



# WORLD ACADEMY OF ART AND SCIENCE

## NEWSLETTER

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WINTER/SPRING 2000

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### HUMAN CHOICE A FRESH APPROACH TO DEVELOPMENT THEORY

Harlan Cleveland

During the past couple of years, **Garry Jacobs** and I have been engaged in a wide consultation with a good many Fellows of the World Academy and other reflective colleagues, in a World Academy-sponsored effort to rethink "development theory."

That the world needs a fresh formulation of general theory about human development, as a guide to both public policies and private ambitions, has long been our presumption – in both meanings of that word. Our hunch is that the potential for human development is much greater than current assumptions and achievements would suggest – and that a deeper theoretical understanding can unlock that unexplored potential.

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Our current project started with a joint paper entitled *Human Choice: The Genetic Code for Social Development*, prepared for the World Academy's Vancouver Assembly in November 1998 – largely based on many years of work by Garry Jacobs and others in the Mother's Service Society, a research think-tank in Pondicherry, India, melded with some observations from my own life experience in US and UN development assistance.

The lively critique of this paper at the Vancouver Assembly led in time to three consequent writings, published along with the original paper as a World Academy pamphlet (under the generic title *Human Choice*) in the Spring of 1999, and distributed to all Academy Fellows. We also formed a task force on development theory which held its first meeting in May in Washington, D.C.

**Mexican adventure.** I had meanwhile been participating in an international think-group called PeaceBuilding 21, where I had come to know a group of Mexican colleagues – one of whom, Esteban Moctezuma, recently became Mexico's Secretary of Social Development. When our Mexican friends read the *Human Choice* paper, they invited us to consult about Mexican development strategy. Garry Jacobs and I visited Mexico twice last Spring; and we invited two Mexican colleagues to our May meeting.

These joint consultations produced quite a menu of suggestions focused on Mexico's poor and middle-income populations. The menu

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### NEW PRESIDENT OF THE WORLD ACADEMY

**Walter Truett Anderson** takes office as President of the World Academy on February 27, 2000, succeeding Prof. **Harlan Cleveland**, who has served since January 1991.

A native of California, Dr. Anderson is a graduate of the University of California, Berkeley, and received his doctorate in political science and social psychology from the University of Southern California. He has a diverse background as political scientist, journalist, futurist and author of numerous books including *To Govern Evolution*, *Reality Isn't What It Used To Be*, and *The Future of the Self*. His next book, entitled *The First Global Civilization: Life in a World of Open Systems*, will be published next year by Columbia University Press.



He is also a founding Fellow and Vice-president of the Meridian International Institute, where he directed the program on Global Governance and is currently organizing a new program on Bioscience and Society. His news analysis columns are syndicated by the Pacific News Service, and he serves on the editorial boards of several journals including *Futures* and the *Journal of Humanistic Psychology*. He is a distinguished adjunct professor at the Saybrook Graduate School in San Francisco.



**FELLOWS INDUCTED IN 1999**

Dragoslav Avramovic <i>Yugoslavia</i>	Mugurel Constantin Isarescu <i>Romania</i>
Mario Héctor Burgos <i>Argentina</i>	Bernard A. Lietaer <i>USA</i>
Cyrus Robbins Creveling <i>USA</i>	Georghe Stefan <i>Romania</i>
Stanislav Emelianov <i>Russia</i>	Gursaran Prasad Talwar <i>India</i>
Gregory L. Fowler <i>USA</i>	Anders Wijkman <i>Sweden</i>
Judith Hammerling Gold <i>Canada</i>	Alexander N. Yakovlev <i>Russia</i>

**JUNIOR FELLOW**

Rory Ewins  
*Australia*

**GOALS FOR THE 21st CENTURY**

At its last meeting of the 20th century, the Executive Committee reviewed the Academy's past accomplishments and present activities, and approved the following as high-priority objectives for our work in the years ahead:

- 1 Increase the level of activity of Fellows — more involved in committees or projects and actively following Academy activities.
- 2 Increase the number of nominations of new Fellows and establish a more active system for identifying desirable candidates.
- 3 Improve the financial stability of the Academy by:
  - increasing the size of the endowment through gifts and bequests, and
  - earning sufficient annual income from projects to equal the annual operating budget.
- 4 Raise the public visibility and positive image of the Academy.
- 5 Make the Academy a more truly global organization, with more activities and members outside North America and Europe.

**SYMPOSIUM**

**THE PSYCHOLOGY OF GLOBALIZATION**

A one-day symposium on "The Psychology of Globalization: New Identities, New Maps, New Challenges," will be held at the University Club in San Francisco on Feb. 27, 2000. The focus is on the cultural aspects of globalization, on personal identity, and more specifically on the real ways that real people are going about the business of defining who and what they are in today's highly mobile, multicultural and information-saturated world. If this first conversation seems useful and productive, the Academy may then proceed to a number of further explorations of related themes.

Discussion leaders so far confirmed include:

- **Mary Catherine Bateson**  
Professor of Anthropology and English  
George Mason University
- Percy Hintzen, Chair  
Department of African-American Studies  
University of California, Berkeley
- **Andrew Lam**  
Journalist and short-story writer  
Pacific News Service
- **Maureen O'Hara**, President,  
Saybrook Graduate School, San Francisco
- **Stephen Toulmin**, Professor  
Center for Multiethnic and Transnational  
Studies, University of Southern California
- Roberto Lovato  
International management consultant

A luncheon will be held at the Fairmont Hotel, with a keynote address by John Gardner, longtime President of the Carnegie Corporation, former US Secretary of Health, Education and Welfare, and currently consulting professor at Stanford University.

Just before the Symposium begins in the morning, Harlan Cleveland will formally induct Walter Truett Anderson as the new President of the World Academy of Art and Science, who will chair the Symposium.

**FELLOWS DECEASED IN 1999**

Otto H. Frankel <i>Australia</i>	Francis H. Perrin <i>France</i>
Witold J. Kapuscinski <i>Poland</i>	Jacques C. Senez <i>France</i>
Yehudi Menuhin <i>England</i>	

**HUMAN CHOICE***continued from page 1*

ranged from small-farm productivity, the multiple uses of deep-ocean cold water on Mexico's west coast, and the potentials for major growth in computer software, to major improvements in pre-school and primary education, affordable housing, and the use of "complementary currencies" to help link underused resources with underemployed workers. After the current presidential election, if the new government is similarly motivated to upgrade Mexican development strategy, we can help mobilize talents to bring some of this planning to fruition.

**Madras symposium.** At the end of September, we organized a week-long International Symposium on Development Theory, held near Madras (recently renamed Chennai) in southeast India. Dr. **M.S. Swaminathan** and I served as co-chairmen. Among the participants were Garry Jacobs and three longtime colleagues – Robert Macfarlane, Robert van Harten, and N. Asokan; Fellows **Walter T. Anderson, Pushpa Bhargava, Robert Berg, John P. Craven, Jose Furtado, Bernard Lietaer, Ana Maria Sandi, and Ivo Slaus**; and several invited guests from India and America who enriched the discussion with specialized insights.

Our prime focus was naturally on India, and we spent many hours on two contrasting cases of dramatic success: the Green Revolution beginning in the 1960s, and the explosion of software production capacity in the 1990s.

We were fortunate in the presence of both Dr. Swaminathan and C. Subramaniam, the Minister who orchestrated India's conversion from a famine-threatened deficit nation to a self-sufficient exporter of grains. With their help we were able to trace the concerted government actions that revolutionized Indian agriculture and doubled grain production in ten years.

With the help of one of India's largest software companies, we also came to understand the pervasive changes, led this time by the private sector, that are making India one of the world's largest producers of computer software. (A recent Financial Times story cites a McKinsey guess that the Indian software industry could grow to \$85 billion by 2008.) India's software exports have already rocketed from \$10 million in 1983 to some \$4 billion.

These two very different stories illustrated and reinforced some key notions about social development suggested in the *Human Choice* paper: information as the world's key resource; the importance of subconscious collective aspirations; the actions of pioneering individuals who show how inchoate aspirations can be realized in practice; the critical function of

education in spreading both rising expectations and rising levels of skill; and the role of organizations that mobilize social energies and harness them to rising levels of accomplishment.

At other points in the rich symposium agenda, we were exposed to potentials for dramatic improvements in the quality of preschool education. In one experiment, very young Indian village children of illiterate parents had in 2-3 years achieved reading skills in two languages (Tamil and English) and general knowledge levels that most children in rural schools had not achieved after 6-7 years of primary education.

John Craven briefed us on the multiple uses of deep ocean water in the world's many arid coastal regions, potentials which his Common Heritage Corporation has already demonstrated on the Big Island of Hawaii. Bernard Lietaer introduced us to work-enabling local currencies (there are already more than 1,500 of them in communities around the world), and discussed how a global reference currency, featuring a small time-related ("demurrage") charge on currency holdings, could reorient global markets toward long-term sustainability.

The probing mind of physicist Ivo Slaus added some mathematical rigor to our often impressionistic multilogue. And three reflective North American businessmen — Fred Harmon, John Banks and Walt Stinson — joined Robert van Harten of The Netherlands in tracing from their experience the many parallels they discerned between our thinking about social development and principles derived from successful business development.

\* \* \*

This ambitious attempt to find useful ways to diagnose, and prescribe for, "social development" will continue under World Academy auspices in the early years of the Global Century now commencing. Garry Jacobs and I would be glad to hear from World Academy colleagues on this subject. Our respective e-mail addresses are: [garryjacobs@worldnet.att.net](mailto:garryjacobs@worldnet.att.net) and [harlanleve@cs.com](mailto:harlanleve@cs.com).

We have come to believe, moreover, that rethinking of this kind not only relates to action in and for "developing countries," but can also contribute wisdom about human development in the rapidly globalizing world information economy. Certainly growth patterns in the US and some other "post-industrial" countries are fast rendering obsolescent much of the economic theory, political theory, and organizational theory derived from experience in the 19<sup>th</sup> and 20<sup>th</sup> centuries.



## NOTICE: PROPOSED CHANGES TO THE STATUTE AND BY-LAWS

Over recent months members of the Executive Committee, in consultation with various Fellows and legal advisors, have been engaged in an extensive revision of the Statute and By-laws of the World Academy. The proposed amendments — summarized below — are intended to (a) enable the Academy to function more flexibly and openly in the new environment created by advances in information/communications technology, and (b) remove various provisions of the old Statute and By-laws — such as subcommittees to the Admissions Committee based on academic disciplines — which have never proved workable.

All Fellows are invited to review the proposed amendments and submit comments. The full text of the proposed new Statute and By-laws may be seen on the Academy's World Wide Web site, [www.worldacademy.org](http://www.worldacademy.org). In sum, the changes would be:

1. Eliminate the material calling for various subcommittees of the Admissions Committee — a structure which has never been fully implemented — and also eliminate the elaborate structure specified (but not implemented) for the regional divisions. The By-laws will simply provide for an Admissions Committee which will screen nominations and forward them to the Executive Committee. Regional divisions may be created or eliminated as per previous By-laws.
2. Create a new Executive Committee which will be smaller, more flexible (able to do most of its work on-line or by conference call, etc.) and transparent — all decisions to be promptly announced to the membership on the Web site and then reported to the Board of Trustees at its annual meeting. The Ex Com will have the power to vote on nominations; authorize expenditures; carry on routine WAAS administration; and create working groups, project offices, and regional divisions.
3. Create a Board of Trustees, which will be roughly what the Ex Com is now plus chairpersons of standing committees and elected Trustees, and which will meet annually in person for a big-picture review of all activities. The Board of Trustees will have the power to elect officers of WAAS (the members of the Ex Com), approve all budgets and amend the By-laws and Statute.
4. Reduce terms of all officers to 4 years re-electable once, with an 8-year cap on any position including appointive committee chairs.

5. Eliminate the office of Vice-president. Presidents of existing regional divisions will no longer simultaneously hold office as Vice-presidents of WAAS. Other regional divisions and/or regional offices may be established and regional coordinators appointed.
6. Change the designation for past Presidents from Honorary Vice-president to President Emeritus, with a lifetime position on the Board of Trustees.
7. Modify the procedure for electing a new President to provide for a one-year overlap of President-elect and President.
8. Provide that, in voting on admission of new Fellows, a member of the Executive Committee shall abstain from voting on any candidate whom he/she has nominated, or whose nomination he/she has seconded.
9. Remove the prohibition against remuneration for services rendered to the Academy, and require instead that any honoraria, salaries, or other forms of financial compensation to any Fellows or Officers of the Academy in connection with Academy activities shall be approved by the Executive Committee and reported to the Board of Trustees.
10. Change some of the references to the printed Newsletter, to provide for more reporting to Fellows on the Web site. (The Newsletter will continue to be printed and mailed until such time as all Fellows have Internet access.)
11. Incorporate the Junior Fellows program into the language of the Statute, so that it becomes a formalized and ongoing part of the WAAS structure.
12. Authorize the Secretary-general to move Fellows whom nobody has been able to locate for three years or more to an inactive status, where they do not count against the 500 limit.

Please send comments to:  
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 San Francisco, CA 94104 USA  
 E-mail: [waltt@well.com](mailto:waltt@well.com).

Comments must be received no later than June 1, 2000.



**WORLD ACADEMY PROGRAMS:  
PRESENT AND PROPOSED**

Currently under review are a number of activities either currently underway or recently proposed by WAAS Fellows. For further information, please refer either to the identified contact persons or members of the Executive Committee.

**Development and Civil Society**

Development Theory

*Harlan Cleveland, Garry Jacobs*

Religion and Governance

*Marc Luyckx*

Agenda India

*Pushpa Barghava*

Southeastern Europe

*Ivo Slaus*

**Globalization and Global Governance**

The Psychology of Globalization

*Walt Anderson*

Judiciary Consultations

*Jim Dator*

Nuclear Disarmament

*Kazuaki Tanahashi*

Roundtable on Environmental Governance

*Richard Benedick*

**Impacts/Implications of Knowledge**

Biowarfare and Bioterrorism

*Burke Zimmerman*

Biofocus Foundation

*Carl-Göran Hedén*

New Discoveries in the Neurosciences

*George Udvarhelyi*

Impacts of New Reproductive Technologies

*Walt Anderson*

The Future of the Academy

*David Peat*

**DR. ANA MARIA SANDI  
APPOINTED CHAIR OF ADMISSIONS**

**Magda Cordell McHale** has presided since 1991 over the admission of new Fellows of the World Academy. In 1960, the active membership at any one time was limited by the Academy's founders to 500 Fellows; the actual numbers have been maintained in the high 400s during the decade of the 1990s. During this time over 113 new colleagues have joined the World Academy as Fellows. We have broadened the membership by including more colleagues from regions beyond Western Europe and North America, larger numbers of women, and Fellows in a position to be active in current World Academy projects and programs.

To clear the way for the transition in 2000 of the World Academy's leadership, Magda McHale submitted her resignation at the November 7, 1999, meeting of the Executive Committee. With the concurrence of President-elect **Walt Anderson** and the approval of the Executive Committee, President **Harlan Cleveland** has appointed **Ana Maria Sandi** of Bucharest, Romania, to serve as Admissions chair during the remainder of his term in office.

Ana Maria Sandi has a Ph.D. in mathematics from the University of Bucharest. She has been active in the World Futures Studies Federation, and formerly worked with the U.N. Development Programme on issues of gender equity. She currently serves as a senior operations officer in the World Bank Office in Bucharest, in charge of the social program. She led the effort to put together a Romanian Social Development Fund to provide grants to poor communities and disadvantaged populations. She has recently been involved in the World Bank's "comprehensive development strategy" in Romania, one of the 12 countries selected to illustrate the Bank's new workways. She also took an active part in the World Academy's Symposium on Development Theory held in Madras (Chennai) last September. Dr. Sandi has been serving as a member of the World Academy's Executive Committee since 1996.

The revision of the World Academy's Statute and By-laws, described elsewhere in this Newsletter, provides for an Admissions Committee small enough to be effective in managing the election of new Fellows, and consisting of colleagues who are ready and willing to conduct most of the committee's business via electronic communication. Once the new arrangements are put in place – at the Executive Committee's next meeting in San Francisco on February 26, 2000 – the new President, Walt, will appoint Ana Maria Sandi to chair the new Admissions Committee.

**GIFTS TO THE WORLD ACADEMY**

The World Academy of Art and Science is committed to working vigorously and creatively in the years ahead to help bring about a sustainable global civilization and to pursue its founding mandate of exploring the social consequences and policy implications of knowledge — a charge that takes on new meaning and urgency in a time of exploding scientific and technological change.

To accomplish these goals, the Academy needs the support of its Fellows and friends. Contributions are welcome in the form of gifts of cash and securities, or in bequests which may be made in a will, codicil, or living trust. For further information, please contact our Treasurer, Richard Palmer, Esq., at the following address: 432 Montgomery Ave., Haverford, PA 19041 USA. His home telephone number is (610) 649-3130, his fax number is (610) 649-7824, and his e-mail address is [palmgrays@aol.com](mailto:palmgrays@aol.com).

## THE WORLD ACADEMY ON THE WEB

WWW.WORLDACADEMY.ORG

A new World Wide Web site for the Academy is now in operation, and we plan to improve and expand its content in the coming months. It will serve as a resource both for the public and for the Academy's members, and will include publications, news of projects and events, names of Fellows, and links to other organizations. The site is hosted by Simon Fraser University of Vancouver, B. C., and is under the general supervision of Dr. Arthur Cordell. For further information please contact: Cordell.Arthur@ic.gc.ca.



### 2000 WORLD ACADEMY DIRECTORY

The 2000 Directory will be mailed in the spring. In order to keep you apprised of events and news, and to make the Directory as useful as possible, please check your entry for accuracy. If changes need to be made, please use the form provided with the Directory to mail in changes. Or, if you have access to e-mail, please send your corrections directly to Keith Vargo at: [kvargo@hhh.umn.edu](mailto:kvargo@hhh.umn.edu).

#### **If you have questions or comments concerning the directory contact:**

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Please visit our website at [www.worldacademy.org](http://www.worldacademy.org), where you will find the electronic version of this newsletter as well as other publications and information.