

**Investment as a
Moral Compass
that can steer us
towards Peace
or
towards non-peace**

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Not True

*Many of these conflicts arise because **our political and corporate leaders do not have a “moral compass,”** in the memorable words of Václav Havel. If wealthy individuals and corporations paid fair taxes instead of hiding their wealth in off-shore tax shelters, we would not have any economic crises. If fossil fuel companies were more interested in the future wellbeing of humanity than in making exorbitant profits, the reduction of greenhouse gas emissions to safe levels would already have happened. These are questions of values, of ethics.*

Fritjof Capra, as quoted from an interview by Simon Robinson as published in a blog post by Sustainable Brands discussing the Earth Charter Initiative

http://www.sustainablebrands.com/news_and_views/leadership/simon_robinson/never_so_relevant_fritjof_capra_earth_charter_initiative?utm_source=Facebook&utm_medium=posts&utm_campaign=social

emphasis added

- Government and business do have a moral compass
- Today, that moral compass, at least in the US, is steering them towards prosperity through the pursuit of Growth
- this path to prosperity through Growth, with a capital “G”, is problematic even when pursued in the context within which it was originally created and became popular
 1. infinitely receding horizons for geospatial expansion, out of which we can always take more, and into which the consequences of our taking can disappear, without consequence
 2. infinitely expanding markets into which to sell more of essentially the same thing
- wants to find Peace, but more often creates non-peace, because neither 1 nor 2, above, are ever really true

where does Growth come from?

- the Wall Street social structure for directing investment into enterprise through speculation on movements in the market-clearing prices for securities derived from enterprises generating cash flows on Main Street, that are traded as commodities, at prices derived from expectations for future cash flow generation by Main Street, in the markets for delivering a market-clearing price for securities traded in those markets
 - designed to deliver, on demand, a certain sale at an uncertain price
 - requires a constant supply of new buyers
 - requires constant expectation for higher prices
 - requires Growth
- Since Wall Street needs Growth, we all need Growth. Right?

what is the pursuit of Growth getting us?

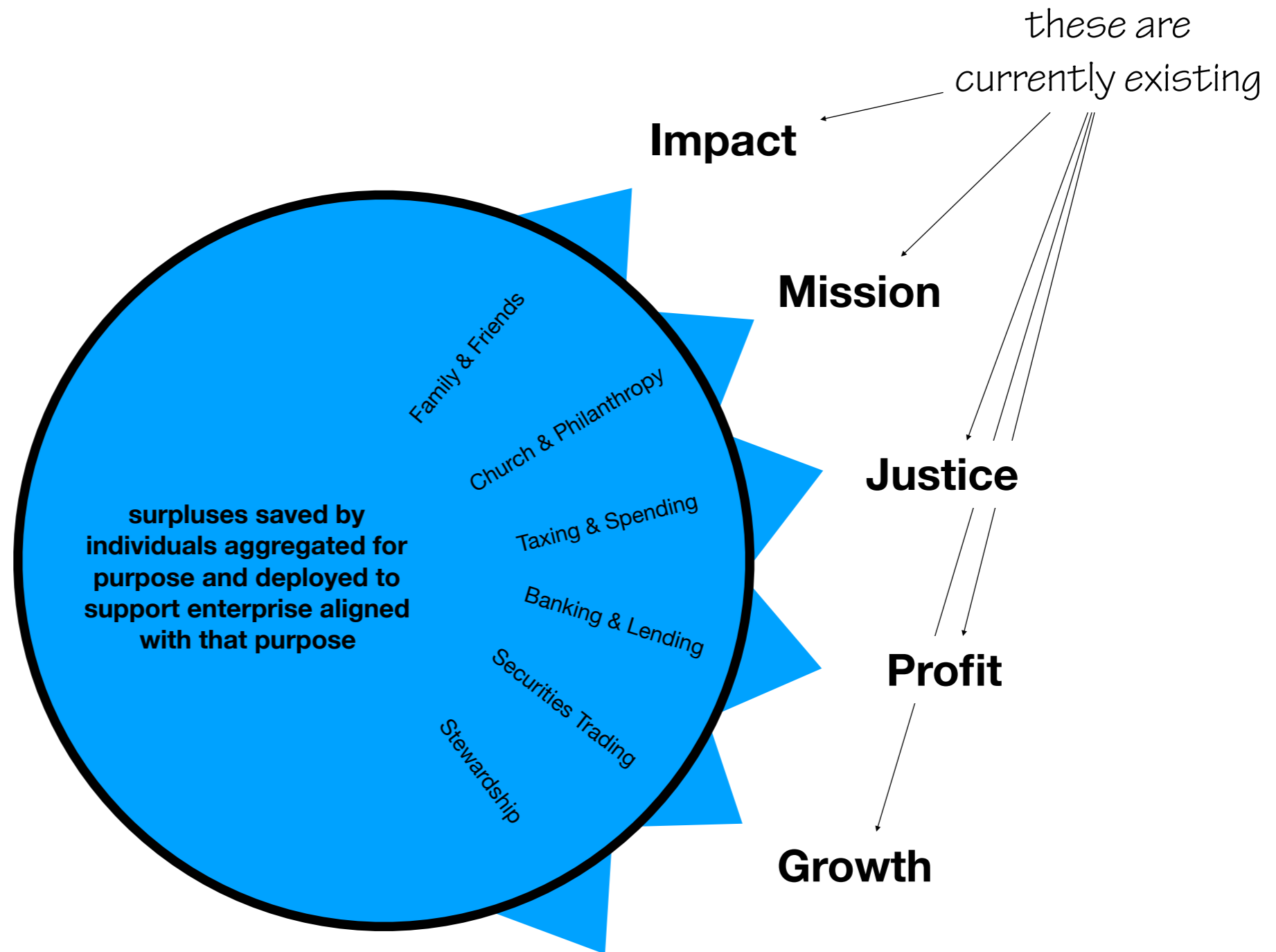
- illusory returns
- inadequate cash flows
- misalignments of incentives
- miscreant market manipulations
- social oppression and environmental depredation
- rapidly accelerating cycles of equity asset pricing booms that go bust with increasing frequency and increasingly catastrophic consequences for society

what else can we do?

adaptively evolve proven effective investment practices already common in

**US tax credit partnerships for housing, energy and other public “goods”
institutional investment in real estate
public-private partnerships on infrastructure**

**to add a new point
to society's moral
compass for
steering enterprise
design through
investment
decision making
towards a utopia of
peace and
prosperity,
now and forever**



this is currently evolving, separating itself from Securities Trading in pursuit of Growth to create by design its own paradigm for aligning its investment decision-making more truly and authentically with the purposes for society has entrusted our shared savings to their discretion

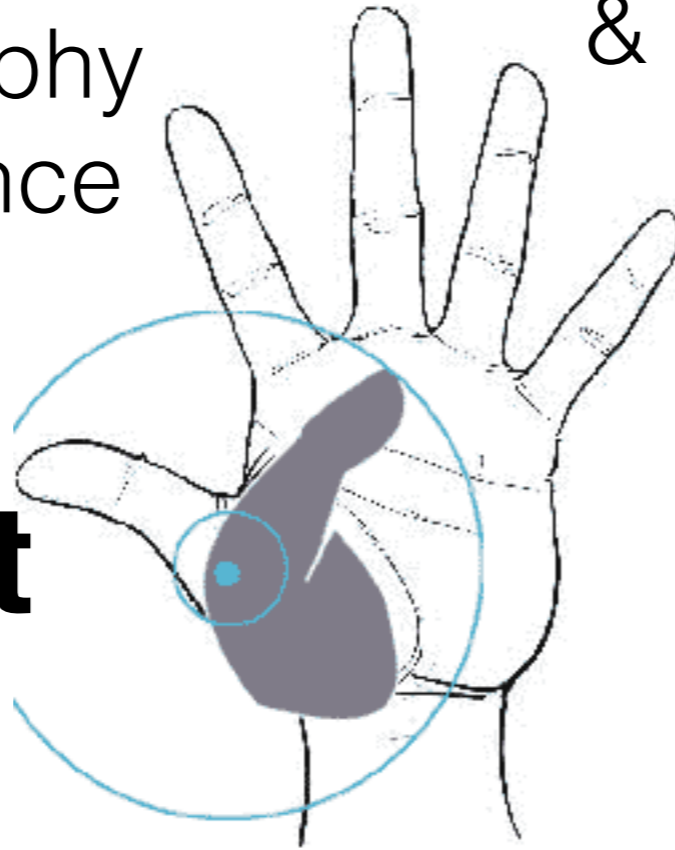
Finance & Investment

philosophy
& science

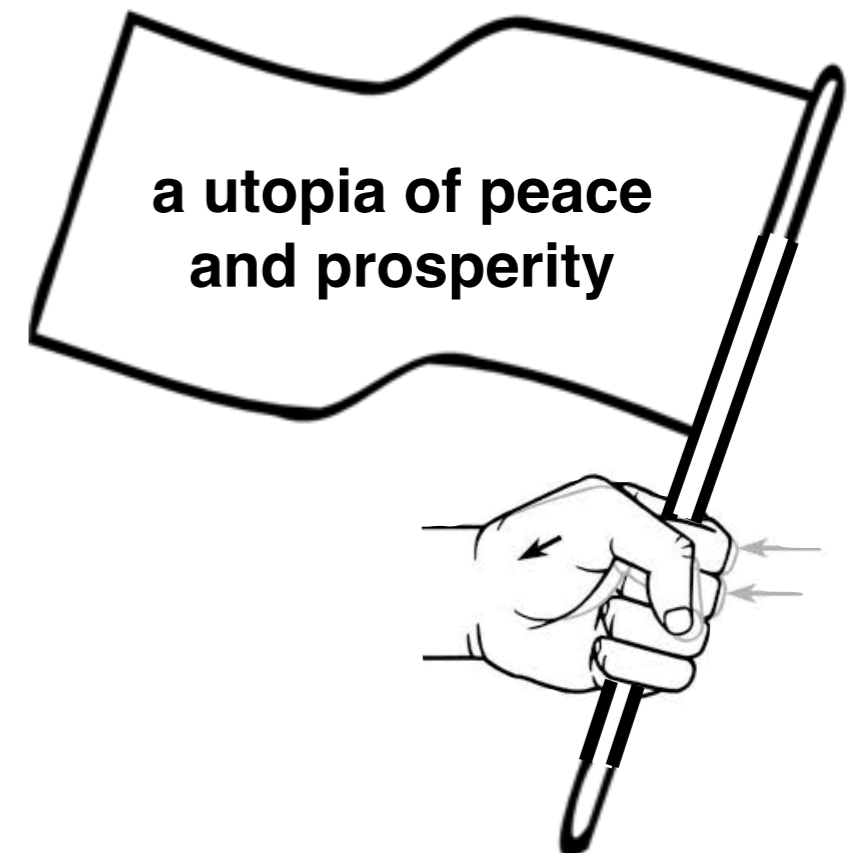
art &
design

engineering
& making

enterprise
& exchange



because Investment is the
opposable thumb that forms a
power grip for driving society
towards utopia
- or dystopia



two movements

1. aggregating surpluses saved by individuals for a purpose
2. deploying those aggregations to support those enterprises that are perceived as properly aligning with that purpose

purpose aligning

- frameworks
- processes
- places
- people

Family & Friends for Impact,
through conscience

Church & Philanthropy for Mission,
through grants

Taxing & Spending for Justice,
through public works

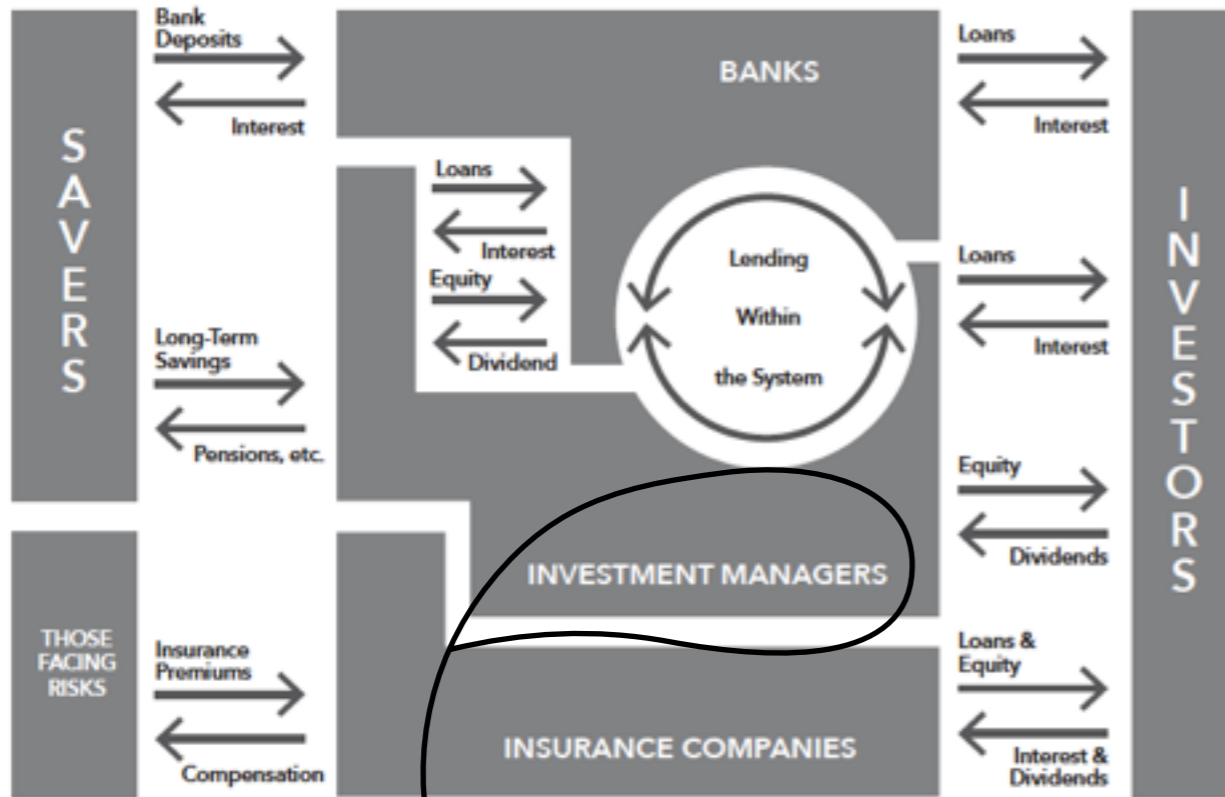
Banking & Lending for Profit,
through debt

Securities Trading for Growth,
through equity speculation on asset prices

Superfiduciary Stewardship for Sufficiency,
through co-creative collaboration

Where are our stewards?

The Financial System: An Overview of Key Actors and Flows of Money

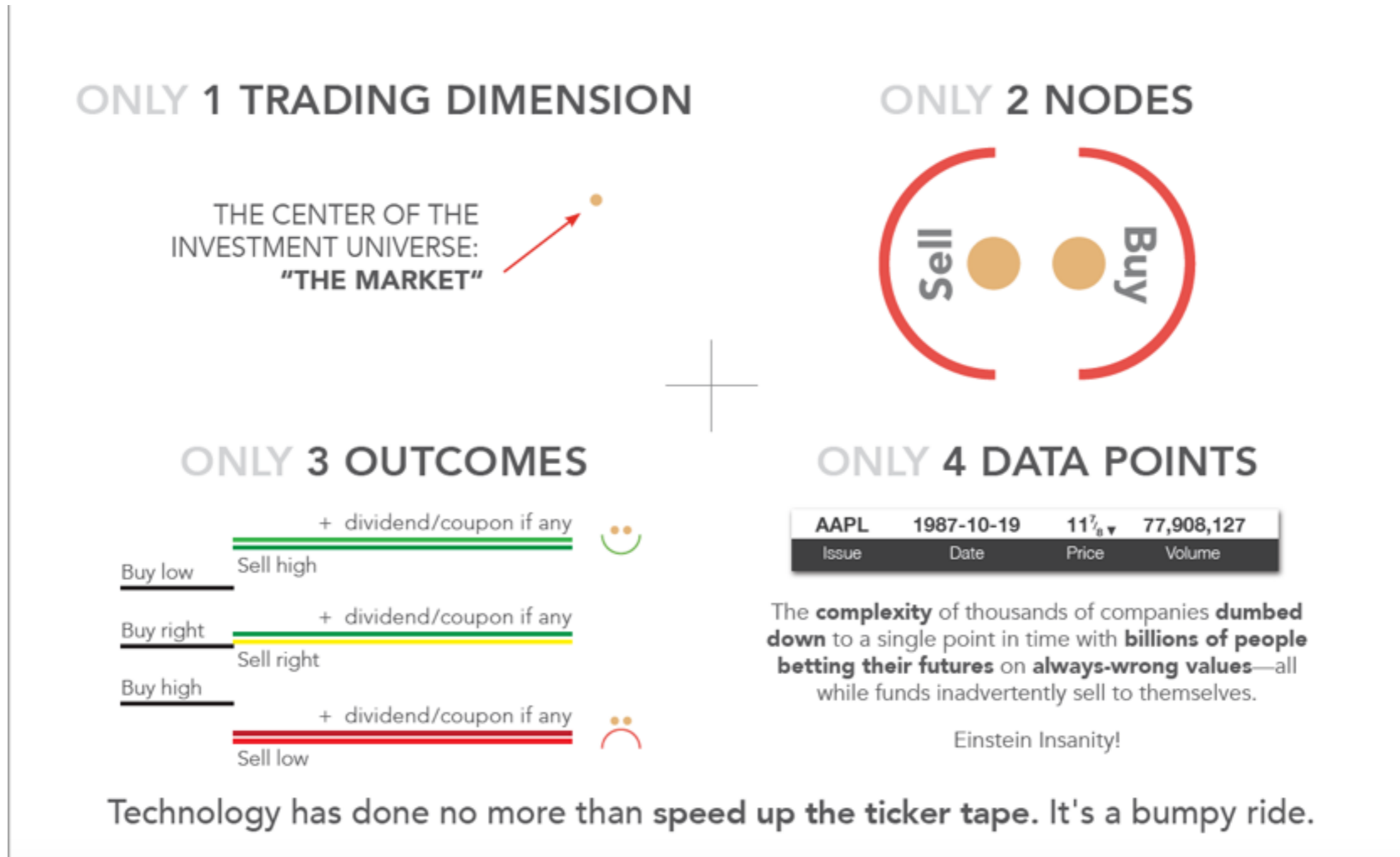


Source: Stephen Davis, Jon Lukomnik, and David Pitt-Watson, *What They Do With Your Money*, Yale University Press, p. 19 (2016).

currently trapped inside
the tyranny of the trading tape



this is how the social structure of Securities Trading is designed to work



designed (in the 19th Century, using state of the art 19th Century information technologies) to empower individuals trading with their own money, for their own account, in the pursuit of their own life events

NOT designed for professionals trading with Other People's Money, in pursuit of opportunities to extract maximum profit on each trade (and fees for making trades)

we can empower our stewards to align with different purposes (e.g. the purposes of delivering cash flows, forever, in a forever that is worth flowing into) by designing a different social structure for stewardship investment decision-making

aligning with security, forever

- matching the happiness of cash flow through society's shared savings aggregated and maintained to deliver income security for retirement (pensions), for education and for philanthropy (foundations) and for our shared future, forever, to the happiness of cash flow to enterprise on Main Street, directly
- through negotiated agreement on strategies, possibilities and priorities
- at events for civic engagement in prudent stewardship of paradigm shifting enterprise, physically, in the university, and digitally, via Social Media, as a curated spaces for co-creative collaboration
- including stewards of society's shared savings, their expert advisors, cause-driven organizations and individuals, other concerned people and organizers of enterprise for shifting the paradigm in some way, large or small

adaptively evolving proven effective investment practices already common in

**US tax credit partnerships for energy and housing
institutional investment in real estate
public-private partnerships on infrastructure**

evergreen

- taken from the law, and legal drafting
- a contract between that is open-ended and ongoing, automatically self-regenerating, until one or both parties decides to go a different way

evergreen commerce

- a social contract between enterprise and popular choice that is open-ended and ongoing, automatically self-regenerating, until one or both parties decides to go a different way

evergreen stewardship

- a social contract between society and the stewards of society's shared savings for the delivery of income security, for retirement, for education, for philanthropy and for our shared future, forever that is open-ended and ongoing, automatically self-regenerating, until one or both parties decides to go a different way

evergreen prosperity

- a social contract among people for participating in a network of connections for concentrating effort through enterprise and sharing surpluses through gift or exchange that is open-ended, ongoing and automatically self-regenerating, until one or both parties decides to go a different way
- expansively evolving through paradigm shifting ideas for creating by design prosperous adaptations to life's constant changes
- providing sufficiently for ourselves, for each other, and for the planet that we all share, as times change, and we adapt to changing times through co-creative collaboration

- steering government and business truly and authentically towards peace
- let's see how it can work in the fishbowl
 - collaboratively co-creating by design a new kind of public-private partnership for taking action on climate by managing the transition from climate degenerating fossil fuels to new climate regenerating energy choices
 - a managed transition may or may not generate the kind of Growth in market-clearing prices that Wall Street recognizes and rewards
 - properly designed, in can reliably regenerate the happiness of cash flows for both enterprise and stewardship
 - a kind of new Marshall Plan for taking action to end climate contention
 - a bold, innovative and practical new strategy for putting the global economy at peace with our planet, with each other, and with ourselves