

First Draft

***Healing Money:
A High-Leverage Strategy to Create a Sustainable World***

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This document describes an overall strategy of using proven monetary innovations to create a world that would be more sustainable socially and ecologically than is currently the case. This strategy involved the use of complementary currencies, currencies that do not aim at replacing the existing monetary structure but operate in parallel with it to resolve issues that the conventional money system has proven ineffective at handling. This document is organized in five sections as follows:

- Background
- Unresolved Issues under the Current Money Paradigm
- Proposed Solutions
- Key Projects
- Next Steps

Background

Textbooks claim that corporations and individuals compete for markets and resources. In fact, they compete for money using market or resources in the process. Therefore by changing the money system we are reorienting the massive forces of the market towards objectives which are more consistent with our socially and ecologically desirable objectives without the need for systematic regulation.

Can you make an inventory of the good ideas or projects you know about that are not happening because of lack of money?

Can you imagine a world where stockholders interests are aligned with long-term thinking?

What would a world where sustainable abundance is not a contradiction in terms but an option available to great majority of the people look like?

Unresolved Issues under the Current Money Paradigm

There are four major questions which have proven difficult to resolve under the current money modus vivendi. They will have to be addressed one way or the other over the next decade. They are:

- How can we provide the money to the growing population of elderly so that it would match their longevity?
- How to plan to deal realistically with the issue of jobless growth, particularly on a global level?
- How to deal effectively with the conflict between financial priorities which determine decisions in the real world, and long-term ecological sustainability?
- How to deal with the periodic bouts of global monetary instability such as the crises in Asia (1997), Russia (1998), and Latin America (1981 and again 1999).

Any one of these questions is enough to warrant a serious consideration of the way our societies create and handle money. They all also have in common to be man-made, and to have already been effectively addressed on a pilot scale with new monetary innovations. Together, the systematic application of these innovations would enable a fundamental shift in the global monetary environment, a “healing of money”. The book “The Future of Money” (Random House, May 2000) fully develops the nature and implications of these new money systems.

Key Projects

The implementation of the full scope of such a monetary shift cannot be achieved within a single project or institution. The following four projects cover that scope, and each is documented in a separate detailed proposal.

1. The Terra Currency Project: this project aims at implementing a Global Reference Currency called the Terra whose aim is to realign financial interests with long-term thinking. The use of such a currency by multinational corporations would structurally solve the current conflict between sustainability and stockholders priorities.
2. The Complementary Currency Clearing House Project: the purpose of which is to enable local complementary currency systems to make exchanges among them
3. A Grass Roots mobilization campaign
4. An academic research and education activity.

Next Steps