. The database also holds details of company auditors and the top 20 shareholders, as well as financial information and stock market movements.

UTS News November-December 2002

Mission improbable

Three out of five bosses admit that the customer-service-is-a-priority line in their mission statements is mere propaganda. When Nevan Wright of the Auckland University of Technology surveyed 356 managers in seven countries, he found 82% of their companies had developed mission statements and more than 90% of those included a focus on excellence in customer service. But only 40% of managers (31% in Australia) believed their company's mission statement reflected the truth.

Sydney Morning Herald 14 01 03

Marketers as healers?

Peace of mind has become the ultimate consumer good, which means that marketers must become healers, says Melinda Davis, founder and CEO of the Next Group.

"Customers who once put houses, cars, and gizmos at the top of their aspirational lists now cite 'a safe happy home' and 'peace of mind' as their number one priorities. People are looking for an experience that goes by many names: the zone of the athlete, the inner bliss of a religious person...."

All of the most important consumer trends can be understood by looking at this state-of-mind calculus, where people make choices based on how it makes their heads feel. Your product must still be fabulous. It must still be priced right. But those are the prerequisites for getting into the game. Where the possibility for real differentiation comes in is not in the product itself but in how you collaborate with the consumer's need to heal.

www.fastcompany.com/online/67/desire.html

Wot no children?

As the birthrate in developing countries increases, developed countries are losing their children. Will this change the way we value the ones we have? Statistically, women born after 1960 in Australia can expect to have more husbands than children. By 2021, one in three households will be single person households, and there will be more childless families than families with children. The USA already had more childless families by 1985. What will this mean to organisations -- as recruiters, as employers, as service suppliers? Or will the sea change generation reverse the trend? (See p2)



From corporate communication to culture therapy?

Organisations, just like individuals, are increasingly being called to consistency and authenticity in their communication -- to backing what they say with what they do and that, in turn, with what they really intend. As a specialist in corporate communication this has been a favourite subject of your editor for many years. She was therefore delighted to be offered the following matrix by an expert who takes communication to even deeper levels. Dr David Moore, who co-founded Transformative Justice Australia, prepared the matrix to help organisations choose the optimal process to cut the costs of conflict. The Futures Foundation has already used the conferencing process to help high school students on the Central Coast deal with bullying. For more information visit www.proactive-resolutions.com or contact dbmoore@mail2me.com.au.

SITUATION	DESCRIPTION	OPTIMAL PROCESS	THE THIRD PARTY
<i>An accusation</i> which is clearly disputed, and which must, by law &/or administrative guidelines, be dealt with formally.	Clearly disputed accusation	Formal fact-finding	...gathers and reviews evidence, then resolves the dispute by imposing a judgement.
<i>A dispute</i> arising from lack of clarity about the issues, & affecting two key parties.	Unclear dispute between two-parties	Mediationhelps disputants resolve their dispute by clarifying/ reframing issues & so distinguishing: <ul style="list-style-type: none"> • people from problems; • where people want to be from how to get there; • optimal ways of getting there.
<i>A dispute</i> arising from lack of clarity about the issues, & involving more than two parties.	Unclear dispute between several parties	Dialogue for Solutions	...structures out conflict and structures in cooperation with a meeting format that identifies in sequence: general experiences; specific problems; possible solutions; optimal solutions.
<i>Significant conflict associated with:</i> <ul style="list-style-type: none"> • an undisputed, harmful act; &/or • many poorly resolved disputes between individuals, and/or groups. 	Specific conflict with no dispute or many disputes	Conferencingbrings together everyone affected and helps participants transform conflict into cooperation by considering: <ul style="list-style-type: none"> • what happened; • how people have been affected; • how best to improve the situation.
<i>General conflict</i> between individuals and groups within a medium/large organisation or other community.	General conflict in a large organisation	Inter-communication Workshops	...prepares & convenes a workshop where colleagues identify styles and systems of constructive communication, then develop a plan for turning theory into practice. © David B. Moore



Signals in the noise

Full of goodness

Giving violent young offenders a cocktail of minerals, vitamins and fatty acids seems to transform them into well behaved kids. Can better nutrition tackle crime? Researchers working for the UK charity, Natural Justice, claim it can. *New Scientist* 16 11 02 986

To control elections, control the machines

Nebraskan Senator Chuck Hagel was head of the company that owns the company that installed, programmed, and largely ran the voting machines used in the Nebraskan elections. Thom Hartmann asks why new, computer-driven elections like this are suddenly making all the exit polls wrong. *Commondreams.org* 31 01 03 987

Debate inhibited by structure of politics

The present political system lacks routine capability to weigh competing values and perspectives and to distil a majority opinion, says Ian Marsh of the Australian National University. This inhibits consideration of longer-term issues. *Australian Financial Review* 10 12 02 988

Public wants more transparency

Consumers are cynical about advertisements that "spin a line" and are demanding more transparent communication, according to Clemengers' *Silent Majority* report. In a similar finding to global research by ad agency FCB in October, the report found Australians had lost trust in institutions. *Sydney Morning Herald* 05 12 02 989

Water pressure builds worldwide

Water pressures are crossing national boundaries. And lack of water means lack of food. Irrigation claims 70% of world water use, says Lester Brown of the Earth Policy Institute. Future competition for water seems likely to take place largely in world grain markets. www.earth-policy.org January 2003 990

From the frontiers of science...

What does 2003 have in store? The *New Scientist* polled researchers in every field from cloning to quantum teleportation, hypersonic flight to plant breeding. They came up with 12 milestones to look out for:

1: Iron rice - rice fortified with iron could give a new lease of life to two billion rice-eaters worldwide who suffer from anaemia.

2: Gravity Probe B - this NASA space mission will test two predictions made in Einstein's general theory of relativity - the geodetic effect and frame dragging.

3: Oldest climate record - Ice core drilling in the Antarctic might tell us what happened to global warming 800,000 years ago.

4: Stem cell banking - AUK stem cell bank will store embryonic stem cells that will be available to companies at commercial rates.

5: Mars invasion - Looking for life on Mars, ESA's Mars Express mission in May will be followed by NASA's two Exploration Rovers.

6: Mass teleportation - Some physicists believe we will soon be teleporting whole molecules, and perhaps, eventually, even something as big and complicated as a virus.

7: Legal cannabis - Britain looks set to become the first country to license a cannabis-based pharmaceutical -- great news for people with multiple sclerosis and nerve damage.

8: Moon folly - A private company has won clearance for a commercial mission to the Moon. Its craft will provide the first independent evidence that the Apollo Moon landings really happened and were not an elaborate hoax to fool the Russians, as some claim.

9: First human clone? - If you believe the hype, we'll be seeing the birth of the first cloned babies. (Or have we already?)

10: GM Wars - In Australia, where rabbits pose a problem, biologists have created GM strains of a virus that will sterilise females. Meanwhile, Spain, where rabbits are prized for hunting, is making GM viruses that will spread resistance to diseases that Australia uses to keep plagues of rabbits at bay.

11: Hypersonic flight - New York to Tokyo in two hours may not happen this year but if all goes to plan, NASA will take the first step. A B52 bomber will take off with a pilotless hypersonic jet plane slung beneath its belly and release it high above the Pacific. From there, a revolutionary engine will accelerate it to more than 8300 kph.

12: First light - We are about to get our clearest images yet of the birth of our Universe. NASA has been scrutinising the afterglow of the big bang for more than a year and its results will be released later this month (01/03). *New Scientist* 04 01 03, 11 01 03

More at www.newscientist.com