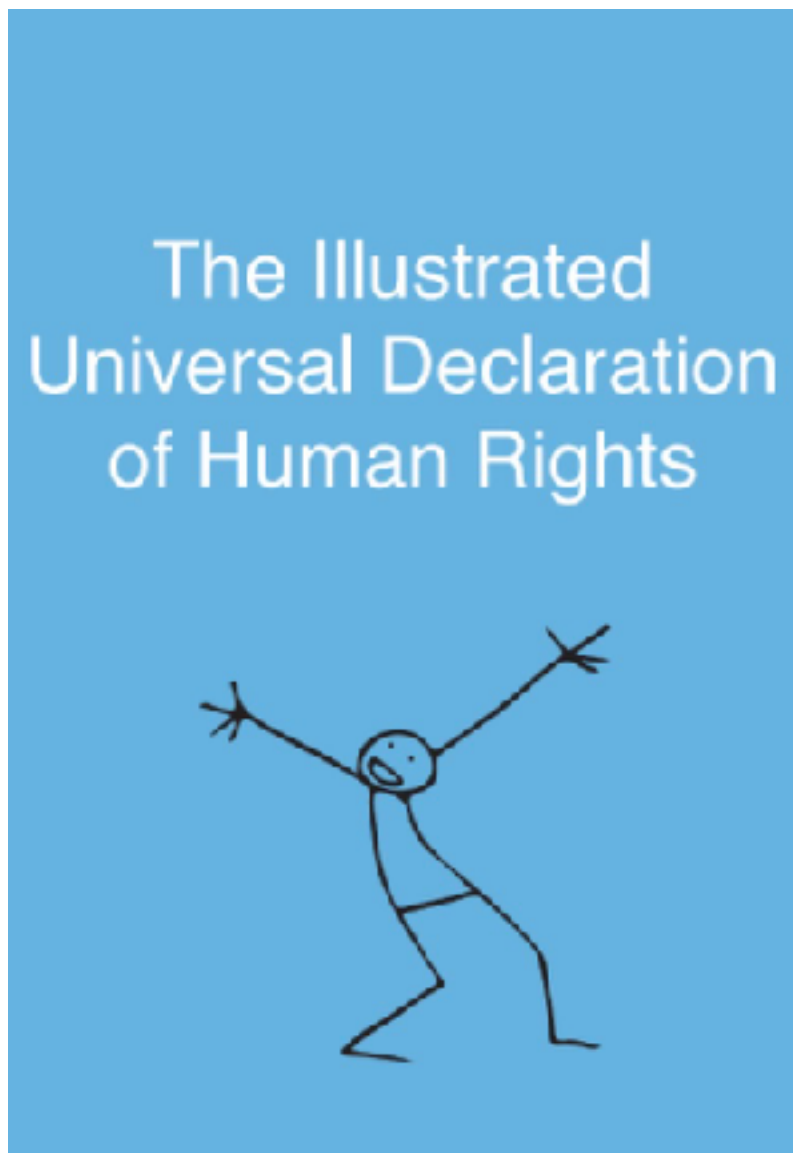




Empathy Surplus Project  
United Nations Global Compact  
Communication on Engagement  
March 2016 - March 2018

## ***Caring Citizen Excellence in Peace Building Initiative***



## CONTENTS

Part I - Statement of Continued Support by the Founder and President . . . . .	3
Part II - Description of Actions . . . . .	8
Part III - Measurement of Outcomes . . . . .	10

## **PART I**

### **STATEMENT OF CONTINUED SUPPORT BY THE FOUNDER AND PRESIDENT**

Empathy is the soul of democracy, caring for our fellow human beings, leading to freedom and fairness for all. The Empathy Surplus Project (ESP) strengthens caring citizen excellence. I am pleased to share its 2018 United Nations Global Compact Communication on Engagement (COE). For the first time we will report on two of the six UNGC suggestions for engagement by civil society: [a] join and/or

When you care for your fellow human beings, you want them to be protected from harm, their peaceful dreams fulfilled, and to be treated fairly. The cover of our report is a photo of our new pocket pamphlet of the Illustrated Universal Declaration of Human Rights. We know Rotarians are committed to their six human rights causes. Two of our three co-founders are Rotarians. We hope local Rotary Clubs in our spheres of influence will use our pamphlet as a partnership recruiting tool to distribute among high school sophomores and incoming college students as an invitation to become human rights promotion partners in community Interact and Rotaract Clubs.

Fulfillment in life starts with being free. Our communities must have sufficient prosperity for their residents to have the opportunities to care for themselves and each other. The Empathy Surplus Project, through its member organizations, will continue to encourage local municipalities protect and expand our freedoms and participate in the UNGC. Such participation fulfills their moral obligation to alert all businesses operating in their jurisdictions that they encourage businesses with ten employees or more to consider participating in the UNGC as a basis of partnership.

Children are shaped by their communities. Shared responsibility requires serving and helping others shape that community as well. That service requires cooperation. Despite the best efforts of ethical business, effective government, and civil society organizations like UNGC, Empathy Surplus Project believes that corrupt corporations, especially multi-national corporations continue to ruin the lives of civil society and its representative government by undermining the democratic idea of “effective government of, by, and for people.” We are committed to calling for cooperation between ethical business, effective government, and civil society.

New Empathy Surplus  
Project Council of  
Compassion Emissaries  
in credentialing process,  
clockwise beginning left  
top: Angie Calendine,  
Wilmington, OH; Beth  
Herdmann, Dayton, OH;  
Melissa Mills, Durham,  
NC; and Terry Murray,  
Dayton, OH



Cooperation really requires trust. Building trust requires the repetitive, honest, and open communication of these core human values in all aspects of our lives. Article 29, Universal Declaration of Human Rights, tells us that democracy and human rights are supposed to bring about freedom for everybody. There is a mural of President Abraham Lincoln freeing the slaves that I saw at the UN Headquarters in Geneva, when I was there last November 2017 attending Rotary Day at the UN. The mural is located where the Security Council meets. It reminds those in the room that government of, by, and for the people is supposed to be a universal norm; not government of, by, and for corporations or the wealthy.

“Of the people” means that people in government that govern us are ordinary people. “By the people” means those people in government have the same kind of life experiences as the rest of us; if they are billionaires, they do not. And “for the people” means it is the responsibility of government to care for its citizens, and to protect and empower them. Corrupt corporations continue to undermine these efforts.

Since our last report in 2016, we have undergone significant changes in our governance and search for governing board members, who want to exercise our Four Empathic Activities of a caring citizen. Together we occupy compassion and:

1. **Inwardly** digest and use the latest insights of the brain to frame caring conversations in our spheres of influence.
2. **Invest** in our weekly communities of practice to identify and implement our caring policy directions.
3. **Implement** our caring policy directions through partnerships with ethical business, effective government, and other civil society organizations.
4. **Invite** others to join us and promote governing with care.

In 2018, we amended our governing documents to include emissaries and envoys on our governing board in addition to our three founders and one ambassador. Participation is a basic principle of human rights, and that governance change allowed us to grow our board from four to eight. We have four more vacancies to fill. These changes will allow us to fulfill our four purposes to:

1. Support the latest brain research by Dr. George Lakoff and colleagues that strengthens caring citizen excellence;
2. Promote local development of caring citizen excellence that respects, protects, and promotes human rights through a federation of neighborhood Caring Citizens' Congresses;
3. Help those congresses implement their caring policy directions; and
4. Build an empathy surplus in our expanding spheres of influence through partnership with effective government, ethical business, and other civil society organizations.

#### **Four New Satellite Caring Citizens' Congresses**

We are pleased to announce four new satellite Caring Citizens' Congresses with the following emissaries serving on our ESP governing board, the Council of Compassion. They are, in alphabetical order: Angie Calendine, Wilmington, OH; Beth Herdmann, Dayton, OH; Terry Murray, Dayton, OH; and Melissa Mills, Durham, NC. These emissaries come from a diverse background. Angie is a limited partner with Edward Jones. Beth has a social work background with a new law degree from the University of Dayton focused on human rights. Terry comes from the nanotechnology world. Melissa has an academic administrative background. Two of the four, Angie and Melissa, have Rotary connections.

An emissary is a member of a chartered congress who has accepted our invitation to organize their own satellite congress and will serve on the Council of Compassion for a renewable term of one year. An envoy is an emissary who will belong to an organization outside of the ESP with whom the ESP would like to partner, and has an MOU between the organization and ESP that affirms and details the partnership.

In all of this our caring citizen entrepreneurs want three things from the people in their sphere of influence. First, we want to know what community or public service they are most proud of that helped people outside their own family. Second, we want them to consider using our established processes to strengthen their caring citizen excellence in their sphere of influence. And finally, we want to partner with them throughout their lifetime to build an empathy surplus in their public sphere of influence. *(See diagram on page 7.)*

We at Empathy Surplus Project remain committed to support the Ten Principles of the UN Global Compact with respect to human rights, decent work and leisure, clean air and water, and anti-corruption of public government. With this continued commitment, we express our intent to continue to advance these principles within our spheres of influence, and will make a clear statement of this commitment to our stakeholders and the general public.

We continue to pledge to participate in and engage with the UN Global Compact and occupy compassion in the following ways:

- Charter Caring Citizens' Congresses and partner with Rotarians
- Invite local ethical business, effective government, and civil society to join our Healthcare Is A Human Right Collaboration and participate in local Caring Economy Testimonial Fairs
- Invite local business, academia, and municipalities to participate in the UNGC.

We look forward to our submission of our 2020 Communication on Engagement (COE) that describes our organization's future efforts to support the implementation of the ten principles and to engage with the Global Compact. We support public accountability and transparency, and therefore commit to continue to report on engagement two years from now.

#GoEmpathySurplus

#CaringCitizensAreTheSolution

*Chuck Watts*

Chuck Watts, Founder and President

5/28/2018 5:20:29 PM PDT

## DIAGRAM OF THE EMPATHY SURPLUS PROJECT





## PART II

### DESCRIPTION OF ACTIONS

Research by our mentor, Dr. George Lakoff, cognitive science and linguist emeritus professor, UC Berkeley, CA, reveals that all policy has two components: material and cognitive. The material component of policy is the policy itself, the nuts and bolts of how the policy works. The material component can be divisive in its creation.

The cognitive component, on the other hand, is the good idea that must physically reside in the brains and neural pathways of people for the policy to make sense. ESP encourages its Caring Citizens' Congresses (CCC) to create and promote policy directions, because policy directions focus on caring ideas versus details, which has the potential to unite people across party lines versus divide them.

By focusing on caring values, caring principles, and caring policy directions we hope to offer caring ideas that can unite people stuck in issue silos to help public government be more effective. ESP helps CCCs promote their policy directions. Regular listeners of Dr. Lakoff's **FrameLab** hear on his podcast that if you want your message heard you need to pay attention to the fundamental truths of his book **Don't Think of an Elephant**: [a] frame first, [b] repeat over and over again enough so that [c] those who attack your idea are using your frames.

The First Caring Citizens' Congress, Wilmington, Ohio, our first member organization in our emerging federation of one congress and four satellite congresses, developed four caring policy direction frames, which support the Ten Principles. Here are our four caring policy direction frames:

- **Caring citizens and their representatives make progress with values language and five caring ideas.** Go to <http://bit.ly/2uu52x6>
- **Health and healthcare are human rights. See Article 25 of the Universal Declaration of Human Rights.** Go to <http://www.booksnmore.org>



- **Caring economies are promoted and protected by ethical businesses, effective government, and civil society. See Article 23 and 24 of the Universal Declaration of Human Rights.** Go to <http://www.unglobalcompact.org>
- **Caring societies protect and promote poison free communities.** Go to <http://bit.ly/2l553hJ> and <http://bit.ly/2IJGKSs>

Since our last COE two years ago, Empathy Surplus Project (ESP) has engaged our stakeholders and the general public. Concerning the six UNGC recommended ways for civil society to engage, we have [a] proposed partnership projects, and [b] engaged companies and non-companies in Global Compact related issues.

Since March 2016, we have partnered with academic institutions and local NGO's to create the Empathy Surplus Project Fellows Program. Specifically in 2016, our first partnership was with Cincinnati State University, Ohio, for our first Summer fellow. In 2017, we partnered with the University of California, Berkeley, California, and the CAL Rotaract Club, for our first year long fellowship for three fellows. We asked them both to engage one another and their elected representatives to make progress with values language and five caring ideas. In 2018, we partnered with a CAL Rotaractor to partner with his local Rotary and Rotaract Clubs too advance caring economies by networking with representatives from ethical business, effective government, and civil society. In 2017 & 2018 we have invited Rotary Clubs in Ohio and Rotarian Action Groups to help us re-establish the 2009 Collaboration between RI and UNGC. <http://bit.ly/2qRT7oP>. Finally, in May 2018 we invited the director of the Wilmington Public Library to explore participating in the UNGC either as a municipality or an academic institution.

Concerning Global Compact related issues, we began in March 2017 to invite businesses and non-businesses in Wilmington, Ohio, and the surrounding region to come network and give testimony about how they respect, protect, and promote human rights in their spheres of influence. These networking events are called **Caring Economy Testimonial Fairs**. We also invited effective government representatives and public office candidates to use our **Five Caring Ideas** in their communications.

## **PART III**

### **MEASUREMENT OF OUTCOMES**

#### **PARTNERSHIP PROJECTS**

##### **Empathy Surplus Project Fellows Program**

###### **2016 Fellow at Cincinnati State University, OH**

Jonathan Berchtold, Batavia, Ohio, was our first fellow we hired during the Summer of 2016. Jonathan was a graduating senior at Cincinnati State University and helped us transfer our current website from one platform to another. He is currently a member of our First Caring Citizens' Congress. Read Jonathan's application essay at <http://bit.ly/2lbVCwN>

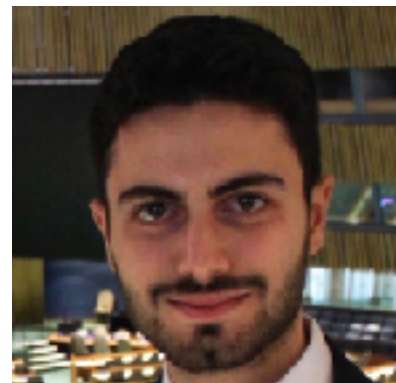


###### **2017 Fellows at UC Berkeley, CA**

The fellows program at UC Berkeley, CA, was an attempt to strengthen our support of the work of George Lakoff. We hired three fellows: Mathew Madain, Michael Mottahede, and Cattleya Sankham. Their two main responsibilities as 2017 Empathy Surplus Project Fellows are to (1) practice ESP's Four Empathic Activities of inward digestion, investment, implementation, and invitation, and (2) volunteer four hours per week to Dr. George Lakoff at the Center for Neural Mind and Society. You can support Empathy Surplus Project by setting up your Monthly Freedom Investment. Email [info@empathysurplus.com](mailto:info@empathysurplus.com) for instructions.

###### **Mathew Madain**

Mathew Madain is a sophomore at UC Berkeley, Class of 2019, majoring in Global Studies (formerly Peace and Conflict Studies) and History, with a minor in Arabic. His academic interests range from Conflict Resolution, International Law, Diplomacy, Byzantine and Arab History, Public Health, Environmental Studies, Religion, Politics, Power Dynamics, and Language. He hopes to study International Law at Boalt and participate in a Rotary Peace Fellowship, with an ultimate goal of assisting in the peace building mission of the United Nations. Read his application essay, "Service Above Self Requires Empathy," at <http://bit.ly/2KW2xlp>



### **Michael Mottahede**

Michael Mottahedeh is an undergraduate student of UC Berkeley, Class of 2020. He is a 2016 winner of the Helen Diller Teen Tikkun Olam Award. Read his application essay, “Building an Empathy Surplus in My World,” at <http://bit.ly/2jW5UTq>



### **Cattleya Sankham**

Cattleya Sankam is an undergraduate student of UC Berkeley, Class of 2018, working toward a Bachelor of Arts, Peace and Conflict Studies with a minor in Global Poverty and Practice. She is a member of the [CAL Rotaract Club](#). Read Cattleya’s application essay, “Unified in Empathy,” at <http://bit.ly/2rEQIOK>



### **2018 Fellow at UC Berkeley**

With the introduction of CCEPBI, Caring Citizen Excellence in Peace Building Initiative, the ESP hired one 2018 Fellow, Mathew Madain, to help promote CCEPBI to CAL Rotaract, it’s sponsor Rotary Club, and their Rotary District. Since Mathew had relationship with Dr. George Lakoff, we wanted to provide some continuity to the support of Dr. Lakoff’s work. Go to <https://calrotaract.org/> and <http://berkeleyrotary.org/>



### **Five Caring Ideas Partner Project**

Members of our first membership organization in Wilmington, Ohio, the First Caring Citizens’ Congress, and their stakeholders have invited effective government representatives and candidates of all political parties to partner with us and use our Five Caring Ideas and values language in their work in public government. Go to <http://bit.ly/2uu52x6>. Here are the Five Caring Ideas:

1. Stronger America(ns) - Your country, state, county, or town. This is in direct contrast to the failed conservative idea of a stronger military that really means world domination.

2. Broader Prosperity - This is in direct contrast to the failed conservative idea of free markets that really means corruption of public government so unethical business can be free from public protections.
3. Better Futures - This is in direct contrast to the failed conservative idea of lower taxes, which undermines the moral mission of public government to protect and empower its people.
4. Effective Government - This is in direct contrast to the failed conservative idea of less government, which really means unethical businesses shifting the moral mission of public government to themselves and then stealing public revenue to carry out that moral mission, i.e. privateering.
5. Mutual Responsibility - This is in direct contrast to the failed conservative idea that everyone is on their own and should be concerned only for themselves and their own family, which is in direct violation of Article 29 of the Universal Declaration of Human Rights, which declares that everyone has duties to the community.

In 2016, the Rev. Dean Feldmeyer, pastor, United Methodist Church, Wilmington, OH, campaigned for the Clinton County Board of Commissioners using the Five Caring Ideas language. Because of his focus on Five Caring Ideas language and his focus on the City of Wilmington income tax increase to save its police department he was able to help save the city's police department by under 200 votes. Although he was not elected commissioner, he moved the debate toward a #PoliticsOfCare.

In 2018, Rhonda Wheasler, born and raised in Clinton County has chosen to campaign for the Clinton County Board of Commissioners using the Five Caring Ideas language. Go to <http://bit.ly/2s4Ln3a>. Despite being asked no one from the local Republican Party wants to use language that advances the Five Caring Ideas or Ten Principles. Yet?



### **The Caring Citizen Excellence in Peace Building Initiative (CCEPBI)**

ESP is also happy to participate in the CCEPBI as the managing partner of an emerging eleven member partnership to advance the Ten Principles and work on the SDGs by partnering with Rotarians. We currently have established MOUs with Books N More, Wilmington, OH; First Caring Citizens' Congress, Wilmington, OH; FrameLab, Berkeley, CA; and WALH Radio LLC, Wilmington, OH. ESP is the managing partner.

We are currently seeking partnerships with a Rotary District, a Rotary Club, a community Rotaract Club, a Rotarian Action Group, and a UN Global Compact participant. Once we have a relationship with a Rotary District, we will invite their advice about partnering with a community Interact Club. Here is a diagram of the CCEPBI.



CCEPBI has two projects already in the works: distribution of a pocket pamphlet of the Illustrated Universal Declaration of Human Rights, and promoting Caring Economy Testimonial Fairs. A photo of the cover of our pocket pamphlet appears on the cover of this COE. Find out more at [www.booksnmore.org](http://www.booksnmore.org).

We are also proud to report that we were able to secure permission on behalf of WALH Radio LLC from Dr. George Lakoff and Gil Duran to rebroadcast their FrameLab podcast found at <https://soundcloud.com/user-253479697>. Check out the diagram of the CCEPBI on the next page.

## ENGAGE BUSINESS AND NON-BUSINESS IN GLOBAL COMPACT - RELATED CONCERNS

### **Caring Economy Testimonial Fairs**

In 2017 our First Caring Citizens' Congress in Wilmington, Ohio, (FCCC) started engaging local effective government, ethical businesses, and civil society organizations. FCCC invited their representatives to attend Caring Economy Testimonial Fairs (CETF) hosted in public as an alternative to town hall meetings by Members of Congress. More and more MOCs are not hosting public meetings. At CETFs participants can network with one another around how they respect, protect, and promote human rights, especially to be free of corruption. For a complete list of past organizations invited to CETFs, go to <http://bit.ly/2F0a6OB>.

CETFs are hosted in a couple of weeks before Easter and the month before Labor Day. The local radio station broadcasts from there. They are on a Saturday from 10 a.m. to 2 p.m. at a public venue. Admission is free to the public. Representatives from the three target partners must (1) set up a monthly recurring donation in an amount of their choice, and (2) write and record a video of them reading a one page, double-spaced testimony describing how they respect, protect, and promote human rights. You can see those recordings at YouTube at <http://bit.ly/2A46yp1>. The first CETF has no recordings due to technical difficulties.

WALH Radio LLC is a partner of our CCEPBI. Empathy Surplus Project is very grateful to WALH Radio LLC for providing office space. WALH Radio LLC, an on-line station, has always supported the Caring Economy Testimonial Fairs by broadcast from the event. As we add venues to these events we should be able to connect all of our venues with the help of WALH. At this writing we are now planning the 4th CETF, scheduled the 2nd Saturday in August, 2018.

### **One Civil Society Participant in CETFs**

The ***First Caring Citizens' Congress of Wilmington, Ohio***, is currently the only civil society participant. FCCC was Empathy Surplus Project's first member organization to charter. All of its Broader Prosperity Working Group participants were invited to give a testimony on behalf of the FCCC. Kathryn Palmer was the 2017 representative to give testimony. See her three minute video at <https://youtu.be/0OOpta6hBrRs>. Karen Reed was the 2018 representative to give testimony. See her three minute video at <https://youtu.be/7BCxLfYmIUu>. Both Kathryn



and Karen are descendants of New Jersey Colonial Representative John Hart, signer of the Declaration of Independence.

### **One Effective Government Participant in CETFs**

The ***Clinton County, Ohio, Board of Developmental Disabilities*** was the first effective government agency to participate and was represented by Angie Calendine, board member. See the three minute video at <https://youtu.be/Uk5bS6Wv0jo>

### **Ethical Business Participation in CETFs**

***Books N More***, Wilmington, Ohio, was represented by owner, Marla Stewart. They are distributors for Illustrated Universal Declaration of Human Rights. See the three minute video at <https://youtu.be/Ce6u1BFVNT8>

***Dawn of Healing***, Wilmington, Ohio, was represented by owner, Tabitha Speaight. See her three minute video at <https://youtu.be/bMEyBTpFo5I>

***Linndale Equipment***, Wilmington, Ohio, specializing in farm and garden equipment, was represented by owners, Don and Miriam Speaight. Miriam is the current president of First Caring Citizens' Congress. See her three minute video at <https://youtu.be/IHhBxRq5XWM>.

***WALH Radio LLC***, Wilmington, Ohio, was represented by owner, Dennis Mattingly. WALH Radio has broadcast from the last two CETFs, and is a partner in the emerging Caring Citizen Excellence in Peace Building Initiative. See his three minute video at <https://youtu.be/3He7ld3lhks>

### **Petition Rotary International and Global Compact to Re-establish 2009 Collaboration**

At Empathy Surplus Project and our member organizations, we continue to engage our stakeholders and the general public with our four caring policy directions found on page 8. We especially seek out partnerships to help with this task, especially Rotarians. In addition to inviting Rotarians to help us distribute the Illustrated Declaration of Human Rights, we continue to believe Lise Kingo, UNGC, and John Hewko, RI, should re-establish the 2009 collaboration it enjoyed with each other during the terms of Ed Futa at RI and Georg Kell at UNGC. For a copy of Futa and Kell's joint letter go to <http://bit.ly/2qRT7oP>.