

Open your Heart – United Responsibility

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Essentials

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1. Sesto G. CASTAGNOLI (Switzerland)

Spirituality?

My biggest motivation, my deepest drive to organize the WSF is for humanity that needs consciousness, holistically applied, and sustainability. For me spirituality is just three words: *Spirituality is life*. So, there is no need to be afraid of the word spiritual. You are not afraid of life, are you? We all are born spiritual anyway. The WSF is a bridge-builder, and my dream is that in ten year's time it will not be needed anymore since we will be living spirituality day by day.

2. Prof. Dr. Franz Josef RADERMACHER (Germany)

The added value of the Global Marshall Plan in the domain of spirit because we are in a spirit forum?

I study humankind as a super organism, and this super organism is a living being as a whole. It is more than just a number of humans, it is a number of humans interconnected, and it has its own soul. And so the super organism has a metabolism, like a single person. It needs resources and it creates pollution, and this super organism has at the moment an enormous dynamics of growth. It is growing in numbers very fast and it is growing in consumption per person very fast as well. The change is so fast that the super organism is hardly able to understand what is going on. Now, like any living being, the long-term survival question of the super organism, humankind, is whether it can get into a balance with its biotope. This is, in essence, the resource and an environmental topic and, in a sense, the super organism has to implement internal constraints. Given the structure of the super organism, this is a question of coordination between six and soon ten billion people and you can coordinate them in a kind of consensus or you can coordinate them by force. And, of course, everybody says and most people really need, that they would like the consensus solution, which means that it must be fair to every human, which means that at least human dignity of every human is an issue and that peace with nature should be found while, at the same time, taking the dignity of every person into account. It is the eco-social model of how to organize societies that might give a chance to achieve that. There is an alternative which shall use its power and force, particularly military but also force of the media to implement a rich instruction which is a pyramid, which has elite people and other people and that is how the world is moving at the moment. This is a nice and particular spiritual structure for humankind as a body, but it is also not tuned and in accordance with the spirits of the single

humans building the super organism, so there is a big danger in this route that is not the right way. Now the Global Marshall plan Initiative tries to build on the chance for a different way for our eco-social way, for, in my sense, also a spiritual way, by mobilizing the energies of the many single humans against the top of a pyramid. In this context, it is helpful that the tip of the pyramid at least pretends they want stability, so they all signed the millennium development goals. The Global Marshall Plan Initiative insists now, by pretending to believe, forcing to implement, but to implement intelligent beings, so that it is a step towards an eco-social market economy. That means we want the implementation coupled with a new institutional design which would integrate WTO, ILO, UNEP, World Bank, the finance system to an integrated body of rules. We want her to use co-financing to get a consensus on that. The co-financing is the money that is needed to implement the Marshall Plan, which implements the millennium goals. To organize the needed money for the co-financing, we want new global instruments for financing, which would in a sense somehow limit the metabolism of the super organism.

To limit in what sense?

In the sense that, for instance, our proposal is a cap on CO2 emissions, equal emission rights for all people, trading of those rights, by this we would have implemented within the world economy the mechanism that keeps CO2 emissions which is a limitation and by co-financing the poor, re-strengthen the poor, so we give them more power in the social field so that they are able to outbalance rich people who want to suck on them. So, in this sense, we put limitations and I mean limitations to exploitation. This is the idea of the eco-social fund.

The gap between the poor and the rich countries is getting even larger, so why isn't there a click in the mind of people, which says we have to stick together and do it, implement it. What has to be done in order for the decision makers, the so-called believers to really implement it?

The problem is that real power is sexy, and real power comes from being rich when the others are poor. So for the top of the pyramid, for many at the top of the pyramid, the aim is not a richer world in which they are richer, but in which the poorer are much richer, because, relatively speaking, the richer even when they are richer are relatively poor because the poorer are so much richer. So, they do not want the full potential of all those humans that would create much more value but would also lead to a more equal distribution of that more value, by which the richer will still be richer but would be relatively poor. So, the problem that you really have is that we have a top structure of the pyramid which likes the situation as it is but they would never say it. They would say they want it different, but they always would create frameworks under which comes out what they want but pretend not to want. That also means that the people in politics are not the people in power.

How to go one step further on the spiral? How to outplay the system?

The trick we do with the Global Marshall Plan and even more with the eco-social model, is to go to an extreme level of abstraction, so we give the market a role to, under competition, maximize value creation. However, we put the market under the control of frameworks which have a social, cultural and ecological dimension.

And even spiritual dimension?

I would not call the spiritual dimension a constraint. I would say, if you have a market under constraints, it describes the functioning of the body and it induces the kind of sole, of spirit, that calls funds to the framework. And if you have rigid wrong frameworks, you get crippled souls, which is a crippled spirit but still is a spirit, while eco-social frameworks give you a very open, free, connected, inclusive spirit. But I wouldn't see the spirit as a control barrier. For me, the spirit is the outcome. The control barrier is the ecological, social and cultural framework. And the framework is, in part, organized via that things are allowed or forbidden or via incentives, or negative incentives, or via, let's say honest prices. And if you have the right kind of framework, then what you do is sustainable and if you create value under sustainable conditions, that is completely okay. So, once you get into a more balanced mood, then the thing can stabilize, the speed goes out, you get a body with peace. But at present, you have a body in war.

The real changes have to occur on the level of the system rules?

Indeed. And if we do not do those changes, there is hardly anything we can do as individuals and from a prisoner's dilemma point of view, it is the trick of those in power who do not want a change, that they change at home, like do good with your country, care for the environment – if you think environment is important –, care for the social – if you think social is important. But if some countries do that now and the biggest country does not, it gives the biggest countries all advantages in the market. And so, the solution is not to start at home, as important it may be to start at home, the most important thing is to understand the system as a whole and put all the energy in changing the rules under which the system operates. Today the question is what you do with WTO, ILO, World Bank, UNEP, Kyoto. You have to do it on that level and somehow you have, in the end, to force the US into a common system of rules. Otherwise, you have no chance at all.

3. Prof. Prabhu GUPTARA (India – Switzerland) and Audrey E. KITAGAWA (USA)

How to convey your experiences of this conference to other people? (Audrey)

I think the best way to ever bring any experience and convey it to anyone else in a very powerful way, is just share your own experience, the direct personal experience. What you gain from this conference, the insights, the awarenesses, the highlights, the low points, and whatever it is that you want to share with your heart, that in itself is very powerful. So, your own direct personal experience.

(Prabhu)

I would agree. I think the essence of a conference can sometimes be boiled down to one or two key experiences, one or two key conversations. And I think the art of communicating to somebody who was not here, is to think what kind of person that is. And what kind of experience you had here will speak most to that person. And if you could find a way of doing that, you cannot always do that, of course, because you may not know the person, and sometimes you are asked to speak to a big group, but if you can find a way of doing that, well that is always a very powerful way to do it.

The big challenge ahead of us is to find new ways of communicating, find new ways of reaching out to people, reaching people, touching people. How could we start designing this?

(Audrey)

Well, I think this forum itself is one way, it is a creative initiative that brings together people from multiple disciplines. One of the disciplines would be the business sector, the other would be the spiritual religious leaders, and engage them in a dialogue. So, it is a process of sharing.

(Prabhu)

I think conferences obviously have a role to play. but the most important way of personal empowerment. First of all, I should say that it is really a lie that is systematically sold to us by the powerful people that ordinary people cannot do anything. The first step to regaining power is to stop believing the lie that ordinary people can have no impact on the global system. The second thing is that if I stop believing it, what should I do about it? I am only a housewife for example, what can I do about it? What you can do is to begin to understand, at least one or two of the global issues, which move you, for example, if you are a housewife, maybe the thing that moves you is the education system. If you could understand what is happening in our education system, which contributes in a systematic way to making people feel disempowered and creating a society of fear and grief and power-orientation and self-orientation. If you could only understand that as an ordinary housewife, whose children are being educated by the system, and if you can then start having conversations about that with other mothers, or with other teachers, you can then begin to change the school system from the ground up by demanding changes, by unmasking the lies with which the education system works. So, the ordinary housewife, working in her ordinary way, with the experience of her ordinary children, can be an agent for revolution, for reform, for reconstruction, whatever language you want to use.

Similarly, the ordinary unemployed person, who goes for a drink at the pub, because he has nothing better to do, can be an agent for reform by the conversations he or she has in the pub. If they begin to understand the nature of unemployment and why there is unemployment. So, each of us starting from their own experience, if we can push ourselves to the extent of understanding the structure of relationships between our own experiences and the wider society, can begin to have conversations by which we learn more and by which we contribute to rethinking, which is a necessary step to action.

That is if you have a lot of courage to stick out your neck, isn't it? And this is not common, is it?

(Audrey)

Absolutely. But we see common stories all the time, that people have courage, and that is what gives us inspiration. There is power within individuals and collectively within civil society. And I see civil society as a global speaking giant, as we awaken it. She will be the empowerment of the individual who will join hands with his neighbour and collectively become a very powerful voice. And so, you have the bottom-up movement, and you also will respect the decision-makers, the power-holders, I mean they are individuals, whether we perceive them to be the heads of government or in powerful governmental positions or as CEOs of transnational corporations, ultimately we are talking about individuals. And so, we can always have the hope that the individual, each individual, I believe is going to awake to its

conscience. And that is an awakening life experience they can share so that others' conscience becomes awakened too...So, that individual in a powerful position can, then, be an agent of transformation and changes in better ways. And so when you have the voices of advocacy and activism, rising from civil society, the people at the top also pay attention, it is inevitable. Look at the WTO, the event in Seattle, it was an eye-opener. That came from civil society. And it changed, created significant changes how people from the top are no related to people on the ground. So you have the bottom-up movement and the top-down movement and hopefully they will create change.

(Prabhu)

The people who are working at the top, do not always work in the public eye, just as the people who are working at the bottom do not always work in the public eye. But there are as many grounds for hope and for confidence as there are for despair. The problem is, people listen too much to despairing stories and they do not listen enough to positive stories.

Wouldn't it be a great idea to link the WSF, the WEF and the World Social forum and have them work together?

(Audrey)

I see it as a natural progression and even as part of the evolutionary process of our ever-shapening consciousness that speaks on the one hand at the man at the station of the complexities of the human condition and the challenges and the people who must experience these challenges, and at the same time – on the other hand – the creative genius of the whole complex system, who ultimately understands and awakens to the fact that for us to move ahead in a positive way is going to have to happen. The necessity being the mother of invention is to see how it becomes increasingly important to join together. I do believe that these connections will be made, and because people from these different forums are attending each other's forums and it will continue to grow from there.

(Prabhu)

Well, not being believer in evolution, I have a somewhat more different analysis. What are the different interests here? The World Economic Forum represents the interests of power, the interests of money, the interests of the rich, whereas the World Social Forum and the World Spirit Forum represent different interests. In the case of the Spirit Forum, obviously we have a particular understanding of what the needs are. In the case of the Social Forum, they may or may not share aspects of this understanding. But their focus is not on the spirit, their focus is on the outworking in society and politics and some other values that we would certainly share. So, the issue is how do you resolve the global civil war which is going on, how do you actually build a global system, which is not constructed for the interests of the rich, which is constructed for the interests of everybody. That is the issue and that is not an issue that is going to be solved so easily, but it could be. And it may well be that the three Fora might come together, but we must clearly understand the nature of the challenge.

4. George C. CAUDILL (USA)

Leading from the heart?

Ideas are more powerful than money. The pen is mightier than the sword. I am a firm believer in the marketplace. And if there is a free exchange of ideas, if people find ways to exchange ideas about how the world should be, the marketplace will gravitate towards them. And hopefully, that could change their behaviour, and those of companies and media organizations, just because there is a market for it. I think in the end that is the solution. We have to attract them to into a leap of consciousness.

A company is a living system with living human beings. Most of the people are not creative in the workplace, are not respected as human beings. It's all about perceptions, psychology, manipulation of perception...

Companies now more than ever are starting to realize that is so important for them to behave in a way that is responsible, take into account their stakeholders (whoever they may be: the employees, shareholders, the communities in which they have their facilities, and how they comport themselves in those communities...). It is so vital for a company that does good things to make sure there is communication. You have to always start with the mindset.

5. Bernard MARGUERITTE (France)

Don't you think the media should play a more leading, ethical role?

That's the least you can say. The more so since the perception people have of the media is not brilliant at all. Indeed, it is very poor. The media should serve public affairs and support democracy. Media and democracy are interlinked: If the media are dishonest and superficial, democracy gets dishonest and superficial as well. The media should not only write for the people what they want to hear, but also what they have to know in order for them to make up their own opinion. Media are not businesses that sell products to consumers. If citizens despise the media, they lose interest in public affairs. Our democracy becomes an illusion. A new attitude is needed within the media away from the artificial and sensationalism. We need again ethical and spiritual values, a lot of common sense, honesty, integrity, balance so that information leads to inter-formation and mutual understanding. The world today is full of violence and hatred. The root cause of this is ignorance. The situation is very paradoxical: we live in a globalized world and the information technologies have never been so developed. Access to information has become almost instant all over the globe, but at the same time knowledge is very poor. People all over the world live in stereotyped perceptions...

What is your motivation to take part in the WSF?

As president of ICF, I wanted to share its objectives and its global network. The ICF has three main objectives: awaken the individual consciousness of the journalists (it is up to each of us to do his/her inner revolution and to live up to his/her own dignity first); engage the dialogue between journalists as to what they could, should and have to do; and engage the conscious dialogue with the public so that they become responsible too. It's very timely to put the energies together and to recreate a political and economic vision that is based on the respect of moral, ethical, spiritual and humanistic values.

6. **Walter DE BROUWER (Belgium)**

Ethics in business?

As one of the few businesspeople in this forum, I think it is of paramount importance that we identify, communicate and share the values we talk about all the time. Pure rationality is not enough anymore. People are a bit fed up with the process of enlightenment and the mantra of progress. We live an inflation of laws, regulations and norms. We also live in a post-modern world with constructive, deconstructive, popular consumerism movements, and we desperately need new grand narratives. How to motivate the people? We need a new, multi-generational revival, a social debate on the values we really want, and more financial IQ for people because in the future there will be less and less jobs and people will have to take care of themselves.

7. **Ashok GANGADEAN (USA)**

A new visualization of world spirituality?

There is a mega trend of all spiritual traditions to open the space for a deeper, unified reality they all recognize. I used the single and the double bracket space as a kind of quotation marks to mark different dimensions of consciousness. The single bracket is a fragmented, polarized ego minding space, the double bracket space is an interconnected, holistic, dialogical space. The dangerous split between our minds, hearts and bodies comes from the ego minding space. What world spirituality is about is to connect the mind, the emotions, the head, the body and the soul. That is the double bracket space.

How to communicate spirituality to the people and how to bridge the big divide between business and spirituality?

As the head of the Global Dialogue Institute it strikes me that visionary businesspeople increasingly become aware that the old bottom line (where money rules and talks) has to be transcended into a triple bottom line of profit, social and ecological responsibility. The great challenge is to make businesspeople understand that you cannot separate mind and matter, spirit and money anymore. It is in the interest of the businesspeople to make that shift, because business cannot flourish and survive in an unsustainable world. For the sake of business, from a business point of view, they have to open up their lens and embrace a deeper bottom line where profits have a deeper sense. In doing this a powerful alliance of partnership between business and spirituality can emerge. So business has to learn from spirit, but spirituality has also to learn from business. How to become effective and how to reach (out to) a critical mass. Because if the spiritual movements remain separated and individualized, there will be no connection, interconnection and no joint energies.

The spiritual domain has become more and more of a hypermarket full of atomic guru's...isn't this preposterous?

It is indeed disgusting, and it violates the most fundamental spiritual laws. Reality is an interconnected energy field. The mantra of our time is: Thou shall network! We have to connect with the deep dharma which is connectivity itself. The double brackets are a reminder to connect. Otherwise you're completely out of sink with spirituality itself. The great challenge therefore is: can we join heads, hands and hearts to connect with that open space of networks of interconnectedness.

Awakening of global consciousness to a lived spirituality is one of the most powerful transformers of our present planetary situation.

8. Bibi RUSSELL (Bangladesh)

What is integrated, embodied spirituality for you?

I come from a country, Bangladesh, labelled as very poor. But that is such a negative way of projecting it. Spirituality cannot be defined with a couple of words. Our people have it inside of them, it is part of their life, a way of living. Our people have a tremendous richness in other things: there's a magic in their smile, hospitality, a sparkling in their eyes that gives me a great strength. It took me 20 years to have my dream *Fashion for Development* come through. My mental satisfaction is priceless. This altogether is my/our spiritual belief. But first you have to have peace in yourself. And get back to basics. How many people today know who they really are? You have to know what is real first in order to appreciate all things. The inner strength emanating from their discipline, dignity, self-confidence and trust gives me my spiritual strength.

9. Gundula SCHATZ (Austria)

Your motivation?

The mission of the Waldzell Institute is to articulate meaningfulness on three levels: the individual, corporate and the global level. As a symbol we use "**The Glass Pearl Game**" by Hermann Hesse. On a personal level, I have always committed myself to listen to my inner voice and to act upon it in everything I do.

10. Mike ANSON (Switzerland)

Why is spirit in business so important for business and for spirit?

Every living organism on the planet consists of energy. And we know that life is energy. Human beings today have come through an evolutionary process of development to a stage where they can feel that energy and grasp it. For centuries business has been playing a role based on fear and survival. The fundamental challenge, therefore, for business is: are we courageous enough to move from that survival mode to a more intelligent and compassionate mode where we act with a global awareness and in service to not only shareholders but stakeholders at large and in full alignment with our deepest values?

11. Hans JECKLIN (Switzerland)

Why is it still so difficult to bring spirit in business?

What we experience today is that in the economy and in politics the motivation is still ruled by fear and need. Basically is the need to being trusted, being loved. What we need is not new procedures. What we need is a shift in consciousness. A shift from needing love from outside to sharing love from inside. This is a spiritual shift to me. If we see ourselves as the manifestation of the absolute, we have our foundation of love inside, and we share love by sharing joy. Each company is an individual. The purpose of business must be congruent with the sense of life. What is its unique contribution to the welfare of society? The sole purpose is not to serve the customer.

We have to go beyond that and serve the global community as well. When you practice this, then you are in the flow of sharing abundance with the market. In order to do that, we have to let go of our illusion that life is based on fear, to let go of our fear to look at the consequences of our actions, to let go of our fear to change.

12. Simon COHEN (UK)

What needs to be done in terms of a roadmap to speed up the process towards a spiritualization of our planet?

We are in a state of urgency and emergency. The problems of the world are banging us on the head. If we carry on with intolerance, discrimination, exclusive language we are not going anywhere. We have to move beyond the material concern each of us has and the fear of the unknown, and resonate in terms of brother instead of other. This takes a lot of courage. It is almost a leap of faith. The media has an essential role to play in this. Not only by reporting on the goodwill that is going on worldwide but by taking a stance on the goodwill that is going on worldwide. The media has to show that leap of faith and be socially responsible. Not only entertain and educate, but contribute to the emotional and spiritual wellbeing of our world. In terms of a roadmap, this means a more balanced reporting of the good news in a sustainable way and with consistency. On the individual level, each of us has to start with himself or herself. We don't have to reinvent the wheel all the time, but put our energies together and combine our resources. And last but not least: the energy, honesty, warmth, passion, wisdom and leadership of young people have to be taken into account and integrated in our combined efforts.

13. Susan BALLER-SHEPARD (USA)

Why is the need for a shift in consciousness so important and where does spirituality fit in?

First of all, the way you define spirituality is often vague and fuzzy, and people, especially businesspeople are often afraid of it. Spirituality to me is like an overarching faith. For me it is both prayer and meditation and hands-on, concrete action. People who are spiritual should take their spirituality into their business whatever their business is. That's where the transformation will be. It won't work by taking a spiritual format and do an overlap on top of a business. Spirituality has a way to address the pain, hurt, brokenness and loneliness in the world. Prayer and meditation helps us a lot in getting outside of ourselves. The way we can heal the world is to try to get outside of ourselves. In doing that we are given clarity and see an intention for the world that is not our own. Prayer and meditation help us to know what to do next.

14. Andreas REINISCH (Austria)

Spirit, ethics and business, a global integrated platform?

A shift in consciousness, a shift in values and sustainability is key. But of paramount importance is interconnecting existing initiatives and networks such as the Global Marshall Plan, The Eco-social Forum, The Club of Budapest, The World Future Council, Spirit in Business, The European Promotion for Sustainable Development (Vienna Manifesto), and many others. This global integrated platform in line with the

Millennium Development Goals should take concrete action together with the European Institutions in order to restore the spiritual balance in this world.

15. Wendy ELLYATT (UK)

Spirituality?

More and more I am aware that the divine is trying to express itself through us. Spirituality to me is “the conscious fulfilment of creative potential”. Because that’s what you see in children, that’s what you see and feel in musicians and artists as well. We all are natural living organisms, and I very strongly feel that the future of education is a real science of education: to model how we learn as natural living organisms. Our current educational systems do not address such an organic evolving interconnected model at all. We need to restore the very fundamental underpinning structures. The most dynamic learning can come from vertically integrated learning (different ages working together). Spiritual pro-action to me is to follow your inner guide that leads you forward in a passionate, creative way. The most important thing is how this is being expressed in each one of us and the way we feel it!

16. JOAO (Brazil)

Money is the other side of spirituality?

Spirit in Business is still a relatively new concept in the Brazilian corporate world. This also applies for the resonance of the World Social Forum in Porto Alegre. For me the spiritual and the material are just two sides of the same coin. The biggest obstacle to resolve the separation is not so much the lack of courage than the lack of consciousness. When you are a responsible spiritual entrepreneur, then your company is a projection of your level of consciousness. You are then also aware that money is the other side of spirituality, but interconnected.

17. Clemens KUBY (Germany)

Applied spirituality?

A human being is a spiritual being. In every human being there is a self-healing power. Health is a question of your consciousness. As a spiritual being you need spiritual input in order to change something. Every illness, every accident starts with a soul conflict and that is also the place where you solve it.

18. Olivia MARTIN (Brazil)

The future is ours – the future is yours?

As a youth representative, I am committed to change the perception the way young people are being viewed. Through the easy access to information, knowledge and cross-border networking and adaptability to change young people are increasingly capable of coordinating actions and responding to crisis situations immediately. They concretize ideas much faster than older generations. Youth participation and empowerment is one of the top priorities on the political agenda in Brazil. The more your degree of influence and the power to affect the world, the greater the responsibility to look within ourselves. The answers (as the ancients already knew)

lie within ourselves. The result of the fragmentation in the outer world is a result of the fragmentation within ourselves. Intergenerational partnership is essential!

19. Jacqueline FURTADO (Australia)

The future is ours – the future is yours?

It is in the best interest of everyone to have young people be a part of the decision-making process. In Australia, young people are getting more and more the opportunity to get involved, to take responsibility and show leadership. On an international level, though, the intergenerational dialogue ought to be improved in order to have a real win-win situation.

20. Benjamin QUINTO (USA)

How to bridge the intergenerational gap?

Young people need to be invited to the table. It is that simple. Surveys show that 70% of young people (up to the age of 18-25) feel they have little or no voice in society. Nobody cares about them, they feel they don't matter. Their ideas, hopes are not valued. On the other hand, 58% of adults feel that young people are making the world worse. So, there is a chasm between the reality that is perceived and the reality that exists. The perceived reality according to which young people are uninvolved, apathetic, disinterested, violent, etc...is just not true. There are more young people involved in social action and community work than ever before in history. How to bridge this chasm? By getting the voices of young people out in the media, by getting them involved in the decision-making process, by getting sure they are appreciated, valued and respected.

21. Peter KOENIG (Switzerland)

Money, spirit and enlightenment?

Is money the other side of spirituality? My analysis of what money is and how it has come to affect us as human beings has led me to see that people have given it a particular meaning and that, without being conscious of the meaning we have given it, we have lost ourselves in the process. We run after money in the mistaken belief (without really realizing it), in the hope that we can fill that missing part of ourselves. A schizophrenic, faulty way of thinking has been developed with a separation between my so-called real (spiritual) self and the demonic evil which is being called money. In fact, we all are both sides! Until consciousness continues to remain on this old pattern of thinking, we will still be creating pictures of enemies we have to fight against. This is the old energy of the crusades...

Being conscious is being aware that nothing is right or wrong, all is part of a process and a mirror of where we stand as humanity.