

# RIANE EISLER

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Professor George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

Dear George:

It was a pleasure speaking with you, as always. I am very pleased that you will be on the Advisory Council for the Clearinghouse for Economic Inventions that Recognize the Value of Caring and Caretaking and that the Cultural Environment Movement will be part of the Clearinghouse network.

This letter is to confirm this. We recognize that you are extremely busy, and welcome your participation in this project at whatever level you feel comfortable. Because we are shaping this organization from the ground up, we are extremely flexible in custom-defining roles for advisors.

I also would like to request your input regarding the enclosed draft proposal, which is our first effort to shape and clarify the purpose and scope of the project. As you know, this is a joint project of the Center for Partnership Studies and the Global Futures Foundation. We want to send a proposal to potential funders as soon as possible, and are especially interested in your ideas and contacts for potential funders.

I look forward to your suggestions on the proposal or the project more broadly. Again, we are extremely pleased to have you on board this exciting new project, and look forward to working with you as we move forward.

Warmest good wishes,

  
Riane Eisler

Enclosure  
cc: Wendy Pratt, Global Futures Foundation

# CONCEPTS FOR THE CLEARINGHOUSE / ALLIANCE FOR ECONOMIC INVENTIONS THAT RECOGNIZE THE VALUE OF CARING AND CARETAKING

**Draft Proposal -- For Comment**  
**January 29, 1998**

The Center for Partnership Studies and Global Futures Foundation are joining together with a network of other interested individuals and organizations to establish a clearinghouse/alliance that will identify, develop, promote and test economic inventions that recognize the value of caring and caretaking work. This clearinghouse will collect information on what is already happening and provide a forum for new ideas and initiatives. The clearinghouse is a critical step in redefining the ground rules of the world's economic systems to move toward a more sustainable, equitable, and humane future.

## **The Problem**

As we shift from an industrial to a post-industrial society, present economic systems are proving insufficient to solve our escalating global problems — from environmental pollution and exponential population growth to hunger, poverty, and growing social dislocation. Many of these problems are actually exacerbated by present economic models and rules of the game. One such rule is the failure of present economic systems to recognize the value of caring and caretaking work.

In today's high technology age, caring work is more urgently needed than ever before. The postindustrial "information" economy requires the production of high quality human capital. Findings from psychology, and more recently neurobiology, show that the quality of human capital — ability to learn, relate, be productive and creative — is to a much greater extent than has been recognized shaped by early childrearing: by the caring work of childcare and early childhood education. Similarly, the caretaking work required for a healthy environment may in our high technology age be a survival requisite.

However, historically caring and caretaking — the socially and environmentally essential work of caring for children, a family's health, for the elderly, and for maintaining a clean and healthy home environment — have been devalued because they have been seen as women's work. This alienation of caring labor has always had extremely negative effects on the general quality of life of both women and men. In fact, the systemic failure to recognize the value of the work of caring and caretaking is a root cause of many of today's social ills. With the growing emphasis on "economic efficiency," because caring work is often valued at zero by the economy we are today getting less and less of it. Health care, child care, senior care, even the sense of caring and community that we used to associate with going to the corner store or coffee shop, are systematically being squeezed from our lives. The social costs, in the form of delinquency, crime, homelessness, mental illness, and social malaise, are a huge economic drain.

This crisis is also an opportunity to move toward a more sustainable, equitable, and humane future — to revalue what work is, and is not, valuable. What work is critical to society's success? How can we assess and define what is considered "work"? What types of services should be rewarded? How can we recognize the value of what is important?

New economic inventions are needed that recognize the real value of the socially essential work of caring for children and the elderly, keeping our families healthy, and maintaining a clean and healthy environment — in both the market and nonmarket sectors of the economy — whether done by women or men. Solving our global problems requires a systemic approach, starting with a fundamental re-examination of current economic models and norms.

Because such an undertaking is ambitious, it is vital to remember that economic systems can and do change — witness the changes from feudalism to capitalism and socialism in the last several hundred years. Keeping in mind that all our economic inventions are human creations, we can consciously work together to develop and test new economic inventions that will move us toward a more sustainable, equitable, and humane future.

Already, there is a growing recognition of the value of caring and caretaking labor: parenting classes, flexible work options, local currency systems based on caretaking labor, corporations beginning to replace top-down control-based management systems with teamwork and more caring "facilitator" management, and the movement in social policy in Scandinavia and France to recognize the value of caring work. Many regions are measuring the health of their communities based on the environment, education, child nutrition, health and a host of other factors that are not typically quantified, in recognition of the fact that tax revenue and the number of jobs are not the only inputs to quality of life.

Most people realize that these policies and programs can be beneficial to the community, to families and individuals, and to a company's bottom line. While we are gradually moving in a positive direction, few realize the importance of these partnership-like trends. What is also generally lacking is the consciousness that a systematic and concerted effort to develop new economic inventions that recognize the value of caring and caretaking work is necessary. Without fundamental changes at the systemic level, new policies and programs just provide piecemeal solutions, addressing only the symptoms of a failing economic system. And, without intervention, fundamental changes in the economic system may not come quickly enough.

To accelerate the development of these economic inventions, the Center for Partnership Studies and Global Futures Foundation, in partnership with the Social Venture Network, Tikkun, the Rainforest Action Network and other organizations, are forming a clearinghouse for economic inventions that recognize the value of caring and caretaking work. This clearinghouse will collect information on what is already happening and provide a forum for new ideas and initiatives. It will offer education, organize focus groups and conferences, promote pilot projects, and provide a framework for testing and disseminating new programs and policies.

## **Project Goals and Objectives:**

The goal of the Clearinghouse is to promote fundamental changes to our economic system, redefining what is productive work by identifying, developing, promoting, and testing economic inventions that recognize the value of caring and caretaking work.

## **Methods:**

The approach we have designed will be action-oriented and systemic. The project will have four linked components: 1) a clearinghouse, 2) development, 3) outreach, and 4) promotion.

- The clearinghouse component will identify and make available to others existing examples of economic inventions that recognize the value caring and caretaking work. We will evaluate and summarize these examples, sharing the experience of others, and thus reducing the tendency of organizations to 'reinvent the wheel'. The centerpiece of the clearinghouse will be a web site that provides a forum for both receiving and disseminating information on economic inventions. We are already beginning to build on our existing web sites to create a forum for information exchange
- In the development component of the project, we will create, develop, and analyze new economic inventions and policy mechanisms that recognize the value of caring and caretaking work. Inventions and policies will be developed through independent research, input from our advisors, and through interviews and discussions with a diverse range of individuals and experts. We will analyze the options identified, assessing their social, political, and economic impacts, develop implementation strategies, and make recommendations on those that seem most likely to be successful. We will look for systemic solutions, those that solve problems at their root, through policies and programs that inherently recognize the value of caring and caretaking work.
- Our outreach efforts will partly take place through the web site. In addition, we will actively promote information on both existing inventions and new mechanisms through articles, networking, media events, press releases, and speaking at conferences. Outreach efforts serve two primary purposes: 1) to provide general education about the need for new economic inventions, and 2) to promote new projects and policies that recognize the value of caring and caretaking work.
- In the promotion component of the Clearinghouse/Alliance, we will directly promote the most promising policies and programs through the networks that are established. Working with our partners and Clearinghouse participants, we will provide advice and small grants to establish and fund a series of pilot projects implementing economic inventions to value caring and caretaking work. These projects will help identify the most successful options and serve as models for others to replicate.

Accelerating the evolution of the ground rules of the world's economic systems is an enormous undertaking, and will not happen overnight. We believe that this action-oriented and systemic approach will allow the project to build and grow over time. We will start with our core supporters and policies and programs that are already in place or in development. We will then

gradually spiral outwards as new ideas, policies, and programs are developed and replicated. Our vision is to maintain a small and streamlined core that will support a self-growing movement of new economic inventions.

### **The Organizations:**

The Clearinghouse is a collaborative effort between the Center for Partnership Studies and Global Futures Foundation, in partnership with the Social Venture Network, Tikkun, the Rainforest Action Network, and other interested organizations.

The Center for Partnership Studies is a 501(c)(3) nonprofit based in Pacific Grove. It was founded in 1987 by Riane Eisler and David Loye to help advance the shift to the partnership way of living portrayed in Riane Eisler's *The Chalice and the Blade: Our History, Our Future*. The Center is dedicated to furthering partnership research and education through: 1) in-house research on new systemic approaches based on the partnership model to solve social and economic problems, 2) distribution of books, articles, and tapes for partnership education, 3) encouraging partnership research, study, and action through allied organizations such as the Chinese Partnership Research Group and the International Partnership Network, and 4) initiating and co-sponsoring projects and conferences that promote the partnership model.

Global Futures Foundation (GFF) is a Sacramento based nonprofit 501(c)(3)/509(a) research center for economic and environmental policy. The mission of Global Futures Foundation is to cultivate the emergence of a society where economic, social and environmental improvements are positively correlated. Our staff works to meet this mission through three areas: (1) designing and advancing superior economic and environmental policies, (2) developing profitable corporate environmental programs, and (3) resolving conflicts through communication and highest common denominator approaches. At GFF we develop systemic solutions to problems and conflicts, solving problems at their root, from the inside, by assuring that incentives are in place that reward people and institutions for reducing costs and creating value.

Together we are establishing the framework for the Clearinghouse. Once additional outside funding is obtained to support our initial internal investments in the project, we will formally begin the Clearinghouse work outlined above. We currently envision a loose organizational structure led by a director supported by a small staff and team of advisors.

*Clearinghouse/Alliance Director and support* — The day-to-day tasks of the clearinghouse will be undertaken by a full-time director and a small support staff. These tasks include: organizing and undertaking the programs and projects, writing articles, conducting research, assess potential pilot projects, networking, fundraising, speaking, developing and maintain the web site and links, preparing press releases, articles, networking, fundraising, events coordination, and administrative tasks. Support staff might include an assistant, web specialist, media specialist, and administrative assistant, all at part-time levels.

*Advisors* — A network of Clearinghouse advisors will provide expertise, networking, speaking, fundraising, and their knowledge and advice. We anticipate that advisors will take an active role in shaping the Clearinghouse, providing input on projects, and reaching out within their own circles.

Advisors currently include Riane Eisler and David Loye from the Center for Partnership Studies, Bill Shireman of Global Futures Foundation, Tachi Kiuchi of Mitsubishi Electric Company, Kim Cranston of the Social Venture Network, Aleyne Larner of Food for the Hood, Randy Hayes of the Rainforest Action Network, and the innovative economic thinker Hazel Henderson.

### **Timeline and Expected Results**

We hope to formally establish the Clearinghouse/Alliance by July, 1998. We have established the following objectives for the first year:

- Create a network of partner organizations
- Develop the central web site with links to the above organizations, forum for economic inventions
- Conduct a series of 5-8 small meetings to identify new economic inventions, where possible linked to existing events to minimize costs and travel
- Write and place two to four articles in various publications
- Through our advisors and director, speak about economic inventions at several conferences (again, those that advisors are already attending, such as the Club of Budapest sponsored conference, *The Partnership Civilization*, to be held in Florence, Italy in May, 1998), and the Bioneers Conference to be held in San Francisco in November 1998
- Establish a solid funding foundation and initiate a grants program for pilot projects
- Develop both on-line and physical libraries of economic inventions that value caring and caretaking work
- Create a sustainable, strong, and growing movement for a new system of economic inventions that value caring and caretaking

### **Budget**

The budget briefly described here is a target budget that would allow the Clearinghouse to operate at a fully effective level. Because, as we note, this is a growing organization, we can begin operations with lower funding levels, and scale our activities to reflect the funding level. At full funding, the budget includes about \$15,000 per month for five staffpeople (all but the director part time) and a limited stipend to advisors for consulting, and \$2,500 per month for non-personnel expenses. The annual budget is \$239,000. If you are interested in a detailed budget breakdown, please contact Wendy Pratt at GFF.

**NOTE:** We have been struggling with a name and acronym that conveys what the project is about, but is not too cumbersome. We welcome your ideas. Here are our current favorites:  
CEI -- Clearinghouse for Economic Inventions (first choice at this time, but we would prefer an acronym that incorporates "recognizing the value of caring and caretaking" )  
ACEI -- Alliance for Caring Economic Inventions