# CHAPTER 9

# THE TIERRA STRATEGY

*“Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty. Think big.”[[1]](#endnote-1)*

*--Daniel Burnham, Chicago architect. (1846-1912)*

It is recognized that the introduction of the TFD global governance system on both the conceptual and strategic levels is a gargantuan undertaking. It basically strives not to reform but to transform the present world (dis)order in order to respond to the century’s greatest challenges in its monetary, financial, economic, and commercial systems. To advance the introduction and advent of the TFD global governance an effective strategy has at least to have the following six characteristics.

# Characteristics of a successful TFD Strategy

## Present the magic of a big plan like the TFD

The world’s biggest process of global renewal or sustainable development in 2011 and 2012 is taking place in the Rio 2012 Earth Summit process. It is there and beyond the Rio Summit that the TFD has to be discussed. Therefore, the TFD is a big plan for the world’s largest effort for global reform and perhaps for global transformation. The TFD responds to two of the four Rio +20 themes. Specifically, it would demonstrate how the TFD integrates the Green Economy and Global Governance into a transformed international monetary system for combating the climate crisis by advancing low-carbon and climate-resilient development. Additionally, the TFD institutional framework, described below, would review the proceedings of the Rio Summit to determine to what extent the climate challenge and monetary governance have been adequately dealt with. And if that were not the case, TFD institutions under the coordination of the International Institute for Monetary Transformation would determine why the connection has not been made, fully taking into account the politics involved in linking climate change with sustainable development.

## Emphasize the value of monetary justice

Civil society who is going to be main advocate for the conceptual and practical acceptance of the TFD system by governments and business is to emphasize its value base of monetary justice. It is the main forms of justice that are part of the TFD’s central value of monetary justice (as discussed in Chapter 6) that are to be applied wherever and whenever possible.

## Maintain resiliency

In humanity’s march towards its third major revolution—that is, the sustainability revolution, as described in the Ruckelshaus quote at the conclusion of this chapter—the road is not covered with improvised explosive devices (IEDs). However, it is covered with foreseen, little-foreseen, or even unforeseen crises that demand agility and resiliency. The Great Monetary Transformation, which is an essential part of the sustainability revolution, is also subject to those crises. Four characteristics of agility seem to be needed:

* 1. observation, which recognizes what is happening;
  2. orientation, which makes a person, an organization, or government decide whether what happens agrees or disagrees with its own orientation, worldview, or perspective;
  3. reaching a type of decision;
  4. attempt to carry out that decision.

The most critical part of this agility cycle is the kind of observation that looks at mismatches. As Unitarian Universalist minister Galen Guengerich notes:

“A general rule is that bad news is the only kind that will do you any good. You must seek out and find data that doesn’t fit with your worldview and you must do this while there is still time.”[[2]](#endnote-2)

Finding mismatches is also part of the scientific method that strives to nullify its hypotheses by bringing adverse evidence to bear on it. It is through agility that resiliency can be achieved. It is my hope that this book will inspire readers to respond with resilience and agility to the challenges of the Tierra Fee & Dividend global governance system, whether as a scientist, a professional, a politician, a pundit, or a citizen.

## Find leverage points of entry

A transformational system like the TFD, with its gargantuan challenges and complexity, cannot be managed centrally. According to Deborah Rogers (of the United Nations University’s International Human Dimensions Programme on Environmental Change), such transformational system can only be brought about by finding leverage points, such as the leverage of new ideas, new ways of learning and doing, and the unified commitment of thousands of public and private organizations which, in all their diversity, contribute present their unified leverage. Any such societal transformation cannot be brought about without first addressing the critical issue of inequality, the cause of so many social and ecological ills.[[3]](#endnote-3)

## Be prepared and look for opportunities

“Opportunity favors the prepared mind” is an expression of popular wisdom, indicating that opportunities are not so much created as they are capitalized on. Only those who are prepared to look at situations with a clear focus and vision will be favored. Thus, the International Institute for Monetary Transformation (IIMT) and its various national working groups (discussed below) will focus, study, and compare and learn from other global governance proposals. Several of them are listed together as “think pieces” together with the TFD “think piece” on the Stakeholder Forum’s <http://www.earthsummit2012.org/index.php/pubs/sf-publications/412-sdg-thinkpieces>. One of them that deserves serious attention is Frank Biermann’s ADAM proposal.[[4]](#endnote-4)

# Institutionalizing the TFD outreach effort

A most important characteristic to introduce and advance the TFD system is to institutionalize it, so that continuing outreach efforts become possible. Therefore, this characteristic is described in detail in the rest of this chapter.

The major focus of the first phase of the Tierra strategy would be the passing of a U.N. General Assembly Resolution to establish the U.N. Commission of Experts on Monetary Transformation, Climate Change, and Sustainable Development.[[5]](#endnote-5) A General Assembly Strategy Group would be formed to pursue a U.N. General Assembly Resolution to establish such a Commission; this group would be located near the UN Headquarters and would pursue a top-down approach in having the GA Resolution passed. At the same time, national TFD Global Governance Working Groups would be organized, which would work on a grassroots level and use a bottom-up approach to pursue the GA Resolution. These national working groups would engage in educational activities, particularly in monetary literacy, which is sorely missing. They would also engage in political activities, such as lobbying with decision-makers in both government and civil-society groups for a statement in support of the establishment of a U.N. Commission of Experts on Monetary Transformation, Climate Change, and Sustainable Development at U.N. conferences dealing with sustainable development and/or climate.[[6]](#endnote-6)

## The U.N. Commission of Experts on Monetary Transformation, Climate Change, and Sustainable Development

Although the G20 Summits and the preparatory meetings of their financial ministers and central bank governors have been taking the lead in dealing with the financial and economic crises, the United Nations is to be the ultimate global organization for dealing with these problems. It is through the U.N. system that solutions are to be found[[7]](#endnote-7); G20 and thousands of other organizations are to be considered rivers and rivulets that flow into the ocean of U.N. operations.[[8]](#endnote-8)

### Understanding the U.N. Commission’s mandate

The U.N. Commission of Experts on Monetary Transformation, Climate Change, and Sustainable Development would assess the feasibility of a global governance system that would integrate approaches to resolving the climate crisis, unsustainable development, and a dysfunctional monetary system. Based on that assessment, the Commission would develop an outline for a U.N. Framework Convention on Global Governance, and this Convention would guide member states, business, and civil society in building an equitable, sustainable, and stable world order.

The need to pursue such an integrated institutional framework has become ever more evident given the ineffective silo approach by governmental and non-governmental organizations, which view these three global problems discretely. The lack of climate considerations during monetary conferences and in academic articles dealing with monetary and financial affairs is evidence of the silo approach. Moreover, scant attention is paid to the monetary dimension and itspotential for combating the climate crisis by those governmental and private organizations engaged in combating climate change. Each area of human endeavor seems to exist in supreme isolation within its own silo. It is time that the dynamic interaction and the synergies between the international monetary system and the social systems of the climate crisis and sustainable development be explored so as to rejuvenate these three systems. Thus, the challenge becomes to find ways to resolve global financial imbalances (which are the bane of our present economic malaise) and global ecological imbalances (which are the bane of poor climate negotiations), creatively, simultaneously, and synergistically. In this process, it is hoped that a new model of sustainable development will emerge that reinforces an integrated solution with the monetary and climate dimensions.

### Understanding the objectives of the U.N. Commission

The following objectives, which would constitute the Commission’s terms of reference, are considered to be the most important:

1. To develop a value-based planning framework. The question of whether and how the values of monetary and climate justice are to be part of such framework should be raised.[[9]](#endnote-9) In the development of that framework, the Commissioners would also consider adopting the principles of the Earth Charter or a similar statement or charter that integrates social and ecological values;
2. To determine the cumulative ecological indebtedness of industrialized nations;
3. To assess the effectiveness of the present international monetary system;
4. To determine the feasibility of substituting a carbon-based international monetary system, a credit-based financial system, and a 100% reserve banking system for the present standard-less monetary, debt-based financial and fractional reserve banking systems;
5. To evaluate the benefits and costs of such a transformed system, particularly in financing for climate and development;
6. To explore how the recommendations of the June 2009 Report of the U.N. Commission of Experts on the Monetary and Financial Crisis and its Impact on Development can be integrated into these transformed international monetary, financial, and banking systems;
7. To explore how monetary governance by a Tierra Global Central Bank can be coordinated with economic, social, and environmental governance;
8. To present an outline of a Monetary Plan for Climate and Development Action to UNFCCC meetings and post-2012 Earth Summit institutions;
9. To develop an outline for a U.N. Framework Convention on Global Governance.

### Membership of the U.N. Commission

The selection process for the Commission’s membership has to be as broad-based as possible so that it includes outstanding persons in all three areas of monetary transformation, climate change, and sustainable development. In addition, the Commission would seek persons with a demonstrated ability to work in an interdisciplinary team.

For that purpose, a well-designed survey instrument should be developed and sent to representative organizations in those three areas. Optimally, membership of the Commission should consist of:

* several members of the 2009 U.N. Commission of Experts (as mentioned above),
* several staff members of the UNFCCC, U.N./DESA, and UNCTAD,
* monetary economists, development and climate specialists from academe and business,
* representatives from the Stakeholder Forum and CoNGO and their designees who specialize in each of the three areas of monetary economics, sustainable development, and climate change science and negotiations,
* and several practitioners who have demonstrated the ability to integrate the three areas in their work.

In order for this U.N. Commission to come into existence, the U.N. General Assembly must pass a resolution as a matter of regular procedure. For that to take place, pressure must be brought to bear on U.N. organizations, both at headquarters and in the regions, and on U.N. Affiliated Agencies (such as UNESCO) and particularly on nations-states. Thus, two institutional arrangements are needed, and the following two are in the process of being formed.

## The U.N. General Assembly Resolution Strategy Group

The General Assembly Resolution Strategy Group would bring the TFD or the Tierra Solution to the U.N. system and its member-states so that it can be considered a serious global governance candidate. One of its most important tasks would be the production of a Statement of Purpose to be presented to U.N. missions and their governments, inviting them to become sponsors of the General Assembly Resolution that would establish the U.N. Commission of Experts on Monetary Transformation, Climate Change, and Sustainable Development.

This Statement would be first presented to those governments that are members of the Second Committee of the General Assembly, which deals with economic and financial matters andpresents draft resolutions to the U.N. General Assembly as a matter of procedure. The Strategy Group would focus on having such a U.N. General Assembly Resolution passed at the earliest possible date. If the Rio 2012 Earth Summit were to conclude that the TFD needed to be given serious attention, the Strategy Group’s work would have been considerably lightened.

The membership of the Strategy Group would foremost consist of members of NGOs in consultative status with ECOSOC or listed with the U.N. Department of Public Information. Having experience in dealing with U.N. rules and procedures and in making input into its various organizations, these members form the Strategy Group’s backbone. They will consult in a two-way exchange with U.N. missions and agencies, particularly those that are engaged in the General Assembly’s Second Committee responsible for economic and financial issues. Although located in New York, these NGO members will elicit collaboration with their colleagues in Geneva, Paris, and Vienna (which are sites of major U.N. activities), often through the CoNGO which has representatives in those cities.

However, the top-down strategy of the Strategy Group will not be successful if it is not combined with the bottom-up strategy of the national TFD working groups. The broad-based pressure from these national working groups will finally tip the balance in favor of the passing of the Resolution and the establishment of the Commission.

## The National TFD Global Governance Working Groups

The TFD Global Governance Working Groups, which are nationally based and regionally integrated, will have their membership drawn from all sectors of civil society. Their main task is to engage in research, education, and action necessary to bring pressure to bear on their governments to make the decisions that lead to global governance structures and processes that are equitable, sustainable, and, therefore, stable. How governments make climate and monetary decisions depends on many factors—particularly the dynamics between the monetary/financial authorities and their environmental/climate change counterparts on one level and the activities of an informed and engaged general public on another. Therefore, the Working Groups would organize national debates on the issues relating to a transformed (i.e., carbon-based) international monetary system, sustainable development, and the climate crisis (either as a single-issue debate or as part of larger national-planning discussions) using the value of monetary justice as the main organizing principle.

Crucial is such national debates is the role of parliamentarians (or people’s representatives) in national legislatures, who function as the bridge between people and the executive branch of government. The parliamentarians generally possess an intimate knowledge of the local political economy and of its various actors and are able to engage with their national governments on international issues and challenges (such as those posed by the TFD global governance system). Together with business and civil society, they bring added views to the discussion that may have been ignored.

Besides being catalysts for the national debate on the relationship between climate, development, and monetary challenges, the national Working Groups should be alert and creative in responding to the many opportunities that present themselves to compare the TFD with other global governance approaches and so to contribute its force to the market of monetary, financial and banking ideas and systems.

## The challenge of monetary literacy education

The National TFD Working Groups must pay special attention to their educational tasks, besides contributing to research in the development of the TFD and politicking for the General Assembly Resolution and the U.N. Commission. The main objective of their monetary literacy campaigns is to change the individual’s view on monetary, financial, and banking issues into the direction of the Tierra Solution, so that with this transformed consciousness, an individual is able to make his or her systemic contribution. This focus on the individual’s consciousness is related to Gandhi’s statement that each individual is to become the change he or she wants to see happen.

The following statements illustrate some of the contents that a monetary literacy education program would contain and what an individual can do:

* ***Rethink your monetary, financial, and economic views*** and have the courage to shift to a world view that integrates the balancing of both the financial and ecological imbalances among nations, based on the requirements of the central value of monetary justice (as described in Chapter 6).
* ***Place yourself on a carbon budget*** and join carbon-reduction action groups; be guided by the U.N. Decade of Sustainable Consumption and Production to counter the allures of the Consumer Society; develop a low-carbon lifestyle that is fully aware that (as the Earth Charter states) “human development is primarily about being more, not having more.”
* ***Advocate the fee & dividend approach to carbon reduction,***which would go beyond cap & trade and carbon offsets that are generally nationally oriented and will not do the job of bringing humanity back to 350ppm of CO2.
* ***Advocate a global debt-free or credit-based financial system with a banking system that operates with a 100% reserve system,*** so that governments can spend money into circulation for productive development and climate projects, rather than having to borrow from the privately owned banking systems that are bound to operate in boom and bust cycles.[[10]](#endnote-10)
* ***Celebrate life with others and Nature***in the organized pursuit of well-being of people, species, and planet.[[11]](#endnote-11)

This focus of monetary literacy education is also one of the main functions of the International Institute for Monetary Transformation, which are discussed in the next section.

# Role of the International Institute for Monetary Transformation (IIMT)

The Institute, established in February 2009,[[12]](#endnote-12)a month after an early formulation of the TFD was publicly raised at U.N. Headquarters, intends to be a voice for monetary transformation in governmental and nongovernmental venues dealing with monetary, climate, and development matters. Working very closely with its Global Governance Working Groups, it will coordinate all actions necessary to have the TFD further developed, discussed, adopted, and implemented. One of the most important of these actions is its focus on monetary literacy education, because all social change (and particularly transformational change) starts with an individual person who is willing to rethink his or her theories and commit to transformational change in his or her personal, professional, and political life.

IIMT’s website, [www.timun.net](http://www.timun.net), provides resources and process for individuals and organizations to become involved. The more persons and organizations join the effort to transform the present world (dis)order by the advancement of the Tierra carbon-based international monetary system, the faster the needed Great Monetary Transformation will take place.

# Conclusion

Humanity’s greatest challenge is to engage with the sustainability revolution, which as the Ruckelshaus quote below indicates, is different from its two earlier revolutions (i.e., the agricultural and industrial revolutions). An essential part of the sustainability revolution is the proposed monetary sustainability system of the Tierra Solution. This chapter has described both a top-down and bottom-up strategy that would have the U.N. General Assembly pass a resolution to establish the U.N. Commission on Monetary Transformation, Climate Change, and Sustainable Development. This would be a first step towards the Great Monetary Transformation that would augur in the needed monetary sustainability system, which would act as a lubricant to significantly transform the associated financial, economic, and commercial systems.

*“Can we move nations and people in the direction of sustainability? Such a move would be a modification of society comparable in scale to only two other changes: the Agricultural Revolution of the late Neolithic, and the Industrial Revolution of the past two centuries. These revolutions were gradual, spontaneous, and largely unconscious. This one will have to be a fully conscious operation, guided by the foresight that science can provide. If we actually do it, the undertaking will be absolutely unique in humanity’s stay on Earth.”[[13]](#endnote-13)*

--William D. Ruckelshaus, head of the U.S. Environmental Protection Agency, 1970-73.

1. <http://www.ontko.com/pub/rayo/burnham.html> and shortened versions in many other places. [↑](#endnote-ref-1)
2. See February 2009 Bulletin of the All Souls Unitarian Universalist Congregation in Manhattan where senior minister Galen Guengerich opened his reflection on agility by referring to fighter pilot Chet Richards’ book “*Certain to Win.”* [↑](#endnote-ref-2)
3. She presented her PowerPoint entitled “Societal Transformations Towards a Green Economy” at a panel during the 2nd Preparatory Committee meeting for the Rio 2012 Earth Summit on March 7, 2011. It can be found at <http://www.igbp.net/> [↑](#endnote-ref-3)
4. [www.adamproject.org](http://www.adamproject.org) [↑](#endnote-ref-4)
5. The resolution to establish such commission would be like the one that was passed in the fall of 2008 under leadership of GA Secretary General, H.E. Miguel D'Escoto Brockmann MM, which established the U.N. Commission of Experts on the Monetary and Fiscal Crises and its Impact on Development, the so-called Stiglitz Commission. [↑](#endnote-ref-5)
6. As of May 2011 the author has engaged in lobbying for the TFD in two of the three official Preparatory Commission (PrepComs) Meetings and in one of the three Intersessionals in preparation for Rio+20 and in the many unofficial events that civil society organized. On civil society’s main website for the Rio Summit, [www.earthsummit2012.org](http://www.earthsummit2012.org) , the TFD is listed as one of its ten “thinkpieces”. He was invited by the Stakeholder Forum to write this thinkpiece for the second PrepCom in March 2011. Its exact reference is <http://www.earthsummit2012.org/index.php/pubs/sf-publications/412-sdg-thinkpieces>. He is also working with the CoNGO Sustainable Development Committee’s Working Group on Monetary Transformation, Climate Changes And Sustainable Development which he established in the spring of 2009. <http://www.ngocongo.org/index.php?what=committees&id=22> . He very actively participated by the UNFCCC Cancun conference at the end of 2010 where he held two press conferences, issued a media advisory and where he was interviewed by Climate Change TV. <http://www.climate-change.tv/frans-verhagen-december-2010> . [↑](#endnote-ref-6)
7. Bodansky and Diringer’s December 2010 report on the evolution of the multilateral regimes points to the four major ways of regime evolution: deepening, broadening, integrating and evolution along multiple dimensions. Applying them to the climate crisis, they consider evolution pathways within and outside the UNFCCC process and conclude about the pathway of “Bringing Elements into an Integrated Framework.” It would be the latter integrated pathway that is chosen in the TFD global governance system. [↑](#endnote-ref-7)
8. The report *Creating a Global Financial System for the 21st Century: An Action Strategy* was submitted by the Global Finance Initiative to the G20 April 1 London Summit on March 26, 2009. The Global Financial Initiative is a “project of Global Action Network (GAN-Net) and iScale,” and is supported by the Ford Foundation. Its authors are Sanjeev Khagram and Steve Waddell. The report presented details of the global financial policy direction of the BIS and its Financial Stability Forum but did not include any details of the role of the United Nations. To the author’s question about the lack of a U.N. role, one of its authors stated in an email message of June 10, 2010 that “The U.N. does not have a policy role in the global public policy financial framework, and therefore did not play a lead role in our analysis.” [↑](#endnote-ref-8)
9. During the Bonn UNFCCC meetings of June 2010 developed countries refused to include this value, greatly hindering progress in the negotiations. [↑](#endnote-ref-9)
10. The Public Banking Institute, established during January 2011, is one of the premier American institutes dealing with the challenge of a credit-based financial system. http://publicbankinginstitute.org [↑](#endnote-ref-10)
11. See [www.timun.net](http://www.timun.net) for other action suggestions. [↑](#endnote-ref-11)
12. The IIMT is an offshoot of Earth and Peace Education International (EPE) [www.globalepe.org](http://www.globalepe.org) The origin of the idea is written up in the November 2008 blog [www.fcvnyc.blogspot.com](http://www.fcvnyc.blogspot.com). [↑](#endnote-ref-12)
13. “Toward a Sustainable World” in *Scientific American*, September 1989. [↑](#endnote-ref-13)