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WELCOME NOTE

Welcome to the 15th Edition of the Realise A Better World Newsletter.

In this newsletter I would like to make the suggestion that influence comes from aware people making their behaviour obvious and acceptable so that others may choose for themselves.

While the world may seem vast and one may feel powerless to make a difference, we explore where the most influential people and organisations get their cues for what they believe and how they behave. Some may believe that their contribution is a drop in the ocean but from a more productive viewpoint every drop counts.

It is normal in our current society to feel overwhelmed by the extent of time and energy required to make small inroads towards a better world. We have become informed well enough to realise what the world could be like but are yet to discover ways to achieve it. People are gradually discovering ways of finding relevant information to how a better world is achievable.

Aware people are finding that the most they can do is to pursue their own integrity, influencing others with their constructive behaviour. I hope this newsletter brings you inspiration.

GOVERNMENT AND LEADERSHIP

The nature of most government is to react and adapt to the world as it evolves, depending on the current needs of the population. Very few governments are able to be proactive for a variety of reasons. One of the main purposes of government is to pass laws and impose restrictions to unfavourable behaviour. In such an atmosphere it becomes easy for those burdened with responsibility to become focused on the type of world we are trying to avoid. By imposing restrictions, governments may be impeding the trend of human progress to gradually introduce greater personal freedom, generation by generation.

Governments at any tier or of any ideological persuasion may scrutinise their own intentions on their level of consideration for evolving towards personal freedom. There are examples of governments and leaders moving towards a better world in a number of proactive ways:

- Brisbane City Council promises "to become Australia's most sustainable city", (www.brisbane.qld.gov.au) through a program named 'CitySmart' which is aimed at long-term benefits of changing current behaviour.
- Mikhail Gorbachev - Since restructuring the former USSR, Gorbachev has become an advocate of governance for a better world and is now President of the International Green Cross which responds to world environmental crisis in a similar way the Red Cross responds. (www.greencrossinternational.net)



Mikhail Gorbachev - (www.greencrossinternational.net)

Each example above has relied on a growing number of aware people in society, slowly discovering their common goals for improving the world and influencing others in constructive ways.

BUSINESSES AND ORGANISATIONS

Businesses and organisations are often a reaction to the discovery of a demand in society. Social demands reflect the desires of the people and how they perceive themselves.

A growing number of businesses and organisations producing goods or services which assist human progress implies that a rising demand for people to feel as though they are contributing to a better world. This suggests that an increasing awareness in a greater number of people is affecting their behaviour and subsequently economic markets.

It is a gradual process to be observed by the present but at such a point when reviewed as a historic moment this transition may occur over only a few generations. This gradual transition may allow improvements to take place with reduced disruption to other interconnected systems that society relies on, striving for the most optimum rate of positive change. The outcome will be businesses and organisations which have a greater ability to move towards a better world.

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An economy which rewards businesses and organisations with reputations of being 'considerate', restricts the growth of those who may currently impede the transition to a better world for all.

Businesses take their cues from what is acceptable from society. All individuals are members of society and are in control of their own choices. Making choices based on one's sense of integrity and psychological comfort will often lead to the most favourable decision for human progress.

CELEBRITIES

Celebrities are popular because they represent the desires of society. They choose their accessories based on a social perception of success.

Stars who drive hybrid (petrol and electric) cars include; Cameron Diaz, Billy Joel, Tom Hanks, Will Ferrell, Julia Roberts, Ted Danson, Woody Harrelson, Alanis Morissette, David Duchovny, Jackson Browne and Danny Devito. Many others, such as Pierce Brosnan, Harrison Ford, Robert Redford and Sting, dedicate time and energy to informing society about the challenges the world faces. *"Whether it's fashion or cultural trends, the entertainment industry has the ability to communicate to a global audience, ideas that set forth actions and create change"* (Serjeant, 2007).

These fashions and cultural trends which actors and musicians are responding to are first made acceptable through individuals in society who see how they can improve the world through their decisions and actions. Individuals have a significant influence on what celebrities believe and how they behave, particularly when supporting a group of people.

Reference:
Serjeant, The Courier Mail (24.04.07) 'Celebrities Going Green'

WEBSITE

The Realise A Better World website will soon undergo renovations and move to a new location with its own domain name. If you have suggestions or ideas about what may be included or if you wish to offer your assistance with this process please email us. Thanks to Paul and Babbs for their input so far.

PRO-ACTIVIST EVENTS

For members interested in participating in some 'Guerrilla Gardening' please make your interest known on the website (www.guerrillagardening.org/ggcontact.html). This is a forum where Guerrilla Gardeners can make

contact with others in their location and discuss plans.

The monthly 'Critical Mass' bike ride through city streets generally falls on the last Friday of the month. This month the date falls on Friday, October 26. More information is available on websites closer to your specific location (for example Brisbane Critical Mass meets at Queens Park on the corner of George and Elizabeth Streets in the city at 5pm). Please ride carefully and constructively for the cause.

Happy pro-activism.

MEETING

Date: Sunday, 21st October, 2007
Time: 12noon
Place: Northey Street City Farm, in the cafe area.

The meeting is to discuss upcoming campaigns and participation in moving towards the world we want in the most constructive ways possible. This meeting is a time and place for your ideas to be heard. Please share them with us.

BOOK RELEASE

'Realise A Better World' is now available in a book format from Northey Street City Farm, Nursery.



Description:
"Each person participates in creating the future. They influence what occurs from day to day and generation to generation. Therefore every person is a designer of a brighter future and a better world.

Humankind, through history, has relied on occasional thrusts of innovation for truly original ideas. However, for various reasons, society has become qualified to develop a vision and a plan for its future. With a design approach, human evolution may progress steadily towards a more effective existence.

This book seeks to discover this potential and its meaning to each member of society. With a focus on what we control, we find the most important person is you." (by Stephen York, author).

The book is priced at \$8 and proceeds go to the organisation.

REALISE A BETTER WORLD

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