

Book Five

(of 6)

Robert Muller's Ideas and Dreams for a Better World
on the Globalization of Business

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(of 6)

~ Idea 759 ~ I think that the Mayan cosmology is correct when they consider the couple and not the individual to be the basic cosmic unit of evolution. They say that in a couple all the evolution and experience of innumerable forebears of two lines of humans will converge and the couple will give birth to new lines of descendants. This is why they consider the couple to be sacred. How right they are. There is a sacredness in the mysterious, divine act of love and there is a recognition of that sacredness in the miracles of our children and the family. We must therefore re-establish the central value, the miracle of the family in the human society. And the new evolutionary messages are that we should not reproduce indiscriminately and wound the body of our Mother Earth with unnecessary, wasteful, damaging overproduction and overconsumption.

~ Idea 760 ~ I do not know if the Mayans conceived of a Divine, Cosmic Couple in the heavens, a God and a Goddess. If they did, I think we should follow their example. There is no reason to consider one sex superior to the other. Alone, none of them can reproduce the miracle of life and continue evolution.

~ Idea 761 ~ I would not exchange my wild, unproductive virgin, primeval jungles in Costa Rica for the biggest, money-making shopping center in the world. And I am sure that the Divine Couple in heaven will thank me for it, when I appear before them.

~ Idea 15 ~ The current priorities on this planet, namely business first, government second, and spirituality last, must be reversed to:

First, spiritually towards God, the heavens and eternity, towards our Mother Earth, all humans, and all living species, and nature;

Second, loving public service to peace, justice and the well-being and happiness of the people;

Third, business and the provision of essential, needed goods and services.

~ Idea 32 ~ Public service is overweighted in favor of production and business. Greater attention must be given to the consumption side of humanity: insufficient consumption of many people, overconsumption and staggering waste by others, harmful consumptions unduly taxing the Earth's resources and public health. A UN World Agency on consumption must be created with corresponding Ministries of Consumption in all countries. Like the International Labor Organization, the organization should have a tripartite representation: producers, consumers and governments.

~ Idea 71~ It is high time to think of the creation of world businesses companies which would be chartered by the United Nations under legal provisions ensuring that they will be of real benefit to humanity and not harm or destroy the Earth. They would be called UN Chartered companies and would submit yearly reports to the United Nations.

~ Idea 129 ~ An increasing number of businesses should be created by young people under a label such as "Self-imposed Ethical Business" which would draw up their own code of ethics toward consumers, the environment, peace and mother Earth.

~ Idea 330 ~ The phenomenon of megacities growing ceaselessly in the world accompanied by the human depletion of rural areas is of such frightening magnitude and negative effects on human progress that the UN Office of Human Settlements (Habitat) should be made a full UN specialized agency with a tripartite representation like the International Labour Organization, namely governments, business (builders, architects, etc.) and habitants.

~ Idea 407 ~ Considered as the Global Biological Metaorganism of the Earth and Humanity's Evolution, the UN should have not only representatives of governments, but also of peoples' associations, parliamentarians, religions, scientists, artists and business.

~ Idea 453 ~ The time will soon come when very hard world laws will have to be adopted for implementation by all nations, institutions and business, if we want to survive and see this planet saved with its immensely rich endowment of life. It is becoming imperative.

~ Idea 472 ~ Today, the major forces influencing the fate of humanity and of the Earth are:

- 1. business which has globalized itself tremendously and affects all life and the entire Earth;**
- 2. governments which have globalized themselves insufficiently and have adopted as their priority the support of business and of multinational corporations operating from their soil;**
- 3. religions which have not joined in a global alliance for spirituality.**

The world needs to redress its priorities.

- 1. spirituality which gives us confidence in our place and meaning in the universe and in time should be Number 1;**
- 2. government as the protection and democratic recourse of the poor, the helpless and the downtrodden and now also the defender of the environment and of the Earth should be Number 2;**
- 3. business as the producers of goods and services for the satisfaction of basic human needs should be Number 3.**

On the urgency of the globalization of government I have recommended many ideas. On the globalization of religions, in addition to the Initiative to create a United Religions in

process, I recommend the urgent establishment of a World Commission of Eminent Personalities on World Spirituality to meet before the year 2000 and make its contribution to a change in human priorities as we enter the 21st century and third millennium.

~ Idea 557 ~ Since business was first to globalize itself world-wide, far beyond governments and religions, and since corporations are now for all practical purposes ruling the world, we should give them the opportunity, even request them to hold

a World Conference on Proper Earth Government through the Free Market System

The world business community should be asked to answer how they would take care of the above complaints of the Earth, of humanity, of the past and of the future, how they would provide for a well preserved planet and the well-being of all humanity, the five basic harmonies and the long-term evolution of the planet.

Such a conference would bring together the heads of the major world corporations, banks and stock exchanges, the World Bank, the IMF, the GATT, the new World Trade Organization, the International Chamber of Commerce and similar organizations.

~ Idea 559 ~ The star-performance, often called "miracle" of the American States in the Constitutional Convention in Philadelphia 200 years ago which put an end to a similar political chaos in North America between numerous independent states at the time could be repeated in

a New Philadelphia World Convention for the Creation of the United States of the World

It would review the state of world democracy and would have to add to the system of balance of power the new dominant power of business.

"Philadelphia II" is a project of us Senator Mike Gravel who proposes a convention for the writing of a charter for a Global Constitution.

~ Idea 576 ~ I have pointed out before that as a major phenomenon of our recent history, business was the first to globalize itself world-wide, that governments did it reluctantly on a small scale and became the instruments or servants of big business, and that the religions, due to their fundamentalism did not cooperate and globalize themselves in a world alliance (see Idea 472).

But very recently a new phenomenon has appeared: the birth of a global human consciousness. Humans are becoming aware of the errors we are making, of the wrongness around us. This will surpass all other globalizations and become number one. It will be the new democracy, the next step of evolution expressed in the individual wills of the only true living cosmic units: individual human, live beings.

~ Idea 597 ~ To keep their monopoly of power, business and the rich decry the mere idea of proper world government and depict it as a way to dictatorship. How about their own already existing dictatorship?

~ Idea 617 ~ Instead of letting business and corporations wildly run ahead and progressively destroy our Earth, governments and thinkers should sit down and consider what a world government by private business and corporations would look like. The first discovery would be that freedom and democracy would disappear: the Earth and capital would be owned by capitalists and shareholders, i.e. by those who possess already capital and money and the rest of the people would not have a chance. All humans would be programmed by advertisement and marketing to buy what corporations decide. As for the Earth, it would be totally defenseless, neglected and brought to its ruin.

~ Idea 658 ~ Since business, profit and economics have become the main factors of destruction of the Earth and since this is beginning to be recognized in business circles themselves under the claim for business ethics, I recommend that a World Commission of Eminent Personalities on the New Role of Business be established to accelerate this fundamental change.

~ Idea 693 ~ There is nothing fundamentally wrong with business, except its fundamentalist claim that it is the only form of human society which through competition will bring well-being and happiness to all peoples, the same claim communism had.

Someone should start writing 2000 ideas for a more Earth-conscious, ethical and democratic business world. Writing concrete ideas is a great eye opener on the potential good and evils of any system. Ideas are an essential form of progress and evolution.

~ Idea 745 ~ Since privatization claims to be the solution to all our problems, well let then business be responsible also for full employment and to pay for unemployment.

~ Idea 746 ~ Privatization already brilliantly solves the problem of world garbage: it makes consumers pay for all the packages and containers, producing employment, and makes the consumers also pay for garbage removal, disposal or recycling which also gives employment. The only victim in all this is the Earth.

~ Idea 747 ~ Since privatization claims to solve all the world's problems provided government disappears, let business also solve the increasing gap between the rich and the poor countries, between North and South, and East and West.

~ Idea 769 ~ It is marvelous that we have on this planet such an incredible linguistic, ethnic, cultural and religious diversity, all legacies of an immemorable past, all having something important to contribute to the biological, cultural wealth and evolution of humanity.

But all this was born locally without even knowing that there were other continents and that the Earth was round and circling around the sun. This diversity can therefore not be allowed to stand in the way of a new, immense, widely opened evolution: the global age, the age of total knowledge of our home and of our world-wide human family, the interdependence between the Earth and humanity, between the past and the future, between the Earth and the heavens.

Our present beliefs, institutions and ways of life must take this into account and acquire a global dimension or at least understanding. The past cannot stand in the way of the future and cannot claim to be the infallible, unchangeable, fundamental reality. Education, politics and religions must all be globalized, as has been the case of already so many other things, to start with business. No part can be considered greater than the totality.

~ Idea 861 ~ Business and sovereign nations will be the undertakers of life on this planet. Humanity must rapidly change its priorities. This should be a top priority on the world's agenda for the next century and millennium.

~ Idea 1101 ~ Some of the great errors of our time were these:

- humanity rushed into economics, changing our home before ecology, the knowledge of that home;

- we accepted capitalism as the dominant ideal of the human society and not the environment or love and preservation of our Earth;

- we let business globalize itself and become the master of the world and of our lives, while governments, the entrusted defenders of justice, of the poor and the downtrodden did not globalize themselves and even became the servant of business;

- and religions did not globalize themselves at all.

These errors were not basically wanted:

- capitalism did wonders for humanity at the beginning when the world population was small and the resources of the Earth were unexploited and seemingly unlimited;

- governments were still in the era of consolidating nations recently born from ethnic groups fighting each other;

- religions still believed that their truths were absolute, immortal and meant to spread to the entire world.

Well, today our objectives and efforts should be:

1. to see the religions globalize themselves urgently in order to give us a universal, cosmic meaning of life on Earth and give birth to the first global, cosmic, universal civilization; the recent initiative to create the United Religions can do that;

2. national governments must absolutely globalize themselves in a new, second generation United Nations with much more power, especially legislative power, or a United States of the world with proper balance of powers in a world democracy, or a World Union along the lines of the European Union;

3. business must be made the servant of the people's needs within a properly preserved Earth, and no longer be instruments of unlimited power, profit, enrichment and programming of the people's lives and consumption;

4. more generally we must put an end to the Darwinian theory of competition and survival of the fittest, and replace it by a new science, strategy and methodology of cooperation for our evolutionary survival and fulfillment on this particular planet in the universe.

~ Idea 1124 ~ In face of the rising world-wide criticisms against capitalism, I recommend that a World Commission of Eminent Personalities on Capitalism be established to look into this subject. It is high time to do that. Even the chief executive officer of Mitsubishi in a speech to the World Future Society says that it seems to him " that the global business community is driving quickly to a cliff, and we have our eyes closed."

~ Idea 1210 ~ If outer space beings would visit our planet they would ask us what we call it. We would answer: planet Earth, from the old Germanic goddess Eartha, and also Gaya, from the Greek belief that the Earth is a nebula, Goddess Gaya, which became the Earth.

They would comment: that is beautiful but from what we see around us you should change its name to planet Business and Marketing.

Our comment: well, this was thought of also by the Romans who called it planet Pluto (wealth) and planet Mammon (the God of money).

~ Idea 1431 ~ I also recommend a world conference of all major partners in the globalization of humanity and world affairs: governments, the United Nations and its 32 agencies, other world institutions, regional institutions, e.g. the European Union, business, scientists, the media, global non-governmental associations, global private institutions, religions, global philanthropists, world universities, global visionaries, etc. We need to move from the United Nations to a United Peoples, to a United Earth.

~ Idea 1432 ~ When future generations and historians will look back at our century, they will be appalled by the minimal resources allotted to world organizations to cope with colossal, unprecedented problems affecting our Earth and humanity, while astronomic sums were spent on national prestige and power programs and Earth destroying business.

When national leaders and chief executive officers of businesses will appear before God's tribunal, they will be condemned not for classical sins but for new global sins against nature and God's Creation.

Eagle Nebula
Hubble Space Telescope

Decide To Dream

by *Dr. Robert Muller*

*Decide to widely open the gates
of your wonderful mind,
heart and soul*

*Let flow in the dreams of God,
of the angels, saints,
prophets and sages*

*Give birth and let out into the world
the dreams of your own uniques,
unrepeatable
cosmic being*

*If not born for any other purpose
be born to dream
to love
be born to fashion a better world*

*Dreams and dreamers never die
From heaven you will see
your dreams come true*

*You will reincarnate,
inspire
and energize the new dreamers*

*The dreams of our beautiful
Planet of Dreams will never die
until we become the Paradise
we were always meant to be
and are about to now
joyfully become*