OUR GOAL IS S.M.A.R.T.[1]

SPECIFIC

WHAT: «THE DEMAND» (PETITION)

Have our governments worldwide (particularly major economies, e.g., G20) sit down and negotiate systemic change: *an international plan of action for the smooth transition to a new sustainable socio-economic system for the people: economically, socially and environmentally sustainable;* in other words, a stable and rational system designed for people's present and future needs, which allows future generations to benefit from similar or better conditions to ours. This plan should implement the already underline existing ideas and technologies [Link, Appendix A.1]. For its part, the new system has to be founded on these underline universal principles [http://www.naturalstep.org/the-system-conditions] and meet these underline objective requirements [Link, Appendix A.2].

Under these guidelines, we entrust our governments worldwide with the mission of sorting out the detailed aspects of the proposal and make the demand tangible. The task is very challenging, because the problematic issues and the existing solutions affect countries, businesses, interest groups and individuals differently. Both, short-term costs and the enormous medium- and long-term benefits will have to be distributed according to the general principle of [2] "common but differentiated responsibilities" — to be materialized by our governments in direct consultation with us.

Finally, the plan should establish from the very outset mechanisms to monitor and control its execution. In particular, an independent international organization should be created expressly for this purpose, an Observatory for Systemic Change (conceivably under the United Nations framework), with these underline features [Link, Appendix A.5]. Furthermore, mechanisms to penalize non-compliant countries — and even enforce compliance — should be studied, to be applied by the bulk of compliant countries. In particular, governments that systematically fail to achieve what their countries have committed to are to be held accountable not only in their own countries, but also at the international level. Therefore, these governments may be called to step out of power, without regard to their national context and support.

How negotiations for systemic change should proceed: in an accountable and transparent way. We demand that the plan is kept public, that it is left open to public criticism, that it is extensively publicized and, finally, that we as the peoples of the world have the last word in consultations before putting it into action.

Important note: this GOAL, and the concept subsequently presented, «Movement for a Sustainable World», can be extended country by country with specifically-designed «Country demands» (petitions), where more stringent «universal principles» and «objective requirements» are formulated, referring to the national context. This is a useful and complementary extension to the present project, which may be considered as well.

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[1] Based on the S.M.A.R.T. criteria methodology (see http://en.wikipedia.org/wiki/SMART_criteria)

[2] This principle has been popularized in the context of climate change. It is based on Article 3, United Nations, 1992, UN Framework Convention on Climate Change (UNFCCC), New York: United Nations.

WHY

Why systemic change?
Every single person in the world is affected one way or another by a defective system which is neither economically, nor socially, nor environmentally sustainable. There is a list of people's most immediate concerns [Link, Appendix A.3] where the international systemic change here proposed would help. Globally speaking, the Earth's ecological limits have now been exceeded within the current systemic paradigm, which leads mankind into a certain environmental catastrophe in the decades to come — maybe years.

Why global systemic change, coordinated worldwide?
The situation is well captured by a *Prisoner's Dilemma* setting, studied in Game Theory. Partial changes of the system are severely penalized (either economically, incurring into a «competitive disadvantage» or socially, being considered as «marginal, against the mainstream»). On the other hand, collective global action is beneficial for all parties. This is also related to the concept of *resilience* of the system: the observation that sizable changes that affect only a part are generally doomed to fail, the «equilibrium» being quickly restored one way or another.
We are used to divide problems into smaller parts and find solutions for these individual parts. This does not seem to apply well to the deficiencies of our system (at least not fast enough), while a more holistic and global approach may succeed.

Why a demand based on *objective requirements* and *universal principles*? Why our governments to sort out the details?
These two questions are related. If we want to coordinate worldwide, we have to agree universally. The objective facts about the challenges we face, as well as the principles shared by all peoples of the World provide this essential universal component. They are stringent enough to provide a clear direction to pursue. The detailed aspects of the proposal and how they affect different countries and groups are important, but secondary: when the house is burning, it is rather more important to get out than to carry our personal belongings. The only entities with legitimacy as to lead the discussion are our governments: for good or bad, they represent us.

Why monitoring, control, penalization and enforcement mechanisms:
These are standard mechanisms to overcome a difficult *Prisoner's Dilemma* situation and achieve cooperation among parties.

WHO

Every single person on the planet is concerned

WHERE

Worldwide

WHICH (requirements and constraints for the new system)

- existing technologies and ideas (for a sustainable world)
- universal principles (for a sustainable world)
- objective requirements (for a sustainable world)

MESURABLE

International negotiations have always taken place, but never of the kind that the demand refers to (see WHAT).

There are at least two dimensions that should be measured regarding specifically our demand (points 1 and 2) and another one regarding how the negotiations should proceed (point 3).

1. *Ambitiousness*: how satisfactory is what is agreed on paper. To what extent the international agreement fulfills the objective requirements that we present?
Proposed scale: (does not meet the requirement(s) by far, does not meet the requirement(s), satisfactory: meets the requirement(s), excellent: goes beyond the strict minimal objective requirement(s))
Example: no international agreement so far has fully addressed the point concerning "Climate Change". On the scale, the Kyoto Protocol would qualify as a "does not meet the requirement by far".

2. *Level of commitment*: how much of what is on paper comes into reality. To what extent the governments will carry out the international agreement?
- Plan has to be ratified in referendums country by country.
  Proposed scale: (Yes / No)
- The plan has established mechanisms to monitor, control and — given the case — enforce its fulfillment by the governments worldwide.
  Proposed scale: (Insufficient mechanisms, sufficient mechanisms, excellent mechanisms)
- In particular, an organization such as the Observatory for Systemic Change has been created, with its major defining features.
  Proposed scale: (Yes / No)

3. *Transparency and accountability of the process*.
- Media coverage.
  Proposed scale: (Poor, medium, good, excellent)
- Transparency of the process.
  Proposed scale: (Poor, medium, good, excellent)
- Accountability:
  - each country consults citizens about non-technical aspects of the international negotiations, which concern ideology.
    Proposed scale: (Poor, medium, good, excellent)
  - final plan is ratified by referendums country by country.
    Proposed scale: (Yes / No), for each country.

ATTAINABLE AND REALISTIC

There are two steps to considerate:

a) The world leaders have the political will to reach an ambitious international agreement for systemic change.

As of nowadays, there are little incentives for our political representatives to go beyond a short-span interest scenario, based on electoral periods. We can empower them through a gigantic advocacy movement (in the spirit of Avaaz.org, Change.org or 350.org). See **«how we are going to get our goal»**.

In addition, as time goes by the magnitude of the challenges we are facing increases — in particular, the environmental dimension —. Presumably, the national agendas will thus get progressively more ambitious on international systemic aspects. It just might be too late for good preventive solutions.

b) Provided that the political will exists, is an international agreement for systemic change feasible?

In the first place, there are huge challenges facing us that require immediate urgent action. This may not be known by the general public, but it is an objective fact with an overwhelming consensus among the scientific community. The fastest way out is a systemic change led by our representatives. Our Home is burning, so that other aspects should be relegated to a secondary position.

In the second place, unlike normal zero-sum-gain political decisions (where some win and others lose), here we are in a situation where everybody benefits if we achieve cooperation. It is called technically a *Prisoner's Dilemma situation*.

Finally, a change of paradigm will carry numerous objective advantages, even for some aspects where traditional thinking does not foresee so. A society whose governing system is based on some fundamental principles and values with a universal content cannot compare with a market-driven world governance, where some private international corporations have a big share in the decisions.

In short, given a strong political will, the outcome that we are expecting here would benefit all countries and peoples of the world. The problem is how to «share the pie» among different countries, interest groups and individuals. As the size of this «pie» increases, as well as the awareness of its existence, it seems more and more realistic that countries will overcome their differences to take advantage of it.

RELEVANT

A relevant goal can answer yes to these questions:
- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?

Juan (Spain) is unemployed in spite of all his efforts; Robert (USA) is stressed out by his work as a CEO in an important company, he can not stop his activity because of all his employées; Yang (China) is sad because of all his compatriots that emigrated looking for better perspectives; Kwame (Ghana) feels exploited by big companies in Northern countries; Ahmed (Maldives) has started to buy a house abroad, his home will eventually disappear under the sea because of climate change...
As many stories as people in the world. We are all experiencing the rules of the game, the international system. Yet, we have never thought of changing it at our will, not so far...

The time for systemic change is now.

Systemic change addresses the problems that we experience in our daily lives from a different perspective: the international level, where real fundamental changes are possible. Unlike national or regional actors, subject to an specific context, there are no exterior constrains at this — the broadest possible — level of action. Systemic change is compatible with all our small-scale efforts to improve our situation and our closest people's.

TIME-BOUND

We demand that international negotiations proceed at the fastest, humanly-achievable pace: once negotiations are in place, no postponements until a satisfactory agreement is achieved.

HOW ARE WE GOING TO GET OUR GOAL?
--> Movement for a Sustainable World
This is also a S.M.A.R.T. concept

SPECIFIC

WHAT

Together, we are going to build a gigantic advocacy movement for systemic change towards a sustainable world, targeting hundreds of millions of people (a majority of the politically active people in the world — with direct or indirect internet access). The starting point are websites for advocacy like Avaaz.org, Change.org or 350.org (millions of members). Then, each of us will contribute his/her personal, distinct share, acting as qualified ambassadors of systemic change to our closest people and getting them involved.

«For my part, as a participant in this movement, I understand that the force of this demand lies in the number of people that support the general idea, rather than its precise wording: unity makes strength. The objective is so essential that it requires everyone's personal contribution to become real. Specifically, it requires my commitment to spread the demand among my closest people (at least two of them). My real challenge is to make them participate wholeheartedly in the movement, so that they will incorporate more people in turn (at least two, each)... and so on for their followers.

Being an ambassador of systemic change for the movement will be my unique, personal contribution. No internet-based campaign, advertisement on TV, radio or any other means of communication could ever approach my people as I will do: from the proximity, my affection and my profound conviction that this is good for all of us. We the people can decide for a better future, together.»

The growth of this movement will be exponentially fast, supported by the website [www.movementforsustainability.com, under development].

WHY

To achieve our final GOAL, by empowering politicians to establish international negotiations for real systemic change.

WHO

The *ambassadors of systemic change (towards a sustainable world: economically, socially and environmentally sustainable).*
- 1st round («activists»)
  People who are conscious about the systemic crisis and who are able to trust and see the potential of this movement .
- 2nd round («pragmatics»)
  People who are conscious about the systemic crisis, but who will only invest their time when a powerful movement is already in place.
- 3rd round («deniers»)
  People who are not conscious about the systemic crisis, or deny it. By the 3rd round, a powerful movement and a new approach will bring the discussion into every corner of the planet.

WHERE

Worldwide, this is a international movement. However, to faster attain our final GOAL we can focalize our efforts as ambassadors and thus the growth of the movement into certain locations, in particular the strategic cities of Geneva and New York, United Nations headquarters (an enormous ladder with its fulcrum at the international organizations in Geneva and New York).

WHICH (features)
- A universal demand, based on universal principles and objective requirements.
- An emotional and inspirational video with the potential to go viral.
- A website to connect the ambassadors among themselves and serve as a base for the movement [www.movementforsustainability.com, under development].
- The support/sponsorship of organizations, universities, businesses, iconic individuals, media, politicians...

MESURABLE

The progress of the movement as a whole:
Measured by the number of ambassadors inside the movement with respect to the number of politically active people in the world. This figure is always growing (with the rare exception of participants dropping out from the movement).
Another (local) criteria, is the number of people in the movement in strategic cities like Geneva or New York.

Each ambassador's participation:
Measured by the number of people that he/she attracts into the movement, as well as the «commitment» to the movement from the latter: how many people they bring along themselves. Particular attention is given to enrolling iconic individuals.
There is a specific table of categories for ambassadors according to their «performance», which are awarded as colored belts (as in martial arts) [Link, Appendix A.4.].

ATTAINABLE AND REALISTIC

There already exist huge advocacy movements: Avaaz.org, Change.org, 350.org, which gather millions of people for shared petitions, and which start to have a big impact on the political arena. This is the proof of concept.

Can we go to the hundred millions building on the existing movements? This has been achieved in other contexts through viral marketing techniques (http://en.wikipedia.org/wiki/Viral_marketing). See, e.g., the phenomenon Kony2012, or the campaign «whopper sacrifice».
The key point is that any person who receives the message perceives that becoming *an ambassador of systemic change* and attracting more people inside the movement is in their interest: a distributed movement, rather than a centralized one. This viral growth mechanism is not guaranteed, because it depends on human psychology but, it *may* work.

Some ideas:
1. A very simple, clear and universal message: our GOAL.
2. Simple steps for newcomers to the movement (minimum investment)
3. Gamify the concept, at least for a certain public (youth).
4. Project an image of originality and novelty
5. Personalized web (with each ambassador's own personal features), to show to others.
6. A minimum starting visibility and excellent image of the movement:
    1. Building on some existing movement with a good (neutral) reputation (e.g.: 350.org, Avaaz.org).
    2. Working with increasingly powerful sponsors.
    3. No donations, no advertisements. Money is out of the movement.
7. A powerful emotional and inspirational video (to which one can go back and review).
8. Reward the combined participation of existing ambassadors to engage together their common acquaintances: gives a sense of «popularity» or «mainstream» from the beginning.
9. Focalize the movement worldwide towards a strategic city, like Geneva (the amount of participants to get the same advocacy effect, and visibility, diminishes)
10. Over time, systemic change will become less of a choice and more of a requirement. The environment will be more and more prone to the «viral expansion» of the message.

In short: It is simple, it is new and it is worth it, the people close to you will appreciate that you tell them of the movement, as an ambassador(s).

RELEVANT

A relevant goal can answer yes to these questions:
- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?

- Are *you* the right person?

This movement is built ultimately to fulfill our GOAL. There are (many) other approaches to the same outcome. The distinct feature of this approach is that it is conceived to...

Be beneficial for all parties / Align interests:
The envisaged change is global and coordinated, and it is to be performed smoothly once international consensus is reached (previous ratification country by country). At present, participating in the movement does not directly impact on any individual interests and, to the contrary, it carries a good image for their ambassadors (and, with time, even prestige).
1. Businesses (obviously beneficial for «sustainable» businesses, here speaking of the «unsustainable» ones):
    In the short-term: supporting the concept, according to the CSR principles (corporate social responsibility) may provide a competitive advantage face to conscious customers in the initial stages (in turn, in the final stages with a broad support of the movement worldwide, no-participation may become a competitive disadvantage). At the same time, short-term profits are not compromised.
    In the medium- long- term: the transition to the new socio-economic system is demanded to proceed in a smooth, coordinated way, allowing «unsustainable businesses» to reconvert a great deal of their activities and their employees to find other «sustainable» jobs. This is a much better scenario for most «unsustainable» businesses than a retarded, but unavoidable, abrupt and uncontrolled international change. Firms and brands appear and disappear now and then, what matters is the people in those businesses.
2. Politicians: supporting this concept is a way to show the citizens a credible and realistic compromise with a better global situation. At the same time, it does not involve the political risks of immediate unilateral action.
3. NGOs / International organizations: ambitious organizations may jump into this unifying concept as a valuable complement to their activities.
4. People: holding our world leaders accountable, bridging the gap between civil society and power elites. Then, the benefits of having a good and clean environment, an stable economy and an equitable system outweigh the costs of the uncertainty when transitioning to a new modified socio-economic paradigm. We can do much better, together.

The time for systemic change has arrived, through the Web we now possess the power to have the international rules of the game revised. There are already important ongoing movements, it is called the "digital spring".

This approach is complementary of other more traditional forms of (good) change: education, public demonstrations, politics participation, responsible consumerism, NGOs activism, ...

Unlike the rest of the document, this is a personal appeal to *you*. If you had 30min to contribute to a better world, and only that much time, what would you do? Think of it (relax, thinking is not included in the 30mins :-)
Any concrete specific action that you take is not going to have a powerful enough impact... unless many others do the same. So, why not becoming an *ambassador of systemic change* and *just* convince others to join in a powerful movement. Every new member in the movement sets us closer to our GOAL.
It does not really matter who you are: whether you have an impressive knowledge of the world's issues or you are barely acquainted with the news in your country, whether your public image is

followed by millions or you do not really stand out in the crowd, whether you are happy or unhappy. No-one can ever replace your contribution to this kind of movement. No one engages with your people in the same way as you do.

No internet-based campaign, celebrity, advertisement on TV, radio or any other means of communication could ever approach my people as I will do: from the proximity, my affection and my profound conviction that this is good for all of us.

Now, if you do not have 30min, but the rest of your life, what do you want to do for a better world?

TIME-BOUND

1. Set-up of the website: no schedule, as soon as possible (depends on collaboration). Limiting factors: web and inspirational video.
2. Once the movement starts, around one week maximum for each of their ambassadors to inspire each new member (facilitated by a system of automatic reminders, set in place). At a steady, continuous pace of growth, there will be hundred millions of ambassadors in less than one year.

OUTPUT --> NUMBER OF PEOPLE IN THE MOVEMENT
OUTCOME --> SYSTEMIC CHANGE LEAD BY OUR GOVERNMENTS

LINKS

A.1 EXISTING SOLUTIONS: IDEAS & TECHNOLOGIES

This is a non-exhaustive list which will be developed by the participants in the movement and which just illustrates the wide range of (partial) solutions that we have at our disposal. It is mainly our governments' responsibility to identify all the possibilities as well as the (combination of) methods that may work best for each country, in relation to a global perspective.

ENVIRONMENTAL DEGRADATION

I.   Technologies:
   A. Concepts
      renewables energies, solar photovoltaic energy, solar thermal energy, wind energy, geothermal energy, R&D in fusion energy, R&D in molten salt reactors, hydrogen batteries, ...
   B. Web references
      1. General reference
         http://en.wikipedia.org/wiki/Environmental_technology
      2. A detailed plan of implementation of present renewable energies (solar, wind, geothermal...)
         www.desertec.org
   C. Bibliographic references

II. Ideas:
   A. Concepts
      population growth control, cap-and-trade, carbon tax, limitation of CO2 emissions per capita / per fertile soil surface
   B. Web references
   C. Bibliographic references

ECONOMIC / FINANCIAL INSTABILITIES

I.   Technologies:
   A. Concepts
      distributed databases,
   B. Web references
   C. Bibliographic references

II. Ideas:
   A. Concepts
      Tobin tax, distributing working hours,
   B. Web references
   C. Bibliographic references

GREAT INEQUALITIES

...

A.2. SPECIFIC REQUIREMENTS TO BE FULFILLED & INSTITUTIONS THAT WILL OBSERVE THEM (provisional, to be developed)

These are objective minimum requirements for *a new sustainable socio-economic system for the people*. There is an emphasis on 'environmental sustainability' because it is easier to set the objective criteria.

- *climate change* --> the CO_2 concentration level in the atmosphere, has to go down and stay below 350ppm (parts per million of volume). The contrary represents an unacceptable risk for life on the Earth, in general.
  References: see 350.org and references therein.
  Institutions: IPCC (http://www.ipcc.ch), Earth's CO_2 (http://co2now.org).
- *pollution* -->
- *biodiversity* --> the extinction rate for species has to decrease towards pre-industrial levels.
  Institutions: IUCN (http://www.iucn.org)
- *great natural spaces* --> natural spaces awarded 'world heritage site' by UNESCO have to be preserved at their present state — at least.
  Institutions: UNESCO (http://www.unesco.org/)
- *availability of drinking water* -->
- population and ecological footprint --> We are around 9 billion people in the World. The Earth's carrying capacity has been overpassed. An ecological footprint maximum quota should be stablished for each country by some agreed criteria. Each country has then the sovereignty to decide how best accomplish this within its boundaries: whether population control or changes to a more sustainable lifestyle.
  Institutions: do not exist. To be created from UN.

This is possible WORK TO DO: contact organizations that can provide a list of concise objective minimum criteria / requirements that a new sustainable socio-economic system for the people should fulfill.

The specific criterion to add 'objective minimum requirements' is a 99% ratio of favorable votes from the participants in the movement. Other more 'subjective' / 'political' requirements that participants may propose will be redirected to www.globaldemocracy.org.

A.3. How systemic change helps some of people's most immediate concerns

TO BE WORKED OUT.

Global issues
- Accountability of our representatives to people's universal best interest (true democracy).
- Environmental concerns.
- Poverty
- Extreme inequalities
- Accountability of big international corporations to their customers.
- Conflicts, terrorism

The list can be further refined:
* By country (A...Z)
Note: this is particularly relevant if the extension of the international demand to a given country has been considered (see note on section WHAT: «THE DEMAND»)

* By age

* By professional activity

A.4. Ambassador categories

A.5. Features of the Observatory for Systemic Change:

I.   Members.
   A. Appointed on objective criteria, among internationally reputed personalities.
   B. Rotary positions: a predefined time limit.
   C. Minimal wages: interest should come from motivation and the associated prestige.
   D. Inspected and audited by an external body.
II.   Communication to the public.
   A. Exceptionally granted a minimum quota on public media coverage, on demand (when unavailable or insufficient, on private media).
III. Accountability: communication from the public.
   A. Standardized procedure for the public to provide their feedback, with several progressively-more-important instances.