

# CARRING FOR OUR FUTURE

## PROJECT EXECUTIVE PREMISES

### PROJECT BACKGROUND AND PERSPECTIVE

Many years of field experience in corporate finance business strategy, risk analysis, acquisitions and technology procurement projects in a broad range of different sectors, countries and cultures encouraged the author - Michael Karlin - who resides in Brazil and is an ex-City of London gold bullion and foreign exchange arbitrage dealer directly exposed to the market forces which broke up the Gold Pool at the end of the 1960s, to procure and try to implement internationally several new more environmentally - friendly mainstream technologies. The difficulties encountered went far beyond the specific business opportunities, raised serious concerns and led to the transforming of a global concert event project into a major engenderment effort with a very specific objective .....

“TO PLACE THE PRESSING NEED TO CARE FOR OUR LIFE-SUPPORTING ENVIRONMENTAL SYSTEMS AT THE FOREFRONT OF GLOBAL MINDS BY THE TURN OF THE CENTURY”.

This engenderment effort formed the FIRST STAGE of the **CARING FOR OUR FUTURE Project** and was carried out in 1995 and 1996, deploying a very selective one-to-one, direct, custom - tailored approach to key policy and decision makers in global and national governance, multi - national businesses and those in a position to influence both corporate and mass market attitudes and behaviour. Although results were not afterwards formally quantified, there was sufficient evidence that the in-depth corporate finance approach used was effective and had contributed to bringing about recognition of the issues.

The author thus felt encouraged to deploy the lessons learned and transform the generic engenderment process into a project to tackle specific mainstream issues by strategically deploying systemic critical inter - dependency to help “**ENGENDER GLOBAL MARKET CONDITIONS UNDER WHICH TRADE - BASED SUSTAINABLE DEVELOPMENT AND HUMAN WELL - BEING CAN FLOURISH SYSTEMICALLY**”, so as to enable even the poorest nation to progress from the present globally inequable socio - economic reality towards participative capitalism with social and environmental responsibility. This forms the essence of the SECOND STAGE of the **CARING FOR OUR FUTURE Project** herewith outlined.

A future THIRD STAGE of the **CARING FOR OUR FUTURE Project** will aim to consolidate the results from the Second Stage for the long term by **ENGENDERING WIDESPREAD USE OF SYSTEMIC INTER - DEPENDENCY OF LIFE SCIENCES IN FORMAL EDUCATION**.

The **CARING FOR OUR FUTURE Project** is in essence just one small contribution towards the immense task and many caring efforts already underway. No-one has all the answers, but collective responsible citizenship is the very least our children and future generations will rightly demand of us all.