

# Alliance for a Caring Economy

Riane Eisler  
Center for Partnership  
Studies

Bill Shireman  
Global Futures Foundation

#### Advisory Board:

Susan Clark  
Americans for a Safe Future

Kim Cranston  
Social Venture Network

Ronald Fuerstner, M.D.

George Gerbner  
Cultural Environment  
Movement

Paul Gormsen  
World Business Academy

Randy Hayes  
Rainforest Action Network

Hazel Henderson  
Author, *Building a Win-Win  
World*

Tachi Kiuchi  
Mitsubishi Electric  
Corporation

Alene Lerner  
Food for the Hood

David Loye  
Center for Partnership  
Studies

Lady (Fiona) Montagu

Raffi  
Children's Troubadour,  
Author

Nina Simons  
Bioneers

Betty Williams  
Nobel Peace Prize Laureate

#### Partner Organizations:

Social Venture Network

World Business Academy

Bioneers'

Tikkun

Cultural Environment  
Movement

Rainforest Action  
Network

#### A project of:

Center for Partnership  
Studies  
[www.partnershipway.org](http://www.partnershipway.org)

and the

Global Futures Foundation  
[www.globalff.org](http://www.globalff.org)

November 25, 1998

George Gerbner  
Cultural Environment Movement  
P.O. Box 31847  
Philadelphia, PA 19104

Dear George:

On behalf of the Alliance for a Caring Economy, we want to thank you again for joining us as an advisor to the ACE. Over the last year Global Futures Foundation and the Center for Partnership Studies have been working to start-up this new organization. The name has evolved (you may remember the lengthy "Clearinghouse for Economic Inventions that Recognize the Value of Caring and Caretaking"), and we have refined and developed a clear mission and agenda. We have added a great new staff person, some new advisors and partner organizations, and are ready to move ahead.

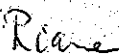
We recognize that you are extremely busy, and invite you to participate in whatever way you feel comfortable – there are many options. The enclosed proposal describes the overall project – as always, any comments or suggestions you have are welcome. Feel free to distribute the new ACE brochure to anyone you think would be interested, and let Wendy know if you would like additional copies. We've also enclosed the proposed budget, as a separate sheet, for your information. Any suggestions or contacts for fundraising would be greatly appreciated. We are also looking for an entrepreneurial co-director – if you know of anyone, please have him or her contact us. Our big push in the next few months is to solicit funding, identify other partner organizations, get the web page up and running, and lay the groundwork for the Task Forces.


We hope to involve all of our advisors in the Task Forces. The six groups described in more detail in the proposal and brochure are: Children; Healthy Individuals, Families, and Communities; Business and the Workplace; Equity, Natural Environment, and Caring Economics Synthesis. Briefly, each Task Force will gather data and information on caring social and economic inventions, identify and discuss new and existing inventions, and prioritize inventions for further action. Please let us know if you are interested in participating in a particular Task Force. In addition, we invite you or your colleagues to send any articles, book titles, web sites, and organizations or individual names involved in or about the topic of caring economics that you feel we should be aware of. With the help of all our advisors and partners, we will be able to keep informed on the range of caring economic activities taking place worldwide.


Our staff currently consists of Wendy Pratt and Barbara Brandt, our new Research Director. Barbara is the author of *Whole Life Economics: Revaluing Daily Life*, and has been an activist in the area of caring economics for many years. She has volunteered her time over the last couple months, working with Riane and Wendy to clarify ACE's mission and objectives, and is now identifying potential partner organizations and working on the Task Forces. Barbara is located in Massachusetts; you can contact her with suggestions at ACE's East Coast office, 109 College Ave., First Floor, Somerville, MA 02144, temporary phone 617-628-5558.


Lastly, we would like to update our files and make sure we have current addresses, email, web pages, and titles. Please fill out the enclosed form, and fax or mail back to Wendy at GFF. We would like to get the soon-to-be-developed ACE web page linked to your organizations, and also to include a few sentences about each advisor and organization.

Best Wishes,

  
Riane Eisler,  
Policy Director

  
Bill Shireman,  
Strategic Advisor

  
Wendy Pratt,  
Co-Director

  
Barbara Brandt,  
Research Director

# Alliance for a Caring Economy

November 12, 1998

## Summary: The Challenge and ACE's Initiative

The purpose of economics (*economia*, Latin for "household management") is to help people live good lives, to help our children grow and flourish: to meet human needs while maintaining the natural environment which supports us. But present economic systems fail to support precisely those activities fundamental to human-development and to a sustainable ecological base: caring for children, keeping our families and communities healthy, and maintaining a healthy biosphere.

"Quality of Life" is a universal goal, comprised of such factors as good nutrition, quality healthcare, emotional support, education, and a clean environment. While we can all agree on these goals, we have largely ignored the fact that quality of life, and its specific components, are achieved through the crucial but traditionally devalued activities of caring and caretaking work. In many cases, the rules of our economic systems actually operate against these crucial caring activities, with the result that our quality of life has become increasingly diminished.

The conventional concept of caring work is that it is "women's work," and as such, has been devalued and relegated to women, often with little or no recognition or reward. *But in actuality, caring and caretaking work is the most important human work, for both women and men, whether in the home, community, workplace, or for the planet.*

The mission of the newly-formed "Alliance for a Caring Economy" (ACE) is to change our economic rules so that caring and caretaking work will receive the value, recognition, and high reward they deserve – in our homes, businesses, communities, and planet. ACE is unique in its approach – one of accelerating the process of organic change.

An economics of caring is grounded in the earth, honors children, and fosters the emergence of caring adults who will create and maintain responsible communities, businesses, and governments. ACE will develop and implement a practical program of policies and activities through which caring and caretaking work and the ethos of caring are valued, recognized and rewarded; incorporated into our economic models; and guide social and economic policy.

ACE defines caring work as the life-sustaining labor of nurturing, helping, and loving others, in our homes, workplaces, and communities. It also includes caring for those individuals and organizations which do caring and caretaking work for others. Since the natural environment provides crucial life-supporting services, its contributions must also be recognized and valued, and it must also be cared for.

Examples of social and economic inventions that recognize and reward caring and caretaking work include: parental leave; community service policies; tax credits for caring activities; pension programs; mentoring and education for parents; community currencies; flexible work; shorter work days; community-owned companies; community supported agriculture; new measurements of economic health such as community sustainability indicators; expanded measures of productivity and profit-and-loss; new social standards; community land trusts; universal

healthcare; socially and environmentally responsible corporations; childcare subsidies; wage increases for caring jobs; and revised property laws.

Not only will valuing caring work provide us with significant social benefits. Our society currently suffers enormous social and economic costs because we do not now value caring work adequately. In simple economic terms, moving toward a caring economy would save billions of dollars. Just one example is the enormous government and social cost associated with child abuse and neglect and their frequent corollary, juvenile and later, adult crime. By shifting societal priorities and resources so that we recognize, value, and reward caring work, we will gain human, social, and economic benefits, which would be felt in all areas of life and work.

To achieve the goals of valuing, and rewarding caring and caretaking work will require broad systemic change. By focusing on this problem with concrete activities, ACE will begin the process of changing the rules of the game.

“...traditional economic systems, be they capitalist or communist, are built upon what ... may be called the *alienation of caring labor*. As this caring labor – the life-sustaining labor of nurturing, helping, and loving others – is integrated into the economic mainstream, we will see a fundamental economic and political transformation.”

Riane Eisler

*The Chalice and the Blade*, p. 197

For more background on these issues, see Riane Eisler's paper, *Changing the Rules of the Game: Work, Values, and Our Future*, at [www.partnershipway.org](http://www.partnershipway.org).

### **What is the Alliance for a Caring Economy?**

The Alliance for a Caring Economy (ACE) is a network of individuals and organizations, including organizational staff, an Advisory Board, Partner Organizations and individual and organizational members, who have joined together to change our economic rules so that caring and caretaking work receive the value, recognition, and high reward they deserve.

ACE was founded by the internationally known scholar, futurist and activist Riane Eisler. Dr. Eisler is the author of many articles and books on social transformation, and President of the Center for Partnership Studies, a 501(c)(3) nonprofit based in Pacific Grove, California, founded in 1987 by Riane Eisler and David Loye to further partnership research and education.

The Center for Partnership Studies is working with their partner, Global Futures Foundation, to establish the framework for ACE to operate. ACE will operate under the 501(c)(3)/509(a) status of Global Futures Foundation, a Sacramento, California based research center for economic and environmental policy whose mission is to cultivate the emergence of a society where economic, social, and environmental improvements are positively correlated.

In order to carry out its mission, ACE is bringing together an alliance of individuals, businesses, community and grassroots groups, government agencies, decisionmakers, and non-governmental organizations (NGOs), including academicians and educators, child advocacy and education groups, women's groups, environmental groups, and national and international policy-making organizations, to obtain their input about what policies and programs will create a more caring

economy, and to work, with and through these constituencies to promote and implement such policies and programs.

Organizations that have already joined the Alliance for a Caring Economy network are: Bioneers, Co-op America, the Cultural Environment Movement, the Future 500, the Rainforest Action Network, the Shared Capitalism Institute, the Social Venture Network, Tikkun, the World Business Academy, and Youth for Environmental Sanity. Our first priority is to seek additional partners and to work closely with the wide range of organizations listed above.

In addition to our partners, ACE has developed a network of advisors who are taking an active role in shaping the Alliance, providing input on projects, and reaching out within their own circles. Two key advisors are ACE Policy Director Riane Eisler, and Strategic Advisor Bill Shireman of Global Futures Foundation. The advisory network currently includes: actress Susan Clark of Americans for a Safe Future; Kim Cranston of the Social Venture Network; Ronald Fuertstner, M.D.; Jeff Gates, author and President of the Shared Capitalism Institute; George Gerbner of the Cultural Environment Movement; Paul Gormsen of the World Business Academy; Alisa Gravitz of Co-op America; Randy Hayes of the Rainforest Action Network; the innovative economic thinker Hazel Henderson; Tachi Kiuchi of Mitsubishi Electric Company; Aleyne Lerner of Food for the Hood; David Loye from the Center for Partnership Studies; Professor Peter Meyer-Dohm, Chair of the International Partnership Initiative; Lady (Fiona) Montagu, Club of Budapest; Julie Nelson, Associate Professor of Economics at Brandeis University; children's troubadour and author Raffi; Ocean Robbins of Youth for Environmental Sanity; Nina Simons of the Bioneers; and Nobel Laureate Betty Williams.

### **What is ACE's Mission?**

The Alliance for a Caring Economy is dedicated to creating a more sustainable, equitable, and humane future for ourselves, our children, and future generations. To advance this new future ACE will:

1. Spread the awareness to individuals, businesses, organizations, and governments that caring and caretaking work is the most important human work on this planet, and therefore its real value must be recognized and rewarded.
2. Change the rules by which our economic systems operate, so that they value, recognize, reward, support, and encourage caring and caretaking work.
3. Develop business, community, and government policies and programs which provide high social, emotional, and material support to people and organizations which are doing caring work.
4. Promote a shift from uncaring to caring, and improve the quality of caring and caretaking, in the work done by individuals and organizations.

ACE is unique in its systemic approach: we identify the lack of value given to caring work as the underlying reason why our economic systems are failing to meet our needs and failing to improve our quality of life. ACE is also unique in the breadth of the constituencies it is drawing together to work on these issues, particularly in the active support of socially-responsible business organizations, as well as women's, parenting, environmental, and other advocacy groups.

## **How Will ACE Accomplish its Mission? What Are ACE's Specific Goals?**

ACE will work with individuals and organizations, including businesses, communities, government agencies, decision-makers, and non-governmental organizations through the following activities:

- 1. Education:** To educate individuals and organizations about the need for, benefits of, and possibilities for creating a more caring economy.
- 2. Networking:** To build a constantly growing base of individuals and organizations that support a more caring economy.
- 3. Policy Development:** To research, analyze, develop, and promote "caring economic and social inventions," including new economic and social models, and specific policies and practical programs which recognize and reward the value of caring and caretaking work, which promote a shift from uncaring to caring, and improve the quality of caring and caretaking in the work done by individuals and organizations.
- 4. Technical Assistance:** To provide program development and evaluation, implementation strategies, pilot projects, grants and technical assistance to assist individuals and organizations in formulating and implementing policies and programs which recognize and reward caring and caretaking work, and which promote a shift from uncaring to caring.

## **What Areas of Caring and Caretaking Work Will ACE Focus On?**

ACE will focus on the following areas of caring work: Children, Healthy Individuals, Families, and Communities, Business and the Workplace, Equity, and the Natural Environment.

As part of its activities, and a primary mechanism of achieving the four goals outlined above, ACE will establish Task Forces in each of these areas (and a sixth Task Force that will synthesize the efforts of the other five). Each Task Force will comprise of staff and Advisory Board members, joined by individuals and organizations interested in that specific Focus Area.

Each Task Force will assist with networking, developing new social and economic models, promoting new policies and publicizing ACE's publications and other initiatives within their specific constituency. Task Force participants will communicate through the ACE web-page Discussion Groups; through Focus Groups; topic sessions at the two ACE Conferences; and through other appropriate methods.

- 1. Children:** This Task Force will focus on caring economic and social inventions that recognize and reward parenting, childcare, and education for children, in both the market and nonmarket sectors. Caring for children of all ages will be covered. Special attention will be paid to caring activities for children age 3 and under, since recent scientific evidence has confirmed that the first three years of a child's life are the crucial years when the neural connections in the brain which influence behavior, learning, and intelligence are formed.
- 2. Healthy Individuals, Families, And Communities:** This Task Force will focus on economic and social inventions that recognize and reward caring activities which promote the well-being of individuals, of families (including parents and elders), and of communities. Measures which recognize the extent of caring work in families, or the work

required to develop and maintain a healthy community, such as "Sustainable Community Indicators," will also be part of this Task Force focus.

3. **Business and the Workplace:** This Task Force will focus on caring economic and social inventions within business and other workplaces (i.e. in the non-profit and government sectors). It will look at caring economic and social inventions through which employees feel cared for; which enable and encourage employees to devote adequate time and energy to caring for their families and communities outside of paid work; which recognize employees as valuable, caring human beings with important contributions to make within the workplace; and inventions through which businesses and other workplaces care for their customers, surrounding communities, and the natural environment. It will also look at new accounting methods, which incorporate the above caring activities, in addition to the conventional financial "bottom line."
4. **Equity:** Women in both developed and developing nations do most of the world's caring work, which includes not only caring for families, but also household production such as food growing and preparation, gathering fuel and water, and providing cleaning and sanitation services. Not only is women's essential caring work widely devalued or ignored, but women around the world are also subject to many forms of social, economic, and legal discrimination. This task force will therefore focus both on economic and social inventions which recognize and reward the enormous amount of caring and caretaking work done by women and on policies which empower women economically and politically, in order to facilitate the necessary new economic and social inventions. Since poverty disproportionately affects women, recognizing and rewarding women's caring and caretaking work will reduce poverty significantly. It will also motivate men to participate more in this socially essential work.
5. **The Natural Environment:** This Task Force will focus on caring economic and social inventions which recognize and value the life-supporting services of Nature and the benefits of biodiversity such as realistic economic indicators, measures of productivity and profit-and-loss, and new social standards. It will also look at economic and social inventions, policies, and programs, which encourage reduced pollution and more ecologically beneficial practices by individuals, communities, businesses, and governments.

#### **What Activities Will ACE Perform in Order to Accomplish its Goals?**

Over the next three years, ACE will begin the processes of education, networking, and policy development through the following activities:

1. **Organizational Development:** Developing and maintaining an organizational structure for ACE, through planning, fundraising, and ongoing evaluation. Establishing an Advisory Board, Partner Organizations, Focus-Area Task Forces, staff, and membership base.
2. **Research:** Establishing a resource base of individuals and organizations around the U.S. and internationally which are currently involved with different aspects of promoting the valuing, recognition, rewarding, and improving of caring and caretaking work. Establishing a bibliography of information sources about caring work, and a data base of economic and social inventions.

3. **Outreach:** Informing ACE's target constituencies about ACE's existence, goals, and planned activities, through organizational materials such as an ACE brochure, media outreach, and networking.
4. **Web-Page:** The ACE Web-Page will provide a focus point for information and outreach. It will include the data bases researched above; Task Force Discussion Groups, results of sessions to brainstorm new economic and social inventions; and other relevant articles, case studies, and links to other organizations and resources.
5. **Internet Conference and Conference Report:** This conference, to be held in mid-1999, will feature a panel of 5-10 leading scholars and practitioners of caring economics with a broad response and discussion element. It will establish a framework for identifying caring economic and social inventions.
6. **Policy Development:** Through the Internet conference, Task Force discussions, and staff research, ACE will identify existing and new examples of caring economic and social inventions which can be implemented in the home, in our communities, businesses and workplaces, and through national and international policy
7. **Educational Articles, Implementation Guides, Booklets, and Other Publications:** Using both the Internet and hard-copy, ACE will write and disseminate articles and other publications promoting caring economics and analyzing new caring economic and social inventions. These will be placed in a variety of strategically chosen publications.
8. **Year-2000 Conference:** Early in the year 2000, ACE will hold a two-day conference on the topic of developing a more caring economy.

#### **How Will We Evaluate Our Progress?**

ACE will conduct ongoing evaluation of our various projects and progress in implementing the programs outlined in this proposal. While achieving the overarching objectives of ACE is a long-term prospect, we will monitor short-term indicators to evaluate our immediate progress. Benchmarks to evaluate our success the first two years of operation include:

- Within the first year we will have full organization and operation of the 6 Task Force groups (one in each outlined category and one for overall synthesis). During this time each group will develop a database of economic inventions in their area, and discuss, develop, and assess alternatives. We will identify at least 50 to 100 inventions in each of the five subject Task Force groups in Year 1, and will conduct more detailed assessments of 5-10 priority inventions in each Task Force in Year 2.
- Our objective is to frame these inventions to motivate, encourage, and challenge Partners and others to take the information from the Task Forces and implement or improve projects on their own. The next goal is that for each Task Force, five Partner Organizations will pick-up or improve their own projects in each task force by the end of the second year.
- Our web page will be in full operation by April 1999.
- We will complete a data base of 200 individuals and organizations currently involved in caring social and economic inventions and of economic and social inventions by July 1999.

- We will host an internet conference open to participation from Partner Organizations, Advisors, members, and all interested web site visitors in mid-1999.
- We will complete 12 articles, guides, booklets, and/or other publications over the two-year period, and distribute them widely to partner organizations and other outlets.
- We will prepare and distribute four press releases each year announcing various events and activities.
- We will host a widely attended Year-2000 Conference.
- We will continue to expand and build our network of Partners, Advisors, and Members. Our goal for the end of the first year is to have 100 Partner Organizations and 30 Advisors.

### **Who Will do What in ACE?**

The ACE organizational structure is based on a network of advisors, partner organizations, task force participants, and general members (individuals and organizations). Each of these groups will play critical roles in ACE's success. ACE is led by Riane Eisler, President, Center for Partnership Studies, and Founder and Policy Director. Bill Shireman, President of Global Futures Foundation, is the Strategic Advisor for ACE activities. Wendy Pratt of Global Futures Foundation is the co-director, and we are currently seeking a partner from the entrepreneurial sector to share the director position. Barbara Brandt, author of *Whole Life Economics: Revaluing Daily Life*, is the Research Director. The staff will be responsible for the day-to-day activities of ACE, and will be involved in all aspects of ACE's work outlined above. Additional staff and interns will be added as funding is available a project-specific basis.

We invite you to join us in creating a caring economy. For more information please contact Wendy Pratt at Global Futures Foundation, 801 Crocker Road, Sacramento, CA 94864, 916-486-5999, fax 916-486-5990, or [wbpratt@aol.com](mailto:wbpratt@aol.com).

## Alliance for a Caring Economy Budget

ACE's annual operating budget, when fully staffed, is \$319,000. The budget breakdowns, by task and by expense category, are provided below. Approximately 85% of the budget is allocated to staff, and the remaining 15% for office expenses, supplies, equipment, and other non-personnel costs. Staff includes half-time salaries for two co-directors and the Research Director, two part-time administrative assistants (equal to one full-time assistant between GFF and CPS), a part-time web manager, a full time events and outreach coordinator, as well as stipends to Riane Eisler and Bill Shireman for their policy, research, and strategic work. Because we are beginning work without full staffing, we have also calculated short-term start-up costs. These are also provided below. If you are interested in a detailed budget breakdown, please contact Wendy Pratt at GFF.

### One-Year Budget for Alliance for a Caring Economy – Breakdown by Projects

Project	Staff	Expenses	Total
Organizational Development and Administration	\$31,290	\$5,560	\$36,850
Task Forces	\$67,470	\$11,980	\$79,450
Web Site	\$27,540	\$4,890	\$32,430
Internet Conference	\$49,410	\$8,770	\$58,180
Research	\$40,560	\$7,200	\$47,760
Articles, Outreach Materials	\$21,690	\$3,850	\$25,540
Year 2000 Conference	\$32,940	\$5,850	\$38,790
<b>Total</b>	<b>\$270,900</b>	<b>\$48,100</b>	<b>\$319,000</b>

### Start-Up Costs

Because we will not be fully staffed until the project is well underway, we have calculated minimum start-up costs that will allow us to initiate the web page and task forces and expand our outreach efforts. One-time expenses for web site development, a computer for our Research Director, and brochures and other materials is \$8,800. Our minimum monthly staffing requirement is \$11,100. This includes one Co-Director and the Research Director at ½ time, a stipend for Riane Eisler, a part-time web manager, a part-time administrative assistant, and a small amount for office expenses. The start-up budget for one month is \$19,900, for 2 months is \$31,000, and for three months is \$42,100.

**YES, I'd like to help create a caring economy:**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**I would like to be involved in:**

- Children Task Force
- Healthy Individuals, Families, and Communities
- Business and Workplace Task Force
- Equity Task Force
- The Natural Environment Task Force
- Other: \_\_\_\_\_

**Sign me up now:**

- Member: \$25**  
*Receive ACE updates/newsletters.*
- Supporter: \$100**  
*Receive ACE updates/newsletters, listed as supporter on ACE webpage and materials; receive ACE reports, discount at ACE events.*
- Donor: \$500**  
*Listed as an ACE donor on our materials and web page, participation in ACE events, receive ACE updates, publications, and reports.*
- Sponsor: \$1,000 or more**  
*Listed as an ACE sponsor on our materials & web page; participation in ACE events; receive ACE updates, publications, and reports; invitations to special ACE activities. Sponsors may choose to support specific ACE projects.*

The Alliance for a Caring Economy 501(c)(3) non-profit, a joint project of the Global Futures Foundation and the Center for Partnership Studies, is housed at Global Futures Foundation.

**Make checks payable and mail this form to:**

**Global Futures Foundation-ACE**

**801 Crocker Road, Sacramento, CA 95864**

**(916)486-5999 • fax (916)496-5990**

**www.globalff.org • www.partnershipway.org**

**Alliance for A Caring Economy  
Partners and Advisors (to date):**

Riane Eisler, ACE Founder and Policy Director  
*President, Center for Partnership Studies*

Bill Shireman, Strategic Advisor  
*President, Global Futures Foundation*

**Advisory Board:**

Susan Clark  
*Americans for a Safe Future*

Kim Cranston  
*Social Venture Network*

Ronald Fuerstner, M.D.

Jeff Gates  
*Shared Capitalism Institute and author*

George Gerbner  
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Alene Larnér  
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David Loye  
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Peter Meyer-Dohm  
*International Partnership Initiative*

Lady (Fiona) Montagu  
*Club of Budapest*

Julie A Nelson  
*Department of Economics, Brandeis University*

Raffi  
*Children's Troubadour, Author*

Ocean Robbins  
*Youth for Environmental Sanity*

Nina Simons  
*Bioneers*

Betty Williams  
*Nobel Peace Prize Laureate*

**Partner Organizations:**

Social Venture Network • World Business Academy  
Bioneers • Tikkun • Co-op America  
Cultural Environment Movement  
Rainforest Action Network • Shared Capitalism Institute  
Youth for Environmental Sanity



*Recognizing and rewarding  
the essential work of  
caring and caretaking*

The Alliance for a Caring Economy  
is a joint project of the  
Center for Partnership Studies  
and the Global Futures Foundation.



**Global Futures Foundation**  
801 Crocker Road,  
Sacramento, CA 95864  
(916) 486-5999  
Fax (916) 496-5990

**CENTER FOR  
PARTNERSHIP  
STUDIES**

**Center for Partnership Studies**  
P.O. Box 51936  
Pacific Grove, CA 93950  
(831) 626-1004  
Fax (831) 626-3734

*The Alliance for a Caring Economy is dedicated to creating a more sustainable, equitable, and humane future for ourselves, our children, and future generations.*

The purpose of business and economics is to better manage the human household, to meet human needs, to help people live good lives, to help our children grow and flourish.

*"I believe that in a rich and living culture, business can and must be an instrument not for the manipulation of human instinct, but for the advancement of human potential. The Alliance for a Caring Economy will help businesses advance this objective."*

*Toshi Kuchi  
Managing Director,  
Mitsubishi Electric Corporation*

But present economic models and rules fail to recognize and adequately reward the work needed to meet these goals: caring for children, families, health, the elderly, and a clean and healthy environment.

The Alliance for a Caring Economy was founded to advance new economic and social inventions that recognize and reward the essential work of caring and caretaking. This is a prerequisite for a sustainable, equitable, and humane future.

*"... recognizing the value of caring and caretaking is uppermost if we are to change anything in this world."*

*Betty Williams,  
Nobel Peace Prize Laureate  
for her work in Ireland*

To create this future ACE uses education, networking, policy development, and technical assistance to:

- Spread the awareness that caring and care-taking work is the most important human work on this planet, and therefore its real value must be recognized and rewarded.
- Change the rules by which our economic systems operate, so that they value, recognize, reward, support, and encourage caring and caretaking work.
- Develop policies and programs which provide high social, emotional, and material support to people and organizations which do caring work.
- Promote a shift from uncaring to caring, and improve the quality of caring and caretaking, in the work done by individuals and organizations.

**ACE Task Forces focus on five areas:**

**Children:** recognizing and rewarding parenting, childcare, and education for children.

**Healthy Individuals, Families, and Communities:** recognizing and rewarding caring activities which promote well-being, including good care for our growing elderly population.

**Business and the Workplace:** caring economic and social inventions within business and other workplaces.

**Equity:** recognizing and rewarding caring work done by women, in order to empower women in both developed and developing nations, and motivate men to do more caring work.

**The Natural Environment:** recognizing and valuing the life-supporting services of Nature and the benefits of biodiversity.

*"...traditional economic systems, be they capitalist or communist, are built upon what... may be called the alienation of caring labor. As this caring labor - the life-sustaining labor of nurturing, helping, and loving others - is integrated into the economic mainstream, we will see a fundamental economic and political transformation."*

*Riane Eisler, ACE Founder  
and Author of The Chalice and the Blade*