



**Danellandia**  
The world of real values  
The world of Peace

## Appeal for action

Appeal to citizens, governments, trade unions, associations, companies...

In general, everybody around the world wants the same: having a decent life in a peaceful environment. Enjoying life with family and friends...

Why still fight each other instead of joining hands to make this world that peaceful environment we can all enjoy life in?

### **Appeal to everyone in every country in the world**

Do you really know what you want?

Do you really know your goals ?

Can you reach them without hurting others?

Can you reach them without damaging Nature ?

Is it fair for someone to get rich while hurting others ?

Is it fair for countries to get rich while damaging other countries?

### **We all want the same**

Every man and woman – with a normal mentality and attitude – want pretty much the same thing, no matter where in the world they live.

They want their basic needs to be met. They want to have a good job to earn a living. A job where they are treated in a fair and honest way.

They want to live an acceptable life. They want to have a roof under which to take shelter. They want to have sufficient food and water. They want to be able to send their children to school. They want to have medical care when they are ill...

They want to be happy together with their family and friends. In an environment without threats, without conflicts and without war. An environment where they feel at home. Where they are respected and where they can respect other people, too.

An environment where people are not judged on the basis of their origin, their material possessions, their riches, their colour... In short, an environment where they do not feel excluded.

## **Global village**

Modern technologies have turned the world into one big village. But what kind of village?

A village where contrasts between rich and poor are growing ever more intense.

A village where some villagers have become blind and deaf because of the extravagant luxury and glamour that surround them, while quite some other villagers die because they do not have a little food or water.

## **Globalization**

Globalization is still presented as the solution to all problems. Is it not turning into a failure?

It might have worked in a world only inhabited by people with a normal mentality and attitude.

Yet, globalization has opened the door to blatant abuses at an unprecedented scale. Workers in low-wage countries are exploited and treated as third class citizens or even worse. Workers in the other countries are not always treated in a fair way either. In times of crisis, even less so.

Those who consider themselves to be first class citizens and who own almost the entire world economy (Oxfam recently revealed that 86 people own more than half the world's riches), quite often do not have the right mentality to understand that exploiting others finally leads to social conflicts. And that they, too, will in the end be affected.

Some countries flood other countries with cheap products (often low quality products), which makes it hard for local companies to compete. This, in turn, leads to higher unemployment levels.

Some economists still see the "competitive advantage" as the solution. Yet, do certain countries not have a (huge) advantage that is based on the exploitation and the abuse of people and of Nature?

## **Joining hands**

Combatting each other at the local or national level does not really make much sense.

Maybe you will obtain a small victory, but what is the use of it? Especially when you remain a toy or marionet in the hands of a few big players who dominate the world scene and who are the real masters of the world's economy and politics. Players that draw up the rules themselves. Rules that are in tune with their mentality and attitude. Rules that are often negative or even detrimental for the second and third class citizens, as they often consider the rest of the population to be. Players that not seldom hide their riches in fiscal paradises.

This system imposed on us by a sick mentality can only be changed when a close cooperation by all those affected, is set up and developed widely.

### **Strong ethical world**

A future that is sustainable and fair for all, can only be achieved when the global village is organized and managed in a different way. It all requires a different mentality. Or, rather, it requires the mentality ruling the world now, to be replaced.

This new mentality needs to abandon the principles imposed by the ruling leaders of today (often members of secretive clubs or groups).

Economics and politics as they are applied today, cannot be sustained. Not even for the ruling leaders themselves (we can only hope they will come to realize this soon).

Their craving for ever more money and riches has made them blind and deaf to the most essential element for all people and the world: humanity or being human. The lack of humanity is the main reason behind a lot of the world's problems: social instability and chaos, conflicts, wars, climate change, degradation of Nature...

### **Humanity**

Humanity or being human implies the respect for basic human values, such as honesty, justice, non-violence, respect for people, respect for Nature, fairness, solidarity...

These values are now often neglected and violated. By people, by companies and by countries. Openly or covertly.

### **Strengthening these values**

Strengthening these values at the local, national and international levels should become a priority for all those who want things to really change for the better.

Why not try and make people, companies and countries that neglect and violate these values, better known to the largest possible audience (consumers) ? Modern technologies offer a lot of possibilities (for instance, an app that scans the barcode and that immediately tells you whether a product is "fair and honest"). If consumers could be informed better and more rapidly about "unfair" products and services, they could refuse to buy them and, consequently, put pressure on those producing and selling them to change.

### **United Nations**

The United Nations need to be reformed urgently. At present, this institution is often not more than a platform for discussions between countries with diverging interests and goals. Interests and goals that differ so much, because basic human values are neglected and violated. These values should become the new creed of the renewed United Nations, so it can finally progress at modern speed.

## **Cooperation builds strength**

It is of little use to fight each other at the local or national level, while certain countries and/or groups and companies continue to infringe these basic human values. Their unfair and inadmissible practices make life more complicated for the majority of people.

This world needs a global cooperation to really change the mentality dominating politics and economics now. It should make the voice against injustice be heard more often and more intense. Especially at the international level. It is the only way to call a halt to the abuses and exploitation of people and of Nature.

For ideas about how to foster human values and about several projects based on them, please visit [www.cleanthisworld.org](http://www.cleanthisworld.org) and [www.globalpeacecharter.org](http://www.globalpeacecharter.org).

Many thanks for your cooperation and may your own voice help to make the voice against injustice become louder and louder, so it can no longer be ignored.

Danellandia Peace Foundation  
[www.danellandia.org](http://www.danellandia.org)