

REFRAMING IS SOCIAL CHANGE

*Let's promote the moral mission of government and reframe
sustainable development to circular development and regulation to protection.*



First lady of Guyana, Sandra Marie Granger (left), is pictured above with Anna Bruffy, owner, Seaside Fiber Arts, an ethical business partner of the Empathy Surplus Project Foundation (ESP). First Lady Granger and Ms. Bruffy are shown with the Illustrated Universal Declaration of Human Rights pocketbook version developed by ESP and Ms. Bruffy's naturally dyed fabrics and yarn using Guyanese natural resources. Seaside Fiber Arts, a guest of Guyana, educates the people of the hinterlands in resource based caring circular economic development. ESP reframes SDGs to Circular Development Goals (CDG).



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“Reframing sustainable development to circular development is the strategic reason the world needs more empathy.”

Anita Lewis, co-founder
Empathy Surplus Project

Four photos from top to bottom on right, and L-R for each photo:

1. Rotarian Anna Bruffy, owner, Seaside Fiber Arts; Sandra Marie Granger, First Lady of Guyana; Rotarian Anita Lewis, CEO, I AM Clean Energy
2. Mathew Madain, ESP Fellow, UC Berkeley; Dr. George Lakoff, cognitive scientist, UC Berkeley; Rotarian Charles Watts, Founder, ESP; Rotarian Jason Hillard, Financial Advisor, Edward Jones
3. Edward Jones FAs Jason Hillard and Jerry Bailey; William Martin, and Charles Watts, all four Rotarians for Peace, Wilmington, Ohio
4. 1st-year Wilmington College students & professor receiving human rights pocketbooks at 2019 Westheimer Peace Symposium on the Human Rights to Water from the four Wilmington Rotarians for Peace



PART I - STATEMENT OF CONTINUED SUPPORT BY OUR PRESIDENT

Empathy Surplus Project (ESP) is now the Empathy Surplus Project Foundation. We will continue to use ESP as our brand.

ESP continues to support the ten principles of the UN Global Compact (UNGC) - human rights, living work and leisure, climate survival, and anti-corruption of government. That support comes mostly from emails sent to stakeholders. We are grateful that our stakeholders opened our emails 11,000 times since we last reported, as well as shared with another 7,200 people.

All non-business UNGC members report on their alignment and engagement activity around the ten principles every two years; business participants report on the same activity every year. We are pleased to submit our third biannual Communication on Engagement (COE). It offers commentary on the latest Communication on Progress (COP) of UNGC business participant, since 2001, Calvert Research and Management (Calvert). We started a dialogue with Calvert about a partnership in 2019. Our commentary is meant to continue that dialogue in hopes of establishing that partnership. ESP supports public accountability and transparency and looks forward to another report of our engagement in 2022.

ACADEMIC ACTIVITIES - DELIVERING EDUCATION

Morality and politics are both about well-being. Empathy is the soul of effective government of, by, and for people, citizens caring for one another. When 50 individual Rotarians helped write the UN Charter they enshrined empathy when they wrote in part, *"We the people of the United Nations determined . . . to promote social progress and better standards of life in larger freedoms . . . have resolved to combine our efforts to accomplish these aims."*

Nevertheless, too many people suffer from an empathy deficit. There are still too many progressives who suffer from hypo-cognition, i.e., not knowing what we don't know. There are still too many progressives that lack respect for their conservative opponents's achievements in the use of cognitive linguistics to intentionally inhibit empathy in government. The anti-empathy infrastructure in the USA is expansive and inhibits promotion of human rights. Too few of us know that extreme conservatives repeatedly use language, ideas, images, and symbols to inhibit empathy and progressive human rights thinking

Two Dominate Nation-As-Family Metaphors in Unconscious Thought from Dr. George Lakoff, cognitive scientist

**Strict Father Morality =
gendered = conservative**

Core values are authority of strict father, obedience to strict father, harsh discipline for disobedience. See the moral hierarchy on page 4, which rejects human rights, and defines racism, sexism, homophobia, etc.

**Nurturant Parent Morality =
not gendered = progressive**

Core values are empathy for and responsibility to one another and those outside the family, and the strength to act on those core values. Equality of personhood found in international recognized human rights rejects conservative moral hierarchy.

Bi-Conceptual

The majority of people are bi-conceptual. They use conservative morality in some areas of life and progressive morality in other areas. When you focus on the core values of a particular morality when you speak, you strengthen that morality in yourself and your listeners.

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to advance an extreme conservative moral hierarchy. Too few of us understand that 98% of all thought is unconscious. And you can't discuss what you don't know. Human rights progressives could reverse their empathy deficit and build an empathy surplus if they embraced cognitive linguistics as a technical strategy to their political language.

ESP is a non-partisan, 501(c)3 tax-exempt, membership, collective educational organization. As a community of practice, ESP promotes effective government of, by, and for people, progressive markets, and mutual responsibility through **Four Empathic Activities**. We:

1. **INWARDLY DIGEST** and use the work of Dr. George Lakoff every day to frame caring conversations that promote human rights. See <https://bit.ly/ESPread>.
2. **INVEST** in weekly conversations in our online communities of practice about Dr. Lakoff's work to identify cognitive policy direction frames.
3. **IMPLEMENT** those cognitive policy direction frames by governing debate on social media and through partnerships with ethical businesses, civil society organizations like Rotary, and effective governmental task forces.
4. **INVITE** others to join us and promote effective government, progressive markets, and mutual responsibility.

NEED FOR ESP'S COLLECTIVE EDUCATION FOR CARING CITIZEN THOUGHT LEADERSHIP

ESP's educational work helps reverse the empathy deficit in the USA Network to protect and empower American residents. America and her allies are under attack by extreme conservatives. The main battlefield is the brain. Their goal is authoritarianism versus a government of, by, and for people.

Progressives and ethical businesses like Calvert and those who want to "*promote social progress and better standards of life in larger freedoms*" are losing the framing war. Hypo-cognition contributes to the loss. Cognitive science denial contributes to the loss. And fear of changing our language contributes to the loss.

We are grateful to Calvert for helping progressives without a business background reframe ethical business around human rights. We believe Calvert and civil society can strengthen their partnerships through ESP's collective education.

REFRAME "REGULATE" TO "PROTECT"

The Un-Empathic Conservative Moral Hierarchy
Undermines Effective
Government of, by, and for People
<http://bit.ly/CNmoral>

God above Man
Christian faith above other faiths
Man above Nature
Men above Women
Adults above Children
Whites above Nonwhites
Straights above Gays
America above other countries
Western culture above other cultures
The Disciplined (Strong) above
the Undisciplined (Weak)
The Rich above the Poor
Employers above Employees

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ESP invites Calvert to help us reframe “regulate” to “protect” in future COPs of its own and the COPs of other business participants. Protection of people and their government **from** corrupt corporations is the reason for the UNGC's tenth principle against corruption of government. Corrupt corporations are skillful at framing what they want from public government to hide the dismantling of public protections. There are many examples of how corrupt corporations weaken government of, by, and for people, which violates ALL of the UNGC ten principles.

For example, many corporations domiciled in the USA Network are multi-national and influence both domestic and foreign public protections in America. In 2015, in his retirement speech, Georg Kell, former UNGC executive director, warned of the lack of public protections and empowerment. He said:

*"In a world where power is fragmenting, the role of business is ever more important in **shaping opinion** (emphasis mine) and contributing to good governance. What we need today is not CEOs who trash governments while capturing narrow regulatory or tax advantages. What we need today is business statesmanship - business leaders who support the public good and governments in their efforts to deliver what is key to the health of societies and markets."*

Rhode Island Senator Sheldon Whitehouse, in his 2017 book, Captured: The Corporate Infiltration of American Democracy, documented Kell's warning that corrupt corporations trash and capture state, federal, and local public government in the USA. Corporate corruption has become common sense and expected.

In 2018, the UN Rapporteur Philip Alston published his Report of the Special Rapporteur on Extreme Poverty and Human Rights on His Mission to the United States of America. (See <https://bit.ly/s18unRP>) He lists six problem areas, starting with "Undermining of Democracy." Alston gets right to it in this section, writing,

"The cornerstone of American society is democracy, but it is being steadily undermined, and with it, the human right to political participation protected in article 25 of the International Covenant on Civil and Political Rights (ICCPR). The principle of one person, one vote applies in theory, but is increasingly far from the reality."

The reason for Alston's conclusion is that the US Senate ratified the ICCPR in 1992 with a declaration, an addendum statement saying the treaty will NOT be self-fulfilling. That means, each item in the treaty must be enabled by an action of both houses of Congress, which hasn't happened.

Still another example of a lack of USA public protections comes from Rotary International's new Positive Peace Powerpoint presentation. Created in conjunction with the Institute for Economics and Peace (IEP), it introduces the concepts of positive and negative peace. It invites participants to look up their country in the IEP's 2019 Global Peace Index. See <http://bit.ly/2019gpi>. The USA ranks 128, in the bottom quarter of all countries measured, behind China and Cuba. It then asks Rotarians what they can do in their communities to recognize human rights, as one of eight positive pillars of peace - <http://bit.ly/PilPeaz>.

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Here is one last example of the dismantling of public protections in America. UN Environment Chief Inger Andersen linked the Trump pandemic and climate survival - see <https://bit.ly/3drOsY>. Our national pandemic response infrastructure that encompassed several federal government agencies was in place in 2016. Impeached POTUS dismantled it in 2018, with the help of corrupt corporate allies inside Congress. See <http://bit.ly/POTUS19> and <https://bit.ly/DiAsTr>. The consequences continue to be deadly. NPR reported in April 2020 that the Department of Homeland Security lacks 2/3 of its department heads, which hinders American protection functions. See <https://n.pr/34AoU0c>.

UNGC HOSTED 2004 FORUM THAT INVENTED ESG INVESTING

Dr. Lakoff says, "*Reframing IS social change*." UNGC hosted the "Who Cares Wins" forum in 2004, and reframed investing around environment, social concerns, and governance, or ESGs. The report that followed described the results of a gathering of international financial services firms. Calvert played an essential role. Calvert is the only current UNGC financial participant that participated in that forum which embraced ALL of the SDGs.

Extreme conservatives and their corrupt corporate allies continually call for "de-regulation" from public government. What they mean is that they want people to be un-protected and un-empowered. Such behavior makes companies complicit in human rights violations. De-regulation is a form of corruption. The moral mission of public government is to protect and empower its residents. Extreme conservatives surreptitiously shift the human rights protection and empowerment function, along with the funding, to private, corporate government, without public accountability. In essence corrupt corporations are stealing the common wealth. Dr. Lakoff calls it "privateering."

Dr. Lakoff cited some limited success at reframing regulations as protections in his blog post entitled, "Success!" You can read it at <https://bit.ly/2Jqwkbt>. Lakoff referenced the complaint of an extreme conservative magazine writer. Lakoff wrote:

"The writer of this piece is . . . upset because he . . . sees regulations being framed as protections in the pages of the newspapers. He attributes this to the work we have done to raise awareness among journalists, elected officials, and our fellow citizens that, from the Public viewpoint, regulations are protections."

Still, the public is not hearing enough about protections. The USA, and her allies, are being threatened by the pandemic of extreme conservatism. Symptoms include refusal to protect human rights. The extreme conservatism curve in the USA is escalating, overwhelming democratic institutions, leading to the dismantling of human rights protections.

Extreme conservatives use unconscious thought against the people. They use their vast corporate resources to create covert and strategic uses of cognitive science and linguistics to change the brains of those in public government at all levels. One way to strengthen UNGC business participants anti-corruption is to encourage them to reframe their COPs by eliminating "regulate," "regulation," and "regulators" in their COP's, and replace them with "protect," "public protection," or "public protectors," respectively.

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Calvert can help. Their 2020 COP calls for strengthening public protections for healthy food, gun safety, and indigenous people's human rights. We hope we can leverage our relationships along with Calvert to advance this reframing initiative.

WHO FRAMED GLOBAL SUSTAINABILITY?

Caring citizens' thought leadership is about framing, making the unconscious conscious so it can be discussed. ESP is happy that the UNGC frames ethical business around human rights principles. In addition to supporting UNGC on our website, ESP lists the ten principles in our new pocketbook version of the Universal Declaration of Human Rights. Our Human Rights Pocketbook Venture seeks partners to help distribute a personal copy to every 5th and 9th grader and 1st-year college student.

Still, ESP continues to question the sustainability frame. We hope Calvert will assist in reframing sustainability. No ethical person or ethical business wants to sustain current corporate behavior that promotes consumption versus living. The human race goes extinct if we "sustain" current behavior.

In our 2016 COE, ESP voiced our concerns that the "sustainability" frame for economic development was "fundamentally compromised and carries within it the seeds of its failure." ESP continues to encourage UNGC, its local networks, and our stakeholders to revisit cognitive scientist Joe Brewer's white paper entitled "Who Framed Global Sustainability?" found at <https://bit.ly/WfGdJb1>. Brewer's remedy, "is to bring clarity to our unstated assumptions and get the core ideas right from the start." Brewer recommended asking three simple questions to begin to bring clarity to the SDGs:

1. How is poverty created?
2. Who is developing whom?
3. Why is growth the only answer?



From L-R: Anna Bruffy, Seaside Fiber Arts; Dr. Raquel Thomas-Cesar, Iwokrama International Center for Rainforest Conservation and Development; Anita Lewis, I AM Clean Energy; and Jackie Allicock, Surama's Mayor

VISION FOR THE PEOPLE

Anita Lewis, CEO, IACE

Reframing Guyana and Malawi's World Around Circular Development

I AM CLEAN ENERGY (IACE) has a caring society vision for the people of South America and Africa. Collective thought leadership education with the Empathy Surplus Project helped articulate that vision, which has shared values with ESP and UNGC.

The peoples' dreams are fulfilled through the collective actions of an effective government, citizens caring for one another, leading to better standards of life and expanded freedoms. That caring society is driven by a resource-based, caring, circular economy, which builds the progressive markets needed to protect and empower them all. To that empathic and socially responsible end, the mission of IACE in Guyana and Malawi is two-fold:

1. Improve well being and



CIRCULAR DEVELOPMENT

ESP recommends reframing "sustainable development" as "circular development." ESP will begin to use CDGs (circular development goals) whenever we reference the SDGs. The UN promotes its SDGs as a circle. Therefore, an initial transition to the circular development frame makes sense.

WORLD CIRCULAR ECONOMY FORUM 2020 POSTPONED

ESP is grateful to those in the UNGA and ECOSOC who have started the dialogue to embrace a circular economy. You can find a 2-page pdf about that dialogue at <https://bit.ly/CiRcLeE>.

Circular development by promoting caring circular economy has been a policy direction for ESP since 2014, when we joined UNGC. ESPs capacity continues to grow because of partners. We are grateful, especially to I AM Clean Energy (IACE), our first ongoing ethical business financial partner.

IACE continues to provide financial and thought leadership through its founder and president, Anita Lewis. Thanks to the IACE partnership, ESP's caring citizens thought leadership, collective education is now global. Through her participation in ESPs web-conferencing communities of practice, Ms. Lewis developed a new frame for economic development by which her company defines

— continued from page 7 —

IACE works to stabilize communities when we provide clean drinking water and sanitation (WASH). WASH projects protect and empower the people through improved health and decreased disease, when water wells installation is appropriate to local geology and urine-diverting dry composting toilets (UDDT) are used. Our program assists in the development of a resource-based, caring, circular economy. Specifically, IACE's capacity to drill water wells, facilitate the installation of renewable energy sources, such as solar power, and improves sanitation without using water-consuming flush toilets.

While visiting Guyana in late July and early August of this year, members of my team and I were fortunate to meet Dr. Raquel Thomas-Cesar, Director of Resource Management and Training at the Iwokrama International Center for Rainforest Conservation and Development. See photo on page 7. Dr. Thomas took us to four different villages in Region 8. We spoke with mostly women about village life and learned of their arts and crafts. There is an extreme need for a steady supply of potable water and proper toilet facilities throughout the hinterland.

Thanks to a strategic partnership with the Guyana government, ethical business, and other civil society organizations, these problems will be addressed through the installation of water wells appropriate to the local IACEs pilot program in Region 8 villages is near the Iwokrama Rain Forest and supervised by our consultant, Ms. Anna Bruffy, owner, Seaside Fiber Arts (SFA). SFA provides resource-based, caring circular economic education for the local women to naturally dye their yarn made from Guyana's flora and fauna. IACE provided a materials list and instructions to SFA for a potable water system, renewable energy system, and a UDIDIT that four neighboring villages will install.

IACE has partnered with other businesses in Malawi, such as Child Legacy International, to provide water wells and a remediation product to make pit latrines useable again.

Anita Lewis, RN, BSN
Co-Founder, Empathy Surplus Project
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ethical operation. We encourage our stakeholders to consider using it - **resource-based caring circular economic development** - or **circular development**, for short, versus “sustainable development.”

Please read Ms. Lewis's "Vision for the People." There she describes her work in Guyana, South America, and Malawi, Africa. In those places, Lewis wants to (1) improve well-being, and (2) strengthen their resource-based caring circular economy.

Early on, Ms. Lewis embraced Brewer's cognitive analysis and four significant conclusions about the framing of the SDGs:

1. The UN's entire effort behind sustainable development rests on the mis-framing of poverty as a disease versus man-made. According to this logic, poverty is expected and can be managed until it goes away on its own. There is no mention of structural causes.
2. The UN's sustainable development language fails to articulate that business as usual causes poverty and human rights abuses. Since 98% of all thought is unconscious, it could be that human rights activists in the UN never consciously thought about that, which is why we make it conscious.
3. The poison pill is growth, primarily when it uses GDP as a measure of progress. Other measurements of progress, like the GPI, genuine progress indicator, must be developed. Otherwise, climate survival is impossible.
4. The relationship language describing the nature and the economy is conflicted. It is laudable to believe that we want to sustain our lives. However, an inability to address the climate crisis reflects a belief that the economy is separate from nature.

How do we protect and empower ourselves? Calvert is helping progressives without a business background reframe ethical business around human rights. Calvert said the following in their 2020 annual communication on progress:

"Calvert believes that sound corporate governance and overall corporate sustainability and social responsibility characterize healthy corporations."

ESP is grateful to Calvert for opening a dialogue with us in 2019 about sponsorship of the Human Rights Pocketbook Venture. With this commentary, we continue that dialogue.

PART II - DESCRIPTION OF ACTIONS

ACADEMIC ACTIVITIES

Delivering Education

REFRAMING IS SOCIAL CHANGE

ESP targeted most of its resources to acquiring 501(c)3 status for thought leadership collective education and partner development. Our educational and partnership efforts encompass human rights and climate survival education that embrace SDGs 1, 2, 3, 4, 6, 8, 13, 16, and 17. We will continue to

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participate in and engage with the UN Global Compact, especially Calvert, to occupy compassion in the following ways:

- Continue to invite potential partners to join in our ongoing collective education in caring citizen thought leadership, and the Human Rights Pocketbook Venture, especially individual Rotarians, Rotaractors, their clubs, action groups, and districts - see <http://bit.ly/ESPread>; and
- Continue to invite ethical businesses, effective government municipalities, and civil society organizations to partner with us, and/or to join the UN Global Compact; and
- Engage the USA Network of the UNGC to participate in the above, especially in leading an effort to reinstate the 2009 Collaboration between Rotary International and UNGC.

MORE EMPATHY AND MUTUAL RESPONSIBILITY LANGUAGE NEEDED TO PROTECT US FROM EXTREME CONSERVATISM

The extreme conservatism pandemic does not respect, protect, and promote human rights in business, and is overwhelming democratic institutions. We continue to call for significant language change to reduce the pandemic peak of authoritarianism to a speed bump. We must compare and contrast a caring society with an autocratic society. Without a media company, ESP needs collective education partners from ethical business, civil society organizations, and effective government task forces to reframe within our spheres of influence.

We must change the public's brains to FLATTEN THE CURVE of the parallel pandemic of extreme conservatism. Bi-conceptualism, according to Lakoff, points to our moral complexity. Bi-conceptual means we use progressive core values (empathy for one another - responsibility to one another - strength to govern with those values) to govern some parts of our lives. At other times, we use conservative core values (authority - obedience to that authority - harsh discipline when we disobey the authority) to govern other parts of our lives.

REFLEXIVITY OF PERSONHOOD

Inhibition or expansion of empathy works because of what cognitive scientists call "reflexivity of personhood." Take, for example, a person who is mostly progressive, that is, supports human rights and the UN mission. All her life she hears her conservative friends put the UN down. She listens to conservative media talk about the human rights abuses of all countries but her own. And, over the years, her empathic neural pathways shrink, and her authoritarian neural pathways expand. Empathy inhibition intentionally happens mostly through our media, even so-called progressive media like MSNBC. Corporate media has shaped our brains to be less empathic.

The pandemic of extreme conservatism is already here. It infects the caring body politic, daily, through language. We must acknowledge HOW extreme conservatives have used the latest insights of the brain for the benefit of a very few. Extreme conservatism is an adult-onset brain disorder caused by inhibiting the language of empathy for and responsibility to others. It reduces empathy and responsibility in the brains of Americans. The roots of this brain disorder are traced back to the Louis Powell memo to corporate America. Written in 1971, Powell laid out THE recipe for mass empathy inhibition in the public, higher education, the mass media, and government. (See <http://bit.ly/lPowell>)

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Cognitive science tells us that when you "negate a frame," you strengthen the unwanted frame. In Louis Powell's memo, he attacked two high profile empathic and responsible Americans. Ralph Nader and Charles Reich, both attorneys, sought to reframe their society to make it caring. Reich reframed our world when he published The Greening of America. Nader reframed our world through his promotion of ethical business practices. By attacking Nader and Reich, Powell promoted what they argued against:

- Powell promoted "*defrauding the consumer with shoddy merchandise*" by attacking Nader
- Powell promoted "*the rise of the Corporate State . . . that exploits and ultimately destroys both nature and man*" by attacking Reich

Over the last 50 years, corrupt corporations, using Powell's Memo recipe, infected the USA and our allies with extreme conservatism. It wasn't easy. According to Dr. Lakoff, conservatives were divided. You can read about five different conservative groups in his book entitled, Whose Freedom? - The Battle Over America's Most Important Idea - <http://bit.ly/ESPread> - fiscal conservatives, libertarians, social conservatives, fundamentalists, and neoconservatives. Extreme conservatives united these five groups through cognitive science and linguistics.

Extreme conservative organizations like ALEC, the American Legislative Exchange Council, and their corrupt corporate partners help infect America. Their very effective educational mission teaches legislators how to govern without empathy for and responsibility to people. You never hear conservatives talking about empathy for and responsibility to people as core guiding values.

ESP applauds UNGC's massive reframing of what the phrase "ethical business" means. Calvert participates effectively in this effort. COPs describe corporate alignment progress around the ten principles. Non-business commentary on business alignment success must become active. ESP is committed to these REFRAMING efforts. ESP intends to engage more UNGC business participants in the future. We hope Calvert will help us. We will invite them to (a) help us disseminate the ten principles, and (b) participate in our Human Rights Pocketbook Venture.

UNITING PROGRESSIVES WITH COLLECTIVE THOUGHT LEADER EDUCATION

Uniting six different progressive groups to collaborate versus remaining inside their issue silos is challenging. Collective thought leadership education starts with an individual wanting to learn something new, which leads to brain change. Changing our language has been difficult. Encouraging others to do so is exponentially more difficult. Since ESP doesn't own a media company, reversing empathy inhibition is a strategic initiative.

When the six different progressive groups unite behind the cognitive science, we can help one another. See <http://bit.ly/ESPread>. Here are those six progressive groups with whom we want to partner:

- **Climate survival progressives** recognize that climate survival is the primary moral challenge of our time, making all other issues pale by comparison.
- **Human rights progressives** want to maintain freedoms against threats to freedom.
- **Socioeconomic progressives** say all solutions are ultimately economic and social class solutions.
- **Identity politics progressives** want their oppressed group to get its share now.

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- **Spiritual progressives** have a nurturant form of religion or spirituality. Their spiritual practice focuses on the Golden Rule.
- **Anti-authoritarian progressives** say there are all sorts of illegitimate forms of authority out there to fight.

ESP invites them to interact with one another within our on-line community and together frame a common progressive narrative. ESP encourages our members to form communities of practice called Empathy Surplus Congresses.

Here are a couple of daily recitations the six groups could use to remind ourselves to talk differently every day:

CARING CITIZEN DECLARATION

I am a caring citizen.
I occupy compassion.
I here highly resolve that this nation,
under God,
shall have a new birth of freedom - and that
government of the people,
by the people, and for the people
shall not perish from the earth.
I am a person with human rights.
I care for my own Safety and Happiness
and that of others.
I am the solution to expanding
life, liberty, and the pursuit of happiness.
And for the support of this declaration,
joining caring citizens known and unknown,
we mutually pledge to each other
our Lives, our Fortunes,
and our sacred Honor.

FOUR EMPATHIC ACTIVITIES

We are a community of practice. Every day we will promote the idea of a government of, by, and for the people by practicing Four Empathic Activities.

We will **INWARDLY DIGEST AND USE** the latest insights of the brain to frame caring conversations in our spheres of influence.

We will **INVEST** in our weekly communities of practice to identify caring policy directions.

We will **IMPLEMENT** our caring policy directions through partnerships with ethical business, effective government, and other caring society organizations.

We will **INVITE** others to join us and promote government of, by, and for the people.

AN OPPORTUNITY TO PROMOTE EMPATHY IN THE UNIVERSAL PERIODIC REVIEW (UPR) PROCESS

In 2015, ESP participated in the 2nd Cycle of the UPR. We were members of the Healthcare Human Rights Working Group. We presented testimony in person at the US State Department, whose representatives responded during the meeting. See <http://bit.ly/38vLxDP>.

The trump pandemic has slowed the USA's response to the 3rd UPR cycle. ESP offers

We did a word search in 30 of the 46 UPR reports listed on the USHRN website with the following results:

- 0 - empathy
- 12 - responsibility (personal)
- 0 - responsibility (social)
- 0 - government of, by, and for people
- 11 - regulation
- 21 - protection

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research, commentary, and advice to UPR participants on framing testimony for a united voice. The US UPR process suffers from an empathy deficit. That empathy deficit exists both in the US State Department and in civil society UPR participants. We are positive that UPR civil society participants are empathic. Their empathy could strengthen if they used the word "empathy" in their reports. ESP discovered no empathy use during a word search of 30 out of 46 full reports listed on the USHRN website. See <https://bit.ly/2R3dWdN>. They are also not using the phrase "government of, by, and for people."

The irony is that respect, protection, and promotion of human rights DEPEND on an effective government of, by, and for people. And empathy is the soul of that government. Empathy is citizens being responsible to one another and caring for each other, leading to freedom and fairness for all. Strength is measured by linking human rights to empathy. Extreme conservatives are weak on empathy for and responsibility to people. We should say so.

Yet, empathy and government of, by, and for people remain unconscious and unnamed for 100% of the UPR submitters reviewed. We recommend the USHRN encourage UPR submitters to use words and phrases like empathy, responsibility (both personal and social), protection, and government of, by, and for people.

Also, many significant actors in civil society organizations, who submit UPR reports, are unaware of the UN Global Compact. Participation in the UNGC would allow them to formally engage multi-national corporations that capture our government and inhibit human rights. Calvert had significant success with civil society engagement with business with 4,500 proxy votes reported in the 2020 Communication on Progress. We suggest that USHRN encourage their stakeholders to join UNGC. They could also partner with Calvert to ask companies reframe the word "regulate" to "protect," "regulations" to "public protections," and "regulators" to "public protectors."

ACADEMIC ACTIVITIES

Disseminate Global Compact Principles

CIVIL SOCIETY ACTIVITIES

Propose Partnership Projects on Corporate Sustainability

HUMAN RIGHTS POCKETBOOK VENTURE (HRPV) - A Positive Peace Initiative

Cognitive science discovered the mirror neuron system in 1992, in Parma, Italy. Mirror neurons, according to autism specialist, Simon Baron-Cohen, in his book, [The Science of Evil: On Empathy and the Origins of Cruelty](#), make up the body's empathy circuit. For example, when we see someone take a sip of coffee, the same neural pathways in our own body are activated as if we were doing the same thing. When people see or read about adults teaching children about human rights, the same neural pathways are strengthened in people, even if those people are against human rights education.

Corrupt corporations cause all the problems for which the CDGs seek solutions. Corporations that join the UNGC promise to change themselves, not sustain themselves. The HRPV is a **corporate alignment project**, not a corporate sustainability project.

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1 ESP's seeks Rotarian partners to distribute a personal pocketbook copy of the Illustrated Universal
2 Declaration of Human Rights to every 5th and 9th grader and 1st-year college student every year. The
3 logic of the HRPV as a corporate alignment project aligns with three of our objectives:

- 4
5 1. It promotes effective government of, by, and for people that creates progressive markets through
6 mutual responsibility;
- 7 2. It educates Rotarians about their historical connection with the United Nations; and
- 8 3. It invites partnerships with Rotarians, members of the largest ethical business and civic
9 organization in the world that promotes human rights.

10
11 Many Rotarians do not know their human rights history. They don't know that 50 individual Rotarians
12 joined other dignitaries in San Francisco, in 1945, to help write the United Nations Charter. One of their
13 contributions, according to the US Secretary of State Edward R. Stettinius, was to help re-write the UN
14 Charter Preamble to read "We the people," instead of "We the states."

15
16 ESP and Calvert first connected around this corporate alignment project through Edward Jones, a USA
17 and Canadian financial services firm, headquartered in St. Louis, Missouri. ESP's founder and president
18 is also a financial advisor with Edward Jones. Field representatives for Calvert call on financial advisors
19 to educate them and their clients about ESG investing. It was through that Calvert/Edward Jones
20 relationship that ESP made contact with Calvert. Calvert was generous enough to pledge some support
21 to the project; we have not finalized the ad sponsorship. ESP's founder also engaged his firm, Edward
22 Jones, about the HRPV and received financial sponsorship.

23
24 In 2015, the UN commissioned Yacine Ait Kaci (YAK) to create an illustrated hardback version of the
25 Universal Declaration of Human Rights (UDHR). In May 2017, ESP began to develop a pocketbook
26 version of the UDHR for the HRPV. After receiving permission from UNGC to use its logo, we launched
27 the Human Rights Pocketbook Venture (HRPV) in January 2018. We printed 1,000 copies of the first
28 edition. We listed both the ten principles and the 17 icons of the SDGs.

29
30 In March 2019, ESP printed 2,500 copies of our second edition. We were aided in our efforts by two
31 ethical business sponsors. In September 2019, four individual Rotary Action Group for Peace members
32 helped us as well. Living and working in Wilmington, Ohio, they distributed the first 500 pocketbooks to
33 5th and 9th graders and 1st-year college students. They also presented 14 proclamations of gratitude to
34 the teachers of those students. Finally, in 2020, ESP was poised to print another 2,500 copies of our
35 third edition.

36
37 Then the trump pandemic began. It grows worse because of the rejection of human rights recognition by
38 extreme conservatives and their corrupt corporations. The more the trump pandemic and trump climate
39 crisis continues, the more this venture develops in importance.

PART III - DESCRIPTION OF OUTCOMES IN PARTNERSHIP EFFORTS (alphabetical order)

Table Key for Engagement Summary:

- **CET - Caring Economy Testimonial** Fairs are local opportunities hosted by an Empathy Surplus Congress. In 2018 and 2019 ethical business, government task forces, and civil society organizations were invited to give public testimony via 2-3 minute videos on how they respect, protect, and promote human rights in their spheres of influence.
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- **DCE - Declare Climate Emergency**
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ENGAGEMENT SUMMARY FOR PARTNERSHIP FOR THE GOALS

Actor Engagement Category	CET	CPD	DCE	DIO	DIS	HRP	TLE	UNG	Total
Civil Society Organizations	1	2	1	31	0	15	2	4	56
Ethical Businesses	13	8	2	30	-1	17	5	1	75
Government Task Forces	0	1	0	20	0	1	0	0	22
Rotary International & Its Organizations	0	0	0	42	0	8	0	1	51
Total Engagements	14	11	3	123	-1	41	7	6	204

The ESP is grateful to all of its stakeholders for the input they provided in preparation of our 3rd biannual COE. In addition to input from its board and members of its one Empathy Surplus Congress, we are especially grateful to the following organizations for their input on the format of this report: the Environmental Sustainability Rotary Action Group; I AM Clean Energy, Sugarcreek Township, OH; and Seaside Fiber Arts, Virginia Beach, VA. Their input has contributed to improving our tracking for our next COE in 2022.

Empathy Surplus Project

APPENDIX

Table Key for Civil Society Engagement:

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CIVIL SOCIETY ENGAGEMENT FOR PARTNERSHIP FOR THE GOALS

Civil Society Organizations	CET	CPD	DCE	DIO	DIS	HRP	TLE	UNG	Total
ACT - Alliance for Compassion and Truth, Wilmington, OH	0	1	0	2	0	1	1	0	5
BW Greenway Community Land Trust, Green County, OH	0	0	0	2	0	0	0	0	2
Christ Episcopal Church, Dayton, OH	0	0	0	2	0	2	0	1	5
Creative World of Montessori, Centerville, OH	0	0	0	1	0	0	0	0	1
Energize Clinton County, Wilmington, OH	0	0	0	2	0	0	0	0	2
Exchange Club, Dayton, OH	0	0	0	1	0	1	0	0	2
Fridays for Future, International	0	0	0	1	0	0	0	0	1
Global Innovation Exchange	0	0	0	1	0	0	0	0	1
International Center for Rain Forest Conservation and Development, Iwokrama, Guyana	0	0	0	1	0	1	0	0	2
IUE-CWA Local Union #84755, Dayton, OH	0	0	0	2	0	0	0	0	2
Kettering Health Network, Kettering, OH	0	0	0	2	0	1	0	0	3
Miami Center Quarterly Meeting of Friends, Wilmington, OH, Yearly Meeting	0	0	0	1	0	0	0	0	1
Presidents' Club, Dayton, OH	0	0	0	1	0	1	0	0	2
Roaring Brook Farm, Sugarcreek Township, OH	1	1	1	2	0	2	1	0	8
UNICEF	0	0	0	2	0	2	0	1	5
University of Dayton, Dayton, OH	0	0	0	2	0	2	0	1	5
US Human Rights Network, Atlanta, GA	0	0	0	1	0	0	0	0	1
Wilmington College, Wilmington, OH	0	0	0	2	0	2	0	0	4
WYSO NPR 91.3, Yellow Springs, OH	0	0	0	1	0	0	0	0	1
Xavier University - Industrial-Organizational Psychology, Cincinnati, OH	0	0	0	2	0	0	0	1	3
Total Engagements	1	2	1	31	0	15	2	4	56

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Table Key for Ethical Business Engagement:

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ETHICAL BUSINESS ENGAGEMENT FOR PARTNERSHIP FOR THE GOALS

Ethical Businesses	CET	CPD	DCE	DIO	DIS	HRP	TLE	UNG	Total
Beaugard's Southern Barbecue, Wilmington, OH	1	1	0	2	0	0	0	0	4
Calvert Research & Management, DC	0	0	0	2	0	0	0	1	3
CVS, Wilmington, OH Branch	0	0	0	2	0	0	0	0	2
Dawn of Healing, Wilmington, OH	2	2	0	2	0	2	2	0	10
Edward Jones, St. Louis, MO	0	0	0	2	0	2	0	0	4
Edward Jones, E. Locust St., Wilmington, OH	2	0	0	2	0	2	0	0	6
Edward Jones, W. Main St., Wilmington, OH	0	0	0	2	0	0	0	0	2
Edward Jones, Rombach Ave., Wilmington, OH	0	0	0	2	0	2	0	0	4
Edward Jones, South St., Wilmington, OH	0	0	0	2	0	2	0	0	4
Fiesta Veracruz Restaurant, Wilmington, OH	2	0	0	2	0	2	0	0	6
I AM Clean Energy, OH, Africa and South America	2	2	2	2	0	2	2	0	12
iChowDown, Food Delivery, Athens, OH	0	0	0	1	-1	0	0	0	0
Jen's Uptown Deli, Wilmington, OH	2	2	0	2	0	2	0	0	8
K4 Architecture, Beavercreek, OH	0	0	0	1	0	0	0	0	1
Main Street Yoga, Wilmington, OH	2	0	0	2	0	0	0	0	4
Organic Food Depot, Virginia Beach, VA	0	0	0	1	0	0	0	0	1
Seaside Fiber Arts, Virginia Beach, VA	0	1	0	1	0	1	1	0	4
Total Engagements	13	8	2	30	-1	17	5	1	75

Empathy Surplus Project

Table Key for Government Engagement:

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GOVERNMENT TASK FORCE ENGAGEMENT FOR PARTNERSHIP FOR THE GOALS

Government Task Forces	CET	CPD	DCE	DIO	DIS	HRP	TLE	UNG	Total
Bismark, ND, Century High School	0	0	0	1	0	0	0	0	1
Clinton County, OH, Board of Commissioners	0	0	0	2	0	0	0	0	2
Clinton County, OH, Board of Developmental Disabilities	0	0	0	2	0	0	0	0	2
Clinton County, OH, Regional Planning Commission	0	0	0	2	0	0	0	0	2
Clinton County, OH, Solid Waste and Recycling	0	0	0	1	0	0	0	0	1
Clinton County, OH, Veterans Commission	0	0	0	1	0	0	0	0	1
Defender Association of Philadelphia, PA	0	0	0	1	0	0	0	0	1
Greene County, OH, Soil and Water Conservation District	0	0	0	2	0	0	0	0	2
Greene County, OH, Sheriff	0	0	0	1	0	0	0	0	1
Guyana, South America, Government, Office of the First Lady	0	0	0	1	0	1	0	0	2
Ohio 15th US Congressman Steve Stivers	0	0	0	1	0	0	0	0	1
Ohio US Senator Sherrod Brown	0	0	0	2	0	0	0	0	2
Ohio US Senator Rob Portman	0	0	0	1	0	0	0	0	1
Wilmington, OH, Police Department	0	1	0	1	0	0	0	0	2
Wilmington, OH, Public Library	0	0	0	1	0	0	0	0	1
Total Engagements	0	1	0	20	0	1	0	0	22

Empathy Surplus Project

Table Key for Rotary Engagement:

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ROTARY ENGAGEMENT FOR PARTNERSHIP FOR THE GOALS

Ethical Businesses	CET	CPD	DCE	DIO	DIS	HRP	TLE	UNG	Total
Rotary International, General Secretary, Evanston, IL	0	0	0	2	0	0	0	0	2
Rotary Day at the United Nations	0	0	0	1	0	1	0	1	3
Rotary Zones 30-31	0	0	0	1	0	1	0	0	2
All Ohio PETS - Rotary Districts 6600, 6630, 6650, 6670, 6690	0	0	0	10	0	5	0	0	15
1 Rotary Club in District 6650 - Orrville	0	0	0	1	0	0	0	0	1
7 Rotary Clubs in OH District 6670 - Greenfield, Hillsboro, Lebanon, Springboro, Washington Court House, Wilmington (2)	0	0	0	9	0	0	0	0	9
15 Rotary Clubs in OH District 6690 - Athens (2), Baltimore, Canal Winchester-Groveport, Chillicothe (2), Circleville (2), Columbus (3), Lancaster (2), Logan, Malta-McConnelsville, Nelsonville	0	0	0	15	0	0	0	0	15
2 Rotary Action Groups - Peace & Environmental Sustainability	0	0	0	3	0	1	0	0	4
Total Engagements	0	0	0	42	0	8	0	1	51