

PATRIOTS

FOR *EUROPE FOUNDATION*

THE INFLUENCE OF ENVIRONMENTAL LOBBIES

And in particular the imposition
of their ideology on public opinion

A study commissioned by the Patriots for Europe Foundation

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EXECUTIVE SUMMARY

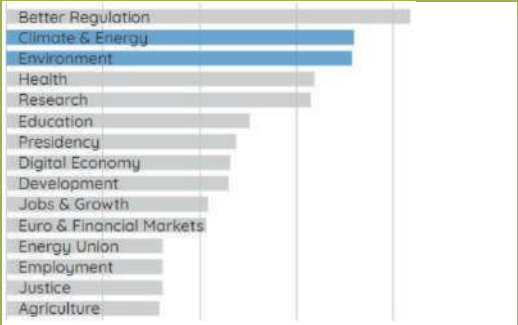
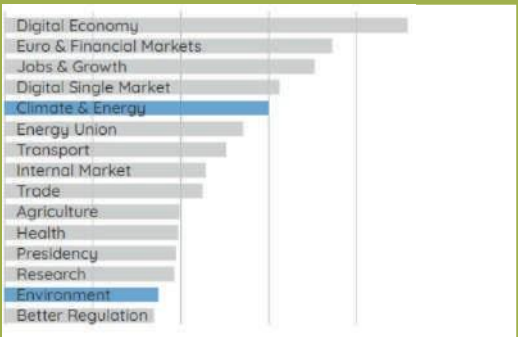
Ecology seems to have become a total social fact, an organising centre around which the life of society is structured, particularly via supranational organisations such as the United Nations and the European Union. Since the second half of the 1960s, ecology has made its way into the political arena to the point of becoming ubiquitous. Ideas have been born, developed and, in some cases, taken root, legitimised and even made commonplace. Others seem at first sight to have been created by a few NGOs trying to impose them, like ecocide. ENGOS (for Environmental NGOs) are the natural spearheads of ecology and its approach to the impact of human activities, environmentalism. From Greenpeace to Sea Shepherd, from WWF to IUCN, several thousand ENGOS are active at various levels, from local communities to international bodies. However, the current state of information technology in general, and social networks in particular, creates a cognitive bias. The trend towards buzz and agitprop, and the media coverage they generate, therefore appear to be the main tools for measuring action and performance. This approach is partial, if not erroneous. Our study shows that ecology as we know it is the result of work behind the scenes rather than on the stage.

For decades, a tidal wave of activity initiated in international circles and by a handful of figures – one of the most prominent of whom is the Canadian Maurice Strong – has helped to bring the concepts of sustainable development, climate change, Sustainable Development Goals, and other more sporadically publicised concepts such as Overshoot Day, to the forefront. Furthermore, if we cannot identify a flagship for ecology, most of the time we find more or less the same players – in addition to Strong – in the development of these ideas: the Club of Rome, the Rockefeller family, the WWF... But if the political, economic and societal aspects have made it possible to bring together opposing parties from the Stockholm Conference to the annual COPs, it is also thanks to the implementation of a philosophical, almost eschatological element: the promotion by these same players of the feeling of belonging to the same planet and the same humanity, and of sharing common concerns and reference points. Far from being confined to the 1970s, this thought – the New Age – took off and brought together the philosophies of many different spiritualities, making a sustained contribution to the spread of ecological ideas right up to the present day. The Earth Charter and its practical corollary, known at the time as Agenda 21 and now Agenda 2030, are among the most significant examples of this. All in all, the information we have gathered shows that the media coverage of ecological concepts

does not depend on the intensity of a media buzz or on the field work carried out by NGOs, but is essentially a creation of leading circles. This natural position of authority then makes it easier for them to trickle down and be relayed through media sounding boards and NGOs that identify with their approach. In other words, Greta Thunberg (on the stage) was made possible by Maurice Strong (behind the scenes).

We have divided our study into two complementary parts. The first takes Maurice Strong’s career as its common thread, in order to understand the birth and spread of ecological ideas from a top-down perspective. The second takes five concepts as a starting point for mapping the ecosystem that gave rise to them and which may explain their influence and media coverage. We have also added some brief comments on social engineering

in order to offer some keys to understanding the psychological and cognitive levers that enable an idea to take root with the assent or even support of its target audiences.



INTRODUCTION: ECOLOGY, A SUBJECT OF GROWING INTEREST IN THE EUROPEAN UNION A priority area for NGOs and think tanks.

Ecology is a predominant theme within the European Union and more particularly within the European Commission. In terms of lobbying, it represents a subject followed by more than half of the 13,311 entities registered in the Commission’s transparency register. Under the Juncker Commission², the “Climate & Energy” and “Environment” portfolios accounted for 1,503 and 875 meetings with lobbyists respectively, ranking 5th and 14th respectively in terms of the number of meetings held across all portfolios (left-hand screenshot below), taking all entities together. However, if we count meetings held on these themes by NGOs and think tanks alone, “Climate & Energy” and “Environment” come 2nd and 3rd respectively, with 360 and 358 meetings respectively (capture on the right). In other words, “Climate & Energy” and

“Environment” were high on the lobbying agenda of NGOs and think tanks between 2014 and 2019:

Under the von der Leyen Commission, the “European Green Deal” came first with 1,082 meetings, and the “Environment & Oceans” portfolio came 7th with 348 meetings, all entities combined (left-hand capture below). This is between the start of the Von der Leyen commission (December 2019) and 23/02/2021. Counting the meetings held by NGOs and think tanks alone, the “European Green Deal” remains in 1st position (365 meetings), and the “Environment & Oceans” portfolio moves up from 7th to 2nd position (182 meetings), underlining the investment of NGOs and think tanks in lobbying in this area (capture on the right):



1 As at 30/12/2021.
2 As with our previous report, we have relied here on Integrity Watch, a dynamic tool developed by Transparency International, which for an apparently “technical” reason has now stopped updating lobbyists’ meetings with European Commission officials. We therefore referred to a version recorded using the Wayback Machine. Integrity Watch stopped updating lobbyist meetings on 23/02/2021.

An ecological policy driven from outside

The European Union’s environmental policy, in addition to the action of environmental lobbies, appears to be a community relay which applies and implements at its level policies and ideas developed upstream. While the lobbies push for the adoption of legislative provisions, the environmental precepts behind them come from elsewhere. The United Nation’s

Quelle est la réponse de l’UE aux ODD?

Les objectifs de développement durable sont depuis longtemps au cœur de la politique européenne, solidement ancrés dans les traités européens (article 3, paragraphe 5, et article 21, paragraphe 2, du traité sur l’Union européenne) et intégrés dans des projets transversaux dès et dans des politiques et initiatives sectorielles. Le programme de développement durable à l’horizon 2030 et ses 17 objectifs de développement durable (ODD) adoptés par les Nations unies (ONU) en septembre 2015 ont donné un nouvel élan aux efforts déployés au niveau mondial pour parvenir à un développement durable. L’UE, en coordination avec ses États membres, s’est engagée à soutenir la mise en œuvre du programme 2030 et à travailler à un avenir durable pour tous. La réponse de l’UE au programme 2030 est exposée dans la communication de la Commission européenne du 22 novembre 2016 intitulée «Prochaines étapes pour un avenir européen durable - action européenne en faveur de la durabilité».

The same is true of other concepts first introduced and legitimised within the United Nations. Sustainable development, set in stone by the 1987 Brundtland Report, **was incorporated ten years later, in 1997**, into the objectives of the European Union. It is enshrined in Article 2 of the Treaty establishing the European Community. Climate change, one of the key issues at the 1992 Rio Summit, was incorporated into the European Union’s Lisbon Treaty in December 2007. It refers to “*the promotion of measures at international level to deal with regional or global environmental problems, in particular the fight against climate change*”.

Other ecological concepts, generally emanating from ecosystems close to the United Nations, can be found in various debates and initiatives of the European Commission. For example, a proposal for a law on ecocide was put forward by the European Citizens’ Initiative³ in August 2012. Although the subject was kept under wraps until 2021, it is now the subject of European debates and is championed in particular by Frans Timmermans, an active supporter of the NGO Stop Ecocide International. Another concept, Earth Overshoot Day, implemented by the Global Footprint Network – with the help of the WWF – has its own dedicated page (“*Indicators of climate change and environmental degradation*”) on the European Commission’s

Sustainable Development Goals (SDGs), the successors to the Millennium Development Goals, are one illustration of this. The section devoted to them by Eurostat sets out the role of the EU – which incorporated these SDGs “into the European treaties” – in putting them into practice:

Knowledge4Policy platform. The platform presents itself as dedicated to policy development based on scientific evidence, from European scientists to the continent’s political decision-makers. The platform defines its content as “*high-quality, relevant and scientifically sound*”⁴. This legitimisation of Overshoot Day goes back nearly ten years, when as part of its European Green Capital initiative, the European Commission devoted an article to it on 19/09/2012.

Presence and influence of historic environmental NGOs.

Several of the organisations we will be looking at in our study, some of which have been in existence for more than half a century and have sometimes made a decisive contribution to the spread of environmentalism, are among the lobbies listed in the European Commission’s transparency register. Here are five examples:

The Club of Rome

The **Club of Rome**, which has had 10 meetings with Commission officials since its registration on 02/10/2019, more than half of which concerned the European Green Deal portfolio, including a webex with seven members of the Commission Presidency. While these meetings may seem few in number compared to other organisations, the Club of Rome is nevertheless present in 7 intergroups / informal groups of the European Parliament:

- Artificial and digital intelligence
- Biodiversity, hunting and the rural environment
- Climate change, biodiversity and sustainable development
- Competitive European industry: sustainable and long-term investment
- Demographic challenges, family-work balance and youth transition
- Green new deal
- Social economy. This think-tank (category IV entity) opened a Brussels office registered on 08/11/2020, which collaborates with Agroecology Europe, an NGO present in the European Parliament’s intergroups and informal groups on the issue of climate change, biodiversity and sustainable development.

The WWF European Office

The **WWF European Office (WWF EPO)**, registered on 23/09/2008 and already analysed in more ways than one in our report on the influence of NGOs in the drafting of European legislation. This branch of the NGO obtained **185 meetings** with Commission officials since 13/11/2014, including on the Sustainable Development Goals, ocean governance, the European Green Deal, the European taxonomy and sustainable finance. At the European Parliament, this Brussels office is part of three intergroups:

- Biodiversity, hunting, the rural environment
- Climate change, biodiversity and sustainable development
- Green New Deal. WWF EPO is also a member of 20 Commission expert groups on a variety of ecological issues. Several national WWF branches are also present as registered lobbies, as are the NGO’s partners and networks.

The World Resources Institute

The **World Resources Institute**, a Washington-based think-tank, has been on the transparency register since 15/01/2015. Its **12 meetings** have focused on climate change, ocean governance and the sustainable blue economy, sustainable finance for the blue economy, the Paris Agreement, and COP27 and deforestation as part of the European Green Deal. WRI is a member of the **E03282 expert group** dedicated to the protection and restoration of the world’s forests.

The Brussels office of the International Union for Conservation of Nature

The **Brussels office of the International Union for Conservation of Nature (IUCN)**, a category III entity (NGOs, platforms and networks), has been registered since 03/04/2012 and has held **36 meetings** with Commission officials since 06/02/2015. The meetings focused on various aspects of the environment: the bioeconomy, the sustainable development agenda, biodiversity, conservation issues, the circular economy, the sustainable development goals, nature protection, the European Green Deal, the development of nature-based solutions, etc. IUCN is also a member of the E03282 expert group, as well as the **E02210** (biodiversity coordination group) and **X03731** (sustainable finance platform) groups. The Dutch branch of IUCN is also registered as a lobby and a member of the informal intergroup/group on climate change, biodiversity and sustainable development in the European Parliament. Finally, around 65 IUCN members and partners are themselves registered as lobbies in the European Commission’s transparency register.

The Belgian branch of the Jane Goodall Institute

The **Belgian branch of the Jane Goodall Institute**, registered on 27/01/2020. In the absence of meetings with the Commission, the Institute says it is targeting European policies and legislative proposals linked to the “Farm to Fork” strategy and its parent portfolio, the European Green Deal.

As in our previous report, we see here that environmental lobbies are actively involved with the Commission and other European structures. Their aim is to influence the environmental agenda and the decisions that will subsequently apply to the member countries of the European Union. In part, this ecosystem represents the tidal wave that has been developing, promoting and applying ecological concepts at the highest international levels for several decades. These concepts have also been legitimised by international public opinion and have become part of our daily lives. The aim of this study is to identify the origins, durability and ecological players behind these concepts.

³ Created by the Lisbon Treaty.
⁴ Another concept developed by the Global Footprint Network, the Ecological Footprint, was also the subject of a European Commission leaflet published in 2018.
⁵ Member of the SCAR Agroecology group, developed in particular with the Commission’s DG AGRI. Agroecology Europe is also involved in Horizon 2020 projects such as AGROMIX and AE4EU. The NGO also receives grants from the LIFE EU programme, amounting to €60,000 for its 2020 financial year.

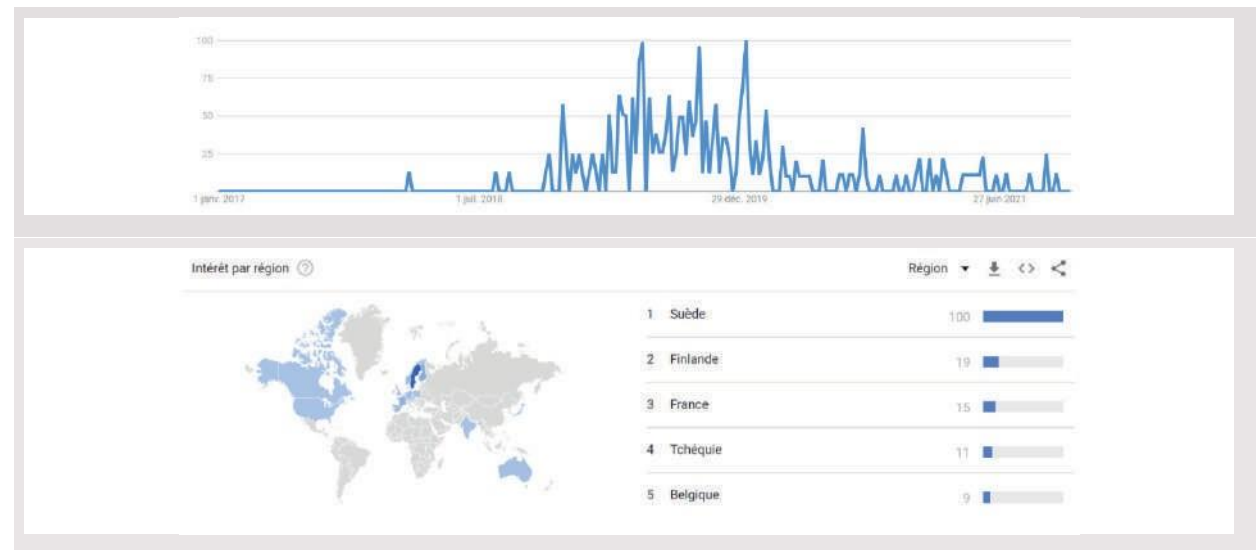
PART ONE

THE STAGE AND BACKSTAGE

The case of Greta Thunberg

The primacy given to images and emotions creates a distorted and incomplete reality. According to this model, the pressure exerted by organisations specialising in agitprop and finger-pointing (criticism of greenwashing, name-and-shame, etc.) could have a significant impact on the environmental agenda. From this angle, a Greta Thunberg and the, allegedly global, movement she would have triggered would be in a position to make their voices heard. In short, a bottom-up approach from the vox populi to the leaders. Seen in this way, Thunberg would be the hub of her spider's web, whose multiple spirals would be represented by the various activists, militants and organisations that she set in motion.

Greta Thunberg provides a good barometer for introducing our study. First of all, we can say that the strength of a concept or an idea lies not only in its relevance, but also in its durability, beyond the media moment or the latest fashion (the hype) that it will give rise to fleetingly. The Swedish concept of flygskam, translated into French as “aviahonte” (the shame of taking a plane) illustrates this. Born at the end of 2018 in the wake of the growing media coverage of Greta Thunberg, interest in flygskam has rapidly waned – as Google Trends points out – and is essentially confined to Sweden:



Secondly, the position rapidly acquired by Greta Thunberg raises the question of access to influence. Information warfare, the “soft” offshoot of classical warfare, shows that, like its armed version, a position is not given but won. Despite her young age, Greta Thunberg spoke at COP24 in 2018 and is a registered contributor to the World Economic Forum website, where she has spoken out on several occasions. In September 2019, it was at the United Nations Climate Action Summit that Greta Thunberg, then aged 16, took the floor, admonishing the world leaders present (“How dare you!”). The dedicated entry on the English edition of Wikipedia lists other speeches since 2018:

- 1 November 2018: TEDxStockholm
- 2 December 2018: COP24
- 3 January 2019: World Economic Forum
- 4 February 2019: European Economic and Social Committee
- 5 March 2019: Brandenburg Gate
- 6 April 2019: European Parliament
- 7 April 2019: British Parliament
- 8 May 2019: Austrian World Summit R20
- 9 July 2019: Normandy's Freedom Prize
- 10 September 20, 2019: Global Climate Strike (New York City)
- 11 September 23, 2019: United Nations Climate Action Summit – How Dare You!
- 12 September 27, 2019: Global Climate Strike (Montreal)
- 13 December 11, 2019: COP25 United Nations Climate Conference (Madrid, Spain)
- 14 Return to school
- 15 September 28, 2021: 2021 United Nations Climate Change pre-Conference
- 16 November 5, 2021: Climate Strike in Glasgow

Behind Greta: seemingly financial networks...

The question then arises of the possible networks behind Greta Thunberg, which would have helped to focus the media spotlight on the young activist. As far as we know, the French website Reporterre was the first to provide answers, through Isabelle Attard, a former ecologist MP for Calvados. In her article **“Le capitalisme vert utilise Greta Thunberg”** (Green capitalism uses Greta Thunberg), Attard reported on material found by Swedish journalist Andreas Henriksson as early as 11/12/2018 and published under the title “PR-spinnnet bakom Greta Thunberg” (“The PR manipulation behind Greta Thunberg”). This information-packed article provides screenshots to back up its assertions. Here we summarise the various points – enriched by our own research – and their reported chronology:

- In 2017, Ingmar Rentzhog, a Swedish entrepreneur nicknamed **“Mark ZuckerGreen”**⁶ launched his company **We Don’t Have Time**⁷. He has also been an executive with Al Gore’s Climate Reality Project since March 2017, and a member of the board of directors of Naventus Corporate Finance. He is also the founder of Laika Consulting, a financial communications agency, and has been on the advisory board of Climate & Capital Media⁸ since January 2021. The rest of his LinkedIn profile highlights his presence in several other organisations. In addition, Rentzhog spoke at COP26.
- On 04/05/2018, Ingmar Rentzhog and Malena Ernman (Greta Thunberg’s mother) spoke at the same climate conference. Greta’s sister Beata also spoke at the conference.
- In the same month of May, Ingmar Rentzhog was appointed chairman of the think tank Global Utmaning (i.e., Global Challenge), a position he held until September 2020. He is now a member of the Nomination Committee. Global Utmaning was founded and funded by billionaire **Kristina Persson**, former Minister for **Future Strategy and Nordic Cooperation** in the Social Democrat Löfven government. Persson is also a member of the strategic council of the European Foundation Centre (EFC), part of the George Soros networks. Founded in 2005, **Global Utmaning** presents itself as dedicated to a sustainable future, with the Millennium Development Goals and now Agenda 2030 as its guiding

principles. Global Utmaning is funded by the Bill & Melinda Gates Foundation and the European Union’s Horizon 2020 programme, among others, and its partners include the World Economic Forum⁹ – which will later host Greta Thunberg – the WWF, the European branch of Al Gore’s Climate Reality Project¹⁰ and several branches of the UN: UN Global Compact, UN-Habitat and ECOSOC. As such, it has consultative status with the United Nations, and the organisation has made it the coordinator of the Sweden Local2030 Hub¹¹ (in partnership with the Swedish branch of the WWF, among others), “one of eight United Nations global hubs working locally to achieve global goals”. For its Climate Agenda project, Global Utmaning is partnering with We Don’t Have Time, among others.

- On 20/05/2018, Greta Thunberg published articles as part of the SvD talent contest dedicated to the youth climate debate.
- On 20/08/2018, Greta Thunberg went on hunger strike in front of the Riksdag (the Swedish Parliament). On the same day, the company We Don’t Have Time, through its founder Ingmar Rentzhog, posted a photo on Facebook and Instagram of Greta doing this strike. Rentzhog suggested that he had accidentally walked past Greta Thunberg. Also on the same day, Aftonbladet published a full-page article and video interview with Greta Thunberg.
- On 23/08/2018, Greta Thunberg, her sister and her parents published the book *Our House Is on Fire: Scenes of a Family and a Planet in Crisis*. On the same day, Dagens Nyheter published an interview with Greta and her parents about the book, featuring photos of Greta and her school strike.
- On 24/08/2018, Ingmar Rentzhog in turn went on strike, posting the photos on his company’s Facebook and Instagram accounts.
- On 1/09/2018, Malena Ernman, Ingmar Rentzhog and Kristina Persson wrote a joint blog post for Dagens Nyheter.

Subsequently, as journalist Andreas Henriksson points out in his article, Ingmar Rentzhog acknowledged that his PR expertise supported the promotion of Greta Thunberg – the school strike and the campaign being part of his kit. However, Henriksson seems to miss an essential point. He puts forward the hypothesis of a return on investment

... but in reality the NGO ONE

There is another organisation behind Greta Thunberg. Deutschland Kurier has noted that she is regularly accompanied and supported by the German Luisa-Marie Neubauer. Neubauer has been a youth ambassador for the NGO ONE (also known as the ONE Campaign) since 2016. Co-founded by Bono (lead singer of U2), an admirer of George Soros whom he describes as a “giant”, ONE’s primary aims are to combat extreme poverty in Africa and to lobby for support for international development. It has a strong following on social networks, with 1.5 million followers on Twitter and over 1.6 million on Facebook.

A quick quantitative and qualitative review of its actions highlights the scale of its activity. As of 1/12/2021, ONE reports having carried out nearly 24 million mobilisation actions. It can claim several victories:

- The campaigns in support of GAVI (the Vaccine Alliance already mapped out in our previous report, which focused on NGOs).
- The **Agit8 campaign** with international artists ahead of the G8 summit “to urge world leaders to take decisive action to end extreme poverty by 2030”, the first of the 17 Sustainable Development Goals in the UN’s Agenda 2030.

for Hentzhog and his company, since, as we will show in this study, the campaign is not just about self-promotion, notably as the multiple memberships displayed on his LinkedIn profile already demonstrate.

- A campaign that began in 2013 and culminated in February 2016 in Barack Obama’s enactment of the Electrify Africa Act, in favour of public and private sector investment in access to electricity in Africa, the seventh SDG – by definition, others follow on from it – which promotes “clean” energy at an affordable cost – because here again, ONE has set a deadline of 2030. While the Act supports “responsible development” based on oil and natural gas, ONE is promoting “the continent’s enormous potential for sustainable energy production, by strengthening US private sector investment”. The Electrify Africa Act was preceded by the Power Africa plan, supported in particular by OPIC (the US Overseas Private Investment Corporation). At the time, USAID published the Power Africa roadmap, “a guide to reaching 30,000 megawatts and 60 million connections”.

23,914,089 mobilisation actions carried out

⁶ In reference to Mark Zuckerberg, Facebook’s CEO and founder.
⁷ His LinkedIn profile shows November 2016.
⁸ Climate & Capital Media has partners with sometimes explicit names (see bottom of home page): including We Don’t Have Time, World Climate Foundation, Climate Bonds Initiative (promoting climate bonds on the financial markets), GreenBiz Group, Green Money, etc.
⁹ Global Utmaning says it has “over 90 senior consultants and 20 ‘Future Thinkers’, a network of young consultants affiliated to the World Economic Forum’s Global Shapers community”.
¹⁰ The current (30/11/2021) CEO of Global Utmaning, Tove Ahlstrom, is also affiliated with the Climate Reality Project.
¹¹ Hub as in central platform.

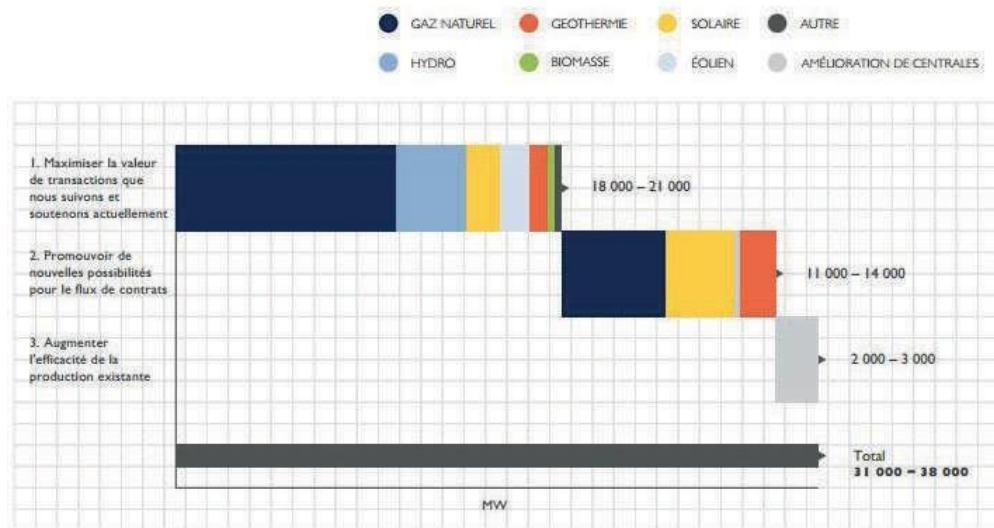
¹² Global Utmaning’s Board of Directors is chaired by Catarina Rolfsdotter-Jansson, a former journalist, moderator for the European Commission, moderator and content manager for A Sustainable Tomorrow and host of We Don’t Have Time Climate Action One-on-one, co-founder of the international climate NGO Our Kid’s Climate and honorary adviser to the NGO Committee on Sustainable Development in New York, an organisation that works closely with the United Nations and whose aim is to monitor and influence the implementation of all the commitments and agreements adopted by the UN, from the Stockholm Conference to the post-2015 commitments, including Rio 1992 and Rio+20, the Sustainable Development Goals, and so on. Rolfsdotter-Jansson has received the Region Skåne Honorary Environmental Award “for her 25 years of commitment to environmental issues”, has been named 22nd out of the 101 most influential people in Sweden in 2021 on the subject of sustainability, and has been nominated moderator of the year 2019 in Sweden. Among the services she offers on her website, she says she gives talks based on the United Nations Sustainable Development Goals. Finally, she was a consultant for the Earth Hour City Challenge organised by the WWF.
¹³ In particular, her presence in organisations with influential partnerships and funding: United Nations, the Gates Foundation, the World Economic Forum and the WWF.

ANNEXE 4

FEUILLE DE ROUTE DE PRODUCTION

MW

Power Africa vise à accroître de 30 000 MW la capacité de production sur l'ensemble du continent.



Source: Analyse de l'équipe fondée sur des données de l'AIE, la Banque mondiale et l'outil de suivi de Power Africa

• The “**Cap ou pas cap**” (“Do you dare?”) campaign as part of the 2017 French presidential election, where ONE’s youth ambassadors went to get several candidates to sign pledges in favour of acting against extreme poverty in Africa – leading up to Bono’s reception at the Élysée once Emmanuel Macron was elected. In a “Greta Thunberg” style, ONE produced a video involving **an eight-year-old child**.

• And so on.

To understand ONE’s interest in supporting Greta Thunberg, we need to look at its backers and the composition of the NGO’s board. Apart from support from companies such as Google and Coca-Cola, and from the Bank of America, we will mention here only the names of foundations that we will be reviewing because of the role they play in the environmental movement or their general influence: Rockefeller Foundation (central), George Soros’ Open Society Foundations and Open Society Policy Center, Bill and Melinda Gates Foundation.

On the office side, the names highlight the powerful engine behind ONE:

• **Tom Freston**, chairman of the board, head of Firefly3, “a financial investment and consulting firm focused on the media and entertainment industries”,

former CEO and Managing director of Viacom Inc, and for seventeen years CEO of MTV Networks. His biography states that in 2005, TIME Magazine named him in the Hall of Fame of the “100 most influential people in the world”, and that he has received “numerous honours and awards from the media industry”.

• **Sheryl Sandberg**, CEO of Facebook, former vice president of global online sales and operations at Google, former chief of staff at the US Treasury Department under Bill Clinton, and former economist at the World Bank. She is also a member of Facebook’s Board of Directors, the Walt Disney Company, Women for Women International, the Center for Global Development and V-Day (a movement to end violence against women and girls).

• **Morton Halperin**, senior advisor to the Open Society Foundations, former senior fellow at the Center for American Progress and the Council on Foreign Relations, former senior associate at the Carnegie Foundation, former member of the American Civil Liberties Union (ACLU). He has also worked for the Clinton, Nixon and Johnson administrations, and has been awarded the Civilian Service Medal of Merit by the US secretary of defense, among other awards.

• **Helene D. Gayle**, mainly presented as the CEO of the community organisation The Chicago Trust. But she was also CEO of the McKinsey Social Initiative, programme director (HIV/AIDS) for the Gates Foundation, and currently sits on the boards of Coca-Cola, the Rockefeller Foundation and the Brookings Institution, among others. Forbes named her one of the 100 most powerful women.

• **Joe Cerrell**, executive director of Global Policy and Advocacy at the Bill & Melinda Gates Foundation. In the past, he has worked for the White House, where he was deputy press secretary to Al Gore, then vice-president of the United States.

• **Jamie Drummond**, co-founder of ONE, **member of the World Economic Forum’s Young Global Leaders** and leader “for nearly twenty years” of DATA.org. According to its presentation, this organisation aims to use data science “to address society’s greatest challenges and improve lives around the world. [It] serves as a platform for partnerships designed to inspire thinkers, doers, funders, researchers, capacity builders, and dreamers to work together to build the field of data science for social impact”. DATA.org was launched “by, and in close partnership” with the Mastercard Center for Inclusive Growth and the Rockefeller Foundation.

The other profiles are at the same level, with personalities close to the White House¹⁷ and founders and/or managers of companies and foundations.

The limits of the stage: the example of Captain Paul Watson

For almost half a century, this tireless activist has been working to “preserve the environment”. For Watson, modern ecology is based on direct action, and was initiated by him and others in 1969 with the Don’t Make A Wave Committee initiative – something that the rest of our study belies. In the early days, he was involved with the Sierra Club¹⁸ (in 1971), before co-founding Greenpeace and then being expelled from it in 1977 and founding the Sea Shepherd Conservation Society the same year. His book Earthforce: An Earth Warrior’s Guide to Strategy, is rich in lessons in more ways than one and provides an illustration of the place that such an organisation can occupy on the ecological chessboard. In essence, an NGO like Sea Shepherd neither initiates nor generates concepts.

¹⁷ It also includes David Cameron, former British Prime Minister.

¹⁸ Founded by John Muir (1838 - 1914) in 1892, the Sierra Club is one of the oldest environmental organisations and the oldest in the United States. David Brower, the first executive director of the Sierra Club (from 1952 to 1969), went on to create the NGO Friends of the Earth in 1969, with financial support of 200,000 dollars from Robert O. Anderson, founder and chairman of the Atlantic Richfield Oil Company (ARCO). In 1982, he founded the Earth Island Institute to promote the conservation, preservation and restoration of the global environment. David Brower defended a eugenicist approach to ecology: “Motherhood [should be] a punishable crime against society, unless the parents have government permission... All potential parents [should] be forced to use chemical contraceptives, with the government giving antidotes to citizens chosen for motherhood”. In the same vein, he declared that “other people’s children” generate pollution and are therefore an environmental concern.

¹⁹ See the second part of our study.

²⁰ Earthforce: An Earth Warrior’s Guide to Strategy, 2015, pp.25-26.

All in all

• If it is not sustained over time, a concept will not take root.

• Anchoring is different from *hype*, which is fleeting.

• Contextualised, Greta Thunberg is not a creation ex nihilo, but seems to be part of an agenda and interests that precede and go beyond her.

• These interests form an ecosystem that is articulated around interests and manifested in political, economic and societal elements.

• In short, Greta Thunberg and the global movement she generated are based on pre-existing foundations.

• Following this logic, these foundations rest on foundations that are themselves older, that potentially go beyond them and/or that are the driving forces behind them.

• Methodologically, grasping the essence of ecology and environmentalism and their various manifestations means going back to these foundations in order, by tracing their genealogy and development, to grasp their substance and, if possible, an understanding of their system (i.e., the interaction between all their constituent elements).

In Earthforce, Paul Watson takes up several concepts without questioning them – but by radicalising them. He claims that we are currently experiencing the “sixth extinction”, a concept popularised by journalist Elizabeth Kolbert’s book of the same name¹⁹. The first edition of Earthforce was written in 1993, the year after Agenda 21 was presented at the 1992 Rio Summit. Dissatisfied with its delay in practical implementation, Watson pointed out, in his new edition dated 2015, that “none of the commitments made by the nations present at the Rio Summit in 1992 have materialised and, despite this, these same nations met in this same city in 2012 and claimed to be solving the threats that each year weigh more heavily on the environment. Again, nothing was done. [...] Things are really changing thanks to the passion, imagination and courage of individuals, local associations and small NGOs²⁰.”

In the same book, Watson also argues in favour of population reduction. He criticises anthropocentrism, which gives more importance to the quantity of life than to the quality of life. This radical approach is reflected in the Georgia Guidestones. They were built by the Elberton Granite Finishing Company. Wikipedia states that the commission came from an anonymous person who introduced himself “*under the name R. C. Christian (an allegorical pseudonym for Christian Rosenkreutz or Christian Rose Cross)*”. This esoteric reference, far from being isolated, is one of the pieces of the same philosophical system that we found very regularly as we progressed in our research. The same applies, to a lesser extent, to the first of the “Ten Commandments” inscribed on these stones:
“*Keep humanity below 500 million individuals in perpetual equilibrium with nature*”²¹.

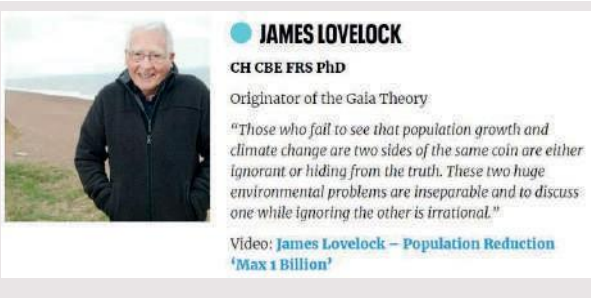
Several influential figures, even central to the implementation of the environmentalist agenda and the philosophy that regularly seems to underpin it, have made statements that are more or less comparable:

• **Ted Turner:** “[...] *reduce the population by voluntarily having one child per family for a hundred years. Bring the population back to where Paul Ehrlich said it should be, which is about two to two and a half billion people.*” Another quote, whose primary source we have been unable to locate, is attributed to him in a 1996 issue of Audubon Magazine: “*A limited population of 250 to 300 million, that is, a 95% decline, would be ideal.*” However, on its own website, Audubon does not provide all of its publications. On the page dedicated to the issues of its magazine, we go from 1995 to 2003.

• **Maurice Strong**, in his autobiography *Where on Earth Are we Going?*: “*At the end of the 20th century, the exponential growth of the human population was seen as humanity’s greatest problem, the “Ur-problem” at the root of all others. Yet now population growth has stopped; population levels are falling precipitously almost everywhere, and some areas of our planet have been almost entirely depopulated. More people are dying, and dying younger – birth rates have fallen drastically while infant mortality is rising. By the end of the decade, the best estimates put the total world population at 4.5 billion, slightly less than at the beginning of the century. And experts have predicted that the reduction in the human population could well continue to the point where those who survive could not number more than the 1.61 billion people who populated the Earth at the beginning of the twentieth century. A consequence, yes, of death and destruction – but ultimately a glimmer of hope for the future of our species and its potential for regeneration.*”²² These words appear in his first chapter, which is intended as an exercise in foresight set on 1 January 2031.



• **James Lovelock**²³, scientist and author of the Gaia Hypothesis, and co-director of the NGO Population Matters: “*I think that, living the way we do, there aren’t more than a billion of us, probably less, and that’s very important.*” He was responding to journalist Stephen Sackur who asked him: “*So what do you think is a viable number for the planet Gaia to support?*” For the record, James Lovelock is currently (22/12/2021) 102 years old.



• **Prince Philip of Mountbatten**, co-founder of the WWF, quoted by The Guardian: “*In the event that I am reincarnated, I would like to come back in the form of a deadly virus, to help solve the issue of overpopulation.*”

• **Jane Goodall**, world-renowned primatologist and founder of the Jane Goodall Institute, at the “*Ensuring a Sustainable Future for the Amazon*” conference at the World Economic Forum (2020): “*We can’t overlook human population growth, because you know it underpins a range of other issues. What we’ve been talking about wouldn’t be a problem if the size of the world’s population was what it was five hundred years ago*”²⁴.

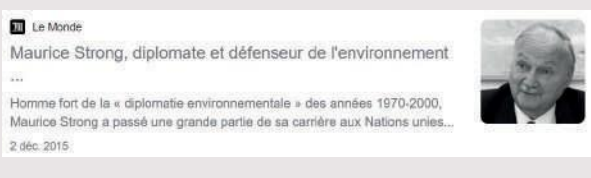
Maurice Strong and his ecosystem

While Captain Paul Watson is well known to the general public, the Canadian Maurice Strong is much less so. Few articles are devoted to him in French, his Wikipedia entry is meagre and only his book *Where on Earth Are We Going* (1997) has been translated into French. Strong’s influence, however, differs from that of Paul Watson not in degree, but in kind. Watson had the stage, Strong the backstage, at least until 2005²⁵. When he died in November 2015, a number of influential figures paid tribute to him. We shall mention two of them:

• **Klaus Schwab**, founder and president of the World Economic Forum, and former member of the Bilderberg Group steering committee: “*In everything he did, he deeply understood the mission of the World Economic Forum, which is to improve the state of the world. He was a great visionary, whose thinking was always ahead of our time. He was my mentor since the creation of the Forum: a great friend; an indispensable advisor; and, for many years, a member of the board of our Foundation. Without him, the Forum would not have achieved the role it plays today.*” (“Maurice Strong: an appreciation”)

• **Achim Steiner**, UN Under-Secretary-General and executive director of the United Nations Environment Programme (UNEP): “*The sustainability roadmap that began in Stockholm and continued in Rio, Johannesburg and Rio+20 must now become a reality in Paris. This would indeed be the most fitting tribute to the legacy of Maurice Strong: leader, mentor and friend.*” (“*The world mourns one of its great men: Maurice Strong dies, his legacy lives on*”)

In 2018, a book published by the European Center for Peace and Development (ECPD, based in Belgrade, Serbia), founded by the University for Peace (sponsored by the United Nations, see below), published a 200-page tribute to Maurice Strong: **Remembering Maurice F. Strong. Tributes and Reminiscences. Legacy for the future and future generations**. It brought together the testimonies of more than forty influential figures from around the world, and opened with the Earth Charter – which we will discuss in more detail later²⁶. The book’s editors are **Roberto Savio**²⁷, **Federico Mayor Zaragoza**²⁸ and **Negoslav Ostojić**²⁹.



Since the early 1970s, Maurice Strong has been one of the key figures in ecology at world level, presenting himself as a “*bridge*” between environmentalism and industry³⁰. Several of the articles devoted to him highlight him as the inventor of environmental diplomacy, the instigator of sustainable development, and so on. The adjectives attached to him underline the inescapable nature of this man. According to our research, Maurice Strong was a central and omnipresent figure in environmentalism at the various levels we have been able to analyse: political, economic, societal and “philosophical” (the esotericism of the New Age movement). Maurice Strong’s official career and more unofficial activities will serve as a guideline for the first part of our study, as they accompany the emergence of ideas and concepts that have become part of the environmentalist agenda over the decades. In order to take the measure of this man and, more generally, of the environmentalist ecosystem, developed by and for the upper echelons and then disseminated by a top-down approach, we shall be exhaustive overall. This approach also allows us to identify other players and the nature of the interests they defend. Certain names are recurrent, and sometimes central.

In 1947, Maurice Strong met Eleanor Roosevelt, First Lady of the United States from 1933 to 1945, at the United Nations General Assembly. This opportunity, when Maurice Strong was only eighteen, arose from his earlier meeting with Bill Richardson. In his essay on the Société Fabienne, Guy Boulianne points out that Richardson’s wife, Mary McColl, was “*from the McColl-Frontenac family, one of Canada’s largest oil companies*”³¹, which was enough to open doors. In 1947, Maurice Strong also met Noel Monod, Treasurer of the UN, through whom he temporarily became Junior Security Officer at UN headquarters and with whom he forged strong ties. Strong also had his first contact with the Rockefeller family at a young age, with whom he maintained very close links throughout his career (via David, Steven and Laurance, and to some extent Godfrey through the WWF):

“*I stayed briefly at his [Noel Monod’s] flat, where I was introduced to young David Rockefeller*”³², grandson of John D. Rockefeller. *David had been appointed by Chase Bank to manage the United Nations account. This brought him into contact with Monod, and I later discovered that he had been largely responsible for Monod’s appointment as Treasurer of the United Nations. I enjoyed a long and cordial relationship with David in the years that followed*”³³.

21 The other “commandments” are, according to Wikipedia: (2) Guide reproduction intelligently by improving fitness and diversity. (3) Unite humanity with a new world language. (4) Deal with passion, faith, tradition and all other things in moderation. (5) Protect them.
22 Kindle format, locations 395-398.
23 The screenshot below reports several titles received by Lovelock. In addition to his PhD, his honours include 1) CH (Order of the Companions of Honor), a Commonwealth Kingdoms award given to a limited number of people 2) CBE (The Most Excellent Order of the British Empire) and 3) FRS (Fellowship of the Royal Society), awarded by the Judges of the Royal Society of London for notable contributions in various fields.
24 The world’s population five hundred years ago, in 1500, was between 425 and 540 million people, a figure close to the “commandments” inscribed on the Georgia Guidestones.

25 In 2005, in the wake of the Oil for Food scandal (of which he was cleared), Strong left the United Nations and moved to China.
26 We refer you to the book for the full list of contributors. However, we would like to mention some of them that we will need to revisit in the course of our study: Gro Harlem Brundtland, Klaus Schwab, Steven C. Rockefeller, William Irwin Thompson, Geoffrey Lippman and James D. Wolfensohn.
27 Founder in 1964 of the Inter Press Service, a press agency that brings together journalists and experts specialising in global communication for development; it has consultative status with the United Nations ECOSOC. Savio was also secretary general of the Society for International Development, which has Category I status (the highest) at the United Nations ECOSOC, official development assistance status at the OECD, and consultative status at other UN specialised agencies: International Labour Organisation, International Fund for Agricultural Development (IFAD), United Nations Conference on Trade and Development (UNCTAD), United Nations Environment Programme (UNEP), United Nations Educational, Scientific and Cultural Organisation (UNESCO), United Nations Population Fund (UNFPA) and United Nations Children’s Fund (UNICEF). Currently, the executive committee of its main branch (Washington) is chaired by Wade Warren, strategic director for international development at Deloitte Consulting. Roberto Savio is a founding board member and former director of the New Age Alliance for the New Humanity, a grassroots NGO.
28 Honorary member of the Club of Rome and the Club of Budapest, former director-general of UNESCO, former chairman of the European Research Council Expert Group, former chairman of the UN High-Level Group for the Alliance of Civilizations, and of the Inter Press Service founded by Roberto Savio.
29 Director of the European Center for Peace and Development.
30 *Where on Earth...*, op. cit. emp. 2434.

Strong later returned to Canada, where he became a trainee analyst and then a specialist in mining and petroleum resources. Strong then worked in Africa for Caltex, a subsidiary of the Chevron oil group (one of the oil companies that succeeded John Rockefeller’s Standard Oil Corporation in 1911 – for illegal monopoly – under anti-trust laws). His task was to develop new gas station sites. In addition to his close relationship with David and Laurance Rockefeller, he held several positions (including vice-chairman and financial director) at Dome Petroleum – a subsidiary of Dome Mines³⁴ – – from 1954. At the same time, Strong worked in Canada for the World Service programme of the YMCA (Young Men’s Christian Association), where he became National president and chairman of Extension and Intermovement Aid of the World Alliance. He was also active in the World Council of Churches. During these years he took over Ajax Petroleum, a bankrupt natural gas company, and turned it into the industry leader Norcen Resources. This activity led to his employment by Power Corporation of Canada, a company focused on financial services, as vice-chairman and soon chairman. Strong reports that this gave him “*easy access to the Canadian political and economic establishment*”³⁵. Wikipedia tells us that, in the 1960s, Maurice Strong hired Paul Martin Jr, who later became Prime Minister of Canada. The biography on Strong’s website stresses that this position gave him the ear of the government, lending credence to his approach, so he could ensure that “*Canada’s role in the world would be heard*”.

As well as sitting on the boards of a number of companies, Strong also became, at the request of Canadian Prime Minister Lester Pearson, Minister for External Aid. Under Strong, this post evolved into the Canadian International Development Agency (CIDA). This position enabled Strong to return to the United Nations as a Canadian representative, which facilitated his links with the Agency’s development programme. His biography shows that he became increasingly interested in environmental issues: “*His fascination with nature evolved into an interest in conservation. He saw the emerging environmental movement as closely linked to the issue of development. It became increasingly clear to him that his involvement in the resource industry showed how its development was inflicting significant damage on the environment. This ultimately led him to realise that it was only through better and more responsible management of development that we could protect the environment.*”

Finally, Strong played a key role in setting up a network of international agricultural research institutes. In his autobiography, he recalls the pioneering role played by the Rockefeller Foundation and the Ford Foundation in this field, with the development of new varieties of rice and wheat “*for the ‘green revolution’, which considerably increased the capacity of developing countries like India to feed their growing populations*”. Maurice Strong succeeded in convincing Canadian officials to support the Rockefeller and Ford foundations, and Canada became one of the main supporters of this new organisation, the Consultative Group for International Agricultural Research (CGIAR, founded in 1971)³⁶.

Honours that form a network

The website dedicated to Maurice Strong and his work lists 53 honorary doctorates he was awarded, as well as honorary visiting professorships at seven universities. Among his honours and awards, we note the following³⁷ (whose quality we specify):

- Chairman of the Board of the World Economic Forum³⁸.
- **1971 - 1977**: Trustee of the Rockefeller Foundation.
- **1972 - 1978**: Member of the Board of Rockefeller University.
- **1974**³⁹: Tyler Environmental Prize, where it is noted that Strong was the founding director of the United Nations Environment Programme (UNEP), which he headed from 1973 to 1975. The dedicated page states that Strong provided “gifted diplomatic leadership in the political-environmental field”.
- **1975**: Freedom Festival Award.
- **1975**⁴⁰: Mellon Award, full name the Richard Beatty Mellon⁴¹ Environmental Stewardship Award. This award recognises individuals or organisations that have worked to control air pollution and manage waste for the benefit of the environment.

• **1975**: National Audubon Society Award. This organisation presents itself as defending birds and the habitats they need in the Americas, through various means: science (what is known as science-based lobbying), advocacy, education and on-the-ground conservation. At the time, Audubon was also closely linked to the “philanthropy” of the Rockefeller family. In its chronology of activities, the Rockefeller Brothers Fund (pictured opposite) explains the nature of this relationship: “*Encouraged by the RBF, the National Audubon Society became a leader in environmental education from 1957 to 1977. During those twenty years, the RBF donated nearly two million dollars to the Society. In 1969, the Fund began directing its support to the Nature Center Department of the National Audubon Society for educational assistance. This included publications, training centres, work sessions for the general public, and environmental studies programs for elementary and middle schools. These programmes reached millions of young people. In the early 1970s, the Audubon Society, along with the RBF and the general public, increasingly recognized the complexity of cause and effect in the natural and man-made world. As a result, Audubon began to shift its approach from simple [environmental] conservationism and observation to an interdependent ecological systems approach. The last RBF grant, in 1977, enabled the Society to evolve and reform its educational programmes to respond to and communicate these new understandings of environmental issues.*” Recipients of the Audubon Medal include other famous names: the Rockefeller family, Ted Turner, Walt Disney, Jimmy Carter, and the founder of sociobiology and the concept of biodiversity, Edward O. Wilson.

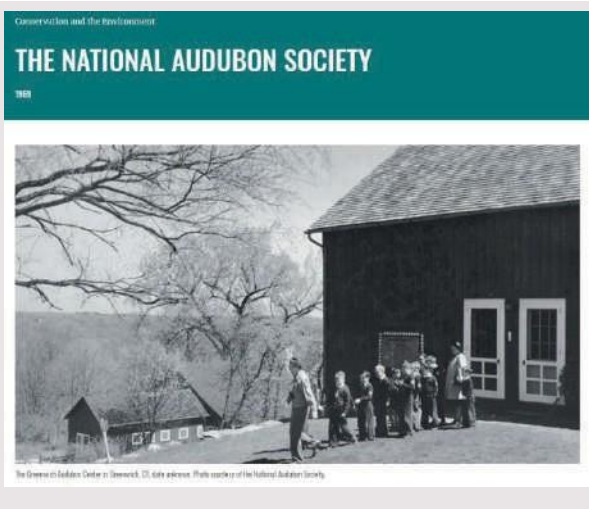
• **1976**: Member of the Order of Canada⁴², the country’s highest civilian honour.

• **1976**: First United Nations International Environmental Prize, now the Sasakawa Prize, which rewards individuals or organisations for their significant contribution to protecting the environment and promoting sustainable development.

• **1977**: Henri Pittier⁴³ Order of Venezuela in favour of conservation, awarded by the government.

• **1979**: Commander of the Order of the Golden Ark (a Dutch order of merit). This distinction rewards individuals who have made a significant contribution to nature conservation. The order was created by Prince Bernhard of Holland, who co-founded the Bilderberg Group in 1954 with David Rockefeller, among others. Prince Bernhard also co-founded the World Wildlife Fund (known by its acronym WWF, for World Wildlife Fund and later World-Wide Fund for Nature), one of the world’s leading ENGOS, along with other leading figures including 1) biologist Julian Huxley, theorist of eugenics and also the first director-general of UNESCO

2) Prince Philip of Mountbatten, Duke of Edinburgh and advocate of world depopulation (ordained in the Golden Ark in 1971), **Godfrey A. Rockefeller**, of the famous Rockefeller family. The latter was executive director of the WWF (1972-1978),



31 Bouliaume (Guy), *La Société fabienne (The Fabian Society)*, p.159.

32 David Rockefeller (1915 - 2017) was about 32 years old at the time.

33 *Where on Earth...*, op. cit. emp. 1216-1223.

34 Strong specifies that the Canadian company Dome Mines was “controlled from New York”, and that one of its investors was “Empire Trust, managed by Henrie Brunie, a friend of John McCloy, legal adviser to the Rockefellers, who had helped create the CIA”, *ibid.*, emp. 1304-1311. Maurice Strong later stated that he had founded M. F. Strong Management, and thus became “the contact in Calgary to identify and help negotiate investment opportunities for a number of national and international financial institutions interested in Alberta oil. One was Henri Brunie’s Empire Trust, a company that had invested in Dome. The senior vice-chairman who wanted to invest in Canada was Robert Heim, a thoughtful and wise man who became a lifelong mentor and friend. Robert introduced me to someone he described as an exceptionally promising young Australian, Jim Wolfensohn [future president of the World Bank, whom we will see again in our study]. Bob Heim asked me to take over a small company in turmoil, Ajax Petroleums [...]”, *ibid.*, emp. 1479-1485.

35 He adds: “Power controlled many companies, and through its creative use of contributions and appointments and its [Strong’s emphasis] easy access to political leaders, the company had a notable degree of influence with them.” He continues: “Politicians knew me and vice versa. I recruited many young men who went on to brilliant careers, including Jim Wolfensohn, who headed up our new Australian subsidiary. He went on to do very well on Wall Street and set up his own company, which was later run by Paul Volcker after Wolfensohn became head of the World Bank.”, *ibid.*, emp. 1613-1619. On the banking side, Maurice Strong reports having been particularly active in the negotiations that led to the establishment of the Asian Development Bank, emp. 1854.

36 *Ibid.*, emp. 1774-1780.

37 The full text is available at the end of Maurice Strong’s essay, *Where on Earth are we Going?*, on which we base a few additions to the site dedicated to him. We are also adding information from our own research.

38 In a book of testimonies dedicated to Strong mentioned above, Klaus Schwab reports that he has known Maurice Strong since at least the early 1970s: “In 1972, Maurice Strong supervised the Conference on the Human Environment, just one year after I created the World Economic Forum. I remember the long conversations with Maurice in those early days of the World Economic Forum – then the European Management Forum – and how struck I was by the similarity in our visions.” (p. 196) The Great Reset promoter’s ecological involvement dates back to this period, as he writes in the same text: “[Maurice Strong] ensured that we were able to support the 1972 Conference on the Human Environment and other important global environmental initiatives in which Maurice was subsequently involved, such as the creation of the United Nations Environment Programme, the World Commission on Environment and Sustainable Development in 1983-87, the Rio Earth Summit in 1992 and his latest appearance at the Rio+20 Summit in 2012.”

39 Alongside Arie Jan Haagen-Smit and George Evelyn Hutchinson.

40 The Maurice Strong website states 1976.

41 Richard Beatty Mellon was a banker, industrialist and philanthropist (1858-1933).

42 The Order of Canada was created in 1967 by Elizabeth II on the advice of Lester B. Pearson. Pearson, who later became close to Maurice Strong, see below.

- 1981:** Charles A. Lindbergh Award, which recognises the balance between technological advances and environmental conservation. Other names we should mention have also received this award: Robert O. Anderson (the first, in 1978), Aurelio Peccei (then president of the Club of Rome, in 1979), Sylvia Earle (1996, of the Sylvia Earle Alliance / Mission Blue, dedicated to ocean conservation), the brothers Amory and Hunter Lovins (1999, see our section on degrowth in Part Two), Thomas E. Lovejoy (2002, a man of many hats and former director of the American branch of the WWF), David Suzuki (2004), Ted Turner (2008), Lester Brown (2009).
- 1982:** Gold Environmental Leadership Decade Award (UNEP).
- 1983:** René Dubos “Only One Earth” Award⁴⁴.
- 1987:** Member of UNEP’s Global 500 Award, replaced in 2003 by the Champions of the Earth Award, which rewards individuals and organisations for their achievements in the environmental field.
- 1989:** Pearson Peace Medal, named in honour of Lester B. Pearson, former Prime Minister of Canada. The award recognises an individual’s contribution to peace and prosperity.
- 1993:** National Wildlife Foundation Ding Darling Medal, awarded to “incredible individuals” who have made a significant contribution to advancing the environmental movement. The site states that Strong was named “Conservationist of the Year” in 1992⁴⁵ and in 1972 for the international award.
- 1993:** UN Writers’ Award of Excellence. The aim of the United Nations Society of Authors is to promote the written word as a tool for pursuing the universal objectives of the United Nations.
- 1993:** New World Journal Award.
- 1993:** Earth Day International Award.
- 1993:** Cervia Ambiente Award (an Italian foundation focused on defending the environment, which has now merged with the Marine Research Centre Foundation).
- 1993:** International St. Francis Prize for the Environment.
- 1993:** Rotary Club McClure International Service Award.
- 1994**^{46:} Jawaharlal Nehru⁴⁷ Award for International Understanding.

- 1994:** Lifetime Achievement Award, Environment Canada (Canadian Ministry of the Environment and Climate Change).
- 1994:** Asahi Glass Foundation Award: Blue Planet Prize. The prize awarded by this Japanese foundation was created in 1992, following on from the Rio Summit led by Maurice Strong, with the aim of “*improving the relationship between mankind and the environment*”. The prize is awarded to individuals or organisations whose work has, and continues to have, a significant impact on improving the global environment.
- 1995:** IKEA Environmental Award.
- 1996:** Swedish Royal Order of the Polar Star.

- 1999:** Companion of the Order of Canada, the highest rank of this distinction.
- 2002:** Carriage House Center on Global Issues: Candlelight Award. In presenting the award to the United Nations, won by Maurice Strong and his friend and disciple Jim MacNeill, Secretary-General Kofi Annan highlighted their role in promoting and advancing sustainable development. Regarding Strong, he said: “*Maurice [Strong] has been a dynamic public presence on the international stage for many decades. He epitomises the sense of bringing together the strengths of the private sector and the public service. He was indispensable in putting the environment on the international agenda and in orchestrating the Earth Summit. His efforts were decisive in getting the world to begin the essential transition to sustainable development.*”



⁴³ Swiss botanist Henri Pittier gave his name to Venezuela’s first national park.

⁴⁴ René Dubos spent his scientific career at the Rockefeller Institute and Rockefeller University, where he was professor emeritus, as reported in the New York Times. He co-founded Children of the Green Earth (which mainly planted trees to raise awareness of a global responsibility towards nature), the Association for Humanistic Psychology (co-founded in particular by Abraham Maslow, who gave his name to the pyramid model of needs of the same name), and was honoured on Earth Day in 1982 by the Earth Society Foundation (co-founded by the famous anthropologist Margaret Mead, a former vice-chair of the – New Age – Teilhard Centre for the Future of Man, among others, and which awarded prizes to numerous personalities: Mead herself on two occasions, U Thant – secretary general of the UN from 1961 to 1971 and supporter of Maurice Strong –, Robert Muller on two occasions – deputy secretary general of the UN and close associate of Maurice Strong, etc.), and a member of the advisory board of a New Age NGO, Planetary Citizens. Mead was also one of the personalities who took part in the Macy conferences on cybernetics held between 1946 and 1953.

⁴⁵ Al Gore was Laureate of the Year 2006.

⁴⁶ Wikipedia indicates 1992.

⁴⁷ Former Prime Minister of India and father of Indira Gandhi, with whom Maurice Strong maintained good relations. Along with U Thant and many other personalities, Nehru was one of the “founding friends” of the NGO Temple of Understanding, which promoted the Earth Charter (to be discussed later) developed by Maurice Strong, Mikhail Gorbachev and Steven Rockefeller. Temple of Understanding is an NGO with a globalist vocation that is fully in line with the religious syncretism of New Age spirituality. The profile of its founder, Juliet G. Hollister, supports this thesis, particularly through her past presence (she died in 2000) on the board of the American Teilhard Association for the Future of Man, named after Pierre Teilhard de Chardin, a recurring New Age reference.

- 2003:** Recipient of the Distinguished Canadian Leadership Award from the University of Canada.
 - 2003:** Public Welfare Medal from the US National Academy of Sciences. The website dedicated to Maurice Strong goes into more detail, pointing out that this is the institution’s most prestigious award: “*Created in 1914, the medal is presented each year to honour an extraordinary use of science for the public good. The Academy chose Maurice Strong, a Canadian and the first non-American citizen to receive this award, in recognition of his leadership of the global conferences that have become the basis for international environmental negotiations, and for his tireless efforts to link science, technology and society for the collective good.*”
 - 2004:** Honorary Professor at Peking University.
- However, beyond these awards and the concerns they cover, Strong’s career reveals another part of his profile. He was a leading figure in major organisations, but he was also a businessman (see below)⁴⁸. The Harvard University library presents a few other elements of his biography, in which Strong is described as “*one of the world’s most influential environmental actors*”: senior advisor to the United Nations secretary general, former senior advisor to the president of the World Bank, member of the executive board of the United Nations Foundation, member of the WWF advisory board, director of the World Economic Forum Foundation, chairman of the Earth Council, the Stockholm Environment Institute⁴⁹ and the World Resources Institute⁵⁰.

About the United Nations Foundation

What is the United Nations Foundation?

The United Nations Foundation (originally known as the Better World Fund) is an American charitable trust founded in 1998 and based in Washington DC. Previously a provider of financial support, the Foundation now acts to support the implementation of various United Nations plans, such as the Sustainable Development Goals (SDGs) adopted in 2015, of which the Davos Great Reset and its unofficial European application, the Green Pact for Europe, are the driving forces. The United Nations Foundation was launched thanks to a billion-dollar donation from Ted Turner – after an exchange with his friend Maurice Strong⁵¹ – and initially focused on child and women’s health, climate change, biodiversity, US-UN relations and strengthening the United Nations. In 1999, the Foundation launched the Global Reporting Initiative (GRI) with the UNEP created by Maurice Strong to advance reporting on corporate sustainability, i. e. the future concept of corporate social responsibility, which is based on three pillars of sustainable investment: the environment, social issues and governance.

In 2007, the United Nations Foundation and the Club de Madrid⁵² created the Global Leaders for Climate Action “to promote stronger climate policy”. That same year, the Foundation also partnered with the United Nations Commission on Sustainable Development to plan a blueprint for sustainable development.

In 2014, ahead of COP 21, which led to the “*Paris Agreement*”, the IPCC published its fifth report, “*with widespread public acceptance*”. The Foundation played a notable role in its media coverage: “*The UN Foundation highlighted the report’s findings through a series of conferences, opinion editorials and blogs, and television appearances by its lead author, Chris Field.*” In 2017, the Foundation agreed to host the secretariat of the US Climate Alliance. The Alliance is made up of a group of American territories and states (mainly on the West and East coasts, with a large Democratic majority) and is dedicated to meeting the commitments made in the Paris Agreement at COP 21, namely to reduce greenhouse gas emissions by 26 to 28% by 2025.

In 1998, the United Nations Foundation established a partnership with the Rockefeller Foundation. In addition to the Rockefeller Foundation and the Rockefeller Brothers Fund, it now has a large number of public (government) and private (companies and foundations) backers. The foundations include a number of major players, some of them environmental: Turner Foundation, Bill & Melinda Gates Foundation, GAVI⁵³, David & Lucile Packard Foundation, ClimateWorks Foundation, William & Flora Hewlett Foundation⁵⁴.

⁴⁸ The website Celebrity Net Worth has estimated his fortune at 100 million dollars.

⁴⁹ Founded in reference to the 1972 Conference of the same name; its first president was Gordon T. Goodman, another co-founder with Maurice Strong of the Earth Council. It is now funded by the Bill & Melinda Gates Foundation, among others.

⁵⁰ Despite the list we have set out, Maurice Strong’s full pedigree includes additional distinctions, which we have left out for reasons of readability (we have done the same, as this need does not apply directly to our subject, leaving out organisations such as IUCN and the World Resources Institute). All his titles (as of 2000) can be consulted at the end of his autobiography, Where on Earth are We Going?

⁵¹ As Strong reports in Where on Earth..., emp. 3009, Turner asked him: “Maurice, I beg you on my knees to agree to become president of the Better World Society [co-founded by Ted Turner, see below], and I beg you not to say no.” Strong became its director. Maurice Strong also had kind words to say about the main philanthropists: George Soros, “media genius” Ted Turner, and “computer software king” Bill Gates. He adds that “they follow in the tradition of the great philanthropists of the past – in particular the Rockefeller family, which continues with its current generation to set an outstanding example of enlightened and innovative philanthropic leadership”, emp. 494.

⁵² The Club of Madrid is run by former presidents or heads of government of various countries, with the aim of “contributing to the strengthening of democracy in the world”, an objective that echoes, among others, the Earth Charter.

⁵³ See our previous report on the influence of NGOs in European policymaking.

In December 2021, the United Nations Foundation’s Board of Directors included Ted Turner (who remains chairman), (Baroness) Valerie Amos as vice-president (a former British Secretary of State for International Affairs), Gro Harlem Brundtland (more on her later) as another vice-president, Elizabeth Cousens as president and CEO (former Rhodes scholarship student⁵⁵ and former vice-president of the International Peace Academy⁵⁶ – now the International Peace Institute – and board member of

Sustainable Energy for All⁵⁷), Laura Turner Seydel (daughter of Ted Turner), **Mark Malloch-Brown** (president of the Open Society Foundations and former deputy secretary-general of the UN), **Muhammad Yunus**, **Timothy E. Wirth** (former Democratic senator, former president of the United Nations Foundation, and member of the board of the New Economics Institute, later named the E. F. Schumacher Society). And as far as emeritus members go, there was notably **Emma Rothschild**⁵⁸, a former member of the board of the British Council.

“**[Ted Turner] has provided valuable airtime on his television networks, but he has also broadcast numerous programmes on UN-related causes, including the environment.**”
Maurice Strong

of the Gates Foundation), the Good Club also included

Oprah Winfrey and George Soros. The Wall Street Journal, however mainstream, headlined “Billionaires try to reduce world population, report says”.

The Source Watch website reports on other responsibilities and honours received by Ted Turner:

- Founder in 1997 of the Turner Endangered Species Fund, dedicated to “conserving biodiversity by ensuring the survival of endangered species and their habitats”.
- president of the Turner Foundation (the other members of his family are each directors), dedicated to “preventing damage to the natural systems – water, air, and land – on which all life depends”.

“Unquestionably, the UN’s best friend among media leaders has been, year after year, Ted Turner. Not only has he provided valuable airtime on his television networks, but he has also broadcast numerous programmes on UN-related causes, including the environment [...]”⁵⁹. In 2009, Turner was also one of the guests at the Good Club, a gathering of billionaires dedicated to solving the problem of overpopulation. Organised by Bill Gates, David Rockefeller and Warren Buffett (notably former vice-president

• Co-chair of the State of the World Forum, founded in 1995 and aiming to “bring together partners from around the world to unite the world’s creative genius in the search for solutions to critical global challenges”. In addition to companies, the forum is supported by a number of foundations, including the Rockefeller Foundation, the Rockefeller Brothers Fund, the Ford Foundation, the John and Catherine MacArthur Foundation and the William and Flora Hewlett Foundation. The first edition of the forum, in 1995, was co-organised by Mikhail Gorbachev, Maurice Strong, Ted Turner and five other personalities. Subsequently, the list of co-directors of the Forum has included Jane Goodall (see below) and Muhammad Yunus (member of the Rockefeller Foundation).

• Director of the Environmental Media Association (EMA), founded by television producer Norman Lear and headed by Debbie Levin. According to its presentation, the EMA “believes that through television, film and music, the entertainment community has the power to influence the environmental awareness of millions of people. [...] The EMA mobilises the entertainment industry to educate people about environmental issues, which in turn inspires them to take action”.

• Board of the United Nations Association of the United States of America (UNA-USA), whose aim is to support the work of the United Nations and encourage participation on contemporary issues, foremost among which is “achieving the Sustainable Development Goals”. It has over 20,000 members, 60% of whom are under the age of 26, and is made up of more than 200 chapters across the United States.

• Former member of the Public Advisory Board of the Population Institute. The latter is affiliated

since 2008 to the Population Media Center⁶⁰, which describes its mission as follows: “Reaching people through improved health and human rights methods improves the health and prosperity of families, while reducing humanity’s harmful impact on the earth’s environment.” Or again: “Using education-entertainment and mass media to promote social and cultural change by addressing the interconnected issues of all rights for women and girls, the population, and the environment. Our goal is to empower people to live healthier, more prosperous lives and to stabilise the world’s population at a level where people can live sustainably with the world’s renewable resources.” The site features a real-time counter that calculates the second-by-second evolution of the global population, and the number of births since our visit to the site began:

current world population

7,893,749,704

net growth during your visit

1,656

54 The Packard and Hewlett Foundations have been identified since 2011 and Yan Giron’s Blue Charity Business report as lobbies for the blue economy (i.e., the financialisation of ecosystem services and the seizure by private powers of the “commons” that are the oceans). This lobbying is also a fig leaf for other interests, since in addition to the colossal market represented by blue bonds, Packard and Hewlett primarily represent the microcomputer companies of the same name. The seabed contains minerals essential to this sector.

55 In the abundantly sourced Histoire secrète de l’oligarchie anglo-américaine (A secret history of the Anglo-American oligarchy), the academic and mentor of Bill Clinton, Carroll Quigley, explains what these scholarships are, awarded on the intellectual qualities of the applicants but also on their alignment with the globalist positions held dear by their founder. The scholarships enable applicants to study free of charge for a period of one to three years at Oxford University in England. Although Quigley wrote her book in 1949, the spirit of the Rhodes scholarships seems to have endured. There were four Rhodes fellows: Wesley Clark, Commander-in-Chief of NATO forces between 1997 and 2011; Bill Clinton, former president of the United States; James Woolsey, director of the CIA from 1993 to 1995; Mike O’Sullivan, member of the board of the Jane Goodall Legacy Foundation (see below).

56 In addition to national governments and a number of companies, the Foundation’s backers include a number of well-known names: Rockefeller Foundation, Rockefeller Brothers Fund, United Nations Foundation, John and Catherine MacArthur Foundation, Ford Foundation, Carnegie Corporation, William and Flora Hewlett Foundation.

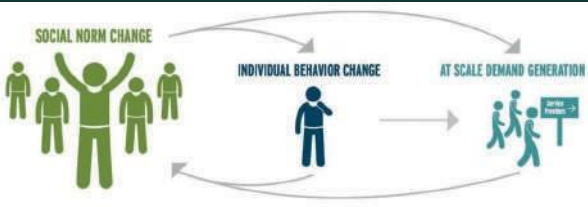
57 Sustainable Energy for All focuses on Sustainable Development Goal 7: “Clean and affordable energy”.

58 A member of the famous Rothschild family, the British Emma Rothschild (with an impressive CV) is also married to Nobel Prize-winning economist Amartya Sen, himself a former honorary president of OXFAM, a trustee of the Population Council (founded by John D. Rockefeller III) and a member of the advisory board of the Institute for New Economic Thinking founded by George Soros and Jim Balsillie (appointed in 2010 to the UN secretary-general’s High-Level Panel on Global Sustainability). Sen also holds a number of other foundation positions.

59 Ibid., emp. 4894-4901.

60 Founded and directed by William (Bill) N. Ryerson, member of the advisory board of Population Matters (whose former name is Optimum Population Trust), founder of the Yale chapter of Zero Population Growth, member of the advisory board of Californians for Population Stabilization and president and chairman of Progressives for Immigration Reform.

In terms of impact, the Population Media Center claims to have “broadcast more than 40 shows in more than 20 unique languages, helping more than 500 million people in more than 50 countries to live healthier lives”:



•Member of the Board of Leaders of the now defunct Initiative for Global Development, co-founded in 2003 by Bill Gates’ father (William Gates Sr), co-chaired by Madeleine Albright and Colin Powell, and supported by: Rockefeller Foundation, Rockefeller Brothers Fund, United Nations Foundation, Bill & Melinda Gates Foundation, William & Flora Hewlett Foundation.

•Member of the Honorary Board of Green Cross International, an environmentalist version of the Red Cross. Green Cross International has endorsed and is a partner in the Earth Charter (more on this later). It was founded in 1993 following the Rio Summit (where its creation had been envisaged) by Mikhail Gorbachev, a close associate of Steven Rockefeller and co-founder of the Earth Charter with Maurice Strong. Its former president is Alexander Likhotal, a member of the Executive Committee of the Club of Rome, an advisor to the Club of Madrid, a member of the Board of Earth Charter International, a former executive vice-president of the now defunct Gorbachev Foundation of North America, and an advisor to the imposing World Future Council. The Green Cross Honorary Board includes and has included some renowned figures: Jane Goodall, Leonardo DiCaprio, Princess Basma bint Talal of Jordan⁶¹, Jean-Michel Cousteau, Wangari Maathai, Robert Redford and David Suzuki. Green

Cross International has around thirty partners, including: WWF, Google, Earth X, Earth Fund, Tesla, World Bank, French Ministry of European Affairs, Earth Charter International, National Geographic, Earth Focus Foundation, Red Cross, Club of Rome, Club of Madrid...

•Member of Ocean Elders, an NGO that promotes the conservation of the ocean, its ecosystems and its biodiversity. Members include Sylvia Earle (Mission Blue / Sylvia Earle Alliance), Sir Richard Branson (CEO of Virgin), and Jean-Michel Cousteau (co-founder with Ted Turner of the Better World Society⁶² and honorary board member of Green Cross International).

•Member of the Global Advisory Board of the Earth Day Network, an organisation promoting sustainable development worldwide.

•Like Maurice Strong, Ted Turner is a recipient of the Audubon Medal (1991) and the Lindbergh Award (2008). He has also received other awards:

1)Margaret Sanger Award (2004⁶³), named after the founder of family planning, who was also a member of the American Eugenics Society and an advocate of birth control.

2)David Rockefeller Bridging Leadership Award (2006), which rewards those who “work together for the common good”. The award is named after David Rockefeller, who was the first recipient and whose name remains central: The Rockefeller Foundation is one of the five “champions” sponsoring the event, (the late) David & Susan Rockefeller and the David Rockefeller Fund are among its “leaders”, and Valerie Rockefeller, president of the Rockefeller Brothers Fund, a trustee of Rockefeller Philanthropy Advisors, a member of the Council on Foreign Relations and a trustee of other organisations, is a member of the event’s jury.

From the Club of Rome to the Stockholm Conference

The Club of Rome, founded in 1968 and of which Maurice Strong was a member of the executive committee, was responsible for the publication of the Meadows report in 1972, *The Limits to Growth*. This neo-Malthusian publication, based on scenarios derived from computer modelling, laid the foundations for sustainable development by combining demographic, energy, ecological and economic forecasts. The report was accompanied by a political programme based on it: Change or disappear. A plan for survival.

To Dr. Aurelio Peccei, whose profound concern for humanity has inspired us and many others to think about the world's long-term problems

The Club of Rome, which the former German Federal president Richard von Weizsäcker described in 1993 as the “conscience of the world”, was co-founded in 1968 by the industrialist Aurelio Peccei – to whom the Meadows Report was dedicated (see opposite) – and the former head of the OECD’s Education and Science Section, the British Alexander King. However, a third name, mentioned less frequently, can be found on the official English Wikipedia entry for the Club of Rome: David Rockefeller⁶⁴. This is a far cry from the world of NGOs.

In L’Âge productiviste (The Productivist Age)⁶⁵, Serge Audier stresses that “one thing is certain: the Club of Rome, which certainly mobilised internal and external scientific expertise, was the work of a few individuals belonging to the capitalist elite [...]”. Aurelio Peccei, winner of the Lindbergh Award in 1979, held a senior position at Friends of the Earth and was also active at the WWF. He has worked in the automotive industry, as well as for ADELA, an international consortium of bankers set up to support industrialisation in Latin America. For the Club of Rome, Peccei was supported by Giovanni Agnelli⁶⁶, the CEO of Fiat. Since 1958, Agnelli had regularly attended meetings of the Bilderberg Group, co-founded by David Rockefeller⁶⁷ and Prince Bernhard of Holland, co-founder of the WWF.

Maurice Strong reports that he got to know Aurelio Peccei through an article he wrote in the late 1960s. He explains: “I was so impressed that I went to Rome to meet him and discovered a charming, convincing and very intelligent man. From the moment we met I felt a great affinity for Peccei, and we became friends and collaborators⁶⁸.”

Shortly after its founding meeting in Rome, a second meeting of the Club, entitled “Long-Range Forecasting and Planning”, was held at Bellagio, with support from the Rockefeller Foundation. Jay Forrester, whom Baudier presents as the future inspiration for the Meadows report, recommended long-term planning centred on “ecological balance”, with explicit words: “The period ahead of us is one in which many of these exponential growth curves must bend towards equilibrium. Population growth and the increase in pollution must stop.”

“The true enemy is therefore humanity itself.”

Club of Rome, 1991.

61 Prince Hassan bin Talal was president of the Executive Committee of the Club of Rome.

62 Other former directors of the Better World Society include Maurice Strong, Gro Harlem Brundtland and Jimmy Carter. The Better World Society was also chaired by Russell W. Peterson, former president of the National Audubon Society (strongly supported at the time by the Rockefeller family), which he joined in 1952. Peterson has held other positions: Founding chairman of the Global Tomorrow Coalition, former director of WWF, chairman of the president’s Council on Environmental Quality (involved in the implementation of the National Environmental Policy Act), director of Population Action International and Alliance to Save Energy. But also: president of IUCN and Natural Resources, president of the International Council for Bird Preservation, and chairman of the Advisory Board of the Solar Energy Research Institute of the US Department of Energy. He also promotes the defence of wilderness by sitting on the board of the Riverfront Development Corporation. Peterson has also received the Delaware Audubon Conservation Award and is honorary chairman of the Delaware Audubon Society.

63 John D. Rockefeller III was the recipient in 1967.

64 Club of Rome – Wikipedia, consulted on 17/09/2021.

65 Audier (Serge), L’Âge productiviste. Hégémonie prométhéenne, brèches et alternatives écologiques (The Productivist Age. Promethean hegemony, ecological gaps and alternatives), published by La Découverte, 2019. We have based our analysis on chapter 8, “The rise of global awareness: from Earth Day to the Club of Rome”, in its (paying) version offered on the Cairn website: 8. La montée d’une prise de conscience mondiale : de la Journée de la Terre au Club de Rome (The rise of global awareness: from Earth Day to the Club of Rome) | Cairn.info.

66 Since 2015, the Agnelli family has been the main shareholder in The Economist newspaper, via the Exor group bought by Agnelli in 1991. Since the end of 2019, the Elkann-Agnelli family has also owned La Stampa and La Repubblica in Italy. The other shareholders in The Economist, which Le Monde Diplomatique has described as “the world’s most influential newspaper”, are what The Times called “The City blue-bloods” in 2010: the Rothschild, Cadbury and Schroder families. As for the name Elkann associated with Agnelli, it comes from John Elkann, who was appointed chairman of the Fiat group in 2010 and chairman of the Giovanni Agnelli e C. Sapaz publishing house the same year. He has also sat on the board of the newspaper Le Monde and is a director of News Corporation, Rupert Murdoch’s media empire.

In 1991, a year before the Rio Summit, the Club of Rome pursued its biocentric (or anti-anthropocentric) approach. Under the pen of Alexander King and Bertrand Schneider, it published a report entitled **The First Global Revolution**, whose polemical statements were subsequently regularly quoted by critics of this ecosystem: *“The common enemy of mankind is man. In looking for a new enemy to unite us, we came up with the idea that pollution, the threat of global warming, water shortages, famine and so on would do the trick. In their totality and in their interactions, these phenomena constitute a common threat that demands the solidarity of all peoples. But by naming them as enemies, we fall into the trap we have already warned against, mistakenly naming the symptoms as the causes. All these dangers are caused by human intervention, and it is only through changes in attitudes and behaviour that they can be overcome. The true enemy is therefore humanity itself”*⁶⁹.” (see opposite).

THE COMMON ENEMY OF HUMANITY IS MAN

In searching for a new enemy to unite us, we came up with the idea that pollution, the threat of global warming, water shortages, famine and the like would fit the bill. In their totality and in their interactions these phenomena do constitute a common threat which demands the solidarity of all peoples. But in designating them as the enemy, we fall into the trap about which we have already warned, namely mistaking symptoms for causes. All these dangers are caused by human intervention and it is only through changed attitudes and behaviour that they can be overcome. The real enemy, then, is humanity itself.

Klaus Schwab takes a similar approach. In Stakeholder Capitalism: A Global Economy That Works for Progress, People and Planet, the father of the Great Reset wrote that *“the very force that is helping people escape poverty and achieve a decent life is the same force that is destroying the viability of our planet for future generations. The emissions that are causing climate change are not just the result of a generation of selfish industrialists or Western baby boomers. They are the consequence of the desire to create a better future for ourselves”*⁷⁰.

As for Stockholm in 1972, the conference became the cornerstone that launched, in Strong’s words – almost unanimously shared – *“a new era of environmental diplomacy”*: *“Of the 140 multilateral environmental treaties signed since the 1920s, more than half have been concluded since Stockholm. Stockholm was just a start, but it was”*⁷¹ *indeed merely that. Meanwhile, the global environmental crisis continued to unfold.”*

This was also the first real entry of environmentalists into the political arena. However, Strong points out that at the time he presented a 109-page Action Plan, the activist media and NGOs had focused mainly on the issue of whaling. In order to interest and rally them, Strong supported a ten-year moratorium on whaling at the end of the conference. He then went, uninvited, to the International Whaling Commission in London. There he proposed his moratorium, which was accepted⁷².

The Brundtland Commission and the concept of sustainable development

In 1969, the United Nations General Assembly decided to organise the first major intergovernmental conference on environmental issues, which was finally held in 1972 and is generally known as the Stockholm Conference⁷³. Maurice Strong was one of its key figures. Contacted by the Swedish diplomat Sverker Astrom⁷⁴, Strong benefited from Astrom’s recommendations to Philippe de Seyne, the United Nations Under-Secretary-General for Economic and Social Affairs. U Thant, then Secretary-General of the UN, invited Maurice Strong to take up this post for the Stockholm Conference and proposed that he be the UN under-secretary-general responsible for environmental issues. Strong secured the participation of the Indian Prime Minister, Indira Gandhi. In December 1972, following the Conference, the United Nations General Assembly created the United Nations Environment Programme (UNEP) and appointed Maurice Strong as its president. The UNEP was made up of the heads of the main agencies, including the International Monetary Fund and the World Bank. At the time, environmental issues were penetrating the so-called Third World countries through its location in Nairobi, Kenya.

Strong has helped to structure developing countries by setting up environment agencies or ministries, and to push for the Stockholm recommendations to be used to develop policies and laws. It also provides advice on establishing links with the main political and scientific institutions.

The concept of sustainable development has been gaining traction since at least the Stockholm Conference in 1972. The Stockholm Conference laid the foundations for the idea⁷⁵ and Achim Steiner, UN Under-Secretary-General and executive director of the United Nations Environment Programme (UNEP), wrote on the death of Maurice Strong in 2015: *“Today the world mourns one of its giants. Maurice Strong was a visionary and a pioneer of global sustainable development.”*

According to a 2006 report by the International Institute for Environment and Development (IIED, founded in 1971 as the International Institute for Environmental Affairs, IIEA⁷⁶), its first president (1973-1981) Barbara Ward (Baroness Jackson of Lodsworth) was behind the concept of sustainable development, notably with her publication of the book Spaceship Earth in 1966. The report states that the IIEA began as an affiliate of the Aspen Institute.

In addition to her membership of the Fabian Society⁷⁷, Ward was a director of the Conservation Foundation, founded in 1958⁷⁸, notably by its president Laurance Rockefeller and subsequently renamed the American Conservation Association (ACA; Sourcewatch provides the organisations it funded, see screenshot opposite), also domiciled at 30 Rockefeller Plaza, before merging with the American chapter of the WWF. Like Maurice Strong, Ward advised and influenced World Bank presidents Robert McNamara and James Wolfensohn, friends of Strong⁷⁹. Finally, together with René Dubos⁸⁰ (recruited in 1957 from Rockefeller University and one of the founders of UNEP), Barbara Ward and René Dubos drew up, at Maurice Strong’s request⁸¹, the preparatory report for the 1972 Stockholm Conference, entitled *Only One Earth*.

The Care and Maintenance of a Small Planet, published by the IIEA and distributed the same year in eight languages. Funded by the World Bank, the Ford Foundation and Canada’s Albert Schweitzer Chair, it provided the framework for global governance of ecological issues, three decades before the Earth Charter. The IIED report notes that Only One Earth *“can be seen as the first book on sustainable development. It recognises the need to combine a commitment to meeting human needs with the planet’s finite limits on resources and pollution”*. Maurice Strong wrote that *“Only One Earth was to become the theme and rallying cry of Stockholm”*⁸².

Top Grants Made
• Natural Resources Defense Council \$380,000 (1989–2001)
• Green Guide Institute \$200,000 (1998–2000)
• Sierra Club \$91,000 (1992–2000)
• Wilderness Society \$90,000 (1992–2001)
• World Wildlife Fund \$40,000 (1992–2001)
• World Resources Institute \$38,000 (1992–2001)
• National Wildlife Federation \$35,500 (1992–2001)
• National Audubon Society \$35,000 (1992–2001)
• Southern Environmental Law Center \$35,000 (1992–1992)
• League of Conservation Voters \$30,000 (1998–2001)
• Earthjustice \$30,000 (1998–2001)
• American Farmland Trust \$25,000 (1992–1992)
• Friends of the Earth \$21,000 (1992–2000)
• Earth Day Network \$15,000 (2000–2000)
• Conservation International \$15,000 (1998–2001)
• Environmental Advocates \$10,000 (1998–2001)
• Tides Foundation & Tides Center \$10,000 (1991–1991)
• Rocky Mountain Institute \$5,000 (2001–2001)
• Defenders of Wildlife \$5,000 (2001–2001)

67 Gianni Agnelli - Wikipedia, consulted on 17/09/2021.

68 Where on Earth..., op. cit. emp. 1917.

69 P.145 of the PDF, p.115 of the report consulted.

70 Schwab (Klaus), Stakeholder Capitalism: A Global Economy That Works for Progress, People and Planet, Kindle format, emp. 4151.

71 Emphasis added by Strong, Where on Earth..., op. cit, emp. 2199.

72 Ibid., emp. 2173-2192.

73 Its full name is the United Nations Conference on the Human Environment.

74 In 2011, Sverker Astrom was awarded the Swedish Green Congress Prize for his contribution to global environmental policy at the 1972 Stockholm Conference.

75 In L’avenir d’un monde fini. Jalons pour une éthique du développement durable (The future of a finite world. Milestones for an ethic of sustainable development), Cahiers de recherche éthique n°15 (1990), Jean-Guy Vaillancourt wrote:

“Earth Day in 1970 was undoubtedly of some importance in raising international awareness of environmental problems, but its impact was felt mainly in North America. In my opinion, it was the Stockholm Conference on the Human Environment in 1972 that really triggered the worldwide discussion that led to the Brundtland Report and the promotion of sustainable development.”, p.28.

76 This report states (p.12/76 of the pdf consulted) that the IIEA began as an affiliate of the Aspen Institute. The Aspen Institute is a think-tank funded by influential organisations such as the Carnegie Corporation and the Rockefeller Brothers Fund. It also receives funding from the Gates Foundation and the Ford Foundation. Today, it is home to a number of influential figures in various senior positions, too numerous to mention here, spread across different groups: Steering Committee, Experts & Staff, Senior Management Team, and Life Members. These include Madeleine Albright, Sylvia Earle of the Sylvia Earle Alliance / Mission Blue, Henry Kissinger, Frederick Whittemore (advisory director of Morgan Stanley Bank).

77 In 1939, she was the first of the author-contributors to appear in the book Hitler’s Route to Baghdad. The subtitle was “Prepared for the International Research Section of the Fabian Society”.

78 This is its former name, as distinguished from the Conservation Foundation founded in 1972, which promotes the defence of land and rivers.

79 Strong also knew another World Bank president, George Woods – Where on Earth, op. cit. 1754.

80 Like other profiles we will see in this study, René Dubos shares a spiritual approach close to the New Age and more particularly to the thought of Teilhard de Chardin. In 1974, Dubos wrote: “The world order that will result from the integration of social systems will be a superior form of human unity, compatible with the pluralism of lifestyles and ideologies.” in Choisir d’être humain (Choosing to be human), published by Denoël, “Regards sur le monde” collection, p. 190. Here we return to Teilhard de Chardin’s Omega Point and his idea that humanity will reach a higher point of evolution by merging into a planned mind.

81 Where on Earth..., op. cit. emp. 1780. He also reports having created an organisation specifically dedicated to the production of the Ward & Dubos book.

82 Ibid., emp. 2082.

Around Barbara Ward: the influential Robert O. Anderson

The co-director of the IIEA was Robert O. Anderson (1917-2007), a businessman and philanthropist. His first job in the oil industry, in 1939, was for the American Minerals Spirits Company, a subsidiary of the Pure Oil Company. After other oil activities, in 1951 he served on the steering committee of the National Petroleum Council, a federal advisory committee to the Secretary of Energy. Above all, Anderson founded the Atlantic Richfield Company (now ARCO). The Atlantic Richfield Company⁸³ is the result of the merger between Atlantic Petroleum (a spin-off from John D. Rockefeller’s Standard Oil) and the Richfield Oil Corporation. In the 1950s, Robert O. Anderson owned several refineries and had a pipeline system built. At that time, he became one of the largest oil producers in the United States and approved ARCO’s oil drilling in Alaska. The discovery of substantial oil wells in Alaska’s Prudhoe Bay enabled him to make substantial profits and merge the Atlantic Richfield Company with Sinclair Oil, thus becoming the seventh largest oil company in the United States. In 1974, he led the company to develop the **Trans-Alaska Pipeline System** (TAPS) to transport oil across the country. This was despite opposition from native populations (who were ultimately bought off by the **Alaska Native Claims Settlement Act** – ANCSA – signed by Richard Nixon in 1971) and environmental organisations such as the Wilderness Society, Friends of the Earth and the Environmental Defense Fund. The Wikipedia entry for Robert O. Anderson points out that between 1966 and 1982, Anderson increased ARCO’s sales 20-fold, from \$1 billion to \$20 billion. In 1986, he left ARCO to create Hondo Oil & Gas Company, where he was both chairman and CEO until 1994.

Outside the oil business, he has held a number of notable positions, including chairman of the Dallas office of the Federal Reserve (FED), member of the Executive Board of David Rockefeller’s Chase Manhattan Bank in New York, CBS (Columbia Broadcasting System, housed in Rockefeller Center), also in New York, First National Bank of Chicago (owned since 2004 by Chase Manhattan Bank), Weyerhaeuser Company (forest land management and sale of forest products).

At the same time, he was honorary chairman of the Aspen Institute (1973-1990), helped to found the **Worldwatch Institute** in Washington – set up by Lester Brown, one of the pioneers of sustainable development, to monitor global environmental trends – the IIEA to study environmental and food issues, and the John Muir Institute of the Environment.

From Robert O. Anderson to Lester Brown

The Worldwatch Institute was founded in 1974 with financial assistance from the Rockefeller Brothers Fund (\$500,000⁸⁴), and chaired from 1974 to 2000 by **Lester Brown**. Although it no longer exists – and neither does its website – the Wayback Machine provides access to the latest available record of the site, dated 30 September 2019. The Institute’s stated mission corresponds to what Wikipedia reports: *“Through research and advocacy that inspires action, the Worldwatch Institute works to accelerate the transition to a sustainable world that meets human needs. The Institute’s priority goals are universal access to renewable energy and nutritious food, the expansion of jobs focused on the environment and development, the transformation of cultures from consumerism to sustainability, and a rapid end to population growth through healthy and wanted pregnancies.”* The Institute had a number of partners and donors, including: United Nations Population Fund (UNFPA), International Renewable Energy Agency, William and Flora Hewlett Foundation, Inter-American Development Bank, World Bank and its International Finance Corporation (dedicated to the private sector), United Nations Foundation, Ford Foundation, etc.

In 2001, Lester Brown went on to found the Earth Policy Institute, whose slogan is *“Providing a plan to save civilisation”*, and several of whose members come from the Worldwatch Institute. His biography on the **Earth Policy Institute** website states that Lester Brown has been described by the Washington Post as “one of the world’s most influential thinkers”, while The Telegraph of Calcutta called him (with a positive connotation) *“the global environmental movement’s guru”*. He was also one of the speakers at the Rio Summit in 1992. Funded by the Aspen Institute, Lester Brown had, as part of his work at the Overseas Development Council (supported by James P. Grant of USAID, who was also the 3rd head of UNICEF), published a book in 1974 entitled “In the human interest: a strategy to stabilise world population”, with a view to the third World Population Conference (in Bucharest, Romania, from 19 to 30 August 1974⁸⁵). Two years earlier, in 1972, Brown had written a book with an eloquent title, World Without Borders. The Earth Policy Institute described it as *“the first book published on the subject of globalisation – even before the term was coined”*. Brown has received several awards: the United Nations Environment Prize in 1987, the World-Wide Fund for Nature (WWF) Gold Medal in 1989, and the Blue Planet Prize in 1994 for *“outstanding contributions to solving global environmental problems”*.

A concept endorsed by the Brundtland Report

However, it was the Brundtland Report that set sustainable development in stone in 1987 and enabled it to spread internationally until it became part of everyday language. Maurice Strong recalls these facts and his own central role: *“As soon as possible, speech after speech, at seminars, meetings, conferences and committees, I continued to insist on the ideas that had emerged*



The concept of eco-development can be traced back to the Cocoyoc Declaration of 23/10/1974, published at the end of a United Nations symposium in Cocoyoc, Mexico, in which Maurice Strong participated. It is one of the founding texts of political ecology. It states in particular: *“We consider that the present efforts of the United Nations Environment Programme⁹⁰ to devise strategies and assist projects for ecologically sound socio-economic development (eco-development) at the local and regional levels constitute an important contribution to this task [to energy, resource and environmental considerations in the aspirations of poor countries]”⁹¹.*

In 1983, the Secretary-General of the United Nations asked Harlem Brundtland to establish and lead the World Commission on Environment and Development (years before the Rio Summit), which would become known as the Brundtland Commission: *“Under the impetus of Mrs Gro Harlem Brundtland (Norway), the Commission developed the concept of sustainable development, presented as an approach different from that based solely on economic growth, an approach whereby “the needs of the present are met without compromising the ability of future generations to meet their own needs”.*

*after the ‘Founex’⁸⁶ report for the Stockholm Conference, which I had come to see as crucial for our survival: sustainable development; the complex interconnection between the economy, development and the environment. I called the synthesis eco-development, but the term sustainable development⁸⁷ was the one that caught on. It was in turn validated by the World Commission on Environment and Development, headed by Gro Harlem Brundtland, of which I was a member⁸⁸. The Commission’s 1987 report, Our Common Future, made a convincing case for the positive integration of the environmental, social and economic dimensions of development through sustainable development, describing it as “the only safe and viable path to the future of the human community”.*⁸⁹

Some of the names of the members of the Brundtland Commission – who were not from “underdeveloped” countries at the time – are worth mentioning:

- **Susanna Agnelli**, sister of Gianni Agnelli (of the Bilderberg Group and employer of Aurelio Peccei of the Club of Rome). She is a former director of the Institut Financier Industriel, which is wholly owned by the Agnelli family.

- **William Ruckelhaus**, close to David Rockefeller.

- **Maurice Strong**.

- **Jim MacNeill**, a key figure in the organisation of the Stockholm conference in 1972, ambassador extraordinary and plenipotentiary for the preparation of Habitat I in 1976, director of the OECD between 1977 and 1984.

83 Maurice Strong reports that he negotiated with Robert O. Anderson for the purchase of the Canadian subsidiary of Atlantic Richfield by Petro-Canada in 1977, Where on Earth..., op. cit, emp. 2403.

84 On the Earth Policy Institute website, Lester Brown points out that the Rockefellers were initially divided over the award of this grant: “John D. Rockefeller III, whose main concern was demography, was not in favour. The same seemed to be true of Laurance, who was concerned about environmental conservation issues. But David, the banker, and Nelson, the politician and dominant member of the group, were not convinced.”

85 The first of these conferences was held in Geneva in 1927, organised by the League of Nations and eugenicist Margaret Sanger.

86 The Founex Report on Development and Environment was published in 1971 (June 4 - 12) and is available on the Maurice Strong website. The website dedicated to RIO+20 (in 2012) states that this report was “the first to identify the key objectives and relationships between the environment and development, and to help identify and link the conceptual and political differences that separated developed and developing countries”.

87 Underlined by Strong.

88 In his autobiography, Strong wrote: “In my opinion, there were many high points. Among them was the speech given by the woman responsible for so much of the progress that had been made in developing and supporting the concept of sustainable development, Norwegian Prime Minister Gro Harlem Brundtland, who opened the conference in her capacity as president of the World Commission on Environment and Development [i.e., the Brundtland Commission].” Where on Earth..., op. cit, emp. 3716 – 3722.

89 Ibid, op. cit. emp. 3042 – 3048.

90 The UNEP of which Maurice Strong was president at the time.

91 In Defence of the Earth. The basic texts on environment: Founex – Stockholm – Cocoyoc, p.118.

In 1984, he became secretary general of the Brundtland Commission, “responsible for guiding its work”. MacNeill’s Wikipedia entry describes him as the “chief architect and principal author” of the report. From 1989 to 1992, he worked as a special adviser (and friend) to Maurice Strong, who was – and it has its importance – secretary general of the Rio Summit. In 1994, MacNeill negotiated an agreement between Mikhail Gorbachev and Maurice Strong (then chairman of the Earth Council, where MacNeill was on the first steering committee) to undertake the development of the Earth Charter. In 1990, he was one of the founding members and chairman (1994-1999) of the International Institute for Sustainable Development, which received funding from the Rockefeller Foundation, for example in 1996⁹². In 1999, he became a full-time member of the World Bank’s independent inspection group.

- There is another whose name should be mentioned: Emil Salim, a pioneer in his country as the first Indonesian Minister of State for the Environment. He was also president of the Foundation for Sustainable Development (FSD). The **Rockefeller Foundation’s 1996 report** states that in that year, the FSD had received more than \$475,000 from Rockefeller for its LEAD (Leadership, Education and Development) programme.

An archive document on the World Commission on Environment and Development also provides a detailed chronology of the Commission’s work. From 11 to 17 September 1987, “Commissioners Strong, Salim, Ruckelhaus, MacNeill and the president presented the report to more than 1,000 representatives of American and international NGOs at the 4th Wildlands Congress⁹³ in Denver and Estes Park, Colorado. David Rockefeller, Secretary of the Treasury [James] Baker and Tom McMillan, Canada’s Minister of the Environment, also took part”.

The Brundtland Report set a new global agenda for sustainable development, culminating in the Rio Summit in 1992. The Brundtland Report is the name given

– – like the “Meadows Report” – to the book Our Common Future, published under the aegis of the World Commission on Environment and Development. Gro Harlem Brundtland was Norwegian Minister of the Environment from 1974 to 1979, and Prime Minister of Norway from February 1981 to October of the same year, then from May 1986 to October 1996 (with a brief hiatus between 1989 and 1990). She was then Director-General of the WHO from July 1998 to July 2003. She is the daughter of Gudmund Harlem, a Rockefeller Foundation fellow. Brundtland was also one of the contributors to Klaus Schwab’s Davos World Economic Forum Agenda (on the left, Gro Harlem Brundtland, then Prime Minister of Norway, is pictured with Klaus Schwab at the 1989 World Economic Forum annual meeting) and a director of Ted Turner’s Better World Society. She is also a member of the board of the United Nations Foundation, a former director-general of the WHO and the first president of the board of GAVI (the Vaccine Alliance), as well as a member (and co-founder) of the Global Elders (now The Elders, founded in 2007 by Nelson Mandela⁹⁴, who is close to the couple Maurice & Hanne Strong, see photo on the right), an NGO that aims to solve global problems, including “global warming”.



92 “\$23,000 towards the cost of promotional activities for the “Principles of Sustainable Development Performance Measurement” conference held at the Bellagio Center [owned by Rockefeller], November 4-8, 1996.”
93 chaired by Maurice Strong.
94 That same year, the UN Secretary-General appointed her Special Envoy on Climate Change.

The Elders, an NGO with influential profiles

Gro Harlem Brundtland sits or has sat alongside, among others:

- **Ellen Johnson Sirleaf**, contributor to the World Economic Forum’s Agenda, former president of Liberia, Nobel Peace Prize winner, but also former chair of the Austro-African branch of George Soros’ Open Society (OSIWA)⁹⁵.
- **Muhammad Yunus** (former member), Nobel Peace Prize winner, member of the Rockefeller Foundation, director of the United Nations Foundation, honorary member of the Club of Budapest⁹⁶, member of the international advisory board of the Jane Goodall Institute, contributor to the World Economic Forum, co-founder and chairman of the board of Yunus Social Business (YSB) Global Initiatives⁹⁷. YSB is a venture capital fund “that converts philanthropic donations into investments in sustainable social enterprises”. One of the seven principles of social business is that “the business is environmentally friendly”. In other words, this business model is in line with the philosophy surrounding environmental issues. He is best known for having founded the Grameen Bank in 1976, based on the principle of micro-credit. Based on a book published in 2007 by Yunus, Towards a New Capitalism, the Committee for the Cancellation of Third World Debt (CADTM) has highlighted several partnerships entered into by the YSB as part of social business. This concept was created by Yunus and presented more specifically at the World Economic Forum. The CADTM article notes that the Schwab Foundation (of the WEF) practices social business, and that the YSB has received funding from the Rockefeller Foundation, the MacArthur Foundation and the World Bank. But this type of economy seems a long way from the prudent practice recommended by sustainable development, which in fact favours greater inclusion of even the poorest populations in the global economy. A quote

from Yunus underlines this: “How can we allow the most fragile half of the world’s population to join the mainstream of the global economy and acquire the capacity to participate in free markets? ” Finally, the YSB website lists its financial partners, which include influential names that underline the nature of this type of organisation: Rockefeller Foundation, Bill & Melinda Gates Foundation, Clinton Foundation, USAID, Bank of America, Merck Family Foundation (a pharmaceutical group known in France as MSD – for Merck, Sharp and Dohme – to distinguish it from the German Merck). He also works in collaboration with Klaus Schwab’s Schwab Foundation for Social Entrepreneurship.

- Desmond Tutu, another influential media personality with an impressive pedigree, is affiliated to some fifty organisations. We will mention here only those whose names appear more or less frequently in our study, with their present and past positions: former leader of The Elders, co-chair of the State of the World Forum, member of the United Nations High-Level Group on the Alliance of Civilisations, distinguished advisory board member of the Institute of Noetic Sciences (of New Age inspiration), ambassador for OXFAM International, member of the Club of Budapest, founding member of the Earth Council Alliance launched by Maurice Strong, recipient of several prizes including the Nobel Peace Prize in 1984.
- Mabel van Oranje (Princess Mabel van Orange-Nassau, van Amsberg, of the Netherlands), contributor to the Agenda of the World Economic Forum, senior executive of George Soros’ Open Society for eleven years (1997 - 2008) and co-founder of the Soros initiative Publish What You Pay, as well as current board member of the Sigrid Rausing Trust. She was CEO of Elders from 2008 to 2012.
- Ban-ki Moon, former Secretary-General of the United Nations.
- Jimmy Carter, former President of the United States.
- Kofi Annan (deceased 2018), former secretary-general of the United Nations.
- Sir Richard Branson, founder of Virgin.

95 We reproduce here what we wrote about Sirleaf in Soros the Imperial: “In Liberia, George Soros is supporting Ellen Johnson Sirleaf, chair from 16 January 2006 to 22 January 2018. A former director of OSIWA, she studied in the United States (including at Harvard), worked for the World Bank and was vice-chair of Citibank in Nairobi. In 2010, she spoke at the Council on Foreign Relations. Her many awards also give you an idea of the kind of country she is close to: Honorary Doctor of Laws from Indiana University, Dartmouth, Brown, Yale, Harvard, EITI / EITI award winner, Roosevelt Institute Freedom of Expression Award, David Rockefeller Bridging Leadership Award, Africa Gender Award, Nobel Peace Prize (just like Shimon Peres, Henry Kissinger and Barack Obama...), etc. In 2014, Forbes named her the 70th most powerful woman in the world. However, this idyllic picture includes a number of shady areas. In Liberia itself, Sirleaf’s Nobel Peace Prize win sparked fierce controversy. In 2011, Slate reported, several hundred people demonstrated against the award. In 2012, her compatriot and co-winner Leymah Gbowee criticised Sirleaf “for corruption. In particular, she criticised her for granting highly lucrative positions to her sons. One is head of the national security agency, another is head of the national oil company, and the third was deputy governor of the central bank before being sacked in August.” The awarding of the prize four days before the 2011 presidential elections was all the more controversial as it was seen as an attempt to influence the elections. Worse still, Sirleaf was a long-time supporter of warlord Charles Taylor, who is now serving a 50-year prison sentence for crimes against humanity. So much so that the 2009 report of the Liberia Reconciliation Commission recommended “banning [Sirleaf] from holding any public office for thirty years”. The links between Soros and Johnson Sirleaf did not end when Sirleaf became chair. In 2007, she awarded her friend Liberia’s highest honours for his philanthropy. In 2008, Open Society and UNICEF, in partnership with the Dutch government, launched the \$20 million Liberia Education Pooled Fund. Sirleaf prefaces the December 2015 report by the Open Society’s Education Support Program, which contains this information. [...]

Finally, on 23 August 2016, the Global Observatory, an offshoot of the International Peace Institute (itself funded by Open Society), published an article by Brooks Marmon that was particularly critical of the Liberian president, speaking of “democratic failures”, or rather “failures of democracy”, with serious authoritarian drifts. The article recalls the thirty-year ban requested and mentioned above, and criticises the nepotism of the then president. Sirleaf is said to have co-opted Lewis Brown, former foreign minister under warlord Charles Taylor, into the Ministry of Information, from where he censored the media, imprisoning investigative journalist Rodney Sieh and radio presenter Henry Costa, a harsh critic of Johnson Sirleaf whose station was closed down. In terms of power, another article states that “the president of Liberia alone appoints all governors of all political subdivisions, all mayors of all cities, all Supreme Court justices, all chiefs, all heads of state-owned enterprises, all presidents of state-funded universities, and all government ministers. [...] The president of Liberia has more power than President Obama, the Queen of England, and the Pope of Rome.” A report by Global Witness (funded by Open Society) also revealed (but refused to provide evidence) that Sable Mining had given money to the ruling party, in violation of the Liberian Constitution.”

96 Founded by Ervin László in 1993, a former member of the Club of Rome. The Club promotes a “global conscience”.

97 This is an incomplete extract from Yunus’s long pedigree, as for other personalities featured in our study.

Following the Brundtland Report, “the UN General Assembly called for the convening of a UN Conference on Environment and Development (UNCED). The main objectives of the Summit were to imagine a ‘development’ that would encourage socio-economic development while preventing the continuing deterioration of the environment, and that would lay the foundations for a global partnership between developing and more industrialised nations. This partnership, based on mutual needs and common interests, would ensure a healthy future for the planet.” The recommendations of this report – far from being limited to the influence of its namesake – generated the momentum leading up to the Rio Summit in 1992.

Climate change, Agenda 21 and the Earth Charter from the creation of the IPCC (1988) at the Rio Summit (1992)

In 1988, just one year after the Brundtland Commission, Maurice Strong became one of the co-founders of the Intergovernmental Panel on Climate Change, the IPCC⁹⁸. As Nature points out, this structure is a joint undertaking of the United Nations Environment Programme (UNEP) and the World Meteorological Organisation (WMO). The formalisation of the IPCC made it possible to lay the groundwork and legitimise the climate issue, which would soon after be addressed and rapidly democratised in discourse and among the general public.

Maurice Strong reports that climate change was one of UNEP’s main targets. Back in 1973, just after Stockholm, Strong organised a meeting of scientists “to review the state of evidence on this emerging issue”. He adds that his work and that of his colleague (and successor) Mostafa Tolba contributed to UNEP’s pioneering role on the issue, leading to the creation of the IPCC⁹⁹.

In 1992, Maurice Strong was appointed Secretary-General of the United Nations Conference on Environment and Development, known as the Earth Summit, in Rio. This high-profile summit, attended by 1,450 accredited NGOs, produced three conventions, including the United Nations Framework Convention on Climate Change, which

The endorsement of environmental NGOs

The **Brundtland Report** advocated giving a higher profile to the role of NGOs and their capacity for action, within the framework of the Environment Fund:

“Another way of increasing the effectiveness of the Environment Fund will be to provide greater support to, and cooperate more closely with, those NGOs which are in a position to carry out elements of UNEP’s programme. Over the past decade, non-governmental organisations and their networks have become an important part of the work to protect and improve the environment at local, national and international levels. However, the financial support given by the Environment Fund to co-operation projects with NGOs has decreased both in absolute and relative terms over the last ten years, falling from 4.5 million dollars (23 per cent of the Fund’s resources in 1976) to 3.6 million dollars (13 per cent) in 1985. The amount and proportion of the Environment Fund’s resources devoted to co-operation and projects with NGOs should be substantially increased, using, on the basis of a cost-effectiveness analysis, the capacities of NGOs which can contribute to UNEP’s programmes.”

came into force on 21 March 1994 and has been ratified by 197 countries¹⁰⁰.

This is one of the major points of the Rio Summit. Following on from the creation of the IPCC, this summit led by Maurice Strong made climate change one of its key issues, alongside sustainable development. Achim Steiner emphasised its role in this area: “We will always remember Strong for putting the environment on the international agenda and at the heart of development. He aided the processes of global environmental governance – from the first Rio Earth Summit, Agenda 21 and the Rio Declaration to the UN Framework Convention on Climate Change and the Convention on Biological Diversity.” On 08/12/2015, shortly after Strong’s death, an article on the World Bank website endorsed Strong’s responsibility for publicising the issue of climate change: “Ironically, Strong died on the eve of the Paris climate conference [COP21], for which he laid the foundations throughout the past 45 years. With his death, we lose a giant of the environmental and climate change movement. [...] He eloquently articulated the

climate change issues before they became commonplace in the corridors of power. [...] More than anything else, we will remember Maurice Strong as the man who globalised the environment and climate change, as the man who brought world leaders to the table on these issues and put these often-difficult issues on the international agenda. [...] He was also the first UN official to give civil society an official voice in the climate debate.”

The Rio Summit also produced Agenda 21 (“21” for the 21st century), an “environmental” political programme adopted at the event by 182 heads of state. Maurice Strong was also behind it, as well as a “millenarian” text that he also promoted, the Earth Charter. He explained in his autobiography: “Following endless consultation and advice, we decided to recommend to the preparatory committee that the conference be designed to produce a statement of principles, which I proposed in the form of an Earth Charter, and a Plan of Action, which was called Agenda 21.¹⁰¹” He added: “The Earth Charter would reaffirm and build on the Stockholm Conference Declaration, the IUCN Commitment¹⁰² and similar declarations that have emerged from other international processes, establishing the basic principles to guide the conduct of nations and peoples towards each other and the Earth.” As for Agenda 21, Klaus Bosselman and Prue Taylor of Earth Charter International (linked to the Charter) wrote in 2005 that it had by then become “one of the most powerful documents in international environmental law”.

The Earth Council Institute, the operational arm of the Earth Council, undertook after the Rio Summit to help create National Councils for Sustainable Development in several countries to “help” governments and NGOs work together to implement Agenda 21. In the same vein, the Earth Council Institute has also promoted the International Council for Local Environmental Initiatives (ICLEI, which we will discuss later) for the development of Agenda 21 at local level in several cities around the world¹⁰³.

The Earth Council has also acted in this capacity and more broadly to increase NGOs’ capacity for action on environmental issues. Maurice Strong reports that despite their lobbying power, NGOs have not yet been able to establish a common framework within which to focus their efforts: “The Earth Council is helping with this. It and other organisations are using the Internet to provide civil society around the world with access to the information they need to build some sort of common purpose and cooperative alliances. Of course, such alliances are, in my view, the way of the future – and the Earth Council is well positioned to take the lead. And the Stockholm Environment Institute is also leading the way as a systemic environment and development network¹⁰⁴.”

“Maurice Strong will be remembered as the man who globalised the environment and climate change”

World Bank

98 In his essay *Le CO2 est bon pour la planète* (Carbon is good for the planet), Christian Gerondeau, essayist and member of the Association des climato-réalistes (Climato-realist Association), points out that the term “experts” is only used in the French version of the organisation. The English version is the IPCC, for International Panel on Climate Change.
99 *Where on Earth...*, op. cit., 2265.
100 The other two are the Convention on Biological Diversity (CBD), which came into force on 29 December 1993 and has been ratified by 168 countries, and the United Nations Convention to Combat Desertification (UNCCD), which came into force on 25 December 1996 and has been ratified by 197 countries.

101 *Where on Earth...*, op. cit. emp. 3146-3159.
102 The International Union for Conservation of Nature (IUCN) is one of the largest international nature conservation NGOs. It was founded in 1948 by the biologist Julian Huxley, the first Director General of UNESCO, and at the instigation of this organisation, co-founder of the WWF (in turn created at the instigation of the IUCN), chair of the British Eugenics Society (1959 - 1962) and recipient of a Special Award, in 1959, from the (Albert and Mary) Lasker Foundation (founded in 1945) in the Family Planning – World Population category. The Lasker Awards recognise major contributions to medical science.
103 *Where on Earth...*, op. cit. emp. 3844.
104 *Ibid.*, emp. 4077-4084.

Post-Rio ecology: Earth Charter and the emergence of a syncretistic tidal wave

Maurice Strong continued to play many leading roles after the Rio Summit. The emergence of the Earth Charter movement¹⁰⁵ and other aspects of his biography underline an approach that goes beyond

mere institutional organisation. The information we have found exposes a more “eschatological” side of environmentalist philosophy and the ability to turn it into a global issue. Maurice Strong has succeeded in arousing the interest of various spiritual figures from around the world, bringing them together around a syncretism developed since the early 1970s: the New Age. Far from its caricature as a movement by and for mere hippies, the New Age has deeper roots that have helped shape environmentalism as we know it today, culminating in Klaus Schwab’s Great Reset and its unofficial European subdivision, the European Green Deal.

The New Age

The epitome of the New Age is a manifestation of one of the experimental facets of the counter-culture that emerged in the United States in the 1960s. In short, it is about opening up to a new spirituality based on Eastern wisdom and traditions. The whole approach is said to be holistic; i.e., encompassing and global. Like other religions, the New Age postulates that a new period is about to begin for humanity, supported by global cooperation between human beings. This new period, known as the Age of Aquarius, would follow on from the Age of Pisces. According to Alice Bailey, co-founder of the Lucis Trust and member of Helena Blavatsky’s Theosophical Society, this era is about to arrive, as Wikipedia explains: “*It would be inaugurated by the return of Christ, who would establish a world religion and even a universal government. Alice Bailey has stated in some of her books, notably in The Return of the Christ, that this coming would be through humanity, through a massive awakening, rather than through the incarnation of a divine personality, as has been the case in the past for every world religion.*” In fact, the New Age goes beyond the aspirations of a few beatniks and the 1960-1970 period. Without going into a genealogy of esotericism – which would be beyond the scope of this article – we can trace the foundations of New Age thinking back to the Theosophical Society of the occultist Helena Blavatsky (1831-1891)¹⁰⁶. Her syncretic approach states that all the world’s religions, philosophies and spiritualities have a common substratum, to which she adds occultism and esotericism. Blavatsky travelled extensively during her life and met many spiritual personalities. As a result, the Theosophical Society’s approach could spread quite widely. The Theosophical Society’s general register in India, for example, provides the names of its 300,000 members (including Gandhi) in the country between 1875 and 1943.

According to the Wikipedia entry on the Society, the three principles of this “international organisation” are as follows:

1. To form a nucleus of the universal brotherhood of mankind, without distinction of race, creed, sex, caste or colour.
2. To encourage the comparative study of religions, philosophies and sciences.
3. To study the unexplained laws of nature and the powers latent in man. All these principles and the desire for syncretism are reflected in its logo (see below).



The Society's seal incorporated the Swastika, Star of David, Ankh, Aum and Ouroboros symbols

From the Earth Charter to the Ark of Hope

As introduced earlier, the Brundtland Commission called for the creation of a new charter to lead the transition to sustainable development. The idea of an Earth Charter was put forward by Maurice Strong and Mikhail Gorbachev, both members of the Club of Rome. Its drafting committee came into being following the Rio Summit, when Strong and Gorbachev, each with an organisation they had founded – Earth Council for Strong and Green Cross for Gorbachev

– implemented the Earth Charter Initiative as a process based on “civil society”, with the support of the Dutch government. Initially (1994 - 1996), the Earth Charter secretariat was funded by this Dutch government, to the tune of over \$740,000 for general support. Between 1998 and 1999, its biggest donor was the Rockefeller Brothers Fund, with \$129,500.

Initially, therefore, the doctrine of the Theosophical Society exerted a centrifugal force. The emergence of the New Age movement, in addition to its counter-culture aspects, gave rise to a centripetal movement, crystallised in initiatives such as the Manitou Foundation (see below) of the couple Maurice & Hanne Strong, but also within the United Nations because of the profiles of U Thant, Maurice Strong and Robert Muller, and later figures such as Jane Goodall (see our insert dedicated to Goodall below). Maurice Strong in particular succeeded, as he recounts in his autobiography, in uniting representatives of extremely varied tendencies (he cites the case of Indira Gandhi in particular) around a common issue: the planet’s survival. The very close links between the New Age and the environmental movement have made it possible to establish a quasi-junction between the two – which makes it easier to understand the presence of members and structures linked to the Rockefellers in both.

In other words, the New Age is made up of multiple tidal waves that can at least be traced back to the Theosophical Society in the nineteenth century. Far from being a sporadic manifestation, the 1960s and 1970s saw this spirituality solidify and take root right up to the highest levels, in this case the United Nations. And far from having fallen into disuse, our research shows that the New Age philosophy subsequently became deeply rooted in ecology, as we shall see below with the Earth Charter and its eschatological manifestation known as the Ark of Hope – then translated into action with Agenda 21 and its successor, Agenda 2030 and its Sustainable Development Goals. All this culminated in the Great Reset developed by Klaus Schwab, an avowed disciple of Maurice Strong.

In short, a planetary unification based on ecology and technology (cybernetics in both cases) to merge into the “*planned mind*” postulated by Pierre Teilhard de Chardin, the central intellectual reference¹⁰⁷ of the New Age and Julian Huxley’s collaborator¹⁰⁸. This fusion would be a prerequisite for an evolution in global consciousness.

Without venturing into Eastern or Amerindian spirituality, this eschatological approach to ecology provides keys to understanding the effectiveness of this cause, at least among Western populations. In fact, it calls on values and hopes that are found in a number of spiritualities. Think of the various forms of paganism and their close ties with nature and all that is associated with it (magic, religion, rituals), the Jewish Tikkun Olam, which aims to “*repair the world*” (one of Jane Goodall’s quotes featured on the Jane Goodall Legacy Foundation website is “*you can help heal the world*”, or the universal communion promoted by Christianity. As a result, ecology echoes the concerns of every spirituality and can thus boast universal appeal. It can also become that “*fait social total*” (total social fact) defined by Marcel Mauss (i.e., the centre around which the life of a society is organised), but at a global level.

¹⁰⁶ Towards the end of her life, Blavatsky also founded the Blavatsky Lodge and the magazine Lucifer.

¹⁰⁷ Teilhard de Chardin is of course not the only reference. We can also mention Carl Gustav Jung and his mystical belief in the Age of Aquarius, supposed to arrive in 1997. The New World Encyclopedia also cites the influence of Joachim de Fiore’s utopianism: “The New Age movement was strongly influenced by Joachim de Fiore’s divisions of time, and transformed the philosophy of the Three Ages into astrological themes. The Age of the Father was recast as the Age of Aries, the Age of the Son became the Age of Pisces, and the Age of the Holy Spirit was called the New Age of Aquarius. The coming “Age of Aquarius” will supposedly witness the development of a number of great changes for humanity, reflecting the typical characteristics of millennialism.”

¹⁰⁸ Julian Huxley wrote the introduction to the English edition of Teilhard de Chardin’s The Phenomenon of Man (1969).

The Earth Council Alliance

In preparation for the Rio Summit, Maurice Strong and other leading figures decided to set up the Earth Council (now the Earth Council Alliance). Its co-founders include Klaus Schwab, a disciple of Maurice Strong and founding CEO of the World Economic Forum, former US President Jimmy Carter, and Robert McNamara, former President of the World Bank and friend of Maurice Strong¹⁰⁹.

The Earth Charter Alliance website presents Maurice Strong as its tutelary figure. It summarises the organisation’s early development as follows: *“Between 1992 and 1998, the Earth Council set up more than 80 National Councils for Sustainable Development in developing countries. Its objectives include monitoring governments’ compliance with the commitments*

they have made under international agreements, as well as facilitating partnerships for creative solutions to Agenda 21 issues. The Earth Council has also established a secretariat to support and coordinate the development of the Earth Charter. The Earth Charter is a statement of values, principles and aspirations for a sustainable future shared by many individuals, groups and countries. [...] The Earth Charter is based on four guiding principles:

- *Respect for the Earth and for others.*
- *Ecological integrity.*
- *Economic and social justice.*
- *Democracy, non-violence and peace.”*

Although the site now appears to be inactive, the partners section does cite a few names, including: Institute of Noetic Sciences (of New Age inspiration), of which Maurice Strong was an advisor, University for Peace (of which Maurice Strong was chairman, and which hosts the NGO Earth Charter), Earth Charter Initiative, United Nations Environment Programme (UNEP), Pachamama Alliance, Clinton Foundation, etc.

In 1997, an Earth Charter Commission was set up to *“oversee the development of the text, analyse the objectives of the global consultation process and reach agreement on a globally agreed document”*. The Charter’s international drafting committee was chaired by Steven Rockefeller, who remains president of the NGO Earth Charter International. The son of former US Vice-President Nelson Rockefeller and a member of the Rockefeller family, he is a trustee of the Rockefeller Brothers Fund and the Asian Cultural Council (founded by John D. Rockefeller III). But Steven Rockefeller also has New Age influences, whether through the book he wrote on John Dewey¹¹⁰ (a member of the Society for Psychical Research, close to Helena Blavatsky’s Theosophical Society) or through his closeness, in the 1970s, to Zen Buddhism. He is also Professor Emeritus of Religion at Middlebury College, the first American institution to create a university programme in environmental studies, in 1965. His other notable affiliations include the advisory board of the Forum on Religion and Ecology, the largest multi-religious organisation of its kind (see our section on ecocide and more specifically on Faith for Ecocide Law), and in the past¹¹¹ the international advisory board of the Jane Goodall Institute. Both organisations are influenced by New Age spirituality.

Jane Goodall

Born in 1934, Jane Goodall DBE (Dame Commander of the Most Excellent Order of the British Empire) is an ethologist, primatologist and anthropologist of worldwide renown, particularly for her work on chimpanzees. Her resume, as reported by Sourcewatch, is particularly extensive, and over the course of her career she has held a variety of positions (fellow, advisory board, director, president’s council, honorary member, consultant, etc.) in nearly 80 organisations (some of which are linked to

New Age thinking), including: Population Matters (patron), Teachers Without Borders, Orion Magazine, Global Security Institute, Nuclear Age Peace Foundation, Counterpart International, State of the World Forum (co-chair), Club of Budapest, World Council of Religious Leaders, World Wisdom Council, Humane Society of the United States, Wildlife Conservation Society, etc. She is also a contributor to the World Economic Forum. Goodall even has a listing on Wikidia, “the encyclopaedia for 8- to 13-year-olds”. She also has 2.4 million followers on Facebook and 1.4 million on Twitter.

Jane Goodall’s links with the New Age are reflected in her autobiography Reason for Hope: A Spiritual Journey. In addition to a sympathetic column in the New Age magazine¹¹², Goodall describes her initiation into theosophy¹¹³ and quotes one of the many poems (The Old Wisdom) that she reports having written during this period, the content of which corresponds to the thinking of the Theosophical Society (to quote only the last lines): *“Yes, my child, go out into the world; walk slow / And silent, comprehending all, and by and by / Your soul, the Universe, will know / Itself: The Eternal I”*¹¹⁴).

Since 2002, she has also been one of the United Nations’ 13 Messengers of Peace, for her work in the field of environmental conservation. This distinction rewards individuals who help to focus world attention on the work carried out by the United Nations.

In 1977, Jane Goodall founded the Jane Goodall Institute, which carries out its activities through several programmes : conservation science; advocacy; chimpanzee protection; public awareness & environmental education; healthy habitats; Roots & Shoots (see below); gender, health & conservation; sustainable livelihoods; and research.

It has dozens of partner organisations, some of which carry considerable weight: Conservation International, The Nature Conservancy, Aspen Institute, IUCN, Morgan Stanley (Global Impact Funding Trust, Inc.), Population Media Center, WWF, World Resources Institute¹¹⁵. On the corporate and foundation side, the Institute receives funding from Microsoft Corporation and Facebook (among others), as well as from Esri (Environmental Systems Research Institute¹¹⁶). On the government side, it is supported in particular by USAID and NASA. Finally, the Institute receives grants from several hundred foundations. Finally, in 2017, Jane Goodall created the Jane Goodall Legacy Foundation (JGLF), with the aim of promoting and supporting the programmes already run by her Institute, in particular Roots & Shoots, a *“global youth programme”* that *“works with schools, educators and youth organisations”*. The JGLF points out that over three decades, this programme has set up groups in more than 65 countries with projects dedicated to animal welfare and environmentalism.

The influence of the Rockefeller family on the Earth Charter Initiative is also confirmed in the Earth Charter Initiative guide. It states (p.7) that *“grants and donations to support the Earth Charter Initiative are made to The Philanthropic Collaborative (TPC) / Earth Charter Fund in New York City. TPC is an innovative 501 (c)(3) public charity created by the Rockefeller family that is used by a variety of groups”*. This guide lists all the participants in the Earth Charter Commission:

a. Earth Charter Commission:	
Africa and the Middle East <ul style="list-style-type: none">• Amadou Toumani Touré, Co-Chair, Mali• Princess Basma Bint Talal, Jordan• Wangari Maathai, Kenya• Mohamed Sahnoun, Algeria	Europe <ul style="list-style-type: none">• Mikhail Gorbachev, Co-Chair, Russia• Pierre Calame, France• Ruud F. M. Lubbers, The Netherlands• Federico Mayor, Spain• Henriette Rasmussen, Arctic/Greenland (Inuit)• Abraham Soetendorp, The Netherlands
Latin America and the Caribbean <ul style="list-style-type: none">• Mercedes Sosa, Co-Chair, Argentina• Leonardo Boff, Brazil• Shridath Ramphal, Guyana	Asia and the Pacific <ul style="list-style-type: none">• Kamla Chowdhry, Co-Chair, India• A.T. Ariyaratne, Sri Lanka• Pauline Tangiora, New Zealand/Aotearoa• Ema Witoelar, Indonesia
North America <ul style="list-style-type: none">• Maurice F. Strong, Co-Chair, Canada• John Hoyt, USA• Elizabeth May, Canada• Steven C. Rockefeller, United States• Severn Cullis-Suzuki, Canada	

• **Amadou Toumani Touré**, President of Mali from 1991 to 2012.

• **Princess Basma bint Talal of Jordan**, daughter of Prince Hassan bin Talal, who was president of the Club of Rome from November 2000 to 2007.

• **Wangari Maathai**, close to the Manitou Foundation – a New Age organisation – set up by the couple Maurice & Hanne Strong (see below).

• **Mohamed Sahnoun**, former special adviser to the Director-General of UNESCO, member of the Brundtland Commission and senior adviser to Maurice Strong at the Rio Summit, but also co-founder of the Earth Council



Alliance, committee member of the “sorosian” Human Rights Watch, vice-chairman of the board of the University for Peace, among other positions. In his autobiography, Maurice Strong described him as “one of the wisest and most competent people” of his acquaintance¹¹⁷.

• **Mercedes Sosa**, UNICEF ambassador and popular Argentinian singer.

• **(Sir) Shridath Ramphal**, former secretary-general of the Commonwealth, former president of IUCN, former director of the international committee of the Rockefeller Foundation’s LEAD (Leadership in Environmental and Development) programme, former co-chairman of the now defunct Commission on Global Governance, trustee of the Rajiv Gandhi Foundation and recipient of the Indira Gandhi Peace Prize.

• **John Hoyt**, former president of the Humane Society of the United States, vice-president of Earth Restoration Corps (founded and chaired by Hanne Strong, widow of Maurice Strong, see below).

• **Severn Cullis-Suzuki**, the Greta Thunberg of the Earth Summit (1992). At the age of twelve, young Severn took to the podium at the Rio Summit to deliver a now-famous environmental speech. Her presence was not insignificant: her father, the geneticist David Suzuki, reveals in his autobiography that it was Maurice Strong, future honorary member of the Board of Directors of the David Suzuki Foundation, who gave his permission for young Severn to speak at the podium. Severn Cullis-Suzuki won a UNEP award in 1993 and, like her father, has served on the international advisory board of Hanne Strong’s Earth Restoration Corps. Since September 2021, she has also been Executive Director of the David Suzuki Foundation.

109 In his aforementioned autobiography Where on Earth..., Maurice Strong wrote the following about Robert McNamara: “I quickly became one of his biggest fans and developed a close personal friendship with him that I still enjoy today [in 2000]”, op. cit. emp. 1764.

110 Rockefeller (Steven C.), John Dewey: Religious Faith and Democratic Humanism (1991).

111 Actors such as Pierce Brosnan, Whoopi Goldberg, Angelina Jolie (also a member of the Council on Foreign Relations), and other personalities such as James Wolfensohn of the World Bank, Mohammed Yunus, Wangari Maathai, Richard Leakey, etc. were also present.

112 Goodall (Jane), Reason for Hope: A Spiritual Journey, Kindle format, emp. 66.

113 This is theosophy in the sense of the Theosophical Society, as shown by the entry for Jane Goodall on Theosophy Wiki. For references to Goodall’s initiation, see her autobiography at locations 615, 622, 642 and 1160, i.e. pages 32, 34 and 79 respectively of the paper edition.

114 Ibid., emp. 628.

115 For 2019, those presented for 2020 are fewer in number.

116 Founded in 1969, Esri is the pioneer of GIS (Geographic Information System) mapping and analysis software. It is also supported by the CIA and has been working with the National Geospatial-Intelligence Agency (NGA) for over thirty years. In 2010, the U.S. Geospatial Intelligence Foundation presented an award to Jack Dangermond, the founder of Esri, pointing out that in the past, this prize had been awarded to members of the intelligence community, including the CIA.

117 Where on Earth..., op. cit. emp. 6210.

•**Pierre Calame**, then Director General of the Charles Léopold Mayer Foundation (1986¹¹⁸.2009), of which he is now Chairman of the Foundation Board. He is also an expert for the Fondation Jean Jaurès.

•**Ruud Lubbers**, former Dutch Prime Minister (1982 - 1994), former United Nations High Commissioner for Refugees, but he was also a member of various organisations: honorary board member of Green Cross International, co-chair of the State of the World Forum, chairman of WWF International, honorary member of the Club of Rome.

•**Federico Mayor**, then Director-General of UNESCO. In 2005, he was appointed co-chair of the United Nations High-Level Group for the Alliance of Civilizations. Three of his affiliations are noteworthy: honorary member of the Club of Rome, co-chair of the State of the World Forum, honorary member of the Club of Budapest.

•**Henriette Rasmussen**, who later served as Greenland’s Minister of Culture and Education (2003-2005), is a women’s rights activist, journalist, independence fighter and member of the separatist socialist party Inuit Ataqatigiit.

•**Rabbi Awraham Soetendorp**, co-founder of Green Cross International and international religious organisations such as the Center for World Spirituality and the World Council of Religious Leaders (whose consultants include Jane Goodall and Ervin Laszlo, founder of the Club of Budapest and head of the New Age-inspired Ouroboros Research and Education Trust¹¹⁹; László’s books are sold by the Theosophical Society Bookshop).

•**Kamla Shawdry**, co-chair of the Global Peace Initiative of Women, whose international advisory board included Hanne Strong. This organisation was chaired by Joan Brown Campbell, who served on the advisory board of the Jane Goodall Institute. Kamla Chowdhry was also a director of the World Faiths Development Dialogue, founded in 1998 by James D. Wolfensohn¹²⁰, President of the World Bank, and Lord Carey of Clifton, Archbishop of Canterbury.

•**A. T. Ariyaratne**, founder of the Sarvodaya Shramadana movement¹²¹, member of the “distinguished” advisory board of the Institute of Noetic Sciences, member of the Club of Budapest, international adviser to **OneWorld International** (financed in particular by the Rockefeller Foundation).

•**Pauline Tangiora**, co-founder of the Earth Council Alliance, member of the board of the World Future Council headed by Herbert Girardet (member of the Club of Rome executive committee) and founded by Jakob von Uexküll, member of the World Council of Indigenous Peoples, director of Maori International, member of Rigoberta Menchú’s committee (honorary member of the Club of Rome) at the Indigenous Initiative for Peace.



•**Erna Witoelar**, then Indonesian Minister for Human Settlement and Regional Development. She was also special UN ambassador for the Millennium Development Goals (the forerunners of the Sustainable Development Goals) and sits on the International Institute for Sustainable Development – which also included Maurice Strong and his friend Jim MacNeill, Gro Harlem Brundtland, Sir Shridath Ramphal and Mohamed Sahnoun.

“To a certain extent, the Earth Charter can be celebrated as the first and above all the founding document of global civil society.”

Earth Charter, 2005

The messianic role that Maurice Strong lends to this Charter can be seen in an interview on 5 March 1998: *“This is a Charter of the Peoples of the Earth. It will have its power; it will have its influence because it comes from the people¹²². That’s why we want to make sure that people all over the world, as many people¹²³ as possible, are involved. That’s what will give it its authenticity. That’s what will give it credibility. This is even more important than putting it on the UN agenda. But in doing so, the UN will have to acknowledge it, and hopefully this will lead to a process of producing a formalised Earth Charter. But let’s be very clear, UN action will not be the only objective. The real aim of the Earth Charter is for it to become in practice like the Ten Commandments, like the Universal Declaration of Human Rights¹²⁴. It will become a symbol of the aspirations and commitments of people everywhere. And that’s where the political influence, where the long-term results of the Earth Charter will really come from. Of course, as someone who has served the United Nations for many years, I very much hope that the United Nations will adopt it and that this will translate into a formal commitment on the part of governments. However, the primary objective is to obtain the commitment of the people. As for the political commitment of governments, it will inevitably follow from the commitment of the people, hopefully through the scope of the United Nations.”*

“The real aim of the Earth Charter is that it should become in practice like the Ten Commandments, like the Universal Declaration of Human Rights.”

Maurice Strong

Signed in Paris at UNESCO headquarters on 29 June 2000, the Earth Charter was launched on 29/06/2000 at the Peace Palace in The Hague, Netherlands. Queen Beatrix, daughter of Prince Bernhard of Holland and honorary member of the Club of Rome – whom we come back to with the Ark of Hope – was the first to receive it.

In its objectives, the Earth Charter takes up Maurice Strong’s wish mentioned above. The end of the Charter stated¹²⁵: *“To build a universal sustainable community, the nations of the world must renew their commitment to the United Nations, honour their obligations under existing international agreements, and support the application of the principles of the Earth Charter through an internationally legally binding instrument on environment and development issues.”¹²⁶ This globalist objective is also to be found in 2005, in the Earth Charter’s Progress Report +5, where Steven C. Rockefeller spoke for his part of the Earth Charter. Rockefeller spoke of “transition to a sustainable global community”. The 16 provisions of the Charter, broken down into sub-points, also promote principles that are quite common today in the activities of “civil society” (feminism, youngism, the environment, etc.).*

118 The Earth Charter indicates 1986. Wikipedia indicates 1988.

119 This approach is confirmed by the evolution of the trust. Sourcewatch reports that while it is dedicated to the study of ancient wisdoms, in 2020 it is presenting itself as “a platform for accelerating progress towards a sustainable world”. Sourcewatch’s profile of Laszlo notes that he is a member of around twenty organisations. He was also a member of the advisory board of (the New Age) Planetary Citizens.

120 James (Jim) Wolfensohn headed the Population Council at the United Nations from 1977 to 1984, was a director of the Rockefeller Foundation from 1979 to 1985, a director of the U.S. Business Council for Sustainable Development, an honorary trustee of the Brookings Institution, a member of the supervisory board of the International Rescue Committee, a member of the international advisory board of the Jane Goodall Institute and, in 2005, recipient of the David Rockefeller Bridging Leadership Award. Maurice Strong wrote about him in his autobiography: “I recruited many young people who later went on to brilliant careers, including Jim Wolfensohn [...] He later distinguished himself on Wall Street and founded his own company, which was later run by Paul Volcker when Wolfensohn became President of the World Bank.” Where on Earth..., op. cit, emp. 1617.

121 This organisation promotes Buddhist and Gandhian spirituality and represents a network of over 15,000 villages.

122 Strong’s justification is in fact misleading. In the report “Earth Charter +5 Progress”, Klaus Bosselmann and Prue Taylor write in their article “The Significance of the Earth Charter in International Law” (p.59-63/186 of the document), about the global principles of the Earth Charter, that “many of these principles were not created during the dialogue process, but were subsequently defined and integrated into an ecological context”.

123 The words in bold in the passage we are quoting are originally bold.

124 Emphasis added.

125 https://earthcharter.org/wp-content/assets/virtual-library2/images/uploads/echarter_french1.pdf, p.6.

126 In the Earth Charter +5 Progress report, Steven Rockefeller later wrote that The Earth Charter is “a global civil society effort to promote ethical principles that are in turn transformed into enforceable standards for governments and corporations”.

Earth Charter Principles

I. Respect and protect the community of life

1. RESPECT THE EARTH AND ALL LIFE.

- Recognise the interdependence of all living things and the value of all life, regardless of its usefulness to humans.
- Recognise the dignity of every person and the intellectual, artistic, ethical and spiritual potential of every human being.

2. CARE FOR THE COMMUNITY OF LIFE WITH UNDERSTANDING, COMPASSION AND LOVE.

- Accept that the right to own, manage and use natural resources implies a duty to prevent environmental damage and to protect human rights.
- Affirm that the growth of freedom, knowledge and power implies a responsibility to promote the common good.

3. BUILD SOCIETIES THAT ARE DEMOCRATIC, JUST, PARTICIPATORY, SUSTAINABLE AND PEACEFUL.

- Ensure that communities guarantee human rights and fundamental freedoms at all levels, and give everyone the opportunity to develop their full potential.
- Promote social and economic justice, giving everyone the means to meet their basic needs in a satisfactory and environmentally sustainable way.

4. PRESERVE THE RICHNESS AND BEAUTY OF THE EARTH FOR PRESENT AND FUTURE GENERATIONS.

- Recognise that the freedom of action of each generation is determined by the needs of future generations.
- Pass on to future generations the values, traditions and institutions that encourage the long-term prosperity of the Earth's human and ecological communities. To achieve the above four general commitments, it is necessary to adopt the following principles:

II. Ecological integrity

5. PROTECT AND RESTORE THE INTEGRITY OF THE EARTH'S ECOLOGICAL SYSTEMS, IN PARTICULAR THE BIOLOGICAL DIVERSITY AND NATURAL PROCESSES THAT SUSTAIN LIFE.

- Adopt sustainable development planning and regulations at all levels that integrate environmental conservation and restoration into all development projects.
- Create and safeguard viable nature and biological reserves, including wilderness and marine areas, to protect the systems essential to life on Earth, maintain biodiversity and preserve our natural heritage.
- Promote the regeneration of species and ecosystems in danger of extinction.
- Restrict and eliminate genetically modified or exogenous organisms harmful to native species and the environment, and prevent the introduction of such harmful organisms.
- Manage the use of renewable resources such as water, land, forest resources and marine life using processes that respect regeneration cycles and protect the health of ecosystems.
- Manage the extraction and use of non-renewable resources such as minerals and fossil fuels using processes that minimise depletion and do not cause significant damage to the environment.

6. PREVENT DAMAGE AS THE BEST METHOD FOR PRESERVING THE ENVIRONMENT, AND APPLY THE PRECAUTIONARY PRINCIPLE WHEN KNOWLEDGE IS INSUFFICIENT.

- Take measures to prevent serious or irreversible damage to the environment, even if scientific information is incomplete or inconclusive.
- Shift the burden of proof to those who argue that a proposed activity will not cause significant harm, and require the responsible party to bear the full cost of environmental damage.
- Ensure that decision-making takes into account the cumulative, long-term, indirect, international and global consequences of human activities.
- Prevent pollution of the environment as a whole and not allow any accumulation of radioactive and toxic substances or any other harmful substances.
- Avoid military activities that damage the environment.

7. ADOPT MODES OF PRODUCTION, CONSUMPTION AND REPRODUCTION THAT PRESERVE THE EARTH'S REGENERATIVE CAPACITIES, HUMAN RIGHTS AND COMMON WELL-BEING.

- Reduce, reuse and recycle materials used in production and consumption systems, and ensure that residual waste can be assimilated by ecological systems.
- Act with moderation and efficiency in the use of energy sources and make increasing use of renewable energy sources such as solar and wind power.
- Promote the development, adoption and equitable transfer of environmentally friendly technologies.
- Integrate all environmental and social costs into the selling prices of goods and services, and give consumers the opportunity to identify products that meet the highest social and environmental standards.
- Ensure universal access to health care that promotes healthy and responsible reproduction.
- Adopt lifestyles that emphasise quality of life and material sufficiency in a world of limited resources.

8. ADVANCE KNOWLEDGE ON ECOLOGICAL SUSTAINABILITY AND PROMOTE THE FREE EXCHANGE AND WIDER APPLICATION OF THE KNOWLEDGE ACQUIRED.

- Support international scientific and technical cooperation on sustainable development, paying particular attention to the needs of developing countries.
- Recognise and preserve the traditional knowledge and wisdom of all cultures when it contributes to the protection of the environment and human well-being.
- Ensure that all information of vital importance for human health and the protection of the environment, including genetic information, is publicly available.

III. Social and economic justice

9. ERADICATE POVERTY AS AN ETHICAL, SOCIAL AND ENVIRONMENTAL IMPERATIVE.

- Guarantee access to clean water, clean air, food security, uncontaminated land, shelter and safe sanitation by allocating the necessary national and international resources.
- Enable every person to have access to the education and resources needed to ensure a sustainable way of life, and provide social security and protection measures for anyone unable to support themselves.

- Recognise the unrecognised, protect the most vulnerable, help those who suffer and give them the opportunity to develop their capacities and fight to achieve their aspirations.

10. ENSURE THAT ECONOMIC ACTIVITIES AND INSTITUTIONS AT ALL LEVELS PROMOTE HUMAN DEVELOPMENT IN A FAIR AND SUSTAINABLE MANNER.

- Promote the equitable distribution of wealth within and between countries.
- Improve the intellectual, financial, technical and social resources of developing countries and relieve them of their large international debt.
- Ensure that all trade promotes the sustainable use of resources, environmental protection and progressive labour standards.
- Demand that multinational companies and international financial institutions demonstrate transparency in the public interest and hold them accountable for the consequences of their activities.

11. AFFIRM GENDER EQUALITY AND EQUITY AS A PREREQUISITE FOR SUSTAINABLE DEVELOPMENT, AND ENSURE UNIVERSAL ACCESS TO EDUCATION, HEALTH AND OPPORTUNITIES.

- Guarantee the human rights of women and girls and put an end to all violence against them.
- Encourage the active participation of women in all aspects of economic, political, civil, social and cultural life as full and equal partners, decision-makers, leaders and beneficiaries.
- Strengthen the family framework and provide security, affection and appropriate care for each of its members.

12. DEFEND THE RIGHT OF ALL HUMAN BEINGS, WITHOUT DISCRIMINATION, TO A NATURAL AND SOCIAL ENVIRONMENT THAT FOSTERS HUMAN DIGNITY, PHYSICAL HEALTH AND SPIRITUAL WELL-BEING, WITH PARTICULAR ATTENTION TO THE RIGHTS OF INDIGENOUS PEOPLES AND MINORITIES.

- Eliminate all forms of discrimination, in particular discrimination based on skin colour, gender, sexual orientation, religion, language and national, ethnic or social origin.
- Affirm the right of indigenous peoples to their spirituality, knowledge, lands and resources, and to the traditional and sustainable practices derived from them.
- Honour and support the young people of our communities, enabling them to fulfil their essential role in creating sustainable societies.
- Protect and restore places of exceptional cultural and spiritual value.

IV. Democracy, non-violence and peace

B STRENGTHEN DEMOCRATIC INSTITUTIONS AT ALL LEVELS AND PROMOTE GOVERNANCE BASED ON THE PRINCIPLES OF TRANSPARENCY AND ACCOUNTABILITY, AS WELL AS THE PARTICIPATION OF ALL IN DECISION-MAKING AND ACCESS TO JUSTICE.

- a. Ensure that everyone has the right to receive clear and up-to-date information on environmental issues and on all development projects and activities that affect them or are likely to affect them.
- b. Support local, regional and global civil society and promote the effective participation of all interested individuals and organisations in decision-making.
- c. Protect the right to freedom of opinion, expression, peaceful assembly, association and dissent.
- d. Establish effective and efficient access to independent administrative judicial procedures, including compensation and redress for environmental damage and the threat of such damage.
- e. Eliminate corruption from all public and private institutions.
- f. Strengthen local communities by giving them the necessary means to safeguard their environment, and entrust environmental responsibilities to the government bodies best able to assume them.

14 INTEGRATE INTO FORMAL EDUCATION AND LIFELONG LEARNING THE KNOWLEDGE, VALUES AND SKILLS NEEDED FOR A SUSTAINABLE WAY OF LIFE.

- a. Ensure that everyone, especially children and young people, has access to an education that enables them to make an active contribution to sustainable development.
- b. Promote the contribution of the arts, sciences and humanities to education for sustainable development.
- c. Strengthen the role of the media in raising awareness of ecological and social issues.
- d. Recognise the importance of moral and spiritual education for sustainable living.

5 TREAT ALL LIVING BEINGS WITH RESPECT AND CONSIDERATION.

- a. Prevent cruelty to domestic and farmed animals, and prevent them from suffering.

- b. Protect wild animals from hunting, trapping and fishing techniques that cause extreme, prolonged or unnecessary suffering.
- c. Avoid or eliminate, as far as possible, the capture or destruction of non-target species.

16 PROMOTE A CULTURE OF TOLERANCE, NON-VIOLENCE AND PEACE.

- a. Encourage and support mutual understanding, solidarity and cooperation among all peoples, between all countries, and within each country.
- b. Implement comprehensive and holistic strategies to prevent violent conflict and use collaborative resolution methods to manage and resolve environmental conflicts and other disagreements.
- c. Demilitarise national security systems, bring them into a defensive, non-provocative posture, and convert military resources to peaceful projects, including ecological restoration.
- d. Eliminate nuclear, biological and toxic weapons, as well as all other weapons of mass destruction.
- e. Ensure that orbital and extra-atmospheric space is used with respect for peace and environmental protection.
- f. Recognise that peace is the entity created from respectful relationships with oneself, with others, with other cultures and other forms of life, with the Earth and the whole universe of which we are all a part.

The influence of the New Age Around the Ark of Hope

In 2001, the Earth Charter was deposited in a wooden box called the Ark of Hope. Each of its five panels represents a different “element”: Water, fire, air, earth and spirit¹²⁷. Here we begin to explore a more esoteric dimension of environmentalism¹²⁸. It goes beyond the Earth Charter and its Ark of Hope. Rather, the latter constitute one of the outcomes of this dimension, which draws its sources from the New Age spirituality that took off at the same time as the spread of political ecology – namely in the 1970s. The New Age itself derives from older spiritual doctrines. Here we are treading a fine line between an ecology embodying ideas and principles, and an ecology conceived as an eschatology.

The Ark of Hope was painted by the artist Sally Linder, who also seems to gravitate within the New Age ecosystem. Her professional website states that in 2001 she was in a “Residential fellowship”¹²⁹ at the Omega Institute for Holistic

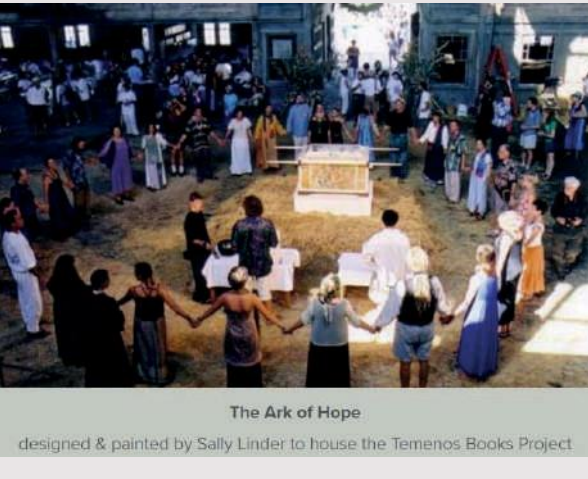
Studies (an institute inspired by the Sufi Pir Vilayat Inayat Khan). The Institute owes its name to the concept of the Omega Point by the Jesuit Pierre Teilhard de Chardin, a close friend of Julian Huxley. It has hosted speakers such as Al Gore, Arianna Huffington (co-founder of the Huffington Post) and the theosophist Jane Goodall. Alongside the eugenicist Paul Ehrlich (a reference for Friends of the Earth), Jane Goodall is one of the leading figures in the NGO Population Matters (formerly the Optimum Population Trust), a British charitable trust that promotes limiting the world’s population by encouraging small families and family planning (i.e., abortion). The trust blames population growth for resource depletion, climate change, biodiversity loss and environmental degradation. Sally Linder has also been a speaker for the WWF, the United Nations World Summit on Sustainable Development and the Omega Institute for Holistic Studies.



The Ark of Hope website (whose banner – above – illustrates the ecumenical spiritual orientation typical of the New Age) states that it was created “as a place of refuge for the Earth Charter and the Temenos books”. The Charter is contained in a handwritten version on papyrus, “a plant known for its ability to purify water of its pollutants”.

The religious dimension of this “environmentalist” work with its universal claim¹³⁰ is evident in its very physical object, which imitates the Hebrew Ark of the Covenant (and therefore a claim to the divine or to be a substitute for it). A photo of the event, online on the blog of artist Cameron Davis, also shows the Ark’s globalist pretensions, with a gathering of individuals of different ethnicities and even faiths at the dedicated ceremony entitled “For love of Earth” on 09/09/2001:

The Temenos project was initiated when artists Cameron Davis and Sally Linder visited Janet Fredericks in 1999¹³¹. The term “temenos” comes from ancient Greece and refers to a sacred space or sanctuary¹³². The Ark of Hope website provides a definition with New Age overtones: “a temenos, a magical sacred circle where specific rules apply and extraordinary events inevitably occur [...] Temenos Book: a handmade book filled with pages of visual declarations/prayers for global gratitude, peace and healing”.



127 Spirit as an element is present in several cultures and under different names. It refers essentially to ether, in both philosophical and alchemical (and therefore more esoteric, like the New Age) forms: Quintessence among the ancient philosophers, Akasha among the Ayurvedics, etc.
128 For all our material on the New Age and esotericism, we have had our comments proofread by a specialist who has frequented this type of inner sanctum for several years and has a well-established culture in the field.
129 I.e., a paid administrator responsible for overseeing a defined area of a residential campus.

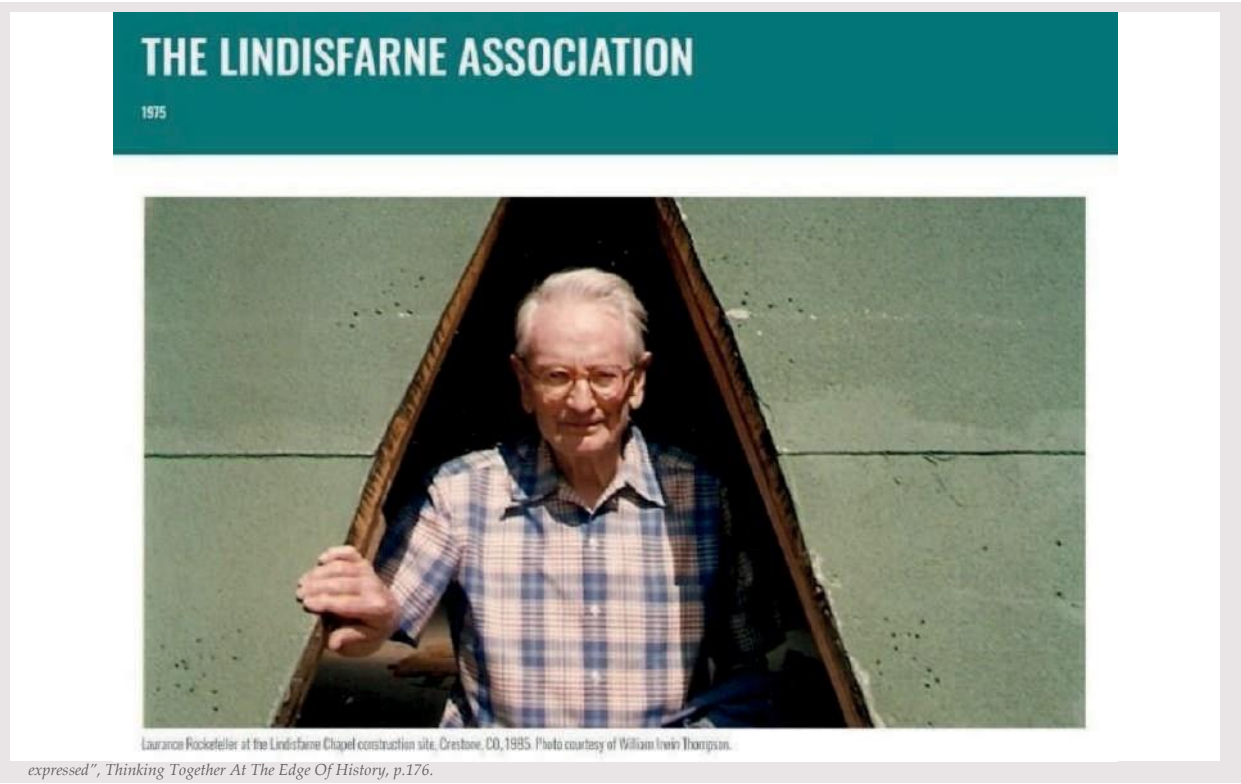
130 In 2005, Steven C. Rockefeller spoke of religious leaders trained in the principles and values of the Earth Charter.
131 Fredericks graduated (1967-1969) from Green Mountain College, which was affiliated to the evangelical movement and focused on environmental issues. In particular, the college promoted the “progressive education” programme of John Dewey, whose biographer is Steven C. Rockefeller. In 2018, Green Mountain College was named Sierra Club’s #1 Cool School. Fredericks and her partner Tom Verner co-founded the NGO Magicians Without Borders, to perform for refugee children. The NGO has won several awards, including recognition for its work from the United Nations High Commissioner for Refugees.
132 By extension, we can propose linking this concept to the philosophy of wilderness, with the marine sanctuaries (protected marine areas with no fishing) and terrestrial sanctuaries (wilderness) promoted by environmentalism since the 1960s-1970s.
133 William Irwin Thompson is one of the personalities who paid tribute to Maurice Strong in Remembering Maurice F. Strong, op. cit. Strong, op. cit. In it, he wrote that “when the real story is written of how humanity moved from a set of conflicting and competing industrial nation-states to a global culture, it will be a story in which Maurice and Hanne Strong will be rightly celebrated for their contributions.”, p. 201.

The Ark of Hope website reports the presence of several speakers at the ceremony: Jane Goodall, Satish Kumar (fellow of the Temenos Academy – see below), Steven C. Rockefeller, and musician (saxophonist) Paul Winter. According to his biography, Winter was a member of the Lindisfarne Association, whose aim was “the study and realisation of a new planetary culture”. William Irwin Thompson¹³³ founded Lindisfarne after visiting spiritual sites and “experimental” communities around the world. Through Gene Fairly, the association was subsequently able to obtain \$150,000 in support from Nancy Wilson Ross and Sidney and Jean Lanier via the Asia Society, a pan-Asian NGO founded in 1956 by John D. Rockefeller III (Maurice Strong was a member of its Presidential Council in January 1984 and of its International Council from December 1980 to December 1986). This subsequently led to support from the Rockefeller Brothers Fund. Its main influence comes from two thinkers:

- The Briton **Alfred North Whitehead**, awarded the Commonwealth Order of Merit, Fellow of the Royal Society, Fellow of the British Academy. His holistic thinking has been taken up in the field of environmentalism and sustainability.
-

The Frenchman **Pierre Teilhard de Chardin** and his concept of planetisation (i.e., globalisation), better known by its formalisation as the noosphere, the “sphere of human thought” (in other words, the interweaving of all the consciousnesses of humanity into a global system culminating in the Omega Point)¹³⁴.

For a time (1976 - 1979), the Lindisfarne Association was domiciled in Manhattan, in the Church of the Holy Communion and Buildings. During this period, according to Wikipedia, the building became a cultural centre, thanks to grants from the Rockefeller Brothers Fund and the Lilly Endowment¹³⁵. In 1979, the Lindisfarne Association moved to Crestone, within the estate of Maurice Strong (who became director of Lindisfarne from August 1979 to November 1987 but was one of its fellows until its dissolution in 2012). The Rockefeller Brothers Fund also recalls the presence of the fund in Crestone, with the publication of its support for the Lindisfarne Association as early as 1975 and a photo of Laurance Rockefeller, dated 1985, on the construction site of the Lindisfarne Chapel in Crestone¹³⁶. In his autobiography (see box below), Thompson wrote that “the most important supporter of the Lindisfarne Association in its history was Laurance Rockefeller” whom Thompson met in 1974. He also pointed out that, “in the 1990s, [Laurance Rockefeller] became a kind of spiritual godfather and personal helper.”¹³⁷



expressed”, *Thinking Together At The Edge Of History*, p.176.

135 The Lilly Endowment is a charitable trust linked to the pharmaceutical group Eli Lilly. In particular, it financed the Association of Theological Schools, which was already subsidised by the Rockefeller family. Reality is not monochrome, and agreements on some subjects become disagreements on others. A 2013 article in Smithsonian Magazine noted that the Lilly Endowment was one of the funders supporting organisations that take the opposite line on climate change, whereas the Rockefellers are ardent promoters of the official thesis – having played a key role in the energy transition business in particular.

136 However, in his autobiography on the Lindisfarne Association, its founder William Irwin Thompson pointed out that these donations were modest in relation to the Rockefellers’ fortune: \$15,000 a year for three years in 1977. Lindisfarne also received grants from the Humanity Division of the Rockefeller Foundation, see William Irwin Thompson, op. cit, p.104.

137 Ibid., p.104, p.159. Thompson’s book also contains a photo on p.63, dated 1978, of Steven C. Rockefeller at a conference of Lindisfarne Fellows in Manhattan. As for the context in which Maurice Strong and William Irwin Thompson met, the latter reports it in the same book. Strong had asked Saul Mendlovitz where his idea of mixing Buddhism and ecology had come from, and Mendlovitz replied by mentioning Lindisfarne. Thompson says that shortly afterwards, “our paths ended up crossing personally when Maurice and I were invited to speak at a solar village conference organised by John and Nancy Todd of the New Alchemy Institute and funded by a grant from the US Department of Energy. I had been asked to give the keynote address at this conference and to talk about the need for meta-industrial villages in which we could miniaturise technology in order to extend nature and reduce our physical impact on the environment”, *ibid*, p.123.

More about the Lindisfarne Association

“I glimpsed the uniqueness of the present moment in time, a kairos, in which it was pertinent to look back to all the religions of the past, and then transcend them in the next turn of the spiral into a new post-religious and scientific planetary spirituality.” (William Irwin Thompson, *Thinking Together At The Edge Of History: A Memoir Of The Lindisfarne Association*, p.4).

The Wikipedia entry for the Lindisfarne Association describes the organisation’s fourfold objective:

- 1.The planetarisation of esotericism. In his essay *Self and Society: Studies in the Evolution of Culture* (2004), William Irwin Thompsom wrote that “the politics of nation-states are still struggling to understand this cultural transformation in which the interiority of the Yin force is expressed in the planetarisation of esotericism within popular movements of mysticism and meditation”.
- 2.The realisation of the inner harmony of all the great universal religions and the spiritual traditions of tribal peoples the world over.
- 3.The promotion of a new and healthy balance between nature and culture through the research and development of appropriate technologies, architectural localities and caring economies for meta-industrial villages and convivial cities.
- 4.The illumination of the spiritual foundations of political governance through schooling and artistic communications that promote a global ecology of consciousness beyond the present ideological systems of warring industrial nation-states, revolting traditional societies, and ravaged lands and seas.

William Irwin Thompson, founder of the Lindisfarne Association, provides further details in his final essay on his organisation, *Thinking Together At The Edge Of History: A Memoir Of The Lindisfarne Association*. Founded in New York in December 1972, this fellowship sought, according to Thompson, a spiritual and intellectual third way to transform culture, believing that, in the face of a collapsing industrial civilisation, a new “planetary culture” was emerging; i. e., polycentric and with competing ideologies, which Thompson distinguished from a “planetary civilisation”, which would then be

unified in a monolithic block. Lindisfarne quickly became influenced by the Gaia theory (or hypothesis) of James Lovelock and Lynn Margulis, a theory that became “fundamental to the philosophy” (p.2) of the association. In 1984, Thompson described the implications of this global culture as the Gaia Policy. Chaos dynamics and the dynamics of complex systems were added at the end of the 1980s, leading Lindisfarne a little more towards “the articulation between this new culture of science and a post-religious spirituality” (*ibid.*). Moreover, issues such as the implications of global warming and climate change were being discussed within Lindisfarne as early as the mid-1970s, long before they were brought to the fore by Maurice Strong and his collaborators.

However, the idea of a planetary civilisation is very much present in Thompson’s thinking. Further on in his book, he writes that through the Lindisfarne fellowship “an institute and think tank for a new planetary civilisation of green architecture, Gaian science, and a more contemplative neurophenomenology in which meditation was integrated with a new, broad-based liberal arts education”¹³⁸ developed. Thompson nevertheless defends himself against any desire for homogenisation and insists on his primary point of interest, planetary culture, which he specifies: “I didn’t say it in the sense of international, and I didn’t say it in the sense of what we now call postmodernity or multiculturalism. My vision of a planetary culture had more to do with the feeling of an epiphany of a possible future. At the cutting edge of history, we had reached a fork in the road: one road led to a dark age brought on by industrial pollution and national and religious wars; the other led to a transformation of national and industrial culture. Religion with its violent fundamentalists would be replaced by a personal mysticism in which neither church nor temple would be necessary to experience the universe as a cosmic mind. Industrial technology and capitalist economics would be replaced by ecology as the new governing science for green, symbiotic settlements and cities.”¹³⁹

All in all, a reading of Thompson’s book underlines the undeniable intellectual influence of Lindisfarne on the ecological question and its New Age spirituality, notably through influential names inspired by this community – a paradox with what seems to be, on this same reading, the lesser influence of Thompson himself¹⁴⁰. Several leading figures in the New Age movement were members and fellows of the Lindisfarne Association: Gregory Bateson and Francisco J. Varela, Richard Falk (one of the originators of the concept of ecocide), Hazel Henderson¹⁴¹, James Lovelock, Saul Mendlovitz and David Spangler¹⁴² (see below). Among the speakers was Kathleen Raine, Commander of the Most Excellent Order of the British Empire and a long-standing fellow of the Lindisfarne Association.

138 Ibid., p.174.

139 Ibid., p.197.

140 Thompson attributes this to his initial desire to make Lindisfarne a horizontal structure, a fellowship, refusing to the end to be a guru leading followers (what he calls “followership”). For our part, we will add the hypothesis that its profile breaks with the approach of, among others, the Club of Rome, supported by the Rockefeller Foundation and put forward by Maurice Strong. In an article dated 1973 which Thompson reproduces in Appendix I of his book, he sets out the Lindisfarne Association’s philosophy and objectives, stating that “our commitment will be precisely to those spiritual dimensions of culture which are ignored by groups such as Les Futuribles, the Hudson Institute and the Club of Rome”, p.233.

141 Hazel Henderson’s CV is substantial. Apart from her defence of universal income, she is known in the United States for having founded Ethical Markets Media, which in particular defends a green economy and CSR practices. She is also an honorary member of the Club of Rome, a fellow of the British Royal Society, and was a member of the board of the Worldwatch Institute for more than twenty-five years (1975-2001). She was a member of the Club of Budapest, the World Commission on Global Consciousness and Spirituality, the World Wisdom Council, the International Advisory Board of the Earth Restoration Corps (Hanne Strong’s organisation), the Advisory Board of Kosmos Journal, the American Teilhard Association, the E. F. Schumacher Society, a consultant for Pathways to Peace, and many others.

Raine is interesting here. In 1981, she co-founded the magazine Temenos, whose aim was to “recognise spirituality as a fundamental need of humanity”. In 1990, the desire to extend the project led to the founding of the Temenos Academy of Integral Studies¹⁴³, initially housed within the Prince of Wales’ Institute of Architecture, a foundation set up by Prince Charles in 1986. Prince Charles remains the patron (or godfather) of Temenos Academy, to which he reiterated “his support, gratitude and admiration” on 15 April 2020. According to Kathleen Raine, the orientation of Temenos Academy is based on perennialist spirituality. This approach holds that all the world’s religious traditions share a single metaphysical truth/origin. The Wikipedia entry on perennialism reports

that in the 19th century, this approach was popularised by the Theosophical Society via Helena Blavatsky and Annie Besant (a member of the Fabian Society), who brought this influence to Hinduism and Buddhism. Perennialism was continued in the twentieth century by the Indian Advaita Vedanta. It also inspired Aldous Huxley, Julian Huxley’s brother, to write The Perennial Philosophy (1945).

The Ark of Hope ceremony took place at Shelburne Farms in Vermont. It belongs to the Vanderbilt family, known as one of the “robber barons” of the Gilded Age (along with John Rockefeller and Andrew Carnegie, among others). The property has developed a number of partnerships. Among these, in 2014 the United Nations University designated the Burlington area as a Regional Centre of Expertise for Education and Sustainable Development. The Centre’s website states that it is one of 168 such centres worldwide working to implement the Sustainable Development Goals (SDGs).

The Ark of Hope is more than just a New Age ceremony. It was presented to the United Nations in 2002, in the run-up to the Johannesburg Earth Summit (see screenshot opposite). Although the reference to the Earth Charter was removed from the summit’s Political Declaration, Klaus Bosselmann and Prue Taylor pointed out in 2005 that its principles had been incorporated into the final text.

This convergence is confirmed in a 2020 joint book by the United Nations Environment Programme (UNEP) and the Parliament of the World’s Religions: Faith for Earth. A Call for Action. The two organisations write that their mission “corresponds to the principles and objectives set out in the Earth Charter” (of which they reproduce the sixteen points)¹⁴⁴.

In 2005, at the International Women’s Conference hosted by the Indian guru Sri Sri Ravi Shankar, Sally Linder shared the Temenos books and introduced the Earth Charter “to thousands of women around the



world”. At the end of the same year, during a Dutch leg of the Ark of Hope, Earth Charter invited Queen Beatrix of the Netherlands to produce a Temenos book. As well as being an honorary member of the Club of Rome, Beatrix is the daughter of Prince Bernhard, a eugenicist close to Rockefeller, co-founder of the Bilderberg Group (of which she herself is a member) and of the WWF. Earth Charter +5, the name of this “tour”, was accompanied by an evaluation report (August 2005, discussed below) on the Charter’s progress, co-directed by Steven C. Rockefeller¹⁴⁵ and Mirian Vilela, a leading figure at several UN environmental summits (including Rio in 1992, the World Summit on Sustainable Development in 2002 and Rio+20 in 2012), and director of the Earth Charter secretariat in Costa Rica¹⁴⁶.

At the heart of the New Age

The Strong couple and the Manitou Foundation

Maurice Strong himself has developed “spiritual” aspects. With his widow Hanne Strong, he created the Manitou Foundation in 1988 (Manitou Foundation and Manitou Institute & Conservancy). A photo on the website shows Mary & Laurance Rockefeller as the patrons of the Foundation¹⁴⁷. Hanne Strong writes that in 1977, the couple bought AZL, through a large ranching operation comprising two million acres, called the Baca Ranch (and Baca Grande Development). This property is located in Crestone, Colorado¹⁴⁸.

Despite being very forthcoming about all his achievements, Maurice Strong gives no information on this subject in his autobiography published in 2000. At most, he alludes to it in his first chapter, which we have already quoted, and which was intended to be a futuristic – and catastrophic – assessment of the situation on 1 January 2031 (a date that could be compared with Agenda 2030): “Scattered across many regions are other islands of sanity and order, beacons of civility and hope, playing the same role in our modern chaos as medieval monasteries did in the European Dark Ages, keeping alive the flickering embers of learning and wisdom. In Crestone, Colorado, for example, a community created as a spiritual retreat in recent materialistic times has proved a haven for the virtues of sustainability, harmony and “ethical husbandry”¹⁴⁹. At no point does Maurice Strong give his readers any more information on this subject. He mentions Crestone again only to absolve himself of responsibility in the lawsuit brought by local players against American Water Development Inc (see our footnote). Strong has omitted the whole of his activity linked to New Age spirituality, which he nevertheless continued to share deeply through the Earth Charter and then the Ark of Hope. The New Age does not appear in any passage of his book either.

On the Manitou Foundation website, Hanne Strong stresses her direct link with New Age spirituality: “I instantly recognised this land, felt its spirit and sensed that the sacred mountain was welcoming us [...] When we entered the valley, we were greeted by four golden eagles. [...] A few months after we moved in, a stranger appeared at my door and introduced himself as Glen Anderson. I immediately felt his kindness and a special glow

in his eyes. I invited him for tea. Little did I know that many people in the Valley knew him as a local mystic and prophet. His first words were “I have been waiting for your arrival”. Over the next four days he passed on to me what he had received from the spirits about the future purpose of this land and my role in realising the vision he had received from the Spirit.”



Other New Age elements are distilled in Hanne Strong’s presentation, with a wish for world unification of religions (a photo shows a number of religious figures of various persuasions on a mini-Tower of Babel): “a spiritual refuge for all the world’s spiritual traditions with direct lineages”, “a stranger would come from across the sea and create this new inter-religious community at a high vibratory frequency”. This construction is a direct reference to the Babylonian ziggurat and echoes the ecumenical aims of the Manitou Foundation. However, this does not apply to all types of religion or spirituality. African animism and European paganism, for example, are not included. On the contrary, a reading of the Foundation’s initiatives and philosophy reveals a particular emphasis, with the exception of Native Americans, on Buddhist and Indian spirituality, a legacy of Helena Blavatsky’s Theosophical Society. Among its initiatives, the Manitou Foundation, under the auspices of the Strong couple, has granted plots of land and financial support “to religious and spiritual projects, and to ecological and environmental projects, and linked to educational initiatives, since 1979.” Once all the plots had been allocated, the programme came to an end.

142 The list of Fellows for 2012, Lindsfarne’s last year of operation, shows that Hazel Henderson, Richard Falk, James Lovelock, Saul Mendlovitz and David Spangler, who had been with the organisation since its early years, were still members. See Appendix 4 of William Irwin Thompson’s autobiography, pp.248-250.

143 The co-founder of this academy was Keith Critchlow, a fellow of the Lindsfarne Association. In his book already cited, p.157, William Irwin Thompson reports that Kathleen Raine specified that the Temenos Review and the Temenos Academy had been directly inspired by the Lindsfarne Association.

144 See pp.10-11 of the book.

145 Steven C. Rockefeller was one of the two most active co-chairmen of the Earth Charter, together with Ruud Lubbers (deceased in 2018), who was also at the origin of this initiative with Mikhail Gorbachev and Maurice Strong. Lubbers was Prime Minister of the Netherlands from November 1982 to August 1994, the first years of Beatrix’s reign. From 2001 to 2005, he was High Commissioner for Refugees for the United Nations.

146 The choice of Costa Rica is given in a lecture given by Robert Muller in April 1999 on the Earth Charter (to be discussed below):

“It should be noted that the indigenous peoples of America believe in a prophecy according to which the eagle and the condor will meet on Mount Rasur in Costa Rica, from which a civilisation of peace and nature will extend to the whole world. It was on this hill that the dream of the demilitarisation of Costa Rica was born, and that the United Nations created the first University for Peace on this planet, as well as an International Radio for Peace. The Earth Council created by the Rio de Janeiro Conference will also be moving there.” Maurice Strong gave a different reason: “It was part of my idea to establish the new organisation in the developing world. I wanted to make a notable exception to the vast majority of international NGOs, almost all of which are based in, and dominated by, the most developed countries. Costa Rica seemed an obvious choice. I already had connections there, and the country was recognised as an environmental leader. I didn’t know the current president, Rafael Calderón, but I remembered that in one of his first speeches as president he called for the establishment of a ‘new ecological order’. When I met him, he expressed a strong interest in the establishment of the Earth Council in Costa Rica and gave his support. At a specially arranged meeting in Rio, President Calderón and I announced that the Earth Council would be established in Costa Rica.” Where on Earth..., op. cit, emp. 3797-3804. Having its headquarters in Costa Rica enabled the Earth Council to establish a Central American Alliance for Sustainable Development. The Earth Charter Fund is located at the Philanthropic Collaborative, “which is managed by Rockefeller Philanthropy Advisors in New York City” (see p.27 of the Earth Charter +5 report). The report states that Earth Charter has “prominent delegates and close links with governments and UN bodies”. This has enabled the organisation to have its work translated. Some examples of effective support are given: Brazilian and Mexican environment ministers, a Japanese senator, the Princess of Jordan, Greenland’s Minister of Culture and Education, etc. In addition, we note that in 1978, Maurice Strong bought several properties in Costa Rica, spread along the South Caribbean coast, from Cahuita to almost the border with Panama, as he reports in Where on Earth..., op. cit., emp. 2265.

147 In his essay, op. cit. p.159, William Irwin Thompson reports that Laurance Rockefeller also funded the Manitou Foundation.

148 Note: Baca Grande also represented an economic opportunity for the Strong couple. In 1986, Maurice Strong founded American Water Development Inc (AWDI), together with the former head of the US Environmental Protection Agency, William Ruckelhaus (close to David Rockefeller) and Richard Lamm, former governor of Colorado. The aim was to pump water for commercial purposes from beneath the San Luis Valley. However, the project met with strong opposition from a wide range of stakeholders: The project is the result of a joint effort by the “federal government, water conservation districts, state agencies, local governments and angry valley residents”, including the National Park Service and the government agency Colorado Parks & Wildlife, a branch of the Colorado Bureau of Natural Resources. This is because of the potential environmental impact, particularly on the Great Sand Dunes National Park and Preserve. It is notably home to the Great Sand Dunes Wilderness protected area, founded in 1976. As for the links between the ranch and the business, a 1994 court ruling recalls them in a footnote (note 2): “The Baca Ranch Company and The Baca Ranch Corporation were co-plaintiffs with AWDI in the original application”. All in all, this environmental battle against Maurice Strong and his colleagues’ project lasted eight years, from 1986 to 1994. Although Maurice Strong left AWDI in 1991, Baca Grande still owned one hundred wells where the hydraulic drilling was to take place.

149 Where on Earth..., op. cit. emp. 349.

The environmental issue remains very present:

- *“Leaders from all over the world would come to seek answers to the world’s problems and would also seek their inner peace and balance, through and with nature and spirit”*
- *“[Glen Anderson] prophesied that many off-grid and zero-waste communities would be created to develop the highest level of spiritual and cultural understanding and human consciousness, and that they would serve as an example for the whole world. Models would be created of how to reduce consumption and highlight the importance of living in harmony with nature”*
- *“He insisted that the main task in this place is to give birth to a new humanity that is in balance and harmony with itself, with others and with nature”,* a reference to the Georgia Guidestones we have already mentioned.
- *“Thousands of children would seek refuge here, so we need to be prepared to welcome them”.*

The issue of climate change is also mentioned: *“Glen spoke specifically about climate and said, ‘it’s not just global warming, it’s climate extremes – part of the world is going to experience a new Ice Age’.”*

Other elements describe a journey of initiation against a backdrop of encounters with Amerindian peoples. It emerges that Hanne Strong felt invested with a divine mission. Crestone includes around twenty spiritual centres of different religions, mainly Eastern. We will mention here only Colorado College / Baca Campus because of its mention of the Aspen Institute: *“Since 1987, more than 30,000 students have experienced the relaxed immersion of the Baca Campus. Joe Gordon, professor of English at Colorado College, took his “Wilderness Literature” class on a field trip to the Aspen Institute’s nature facilities in Crestone, Colorado.”*

The Manitou Foundation organises events and hosts personalities who are sometimes influential in their own fields and geographical areas. In the second part of our study, when we deal with ecocide, we will note, for example, that **Vandana Shiva**, who holds or has held senior positions in some thirty organisations, took part alongside Barbara Ward and Wangari Maathai in the Sacred Earth Gathering – **Wisdom Keepers of the Manitou Foundation**. The second session of this event was held in Rio. It was organised by Hanne Strong and led to the creation of the Earth Restoration Corps (see below). The Declaration of the Sacred Earth Gathering consecrates, as it were, an Omega Point of the world’s spiritualities and traditions, which would merge collectively –

relying on the United Nations – in order to unite in the face of a global crisis. We refer you to the Manitou Foundation website for the full Declaration, from which we reproduce a few extracts:

“Planet Earth is in danger as never before. With arrogance and pretentiousness, humanity has disobeyed the Creator’s laws, which are manifest in the divine natural order. The crisis is global. It transcends all national, religious, cultural, social, political and economic boundaries. The ecological crisis is a symptom of the spiritual crisis of the human being, born of ignorance, greed, lack of compassion, and human weakness¹⁵⁰. The responsibility of every human being today is to choose between the forces of darkness and the forces of light. We must therefore transform our attitudes and values, and show renewed respect for the higher laws of Divine Nature. [...] Individuals and governments must move towards an “Earth ethic” with a deeply spiritual orientation, or the Earth will be purified. We believe that the universe is sacred because all is one¹⁵¹. [...] We see ecological upheaval as a violent intervention in the web of life. [...] The world community must act swiftly, with vision and determination, to save the Earth, nature and humanity from disaster. [...]” Maurice Strong mentioned this Declaration in his own speech at the opening of the Rio Summit.

The fame of Maurice Strong’s name and that of Hanne Strong, as well as the activities of the site, represent an ideal point of convergence between ecology and spirituality. Combined with the work of Maurice Strong and other actors within the United Nations, we can better understand the potential and the vectors for disseminating ecological ideas in different parts of the world. Shared “universally”, they will then be replicated within more local organisations and communities. To put it another way, we could say that in their own way, the United Nations and the Manitou Foundation are the hub of a spider’s web. Those who recognise themselves in their values and principles (individuals as well as public or private organisations), share them, help them to evolve or act as sounding boards for them, would be located on the first spirals. This would make it easier to weave the ecological web (a neutral term), spiral by spiral, from the UN to local communities, for example. This work, carried out over several decades, encompassing all social fields, and handling the three registers of mythos (the common narrative), logos (rational discourse) and mētis (for survival purposes)¹⁵², may in our view explain the ability of an ecological idea to become anchored in people’s minds once it has been formalised and given institutional legitimacy.

Hanne Strong and the Earth Restoration Corps

In 1995, the magazine Our Planet, of the United Nations Environment Programme (UNEP)¹⁵³ published a text by Hanne Strong, in her capacity as President of the Manitou Foundation and its sister organisation, the Manitou Institute: *“Ecological and Spiritual Revolution”*. Describing herself as a *“student and messenger of natural law”*, Hanne Strong writes that *“no one owns the earth; we must only take what we need and give something back in return. [...] Sustainable global development can only be achieved through a fundamental change in the way we think about and treat the Earth and each other.”* This led to the creation of the now defunct Earth Restoration Corps (ERC). Its entry on Source Watch provides information dated 25 October 2008, with economic aspects found in the Earth Charter: *“incorporate a creative application of Earth restoration techniques including appropriate technologies and renewable energy”*.

The structure of the Earth Restoration Corps includes profiles who all belong to the same ecosystem.

•President: Hanne Strong

•**Vice-President: Peter Gyallay-Pap** (Khmer-Buddhist Educational Assistance Project), author with Inquiring Mind Journal (for the transmission of Bodhidharma’s teaching in the West), research and education consultant for the United Nations Development Programme (UNDP), and holder of a doctorate in political science from the fabulous London School of Economics (LSE).

•**Executive Director: Vance Hartke**, former US senator and programme director for Counterpart International, among others.

Directors (not exhaustive):

•**Jan A. Hartke**, Chairman: joined the Clinton Climate Initiative in 2006, has worked on a number of environmental issues, has been Chairman of the Global Tomorrow Coalition, Executive Director of EarthVoice and of the Earth Council USA, the Earth Council Alliance having been founded by Maurice Strong, who was its Chairman Emeritus (and whose members include Pro-Natura, Harmony Foundation and the Oriental Environmental Institute). EarthVoice is the environmental arm of The Humane Society of the United States (HSUS) and is active in more than 100 countries, promoting in particular

sustainable development. EarthVoice was conceived and launched by John A. Hoyt, then President of The HSUS. EarthVoice’s mandate is to integrate animal protection into the environmental movement and global debates. Hartke has also been appointed by Clinton to the board of Enterprise for the Americas.

•**John Hoyt.**

•**Maurice Strong.**

•**Marcelo Carvalho de Andrade**, who was president of the Earth Council Alliance and founder and chairman of Pro-Natura International (PNI). Andrade created the first international NGO specialising in sustainable development in the southern hemisphere. In 1997, he was awarded the George and Cynthia Mitchell International Prize for Sustainable Development, considered to be the Nobel Prize for sustainable development. He was a member of the Biotechnology Advisory Panel of E. I. DuPont de Nemours & Co. from November 2004. He was also a member of CONCEC, a consultancy to the Brazilian government, and Counterpart International. He has chaired the Earth Council Alliance.

The Earth Restoration Corps International Advisory Board has welcomed:

•**David Suzuki and his daughter Severn Cullis-Suzuki.**

•**Wangari Maathai**¹⁵⁴, founder of the Green Belt Movement in Kenya, but who also has a substantial pedigree: founder of the Women’s Nobel Initiative, winner of the Goldman Environmental Prize (1996), associate of the Gaia Foundation, patron of One World Action, winner of the Indira Gandhi Peace Prize, winner of the Nobel Peace Prize (2004), member of the political and scientific advisory board of the Global Footprint Network¹⁵⁵, winner of the Temple of Understanding Award (2001), member of World Global Consciousness and Spirituality and the World Wisdom Council, Honorary Board Member of Green Cross International, International Advisory Board Member of the Jane Goodall Institute, and as already mentioned, member of the Earth Charter International Commission¹⁵⁶.

•**Olusegun Obasanjo**, former President of Nigeria, is also a member of the advisory board of numerous organisations, including Transparency International. He was also a director of the Better World Society, co-founded by billionaire Ted Turner.

•**Amory B. Lovins**, co-author of Natural Capitalism and affiliated with numerous environmentalist ecosystem organisations (including the Rocky Mountain Institute and the Lindisfarne Association, with his brother Hunter Lovins), member of the advisory board of Earth Charter International and the Schumacher Society, among other positions¹⁵⁷.

150 The underlined part has been removed from the text published on the Manitou Foundation website, but can be found in the full version on another website (the Catalan NGO Silene).

151 “All is one”. This monistic approach is also found in the Theosophical Society. Its Australian chapter recalls that among the Society’s key ideas since 1875 are the following: “There is one fundamental law and that law is unity; all is one” and “There is a fundamental identity of all souls with the Oversoul”.

152 We take this classification, which we feel is relevant, from Marília Amorim, in her essay Raconter, démontrer, survivre... Formes de savoirs et de discours dans la culture contemporaine (Telling, demonstrating, surviving... Forms of knowledge and discourse in contemporary culture; 2007). Amorim postulates that each type of political psychology is structured around the “Borromean knot” of mythos-logos-mētis, with one of these three elements dominating the other two. In particular, she characterises post-modernity as being dominated by mētis; i. e., the survival mentality with a permanent fear of collapse, an approach that echoes the environmentalist discourses we report in our study.

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•The community of contributors to the Earth Restoration Corps included Laurance Rockefeller, the Humane Society of the United States, the Earth Council of Toronto and CH2M Hill¹⁵⁸.

Planetary Citizens and the Findhorn Foundation

Maurice Strong was one of the first supporters of the Planetary Citizens organisation, which was created in 1974 and no longer exists. Other notable figures supported the project before it was created, including Lester Pearson¹⁵⁹ and Marshall McLuhan¹⁶⁰ (influenced by William Irwin Thompson) for Canada, and Aurelio Peccei for Italy¹⁶¹. The objective of Planetary Citizens is put forward in the following terms: *“To make common sense a new world order – harmony between peoples and the planet. [...] Our world needs a new order. Our future is malleable and unknown even with the best predictive software. Worst-case scenario planning might be wise, but looking for patterns that reveal natural self-organisation might be a better help”*.¹⁶²

Its founding president Donald Keys¹⁶³ follows the same philosophical trend as the Lindisfarne Association. In 1983, he published a book entitled Earth at Omega: Passage to Planetization). Omega refers, of course, to Theillard de Chardin’s Omega Point. His book was published by Findhorn Press, a publishing house that stems from the Findhorn Foundation Community. Founded in 1972, it promotes the same New Age objectives using similar language: *“transformation in human consciousness”, “holistic learning”, “spiritual community”*. The Foundation presents itself as “dedicated to spiritual and holistic learning and to demonstrating sustainability, cooperation and co-creation with nature and the environment”. The Foundation sets out other objectives, which take us back to the New Age of the Strong couple’s property in Baca Grande:

“the advancement of religion, through teaching, example and demonstration, recognising the essential truths of all religious and spiritual teachings [...] the establishment of a holistic learning centre to explore these issues further [...] the conservation and preservation of the natural world through teaching, example and demonstration of the harmonious relationship between humanity and all other life forms”.

One of the founders of the Findhorn Foundation, Eileen Caddy, was made a Member of the Order of the British Empire in 2004 for her “work on spiritual enquiry”. Her husband Peter Caddy, another co-founder of Findhorn, had served in the Royal Air Force. He was also close to the Theosophist Robert Ogilvie Crombie, and a Rosicrucian esotericist and member of the Rosicrucian Order Crotona Fellowship, founded by the Wiccan George Alexander Sullivan. Alice Bailey, co-founder of the Lucis Trust and former member of Helena Blavatsky’s Theosophical Society, was a member of this fellowship and a “spiritual mentor” to Peter Caddy.

The Findhorn Foundation was initially co-directed by one of its Fellows, David Spangler – a Fellow of the Lindisfarne Association. Spangler directed Planetary Citizens¹⁶⁴ from 1975 and was a consultant for two organisations:

1) **Pathways to Peace** (a New Age organisation with ECOSOC status at the United Nations, whose Sustainable Development Goals it promotes; it also works for several UN departments). Pathways to Peace was founded in 1983 by Avon Mattison, as a “messenger for peace” for the United Nations – a role also occupied by Jane Goodall. Mattison developed the Culture of Peace Initiative with UN Assistant Secretary-General Robert Muller. The objective: To build a movement for a “culture of peace” in cooperation with civil society and the UN. Muller’s philosophy can be summed up in one sentence: *“We must make the United Nations a United World. Nations must transform their nationalism into globalism.”*¹⁶⁵

154 On Wangari Maathai, Maurice Strong wrote: “It was through Hanne that we developed a particularly close friendship with Wangari Maathai, then an academic, who went on to lead a local tree-planting organisation and became internationally known as a radical and highly effective environmentalist leader.” (Where on Earth..., op. cit., emp. 2393) Elsewhere, Strong quotes Maathai when categorising types of organisation: “3. Community, local and special-purpose organisations. These include several thousand organisations and citizens’ movements in developing countries and the former Soviet Union. One of the best known is Kenya’s Green Belt Movement, led by dynamic scientist-turned-environmental activist Wangari Maathai. [Strong added, on the subject of these organisations:] Some 700 of these organisations are members of the Nairobi-based Environment Programme (UNEP).” (ibid., emp. 3996).

155 The NGO behind Overshoot Day, see our dedicated section in the second part of this study.

156 Non-exhaustive list.

157 These include the Environmental Media Association and the now little-known Esalen Institute, a New Age institution central to the counter-culture era, dedicated to the “exploration of human potential” since the 1960s. Aldous Huxley was a regular visitor. The Esalen Institute, founded by Michael Murphy, was also a major inspiration in the creation of the Lindisfarne Association, of which Murphy was a fellow to the end.

158 With regard to CH2M Hill (an engineering, procurement and construction company), Sourcewatch lists several notable controversies on various subjects: privatisation of public services, corruption, violation of the Clean Water Act, involvement in the toxic sludge industry, formaldehyde in FEMA trailers, etc.

159 Nobel Peace Prize winner, Lester Pearson (1893 - 1972) was one of Canada’s leading political figures. In 1964, Pearson – then Prime Minister – asked Maurice Strong to launch the Company of Young Canadians, a national version of PeaceCorps, of which Strong was a board member. (Where on Earth..., op. cit., emp. 1660) In 1970, Maurice Strong and others co-founded the International Development Research Centre (IDRC), a Canadian Crown corporation of which Lester Pearson became the first chairman (ibid., emp. 1852). On Maurice Strong’s death, the IDRC issued a press release emphasising that “Canada’s IDRC owes its existence to Mr. Strong”.

160 Whose approach can be understood as echoing that of Pierre Teilhard de Chardin.

161 An archive on the organisation’s website reports that Donald Keys, speechwriter to U Thant (UN Secretary-General and supporter of Maurice Strong; the influential Robert Muller, former UN Deputy Secretary-General and influential figure – see below – also considered U Thant his “spiritual master”) in the 1960s, invented the term in order to create another organisation, The New World Alliance. This was founded in 1979 by Mark Satin, author of New Age Politics.

162 The use of these terms needs to be contextualised: in his documentary Das Netz, Lutz Dammbeck recalls the influence exerted by cybernetic thinking – which emerged from the Macy conferences, which included members such as Gregory Bateson and Margaret Mead – in the counterculture. This influence has continued and grown, both in its technological implications and in its applications to society in general. Scholar Baptiste Rappin, in his essay Au fondement du management. Théologie de l’organisation, volume 1 (At the foundation of management. Theology of organisation, volume 1; 2014), points out that this term has fallen into disuse in favour of its synonym, management.

163 Donald Keys was also a member of the New World Alliance Board of Directors, former Executive Director of the National Committee for a Sane Nuclear Policy (SANE), former member of the International Center for Integrative Studies (ICIS), and World Federalist Movement representative to the United Nations from 1969 to 1982.

164 Another fellow of the Lindisfarne Association, Saul Mendlovitz, was Chairman of the Advisory Board of Planetary Citizens.

165 Quoted on https://www.lucistrust.org/content/download/2232/28366/file/NU_pensees.pdf

Robert Muller

Muller was also Honorary President of the World Citizens Association. The World Citizen Registry states that “his worldview was greatly influenced by two French thinkers who also spent most of their lives outside France: Pierre Teilhard de Chardin and Albert Schweitzer”. In more detail, the Wikipedia entry on Robert Muller notes that *“his ideas on world government, world peace and spirituality led to increased representation of religions at the UN, particularly the New Age movement. He became known to some as ‘the philosopher of the United Nations’.*”

A review of his “ideas” (published in several volumes) lends credence to this thesis. Regarding ecology, his Idea 455 (October 8, 1995) stated: *“I dream that one day Robert Muller schools will be ecologically and architecturally conceived as precursors of a new ecological and cosmic architecture that shows our miraculous lives as cosmic entities unfolding in our universal and planetary home, from the infinitely large to the infinitely small, from the infinite past to the infinite future.”*

Muller was also a member of the advisory board of the Nuclear Age Peace Foundation (NAPF), for which he received the World Citizenship Award in 2002. The NAPF, which also has

I . **Hold a conference on appropriate Earth (i.e., global) government via the free market system.**

The meeting would bring together “the heads of the world’s largest corporations, banks and stock exchanges, the World Bank, the IMF, GATT, the new World Trade Organisation, the International Chamber of Commerce and similar organisations”.

II . **Ensure appropriate Earth governance through a second-generation United Nations for the 21st century.**

Here, Muller recommends a United Nations Charter Review Conference, as well as a conference for a second Bretton Woods, to assess the role of the United Nations and its ability to meet the future needs of humanity and the Earth.

III . **A new World Convention in Philadelphia for the creation of the United States of the World.**

Muller states that *“such a convention of all nations would examine the state of world democracy and should add to the system of checks and balances the new dominant power of economic actors”*.

166 These are just a few examples of Robert Muller’s more than twenty affiliations. We could also mention the honours he received from the Earth Society Foundation in 1985 and 1986, his role as jury member for the Right Livelihood Award, his membership of the Club of Budapest and his role as Honorary Chairman of the World Wisdom Council. Sourcewatch points out that the latter was organised by the Club of Budapest in cooperation with the World Commission on Global Consciousness and Spirituality (WCGCS), with the aim of “constructively changing the world [...] through the development of a new dimension of consciousness”. Here we find some well-known names: Ervin Laszlo, Mikhail Gorbachev and Jane Goodall, as well as members from Africa, India and China. The World Wisdom Council is also one of the founding partners of the Creating the New Civilization initiative, launched in 2005 with the Club of Rome and the Institute of Noetic Sciences, among others.

ECOSOC status and is also recognised as a “messenger of peace”, counts other well-known figures such as Jane Goodall and Ted Turner on its advisory board.

Earth Charter International
c/o University for Peace.
P.O.Box 138 6100.
San José Costa Rica.
Phone: +506 2205-9060
Fax: +506 2249-1929 E-
Mail: info@earthcharter.org

One final fact is worth noting, illustrating the communicating vessels within this New Age ecological ecosystem: Robert Muller helped establish the University for Peace in Costa Rica. Earth Charter International is based in Costa Rica, *“under the patronage of this University”*¹⁶⁶. In April 1999, at the same university, Robert Muller gave a lecture entitled “The Absolute, Urgent Need for Proper Earth Government”. Reprinted on the Earth Charter website, Muller put forward several proposals for inclusion in the Earth Charter:

IV . **A world conference of all world federalist movements and associations, and world governments, to propose a federal constitution and system for the Earth.**

Muller is asking international philanthropists to sponsor such a conference, so that a global constitution for the 21st century can be established.

V . **A world conference for a world union on the structure of the European Union.**

Muller calls the European Union the *“miracle of Strasbourg”* and recommends that it organise meetings and conferences with non-EU countries *“to show them how they can move towards regional unions and how a world union can be established”*.

VI . **A world conference of the planet’s five continents for a proper Earth government by means of continental unions and a world union.**

Muller suggests that *“a world union could be built as a super-structure and a common political, economic and environmental instrument to achieve these goals”*.

VII . A world conference on Earth and human government through new biopolitical methods based on examples from nature.

Muller specifies that “here Earth and nature would be given their full place and rights”. He cites the proposal of his wife Barbara Gaughen-Muller, co-founder with him of the University for Peace¹⁶⁷, to create “*a United Nature, a United Nations transformed to respond to the fundamental unity of nature to which humans belong. Humans would not dominate nature, but would cooperate with it and learn from it.*”

”. Muller takes as his reference the Natural Law Party, on which he invites us to base ourselves (and which is based on the Transcendental Meditation movement, popularised because of its practice by numerous celebrities).

Robert Muller’s esoteric affiliations still remain prevalent. He concludes his talk with the idea that “*we are entering a thrilling and transcendent new phase of cosmic and global evolution, along the lines indicated by Teilhard de Chardin [...]*”. Muller’s quasi-religious recurrence to global oneness is also reflected in his speech for the twentieth anniversary of the United Nations Meditation Hall (see photo above), in 1977: “Little by little, a planetary prayer book is being composed of an ever more united humanity seeking its uniqueness, happiness, consciousness and full participation in the ongoing process of creation and the miracle of life. Once again, but this time on a universal scale seeks no less than its reunification with the ‘divine’, its transcendence in ever higher forms of life.”

2) At the advisory board of Universal Awakening, a New Age organisation close to the Sufi Pir Vilayat Inayat Khan. Universal Awakening’s banner describes the organisation as “*a meta-movement that supports the development of higher harmony, creativity and fulfillment*”.

Spangler also co-created, with Findhorn participants, the Lorian Association, another New Age organisation dedicated to “planetary spirituality”. Linked to this association, Lorian Press published David Spangler’s book *Reflections on the Christ*.

¹⁶⁷ And a member of the Club of Budapest.

¹⁶⁸ Muller’s desire to promote the principle of subsidiarity is also evident in his definition of sovereignty, which he describes as “national fundamentalism”.

VIII . A world conference on an appropriate Earth government through what the world’s religions have in common in terms of the universal, global spirituality and human experience worldwide.

Muller states that we are “*now acquiring and developing a cosmic consciousness of the universe [...] The world’s 5,000 religions are filled with incredible wisdom about human morality, belief in life, environmental adaptations, survival and future evolution*”. He goes on to cite a number of initiatives, including the creation of the World Commission on Global Consciousness and Spirituality, which he co-chairs¹⁶⁸, and concludes on this proposal by declaring that “*global religious cooperation towards a spiritual renaissance is accelerating*”.



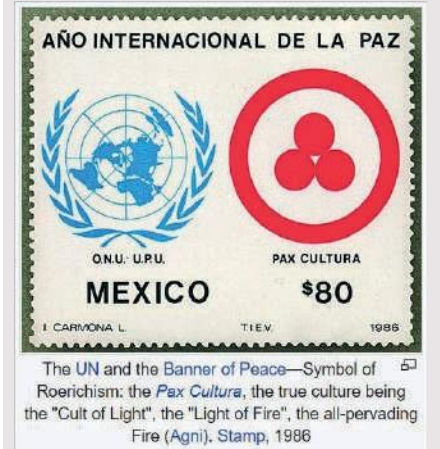
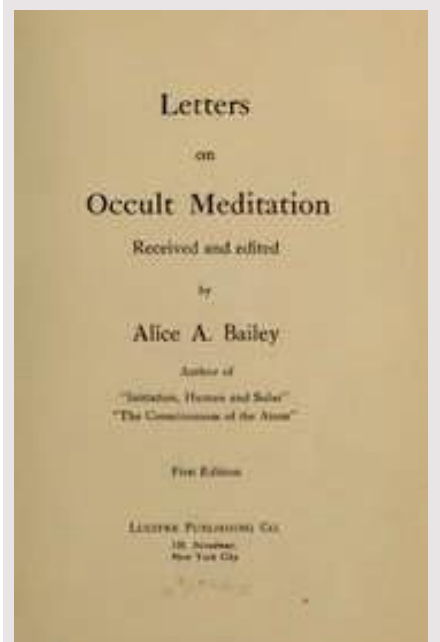
Lucis Trust

The Lucis Trust was founded by Alice Bailey, one of the first to use the term New Age and the Age of Aquarius before its time – Bailey died in 1949. Initially, the Lucis Trust was a publishing company, the Lucifer Publishing Company.

There is a direct link between Alice Bailey and Robert Muller. The Robert Muller School and the World Core Curriculum International Coordinating Center are the umbrella organisations for the School of Ageless Wisdom (SAW), as stated in a report published on the Lucis Trust website. For its part, SAW is clear about the major influence relating to the philosophy it defends; i.e., the precepts “of Helena P. Blavatsky in ‘The Secret Doctrine’ made public in the 19th century”. The link with the Lucis Trust is equally direct: “*The specific books we’re looking at are published by The Lucis Trust, The Agni Yoga Society and Wisdom Impressions Publications.*” The links to which SAW refers include these three organisations, as well as the Nicolas Roerich Museum.

Nicolas Roerich’s¹⁶⁹ wife, Helena Roerich, was a member of the Theosophical Society like her husband, and translated two volumes of Helena Blavatsky’s Secret Doctrine. The couple were behind the creation of the aforementioned Agni Yoga Society. Their influence was such that it gave rise to Roerichism, a kind of “*new religious movement*”. The dedicated Wikipedia entry notes that Roerichism is said to have influenced other esoteric movements & philosophies, including New Age and transhumanism¹⁷⁰. For its part, Wisdom Impressions Publications publishes the writings of Lucille Cedercrans, a theosophist marked by Perennialism (a spirituality about which, as we mentioned, Aldous Huxley wrote a book).

SAW also sponsors the Global Elementary Model United Nations (GEMUN), which covers “*programs for middle and high school students. GEMUN is the first United Nations model program for elementary school children*”.



In the wake of the Earth Charter and Agenda 21

From the Millennium Development Goals to the Sustainable Development Goals

The ideas and concepts implemented since the Conference remain broadly the same, although their names change with each summit. The Earth Charter and Agenda 21 laid the groundwork that paved the way for the Millennium Development Goals (MDGs) of the Millennium Declaration at the United Nations Millennium Summit (2000). They set eight goals to be achieved by 2015.

¹⁶⁹ Nicolas Roerich had another affiliation. The Rosicrucian Library of Archives and Research reports a November 1929 mention of the Rosicrucian Digest, which emphasises Nicolas Roerich’s affiliation with the “Ancient and Mystical Order of the Rosicrucian” (A. M. O. R. C.).

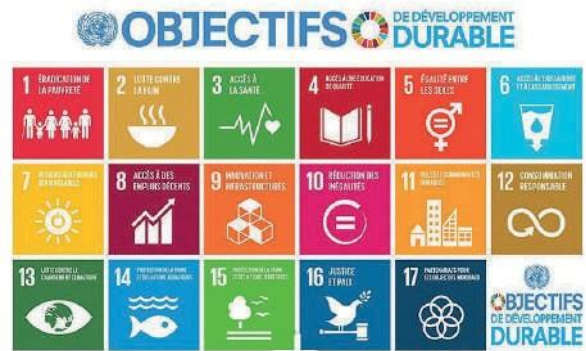
¹⁷⁰ This includes, in connection with one of our previous notes, the ecosystem around cybernetic thinking.



In 2015, they were replaced by the Sustainable Development Goals, 17 goals to be achieved by 2030. They are driven in particular by the Green Pact for Europe, but above all by the Great Reset¹⁷¹ of the World Economic Forum, led by Klaus Schwab, a disciple of Maurice Strong and co-founder of the Earth Council.

In the book of testimonials dedicated to Maurice Strong, Schwab recalled the role of the World Economic Forum, then supported by Strong, in promoting the Sustainable Development Goals: “During the preparations for the Rio+20 Summit, Maurice encouraged the World Economic Forum to give its full support to the Brazilian ministerial co-chairs, who had expressed their desire to find innovative, multi-stakeholder mechanisms that could support the official agenda for what would become the Sustainable Development Goals.”¹⁷² Brazil thus supported, Schwab continued, an informal group, Friends of Rio+20, formed and supported by the World Economic Forum to develop an “innovative agenda” for civil society and public-private cooperation. Comprising leading figures from civil society, business and academia, it has helped drive forward actions combining global environment and development. In 2015, as part of COP21, France invited the World Economic Forum to create a similar platform, Friends of Climate Action. Schwab points out that this group has helped to “form the public-private junction for said climate ‘action agenda’, bringing together businesses, investor groups, civil society organisations and governmental / intergovernmental organisations [NGOs] to

forge and deepen together a global network of alliances and multi-stakeholder projects on climate change. Two years after the Paris Summit, Friends of Climate Action, supported by the World Economic Forum platform, remains a dynamic part of the web of connection in the global climate agenda, helping governments and non-state actors connect, engage and advance innovation and action. To a large extent, this mechanism for ongoing informal public-private cooperation has also helped build resilience within the climate agenda, as well as across various political agendas.”¹⁷³



The progress of the Earth Charter

In 2005, under the leadership of its Chairman Steven Rockefeller, the Earth Charter Initiative published a progress report to review the progress of its founding text¹⁷⁴. The report welcomes the fact that the Earth Charter initiative has succeeded in achieving a number of objectives since its adoption: education, local community development, global ethics and international law. Its youth program has also been successfully deployed in art, religion and the business world, with growing recognition of the Charter in books and newspapers¹⁷⁵. Several organisations are partners of the organisation: Association Pour la Terre, Boston Research Center for the 21st Century, Center for Respect of Life and Environment, Green Cross International, Institute Paulo Freire, IUCN Commission on Environmental Law, Soka Gakkai International¹⁷⁶ , The UN University for Peace, The Humane Society of United States, and the World Resources Institute. The organisation also announced its agenda for the first five years (see screenshot above).

By 2005, the Earth Charter had been validated by 2,446 organisations. This represents several million people, some of whom are umbrella organisations, others of whom are not: “These organisations represent several million people, and in some cases hundreds of organisations or local governments. For example, the 780 organisations that have endorsed the Earth Charter in the United States represent over 40 million people. The NGO Forum at the Millennium UN Summit, which endorsed the Earth Charter, represented over 1,000 NGOs, and ICLEI, which endorsed the Earth Charter in 2000, represents over 350 cities and towns. Many organisations drew up their own statements of support and sent them to the Earth Charter secretariat.”¹⁷⁷ The breakdown is shown below, with the vast majority of endorsements coming from NGOs. Endorsements come 56% from the Americas, and 26% from Europe & Central Asia.

The report gives several examples of Earth Charter endorsements¹⁷⁸, all of which we reproduce here to underline their influence:

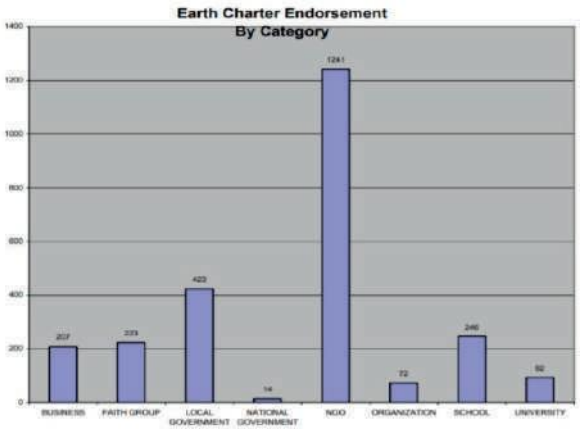
“Here are a few examples of endorsements from international organisations:

- The UNESCO General Conference held in October 2003 adopted a resolution endorsing the Earth Charter. It states: “The General Conference is determined to:

1. Recognise the Earth Charter as an important ethical framework for sustainable development, and acknowledge its ethical principles, objectives and contents, as a manifestation that coincides with the vision set out in UNESCO's new Medium-Term Strategy for 2002-2007.

MAIN ACTIVITES	2000	2001	2002	2003	2004	2005
PHASE I: Dissemination and Endorsement						
Translating the Earth Charter						
Disseminating it broadly						
Seeking endorsements						
Seeking governmental support						
Implementing the Type II partnership						
PHASE II: Implementation						
By Educational Institutions (formal & non-formal)						
By Local Communities						
By Youth Groups						
By Faith Groups						
By Business						

Darker = highest priority
Mid-color = somewhat of a priority
Lightest = not a priority



2. Affirm our intention, as member states, to use the Earth Charter as an instrument of education, particularly within the framework of the United Nations Decade of Education for Sustainable Development.

3. Invite UNESCO's General Conference to analyse with UNESCO's Director-General how the vision and principles of the Earth Charter can be practically reinforced in UNESCO's programs.”

- IUCN – The World Conservation Congress at its 3rd Session in Bangkok, Thailand, November 17-25, 2004. The resolution approved by IUCN member states states that the Congress:

¹⁷¹ We have already touched on the highlights of the Great Reset in our report on the legislative influence of NGOs. This concept also echoes, at least at first glance, the Great Transition originally proposed by the Global Scenario Group set up by the Tellus Institute and the Stockholm Environment Institute in 1995. Sourcewatch reports that the main funding for the Global Scenario Group came from the Nippon Foundation, the Stockholm Environment Institute, the United Nations Environment Programme (UNEP), the Rockefeller Foundation and the Global Industrial and Social Progress Research Institute. The Group's aim was to analyse future scenarios in the context of the planetarisation of civilisation. In 2003, the Great Transition Initiative was born, proposing a program whose terms refer to the influence of Teilhard de Chardin: “The New Sustainability Paradigm, the declination adopted by the Great Transition Initiative, sees globalisation not as a threat but also as an opportunity to build a planetary civilisation rather than relying on incremental forms of Conventional Worlds or retreat into localism. Our paradigm imagines the rise of new categories of consciousness – global citizenship, humanity as a whole, a greater web of life, and the well-being of future generations – alongside democratic institutions of global governance.” The drawing on the dedicated page shows wind turbines and solar panels on the energy side. Great Transition Initiative is headed by Paul Raskin, already a proponent of the Great Transition concept. Raskin is a member of the Club of Rome, and was one of the main authors of the IPCC, the Millennium Ecosystem Assessment, the Earth Charter and UNEP's Global Environment Outlook series.

¹⁷² Remembering Maurice F. Strong..., op. cit. p. 197.

¹⁷³ Ibid., p. 199.
¹⁷⁴ The Earth Charter International website also features a bibliography, updated as of November 2020, which lists all literature relating to the Earth Charter.
¹⁷⁵ P.7.
¹⁷⁶ Soka Gakkai was founded by Daisaku Ikeda, honorary member of the Club of Rome.
¹⁷⁷ P.31.
¹⁷⁸ The Charter is also endorsed by the Green Party of the Netherlands.

- 1.ENDORSES the Earth Charter as the expression of civil society’s vision for building a just, sustainable and peaceful world.
- 2.RECOGNISES, in line with IUCN’s Mission, the Earth Charter as an ethical guide for IUCN policy, and will work to implement its principles through the IUCN Intersessional Programme.
- 3.RECOMMENDS that the Earth Charter be used by IUCN to help advance education and dialogue on global interdependence, shared values, and ethical principles for sustainable living; and
- 4.ENCOURAGES member organisations & states to study the Earth Charter and determine the role it can play as a policy guide within their own spheres of responsibility.

•The International Council for Local Environmental Initiatives (ICLEI), which comprises 350 cities, towns and territories from all over the world, formally endorsed the Earth Charter during its tenth anniversary World Congress in Wittenberg (Germany). The resolution adopted by ICLEI states: “We, the International Council for Local Environmental Initiatives, endorse the Earth Charter. We pledge that our organisation will fulfill its objectives. We will seek to apply its principles in our programs, policies and other activities.”

•The Millennium NGO Forum, which brought together over 1,000 NGOs at UN headquarters in late May 2000, endorsed the Earth Charter in its final report and Declaration. In “*We the Peoples Millennium Forum Declaration and Agenda for Action*”, the Forum “*urges governments to endorse the Earth Charter at the UN General Assembly*” and “*urges civil society to adopt and disseminate the Earth Charter as a tool for promoting the values and actions that will create sustainable development*”.

•The Third Extraordinary Assembly of the Amazonian Parliament in Lima, Peru, passed a resolution in July 2000 endorsing the Earth Charter and supporting its endorsement by the UN General Assembly.

•The Russian Association of Indigenous Peoples of the North (RAIPON) [...]

•Green Cross International formally endorsed the Earth Charter in June 2000, at its annual meeting in Geneva,

which was attended by representatives of its twenty-six national committees.

•The Sierra Club’s U.S. Board of Directors, at its May 2000 meeting, approved the following resolution, which was subsequently endorsed by the organisation’s Canadian Board at its June 17, 2000 meeting: “*The Sierra Club Board, acting on the recommendation of its International Committee, endorses the Earth Charter, recently published by the Earth Charter Commission, and recommends that Club members and bodies study its interrelated principles for sustainable living as the common standard by which the conduct [conduct] of all individuals, organisations, corporations, governments and transnational institutions is guided and evaluated.*”

•The University for Peace Council, at its meeting in San José, Costa Rica, passed a resolution endorsing the Earth Charter, which reads: “*The Council resolutely endorses the objectives and content of the Earth Charter and urges the Rector, in developing the UPeace program, to take this into account.* ” (November 8, 2000) *The University for Peace was established by the United Nations to serve as a center for education and research in support of world peace.*”

The report goes on to publish several names of organisations that have endorsed the Earth Charter. These include: Club of Budapest, World Resources Institute, WWF International. It also highlights the implementation of the Charter’s educational program through the support of individuals in key organisations: UNESCO, IUCN, Jane Goodall Institute, etc. As early as 2005, the Charter was introduced in French schools through Friends of the Earth’s French branch, “*Amis de la Terre*”¹⁷⁹. The report gives the example of elementary schools in Toulouse¹⁸⁰.

In 2003, the Earth Charter Partnership for Sustainable Communities (ECPSC) was formed to develop the tools needed to help local communities use the Earth Charter. The partnership comprised the World Resources Institute (WRI), the Earth Charter Initiative, and Global Community Initiatives (GCI). Together, they developed EarthCAT¹⁸¹ – the Earth Charter Community Action Tool – a tool designed to implement the Earth Charter.

By 2020, the Earth Charter had been endorsed by over 6,000 organisations, including numerous governments and international organisations.

A legacy from Maurice Strong: the example of The SUNx Program and the concept of impact travel

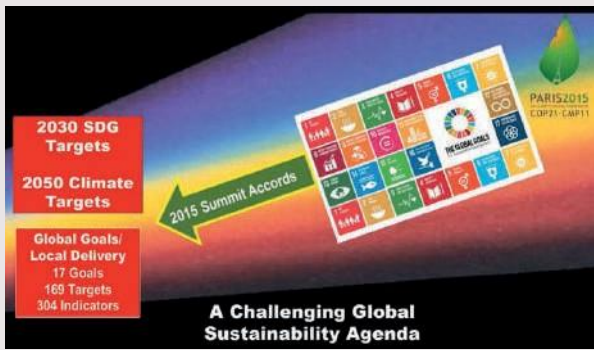
In homage to Maurice Strong, the SUNx Program (SUN for Strong Universal Network) was born in the wake of COP21, co-founded by Geoffrey Lipman and Felix Dodds. Its aim is to reconcile global tourism and sustainable development, summarised in the concept of impact travel (as distinct from ecotourism). The primary objective is to align tourism with so-called climate objectives (decarbonisation) by 2050. This idea was first put forward by Geoffrey Lipman, whose idea of sustainable tourism was born in 1991, before the Rio Summit, following numerous exchanges between Lipman and Maurice Strong, as well as with Jonathon Porritt¹⁸², founder of the Forum for the Future. Lipman, in addition to his notable pedigree, is a member of the World Economic Forum¹⁸³:



Geoffrey Lipman

President, International Coalition of Tourism Partners

Formerly: President, WTTC; Executive Director, IATA; Assistant Secretary-General, UNWTO. Tourism Envoy; UNDP Administrator. Member, EU High Level Groups on Aviation Liberalization and on Tourism and Employment. President, International Council of Tourism Partners. Director, greenearth.travel. President, GateTrip. Visiting Professor, Victoria University, Australia, Hasselt University, Belgium, Oxford Brookes University, UK, Jeju National University, George Washington University, UK. Co-Editor: Green Growth and Travelism - Letters from Leaders; Green Growth and Travelism - Concepts, Policies and Practices for Sustainable Tourism.



Lipman and Dodds report in a SUNx video presentation, “*Climate Resilience Through Impact Travel*”, that they consider Maurice Strong to be “*a friend, a guide, a mentor*”. However, the concept of impact travel, as Lipman reports, was coined by Klaus Schwab, president and founder of the World Economic Forum. It describes “on the one hand, the immense socio-economic benefits of human mobility, and on the other, the heavy and unintended environmental consequences. It was also created in the context of the Forum’s vision of a disruptive 4th Industrial Revolution¹⁸⁴, where the tourism and travel sector – transport, hospitality, services and infrastructure

– will face major new challenges and opportunities. The idea was then framed by SUNx as a model, with three basic characteristics that easily distinguish any approach to sustainable tourism”.

They can be summed up as follows:

- Measuring to manage, through a continuous and transparent evaluation system.
- Greening the system through low-carbon, renewable energies, social inclusion and adapted, nature-based technology.
- Matching the timetable for 2050 “*with the Sustainable Development Goals as the medium-term objective, the 4th Industrial Revolution as the new frontier of opportunities and challenges, and backed by the objectives of the Paris Climate Agreement*”.

These three elements, concludes Lipman, must be present in any sustainable tourism product or service.

Since its formalisation, this concept of impact travel has been taken up by external companies who are not SUNx partners, but who promote the same approach (integration of the SDGs). This is the case, for example, of the Impact Travel Collective or, more widely publicised¹⁸⁵, the Impact Travel Alliance¹⁸⁶. Its founder and Executive Director Kelley Louise is a member of the World Economic Forum.

¹⁷⁹ See p. 78.

¹⁸⁰ See p. 124.

¹⁸¹ The site has been closed for several years, but an old archive consulted using the Wayback Machine gives access to the composition of its advisory board, which included a member of the United Nations Environment Program (UNEP) and a member of the United Nations Institute for Training and Research.

¹⁸² Jonathon Porritt is, like Strong, a man with a particularly substantial CV, some of which we'll describe in the second part of our study, in the section devoted to ecocide and Stop Ecocide International in particular.

¹⁸³ The SUNx Program website also provides his CV.

¹⁸⁴ The 4th Industrial Revolution is the title of a book written by Klaus Schwab, several years before the Great Reset.

¹⁸⁵ In The New York Times, CNN, Forbes, National Geographic, etc.

¹⁸⁶ Among the company’s consultants is Natalia Bayona, Director of Innovation, Education and Investment for the United Nations World Tourism Organisation.

In terms of activities, the SUNx program promotes action and education. As such, it has developed a “*Plan for our Kids*” to train 100,000 Strong Climate Champions by 2030 in all UN member states. SUNx has also implemented Climate Friendly Travel, which encourages industry players to respect the Sustainable Development Goals and the 1.5° target of the Paris Agreement. SUNx has several partners who share its vision:



Finally, SUNx is a member of the United Nations Sustainable Development Goals Partnership Platform, where the company reports envisioning, by 2030, the presence of a center in every country, in addition to responding to five SDGs:

DESCRIPTION	SDGS & TARGETS
	Goal 8
	Goal 12
	Goal 13
	Goal 14
	Goal 17

DESCRIPTION	SDGS & TARGETS	DELIVERABLES & TIMELINE	RESOURCES MOBILIZED
	DECEMBER 2018	Proof of concept SUNx Centre in Limburg, Belgium & Indian Ocean Regional Centre, Seychelles	
	DECEMBER 2018	150 Maurice Strong Legacy Scholarships	
	DECEMBER 2019	Centres in 5 UN regions and key OBOR states	
	DECEMBER 2030	One centre in every country	

2022: The World Economic Forum’s Great Narrative as the final stage of ecology?

“A new world (not a ‘new normal’) is now emerging, whose contours will be largely defined by the narratives developed to inform and build the future.”
(The Great Narrative, p.12)

“Stories provide the context in which the facts we observe can be interpreted, understood and acted upon. [...] To sum up: stories shape our perceptions, which in turn shape our realities, and ultimately influence our choices and actions. They are our way of finding meaning in life.” (p.17)



On December 28, 2021, Klaus Schwab & Thierry Malleret published The Great Narrative – for a better future, subtitled The Great Reset: Book 2. This essay is intended as a response to the observations made by the duo in COVID19: The Great Reset, published in July 2020. In it, the authors promote constructivism as a tool for shaping reality that will enable humanity to survive. As “storytelling creatures” (p.17), we would act on the impulse of the power of narrative, of stories that have always been our most basic mode of communication and transmission. But these narratives, at least the ones presented in their essay, are articulated around a single central story – that famous “Great Narrative”. The stakes are high: the mastery of a single great narrative. This, we understand, is the only way to achieve the Great Reset. For although the authors defend themselves – dishonestly, according to our knowledge of Davos – from any prescription by claiming merely to propose a

framework, the influence and activities of the World Economic Forum remind us that Klaus Schwab and his collaborators are pursuing an agenda (cf. our report on The legislative influence of NGOs).

After all, Klaus Schwab wrote in his previous essay that “only one path will lead us to a better world”. In a 2017 video at Harvard’s John F. Kennedy School of Government, he boasted that his Young Global Leaders, a program created by Davos in 1992, the year of the Rio Summit organised by his mentor Maurice Strong, had penetrated the governments of several countries. A look at the dedicated section of the WEF website reveals several influential names among these Young Global Leaders¹⁸⁷.

Ignoring the latest data on COVID (a pandemic that has become endemic, but the duo write that “two years on, the pandemic seems endless and continues”, p.10), the authors seek to play on fear by raising the spectre of an era of pandemics that “force us to rethink the social contract that binds us” (p.13), a context that could lead to a host of drastic changes, already outlined in The Great Reset and recalled in this sequel: societies, economies, institutions, the laws and rules that govern them, as well as our lifestyles and consumption habits. Naturally, The Great Narrative claims to be evidence-based and informed by science. It is also peppered with the fruit of interviews conducted with 50 personalities presented as leading global thinkers and opinion-makers.

The Great Narrative considers the problems/challenges of the post-COVID world to be primarily unsustainable economic growth (to be understood as the opposite of “sustainable”), geopolitical rivalries, environmental degradation, inequality, pandemics and cybercrimes. Consequently, any significant event would fall into one of five “macro-categories”: economy, environment, geopolitics, society and technology.

The profoundly ideological aspect of Davos is apparent from its very first proposals. For authors who claim to base their arguments on science, it comes as a shock to read that the WEF wants to replace fossil fuels with various types of renewable or low-carbon energy. The real environmental cost of these “renewables” and their limited efficiency due to their intermittent nature, which has been documented for several years, is here swept under the rug of green finance.

The authors therefore propose a “*way forward*” – solutions that would lead to a more resilient, collaborative, sustainable and equitable world. They present “*optimistic narratives built around*” the ongoing rewriting of the rules that govern our economy and society, and break down their program into seven themes that will be the cornerstones of the Great Narrative.

1. Collaboration and cooperation

The authors’ key idea is to collectivise a set of key sectors and regulate them through global governance. They argue that we are “a single civilisation in a single biosphere”, in contradistinction to identities, particularisms and sovereignties: “Pandemics, climate change, biodiversity, geopolitics, trade and investment, economic growth, cybersecurity, technological governance – we can only successfully address all these and other global issues through collaboration. Essentially, we should regard them as public goods. A peaceful world, a healthy world, a breathable world, a clean world, a just world: everything should be considered a public good, the provision of which depends on our ability to cooperate globally.” (p.94) This need, Schwab & Malleret (S&M) go on to argue, became evident with the COVID crisis – the authors emphasising vaccination several times in their essay¹⁸⁸.

The effectiveness of this global governance would induce an inclusive coexistence with local powers and greater involvement of civil society and local players – in other words, the continuation of Maurice Strong’s praxis and part of the principles of the Earth Charter – with a balance between the political, economic and societal pillars (in effect, a colonisation of these three spheres by the autocratic Davosian ecosystem). A sense of belonging, S&M continue, guarantees cooperation. Imagination and innovation could then fully express themselves to find solutions to global issues.

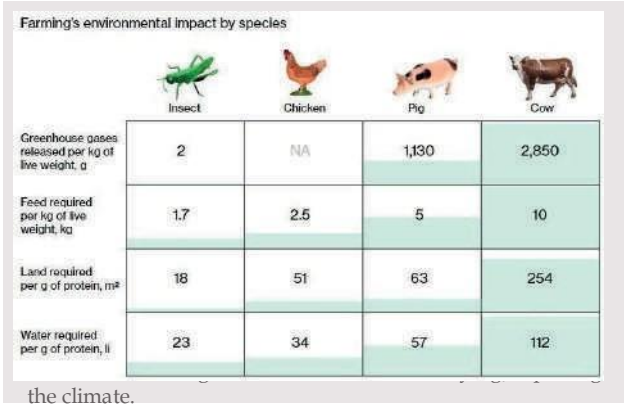
2. Imagination and innovation

The authors propose several solutions:

- **A network to green the financial system.** S&M promote “carbon quantitative easing” and draw inspiration from the environmentalist novel The Ministry of the Future for the creation of a global carbon coin to finance decarbonisation¹⁸⁹.
- **Nature-based solutions.** The aim is to continue and extend the financialisation of ecosystem services. S&M presents nature as an “indispensable input” (p.112) to economic activity. Echoing the financial concept of “*natural capital*”, they see nature as an asset on a par with any other, arguing that more than half of the world’s GDP depends on it, and spurring the development of start-ups based on this model¹⁹⁰.

187 Emmanuel Macron comes to mind, not only as President of the French Republic and President for several months of the Council of the European Union, but also because Klaus Schwab declared in 2018, in an interview with Darius Rochebin, that Emmanuel Macron was one of the spearheads of the European revolution in favour of a new model of society.
188 We refer the reader here to three messages from Telegram user “Momotchi”. Themed, they each offer a large number of sources, data, facts and documents to put the official narrative around COVID into perspective: <https://t.me/momotchiii/3353> (manipulated COVID figures / effects of COVID vaccines on pregnancy / vaccine ineffectiveness), <https://t.me/momotchiii/3354> (side effects of COVID vaccines), <https://t.me/momotchiii/3355> (planning around the Great Reset, digital identity, etc.).
189 Published in October 2020 and focusing on climate change, The Ministry of the Future was written by American science fiction author Kim Stanley Robinson.
190 S&M refer to several reports. The Institute for International Economic Policy (IIEP) is presented in The Great Narrative as the most authoritative and official. Published in November 2020, its title is explicit, to say the least, when it comes to the subject of wilderness: “Valuing Nature: Whales, Elephants, and the Global Economy”. “The Economics of Biodiversity: The Dasgupta Review”, published in February 2021 by the British government, refers to “natural capital per person”.

•**Bioeconomy.** The authors place particular emphasis on synthetic biology: “Just as the Second World War accelerated electronics, the pandemic has propelled the genetic revolution to new frontiers.” (p.89) This is a kind of biological engineering (i.e., on living organisms), a recoding, a genetic rewriting. Its applications (health, energy, chemistry, agriculture...) extend as far as the patentability of living organisms. But in the Great Reset philosophy, its use can also be a pretext: at the end of the book, S&M cite the company Impossible Food, which uses synthetic biology to create plant-based burgers. In this case, the narrative is ripe for a shift to a meat-free diet under the pretext of climate and the environment, as Davos has been advocating for several years. Or else, to synthetic meat created in laboratories or even to eating insects, as the WEF has been advocating since at least July 2018 and its article “Good grub: why we might be eating insects soon” in the name of the environmental impact of meat production (reprinting here a table from Bloomberg):



3. Morality and values

S&M explicitly cite COVID as an opportunity to drive change (as they recall having recommended in COVID-19: The Great Reset): “Change is always painful, so we need to take advantage of the fact that we’re at a critical juncture to implement the necessary measures that can fix most of what’s gone wrong in recent years. This requires a re-examination of the role of morality and values.” (p.118) This extract can be put into perspective with the rest of the article, which explains that the moral question would gradually penetrate economics “via interdisciplinarity and information from neuroscience, psychology and behaviorist studies” (p.125; we are thinking, of course, of nudge, but we can also refer to the captology

initially developed by B. J. Fogg at Stanford University¹⁹¹). Moreover, morality and values imply a return to “trust”, a sine qua non for an effective response to the problems of the five “macro-categories” defined by S&M.

This trust, they specify, would only be “possible if political and economic leaders are exemplary in terms of the moral standards expected of them.”¹⁹² (p.128).

In this respect, Ursula von der Leyen’s speech in Davos on January 20, 2022 is fully in line with this narrative of trust, one year after the Great Reset. The guidelines are those of the Great Narrative. Schwab hails a “new European spirit” following the program implemented by von der Leyen. The latter argues that “Davos has always been about building trust among the world’s leaders. [...] Trust is essential if citizens are to commit to green transformation.” Let us mention a few points that resonate with Schwab & Malleret’s book:

- The €8 billion Next Generation EU program, the EU’s largest green bond program, which will be worth up to €300 billion (Global Gateway program). “So far,” says von der Leyen, “all these bonds have been oversubscribed, and the majority have been bought by investors from outside the European Union. The EU will have to invest 360 billion euros to transform energy systems every year.
- Shift from fossil fuels to clean energies.
- Massive need to invest around 300 billion euros in critical infrastructure: health, education, transforming societies to combat climate change by moving towards a circular economy and digitisation. Digitisation and the green transition will also be priorities.
- A carbon tax, “which is the cause of climate change”, via a “carbon council”. An “adjustment mechanism” is intended to encourage companies to go green¹⁹³.

4. Public policy

The future advocated by Davos is radical: “If we want to avoid a climate catastrophe, we must cut emissions at a faster rate than hitherto, at national, industrial, business and, of course, personal levels. This means that, as individuals, we will have to consume, travel and eat differently; i.e., in a less carbon-intensive way.” (p.136) Two objectives should therefore guide a common sustainable agenda: compliance with the Sustainable Development Goals, and compliance with the Paris Agreement (staying below 2° global warming by 2100). The political imperative, S&M stress, is to achieve this agenda as quickly and effectively as possible.

As far as environmental sustainability is concerned, S&M praise the Green Pact for Europe and call for it to be implemented rapidly and on a large scale for 4 reasons:

- 1) low interest rates linked to the pandemic, allowing for massive investment programmes
- 2) technological innovation that provides sustainable solutions while reducing production costs
- 3) a change in the zeitgeist
- 4) the growing activism of young people, particularly in the social and societal spheres.

In terms of social sustainability, Davos predicts that the return of the omnipresent government following COVID will persist, but in favour of sustainable and inclusive growth. This interference at all levels, as the authors almost explicitly state, will become stronger and stronger: “Looking to the future, most governments will decide, albeit with varying degrees of intensity, that it is in society’s best interests to rewrite some of the rules of the game and to increase their role permanently.” (p.138) Business and industry will have to comply with increasing state intervention.

5. Resilience

There are two points of particular interest here. Firstly, S&M return once again to one of their pet ideas: to build resilience, we need to invest in mechanisms and policies that accept the existence of risk while helping society and the economy to respond to it, for example with large-scale vaccination campaigns. The second is to build resilience in the global supply chain, which will drive up prices and have “profound macroeconomic consequences”.

6. The role of business

Klaus Schwab is here defending the vision he has been implementing since the Davos Manifesto of 1973¹⁹⁴ and the concept he has developed: stakeholder capitalism versus shareholder capitalism. The underlying idea, when linked to that of natural capital, is the collectivisation of nature, of the living, of all spheres of society: since everything is interdependent in complex systems, we are all responsible and global action must be taken: the universal “purpose of a company is to involve all its stakeholders in the creation of sustainable, shared value” (p.154). One of the driving principles of this approach is to act as a steward of the environmental and material universe for future generations, conscientiously protecting our biosphere and supporting a circular, shared and regenerative economy. To this end, S&M argue, ESG criteria will become the gold standard for companies’ adherence to stakeholder values

(the World Economic Forum has also created its “Stakeholder Capitalism Metrics”).

The authors go on to discuss the implementation of ESG criteria and its implications: the governments that put them in place will then have to ensure that stakeholder value is compatible with a rigorously defined concept of “planetary and societal value”. (p.156) At the same time, societal pressure and growing activism will accelerate this process. This will “force” those who refuse “to convert to the cause”. They predict that this trend will increase with the arrival of Millenials and Generation Z on the labour market: “The price of rejecting these practices will be just too high in terms of the anger of activists, both social and investors.” (p.157) Finally, stakeholder responsibility must be exercised at both micro (corporate) and macro (global) levels. With this in mind, the WEF has long been promoting corporate citizenship on a global scale.

S&M are careful to leave aside a less benevolent presentation of the Great Narrative, found in Klaus Schwab’s essay Stakeholder Capitalism (2021): “The very force that is helping people escape poverty and achieve a decent life is the same force that is destroying the viability of our planet for future generations. The emissions that are causing climate change are not just the result of a generation of selfish industrialists or Western baby boomers. They are the consequence of the desire to create a better future for ourselves¹⁹⁵.”

7. Exponential advances in technology

S&M welcome what they see as the imminent fusion of the computer and the brain (brain-net); i.e., the transhumanism already promoted by Klaus Schwab, who prophesies the implantation of chips in our brains in the near future. In short, the authors are calling for the convergence of the physical, digital and biological worlds. This is echoed earlier in their essay by their promotion of the metaverse – also put forward by the WEF itself. But the idea of a human-computer fusion goes back as far as the Macy conferences on cybernetics, whose first name was the Man-Machine Project. The “noospheric” hopes of Teilhard de Chardin, culminating in his Omega Point, so popular with the New Age, find their fulfilment here, half a century later.

As for the rest, S&M uses classic marketing arguments to promote solar and wind power, without putting their limitations or their real environmental and energy costs into perspective. “Robust academic research” is said to show that green technology can meet the objectives of the Paris Agreement, while CCS (Carbon Capture and Storage) and CCUS (Carbon Capture, Utilisation and Storage) can make fossil fuel technologies cleaner.

191 Captology is the acronym for “computers as persuasive technology”. The idea behind this method of cognitive psychology is to trigger desired behaviours using stimuli triggered by interactions between man and machine, leading to dependency, among other things. See his seminal book Persuasive Technology: Using Computers to Change What We Think and Do (2003).

192 One cannot help but be sceptical here, as Schwab & Malleret also criticise the “legal corruption” of “crony capitalism”, of which Davos is the caricature (remember, among other things, the incestuous relationship between the WEF and Ursula von der Leyen, already highlighted in our report on The influence of NGOs in the European legislative process). This crony capitalism manifests itself in a “pernicious collusion” between “big business” and “big government” when it comes to combating environmental degradation or reducing inequalities. As for von der Leyen, she is also a former member of the advisory board of the Munich Security Conference, a participant in the Bilderberg Group in 2015, 2016, 2018 and 2019 (of which Schwab was a member of the steering committee) and a Distinguished Leader of the Atlantic Council, an influential American think tank, in 2022.

193 The ecological circle was also completed when Klaus Schwab welcomed von der Leyen’s reference to the Club of Rome’s Meadows report.
194 Schwab updated the Manifesto, which became the Davos 2020 Manifesto, when the CEO of the US Business Roundtable (and also CEO of JPMorgan Chase) spoke out in favour of stakeholder capitalism.
195 Schwab (Klaus) with Vanham (Peter), Stakeholder Capitalism. A Global Economy that Works for Progress, People and Planet, p.153.

Our first section has highlighted the emergence of key concepts and ideas in the ecological sphere through the implication of Maurice Strong. We were thus able to trace the genesis of several of them and their evolution, but also to understand the relative ease with which they are disseminated and legitimised, namely the dominant positions from which they are and have been issued. In this second part, we will focus on five concepts that we have chosen from a list we have drawn up in advance: ecocide, social impact investment, Earth Overshoot Day, degrowth and the Sixth Mass Extinction.

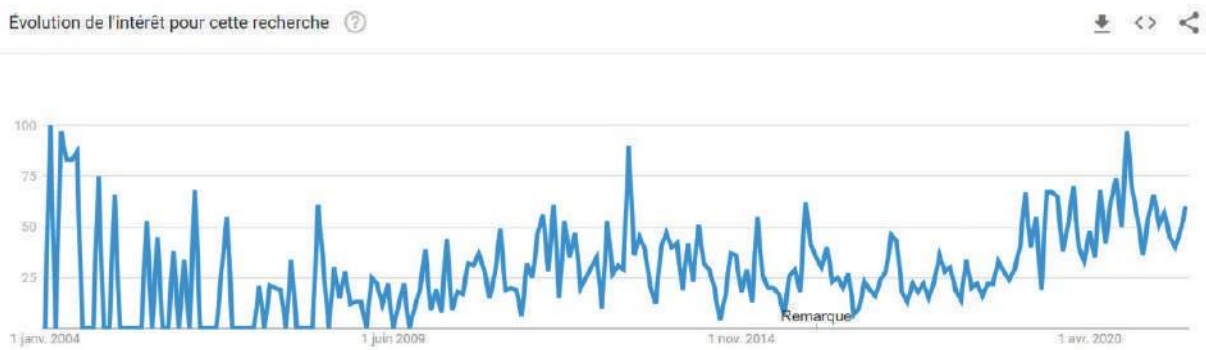
The objective remains the same as for our first part, but this time we are taking a closer look at the concepts themselves. Here we have traced their genealogy and their ecosystem in order to draw up meaningful maps. The format devoted to these concepts varies according to the depth of this ecosystem and its relevance to our initial questioning.

Ecocide accounts for the bulk of this second part. While the term is becoming commonplace, an analysis of the

I. Ecocide

An established concept From 1970...

Interest in this concept has been recurring since at least 2004, according to Google Trends:



In fact, it is a tidal wave of interest aimed at criminalising non-compliance with certain environmental protection rules. Ultimately, the aim is to incorporate it into international law as one of the recognised crimes against peace. Ecocide would become a tool of coercion.

networks behind its dissemination highlights the scale of the challenge it represents. Ecocide represents what we will call a textbook case: it brings together political, economic & financial, societal and “philosophical” or religious interests, the ramifications of which are sometimes complicated to map because of the extent of their constituent networks. On several occasions, when mapping certain profiles, we have selected the information we felt was most relevant to this study. While Maurice Strong remains by far the personality with the most extensive pedigree, other personalities (Sir Jonathon Porritt, for example) also wear many hats and represent multiple interests.

This second part complements the first. After a “top-down” approach (the ecosystem in which a concept is born), we have conducted a “bottom-up” search (a concept propelled by an ecosystem).

The concept of ecocide was first used in 1970 at the Conference on War and National Responsibility. Biologist Arthur Galston proposed a new agreement to ban ecocide following the destruction of ecosystems caused by Agent Orange during the Vietnam War. The idea was taken up at the Stockholm Conference in 1972 – where the Stockholm Declaration was adopted – by Olof Palme, then Prime Minister of Sweden and a close friend of Maurice Strong.

At Stockholm, Indira Gandhi and Tang Ke (Chinese delegation) also used the concept. Wikipedia reports that a working group on environmental crimes was formed at the Summit, and that a roadmap for a Convention on Ecocide was submitted to the UN in 1973.

The widow of Olof Palme (assassinated in 1986), Lisbet Palme, was a member of the advisory board of the Center for the Global South and received an award from the Earth Society Foundation in 2002. The Earth Society Foundation was founded by John McConnell and Margaret Mead¹⁹⁷. One of its aims is to promote Earth Day (the concept of which McConnell was first to propose to UNESCO).

Every year, the Earth Society Foundation, formerly the Earth Society, rewards one or more people, the Earth Day Honorees, usually United Nations officials: U Thant (1971), Margaret Mead, Robert Muller¹⁹⁸ (assistant secretary general of the UN), René Dubos¹⁹⁹, Noel Brown (UNEP), Mary Catherine Bateson (daughter of Margaret Mead and Gregory Bateson), Rigoberta Menchu Tum (honorary member of the Club of Rome and founder of the Nobel Women’s Initiative), singer Pete Seeger and Aye Aye Thant (daughter of U Thant, in 2005 and 2007).

Another organisation, the International Fellowship on Reconciliation (founded in 1919), organised a convention on ecocidal war in Stockholm. A number of experts were consulted, including Richard A. Falk, who drew up a roadmap for a convention on ecocide in 1973, stating: “*Man has consciously and unconsciously inflicted irreparable damage on the environment in war and peace*”. Falk was a Fellow of the Lindisfarne Association and a member of the Board of Directors of the Nuclear Age Peace Foundation, as well as being involved in a large number of organisations²⁰⁰. Another expert present was Robert Jay Lifton, a member of the advisory board of Planetary Citizens. What we have here, then, is an ecosystem in which the New Age has a strong presence.

In the 1980s, the so-called Whitaker Report advocated extending the concept of genocide to other crimes, including ecocide. It was commissioned by the Sub-Commission on the Promotion and Protection of Human Rights (before 1999, the Sub-Commission on the Prevention of Discrimination and the Protection of Minorities), a think tank of the UNCHR (United Nations High Commissioner for Refugees). Its special rapporteur was the British Benjamin Whitaker. A member of the Fabian Society, he published an essay on Participation and Poverty in 1968 as part of the Fabian research series.

197 Among other positions, Margaret Mead was president of the World Federation for Mental Health, president of the Society for General Systems Research, a member of the Macy conferences on cybernetics, and vice-president of the Teilhard Centre for the Future of Man, inspired by Pierre Teilhard de Chardin.

198 Robert Muller was Chancellor of the United Nations at the University for Peace in Costa Rica, the headquarters of the Earth Charter. Muller has also served on the boards of numerous organisations, including the Nuclear Age Peace Foundation, alongside Ted Turner, Jane Goodall, Paul R. Ehrlich, Anne H. Ehrlich, Daniel Ellsberg, actors Harrison Ford and Michael Douglas, Queen Noor of Jordan and Desmond Tutu and Bianca Jagger, former wife of Mick Jagger and a member of the advisory board of Earth Charter International.

199 René Dubos spent his scientific career at the Rockefeller Institute and Rockefeller University. With Barbara Ward, he co-authored Only One Earth, which served as the basis for the Stockholm conference. He was also a member of the advisory board of Planetary Citizens in 1975, and co-founder of Children of the Green Earth – with Dorothy Maclean, co-founder of the Findhorn Association, and Richard St. Barbe Baker, who in 1969 became the first honorary member of the WWF – and of the Association for Humanistic Psychology.

200 Including the Green Institute and the Advisory Board of KOSMOS Journal: The Journal for World Citizens and Planetary Civilization, of New Age essence. In 2009, the journal’s subtitle was changed to “The Journal for Global Citizens Creating the New Civilization”. The Journal team also launched the Creating the New Civilization Initiative in 2005. Source Watch reports the names of the 14 founding partners: “Goi Peace Foundation, The Club of Rome, The Future 500, The World Wisdom Council, The Gorbachov Foundation, the Institute of Noetic Sciences, the World Commission on Global Consciousness and Spirituality, the Chichi Publishing Company, the Kosmos Journal, the Club of Budapest, Pathways to Peace, E-Square Inc, Global Reporting Initiative Forum Japan”. Many of these names have already been mentioned in the first part of our study.



“*Man has consciously and unconsciously inflicted irreparable damage on the environment in times of war and peace alike*”.

Richard Falk

Throughout these decades, we also find other players who have subsequently become involved in NGOs on the issue of ecocide. Two examples:

- 1) Canadian-Australian lawyer Mark Allan Gray in 1996, author of The International Crime of Ecocide
- 2) the environmental lawyer Polly Higgins (who died in 2019) in 2010, who proposed it to the United Nations International Law Commission.

... at COP26 in 2021

Ecocide was one of the topics discussed at COP26 (Glasgow, 31/10 - 12/11/2021). On 4/11/2021, for example, a round table discussed the subject of “The Ecocide Act and financing the future”. The speakers were:

- **Ralph Chami**, Assistant Director of the International Monetary Fund (IMF) since 1998, and co-founder of Rebalance Earth and Blue Green Future. Rebalance Earth describes itself as born during COVID19 between “a renowned conservationist [Ian Redmond²⁰¹], a financial economist [Ralph Chami] and an expert in blockchain technology [Walid Al Saqqaf]”. The aim: “create a market, make wildlife conservation lucrative and fair”. In a podcast on 6 October 2021, Chami called for using finance to protect and enhance biodiversity while capturing carbon. Little information is available about Blue Green Future LLC. According to OpenGovUS, the company has been in existence since 6 July 2020.
- **Gert Peter Bruch**, founder of the NGO Amazon Planet, from which he created the Alliance of Mother Nature’s Guardians, ahead of COP21 and with the support of Paul Watson (Sea Shepherd Conservation Society) and Nicolas Hulot. He is also a member of the End Ecocide NGO network.
- **Katie Hoffman**, entrepreneur and investor in “climate solutions” (particularly with fintech), associated with Regeneration VC, among others, and co-chair of NEXUS Global (Energy Innovation and Environment departments). NEXUS Global’s partners and sponsors include a number of trusts and foundations, including the United Nations Foundation.



- **Mindahi Crescencio Bastida Muñoz**, Director of the Original Nations Programme at the NGO The Fountain and Mother Earth delegate at the Center of Sacred Studies. On its website, The Fountain defends the interpenetration of the sacred economy²⁰², sacred territories and sacred cultures.
- **Jojo Mehta**, co-founder of Stop Ecocide²⁰³ with lawyer Polly Higgins, president of the Stop Ecocide Foundation and coordinator of the international group on the legal definition of ecocide (Ecocide Law, a joint project²⁰⁴ of Stop Ecocide and the Promise Insitute for Human Rights at UCLA School of Law – which claims a major role in the legal definition of ecocide). Her biography on Stop Ecocide states that she has appeared on broadcasts and been interviewed in various mainstream newspapers: *TIME Magazine*, *New York Times*, *The Guardian*, and on radio with the BBC. Her LinkedIn profile states that Jojo Mehta co-organises 38 Degrees Stroud, which claims to be “a very politically active community”, which aims to get involved in local and national campaigns, mainly through online petitions²⁰⁵, which would involve “over 2 million Britons”²⁰⁶. Mehta is also co-organiser of Frack Free Five Valleys, which brings together British communities opposed to gas extraction.

Outside the chronology of the ecocide and its presence at COP26, this subject, which at first sight is limited to distant ecological concerns, is in reality much more diffuse. Far from being promoted by a handful of environmental NGOs, it has heavyweight supporters whose relatively exhaustive mapping reveals its scope and therefore its potential influence. The profiles are a mixture of political, economic, societal and “religious” interests.

Mapping NGOs dedicated to ecocide

End Ecocide

VALÉRIE CABANES

End Ecocide (whose full name is End Ecocide on Earth) is an NGO launched and directed by the Frenchwoman Valérie Cabanes, and associated with the NGOs Stop Ecocide, End Ecocide Sweden and Earth Advocacy Youth. An article in Le Monde, republished on the Cabanes website, states that as the child of divorced parents, Cabanes “stayed with her father, who was a pioneer in organising New Age meetings”. Cabanes is active and behind many initiatives:

- **Co-founder of the NGO Notre Affaire à Tous** (in the run-up to COP21²⁰⁷), which initiated the Affaire du Siècle, in collaboration with Greenpeace France, OXFAM France and the Fondation pour la Nature et l’Homme (i.e., the Fondation Nicolas Hulot, formerly the Fondation Ushuaïa). L’Affaire du siècle (The Case of the Century) is a legal action against the French government before the Paris Administrative Court, for its alleged “inaction in the face of climate change”. According to the coalition, more than 2.3 million people took part in the action, which resulted in the French government being effectively condemned by the courts.
- **From 2012:** Participation in the proposal to launch a European citizens’ initiative proposing an

EU directive on the crime of ecocide.

- **2015:** Working on a proposal for amendments to the Statute of the International Criminal Court on the crime of ecocide. Cabanes explains that in this context she “co-organised two citizens tribunals, one on

the rights of nature during COP21 with NatureRights and the Global Alliance for the Rights of Nature, and the other on Monsanto’s activities in The Hague in October 2016 with The Monsanto Tribunal Foundation”.

- **2015:** Participation in the drafting of the Universal Declaration of Human Rights.
- **Patron of the NGO Initiatives pour le désarmement nucléaire** (Initiatives for Nuclear Disarmament, IDN France), which says it is funded by the Fondation Charles Léopold Mayer pour le Progrès de l’Homme (For Man’s Progress) – a Swiss NGO and front for the Soros networks. Nicolas Hulot is also a member of IDN France’s sponsorship committee, along with several political leaders who can “open doors”.
- **Member of the Steering Committee** of the Global Alliance for the Rights of Nature, an NGO founded and supported by numerous environmental organisations. The Steering Committee also includes Nnimmo Bassey, former President of Friends of the Earth International²⁰⁸. Bassey is also Director of the Global Greengrants Fund²⁰⁹. The advisory board includes Alicia Jimenez, programme director at the Earth Charter International secretariat, of which she has been a member since 2006 and oversees work in Latin America, Africa, the Middle East and Asia Pacific; it also includes Liz Hosken, founder of the Gaia Foundation²¹⁰ and a fellow of the Findhorn Foundation.

²⁰¹ Founder and chairman of the Ape Alliance (1996), financed by the Oak Foundation (active in blue finance and already identified by Yan Giron) and Mighty Earth (founded by Glenn Hurovitz, a consultant for environmental organisations but also for trusts that serve as a front for the renewable energy business: David and Lucile Packard Foundation, ClimateWorks Foundation). Redmon is also a consultant for the Born Free Foundation, an NGO dedicated to the defence of wild animals and, by extension, the wilderness. She works with various organisations, including the IUCN and UNEP’s GRASP (Great Apes Survival Programme).

²⁰² To define it, however, she relies on a quote from a January 2020 Davos Forum article. This is consistent with the pedigree of the NGO’s Director of Sacred Economies, Amelia Barlow: a consultant on “climate solutions” and “ecological rights” for organisations such as Google, Intel (micro-computing, co-founded by Gordon Moore, who gave his name to the Moore Foundation), the Council on Foreign Relations (one of the world’s most influential think tanks), Barack Obama’s presidential campaign, Lakota Nation, and the Climate Emergency Fund – which notably finances Extinction Rebellion and “supports activists who are transforming climate policies”. The founder and “spiritual elder” of The Fountain is Jyoti Ma (real name Jeneane Preoatt), whose profile corresponds to New Age spirituality: Jungian psychology (at the Jung Institute in Switzerland), Esalen Institute (central to the psychedelic experiences of the counter-culture and the emergence of the New Age in the 1960s-1970s), “spiritual elder” of the Center for Sacred Studies, of which The Fountain is an offshoot.

²⁰³ Stop Ecocide is notoriously close to Extinction Rebellion. Gail Bradbrook, co-founder of XR, stated that “Extinction Rebellion and the work of Polly [Higgins]

²⁰⁴ The Ecocide Law platform presents itself as a collection of various documentary resources relating to the issue of ecocide: definition(s), history, research articles, laws (depending on the country), related subjects. It is a joint project of the largest NGO on ecocide, Stop Ecocide International, and The Promis Institute for Human Rights at the UCLA (University of California at Los Angeles) School of Law.

²⁰⁵ The site states that a local 38 Degrees group can “disseminate information and plan actions on specific issues (e. g., Transatlantic Partnership, National Health System, hydraulic fracturing; cross resources between different campaigns and between different local and national actions; support and feedback opportunities for local organisers/change makers”.

²⁰⁶ <https://home.38degrees.org.uk/about/> 38 Degrees has been “endorsed” by senior staff from a number of organisations: Greenpeace UK, MoveOn & Regional Campaign Director for Barack Obama, The Times. The NGO also received the Best UK Internet NGO Award from the Oxford Internet Institute.

²⁰⁷ Cabanes explains that, during COP21, she “helped an international delegation of indigenous representatives draw up 17 recommendations for the heads of state attending COP21”.

²⁰⁸ And former Executive Director (1993 - 2013) of its Nigerian branch, Environmental Rights Action.

• **Advisor to the United Nations** as part of the agency’s²¹¹ Harmony with Nature program – where Cabanes promotes the Earth Charter.

• **Member of the scientific committee of the magazine La pensée écologique** (Ecological Thinking), whose editorial director, Dominique Bourg, is the former chairman of the Scientific Council of Nicolas Hulot’s Fondation pour la Nature et l’Homme (Foundation for Nature and Man 2016-2019).

• **Member of the Scientific Committee of the Zoein Foundation**, a Swiss foundation developing the idea of an Ecological Transition Income (ETI).

• **Co-founder of the Wild & Legal law school**, which trains “in the doctrine of the rights of nature”. The program was co-founded by William Bourdon (founder of Sherpa, a leading figure in the Soros networks in France) and Valérie Cabanes.

It is also listed in the European Commission’s transparency register, registered as an NGO (category III entity) since 02/01/2020.

• **In November 2020**, she was part of the international group of lawyers tasked with producing a definition of the law relating to ecocide, at the request of Swedish parliamentarians.

Another member of the NGO team is Marie Toussaint, an EELV (Europe Écologie Les Verts) MEP and founder of the aforementioned NGO Notre Affaire à Tous (Everyone’s Business). In October 2020, she founded the Ecocide Alliance, an international parliamentary alliance for the recognition of ecocide. This is one of Stop Ecocide International’s strategic partners, and also includes the ASEAN Parliamentarians for Human Rights (APHR, which brings together parliamentarians from Southeast Asia).



NETWORK

The Network section of the NGO website does not feature organisations, but personalities, some of whom are worth noting:

• **Vandana Shiva**, who holds or has held senior positions in some 30 organisations. Alongside Barbara Ward and Wangari Maathai, she took part in the Sacred Earth Gathering – Wisdom Keepers meetings organised by the Manitou Foundation run by Maurice & Hanne Strong. Shiva is a member of the World Future Council – where Jane Goodall is an honorary advisor.

• **Kumi Naidoo**, former Executive Director of Greenpeace International. A Rhodes fellow, he is also active in a number of organisations.

• High-profile fashion designer **Vivienne Westwood**.

• **Nnimmo Bassey**, already mentioned.

• **Polly Higgins**, co-founder of Stop Ecocide, who died in 2019. In 2010, this British lawyer submitted a request to the United Nations to include ecocide among the crimes against humanity, within the Rome Declaration.

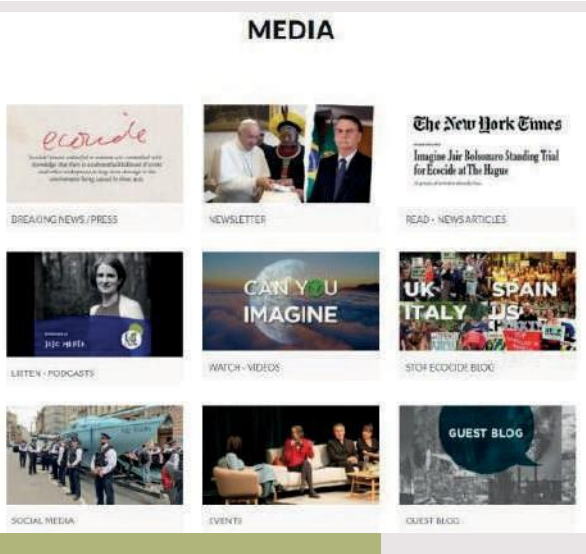
“These programs support the work of the United Nations by reaching a wider audience, with the common goal of advancing the implementation of the Sustainable Development Goals, in harmony with nature”.

Harmony with Nature, a United Nations initiative

• **Niko Paech**, a German economist and former representative of Agenda 21 in Oldenburg.

• **Sandor Fulop**, member of the World Future Council and President of the Environmental Management and Law Association, a Hungarian NGO funded by the European Commission and the Central European Initiative²¹², but also by NGOs such as DemNet²¹³.

• **Jan van de Venis**, expert like Cabanes with the United Nations Harmony with Nature program, member or chairman of the boards of various NGOs, and former legal advisor (October 2004 - November 2007) for Greenpeace International. He also chairs the NGO Stand up for your Rights²¹⁴.



• **Wouter Veening**, Fellow of Forest Trends (public-private, the private sector including economic players as well as NGOs) and Chairman of the Institute for Environmental Security, financed by public and private funds (IUCN, UK Department for International Development, etc.), and partner of public and private environmental organisations (WWF, University for Peace linked to Earth Charter, United Nations UNEP, French Ministry of Ecology and Sustainable Development, etc.). The institute also includes personalities who hold or have held influential positions in the highest international bodies.

• **Marie-Odile Bertella-Geffroy**, former examining magistrate and ecologist.

• **Gert-Peter Bruch**.

STOP ECOCIDE INTERNATIONAL

This international NGO is domiciled in the Netherlands, where its status as an organisation of public utility (ANBI) enables it to benefit from tax exemptions. It describes itself as “the driving force behind, and central communication platform for, the growing global movement to make ecocide an international crime”. Indeed, its cartography underlines its role as a flagship for NGOs working in this field.

Stop Ecocide describes its core activity as dedicated to activating and developing cross-sectoral support for international recognition of the crime of ecocide. The organisation claims – as confirmed by our mapping below based on information from its website – to collaborate with profiles from a variety of backgrounds to this end: diplomats, politicians, lawyers, business leaders, NGOs, religious and indigenous groups, influencers, academic experts, local campaigns & individuals. It has branches in some 20 countries, and around 20,000 members, whom it calls “Earth Protectors”.

Stop Ecocide explains that its work “lies at the intersection of legislative developments, political traction and public narrative, and is therefore uniquely positioned to both support and amplify global discussion” on the subject.

Interest in the criminalisation of ecocide is echoed at several levels, as noted: public interventions at parliamentary and/or governmental level through motions, petitions, resolutions, parliamentary questions, white papers or complete legislative proposals in various countries and institutions: Bangladesh, Brazil, Bolivia, Belgium, Canada, Chile, Finland, France²¹⁵, Luxembourg, Maldives, Mexico, Netherlands, Portugal, Scotland, Spain, Sweden, United Kingdom, Vanuatu, European Parliament, Nordic Council²¹⁶ and Inter-Parliamentary Union.

211 This initiative, launched in 2009, promotes a new relationship between Earth and humanity, one that is no longer anthropocentric. In particular, it aims to “recognise the rights of nature in the context of promoting sustainable development”. Year after year, it incorporates new resolutions and reports. With its universalist – or globalist, depending on the angle adopted – aim, Harmony with Nature is a tool for promoting Agenda 2030: “these programs support the work of the United Nations by reaching a wider audience, with the common goal of advancing the implementation of the Sustainable Development Goals, in Harmony with Nature.”

212 The Central European Initiative defines its “core mission” as “working towards European integration and sustainable development through regional cooperation”. It comprises 17 member states from Central, Eastern and South-Eastern Europe.

213 It is itself a front for other organisations that fund it: Open Society Foundations, EEA Grants (also linked to the Soros networks on migration issues, formerly chaired by Norway’s new Prime Minister, Jonas Gahr Store), Guerrilla Foundation (set up by Antonis Schwarz, founder of the Greek Vouliwatch, supported by Transparency International and WWF, among others; Guerrilla Foundation is a member of EDGE, the Soros network umbrella organisation to which the Charles Léopold Meyer Foundation also belongs), CIVICUS (Kumi Naidoo)...

214 Of the five members of its advisory board, the NGO includes three former Greenpeace executives, including a former Amnesty International executive and a former member of the Dutch government’s Advisory Council on International Affairs.

MEDIA PRESENCE

Stop Ecocide is present in the media. If its resonance seems quantitatively modest on social networks (13.7K subscribers on Twitter, 37.3K subscribers on Facebook, 1.92K subscribers on YouTube where the most viewed video reaches only 12K views), its press releases and articles written by its members or contributors from other structures (such as the World Economic Forum) contribute to the dissemination of its work.

Stop Ecocide was present at COP26, where it intervened 14 times between November 3 and 12 on the following topics, in the round tables:

- Achieving sustainability: the role of business, strategic legal action and ecocide law.
- Launch event on the vision of an independent Green State – including parliamentarians, diplomats and activists.
- Ecocide law and financing the future.
- Friday think-tanks: empowering everyone.

DEFINITION OF ECOCIDE

On 22/06/2021, Stop Ecocide Foundation, part of Stop Ecocide International, published its definition of ecocide, formulated by a committee of lawyers (and followed by a multi-page commentary):

The press coverage was significant in several countries, with articles headlining that ecocide was thus one step closer to recognition.

The NGO is calling for an amendment to the Rome Statute of the International Criminal Court, which affects all 123 signatory states. Ratifying states must then transpose the statute’s provisions into their domestic law.

ADVISORY BOARD

As on many NGO websites, the CVs of members are very brief. To determine their potential influence, their “aura”, other sources must generally be used.

- We have already seen some profiles: Valérie Cabanes, Nnimmo Bassey, Gail Bradbrook (co-founder of Extinction Rebellion) and Mindahi Bastida.
- Baltasar Garzón, Spanish lawyer, former examining magistrate and politician. On August 26, 2021, the UN Human Rights Committee concluded that in at least two trials, Garzón’s criminal proceedings were “arbitrary and did not respect the principles of independence and impartiality of the judiciary”.

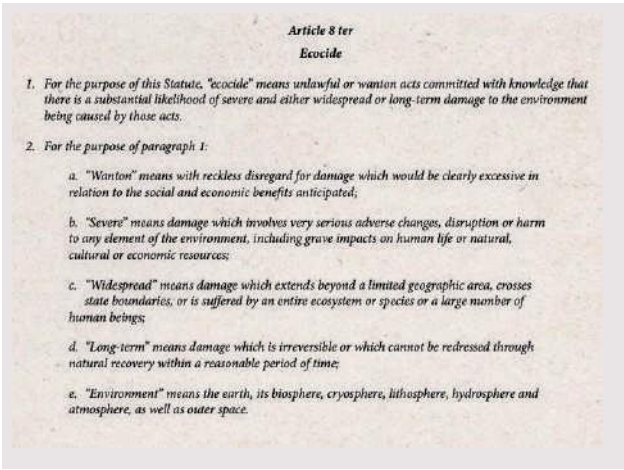
215 For France, a Stop Ecocide press release of 24/08/2021 reported that French law has incorporated ecocide into its provisions on two counts, in Law no. 2021- 1104 of 22 August 2021 on combating climate disruption and strengthening resilience to its effects: ecocide is an offence under Article 231-3, and the government is obliged, under Article 296 of the new law, to provide Parliament within one year with a report on “its action in favour of the recognition of ecocide as a crime that can be tried by international criminal courts”.

216 Based in Denmark, the Nordic Council is a forum for cooperation between the parliamentary institutions of the Nordic countries. It has eight members: Denmark, Finland, Iceland, Norway, Sweden, the Faroe Islands, Greenland and Åland.

217 GLOBE legislators were active during the 1992 Rio Summit, and the organisation was co-founded by transparent legislators from the US Congress, the European Parliament, the Japanese Diet (i.e., Parliament) and the Russian Duma. GLOBE is a partner of UNEP.

218 Global Witness is a major NGO in the Open Society networks (George Soros); the IPHR has four funders: European Commission, Open Society, SIDA (Swedish Government International Development Agency), and National Endowment for Democracy (NED, a CIA fig leaf), and its partners also belong to Open Society networks; Project Expedite Justice does not provide this information; Greenpeace; Truth Hounds, a partner of the Soros networks as well as Freedom House, the Sigrid Rausing Trust and the United Nations Development Programme (UNDP); FIDH, funded by national and international public authorities (including the European Commission) and private foundations (including Open Society and the Oak Foundation); NIM (Not one more), which does not provide this information; Stop Ecocide.

- Ecocide Act and shaping the future.
- GLOBE Legislators Summit²¹⁷ – addressed by Jojo Mehta at the Scottish Parliament.
- Climate resolutions: ending the war on the natural world.
- Legal solutions to protect the future of life on Earth: criminalise ecocide and extend Nature’s rights.
- Protecting Mother Earth: sacred guardianship & ecocide law. This round table was held twice (November 8 and 9), the second in Spanish with Spanish-speaking speakers.
- Faith for an ecocide law.
- Ecocide: uniting behind a law to protect people & planet.
- Ecocide law and climate justice.
- Stop Ecocide at COP26: progress and next steps.



- Richard Rogers, partner at Global Diligence LLP (whose self-styled “not-for-profit” offshoot is Climate Counsel, an NGO we map below). He has previously held senior positions at the United Nations and the Organisation for Security and Co-operation in Europe (OSCE). He has also acted as a consultant to several governments, as well as to the influential firm Deloitte. At the same time, Richard Rogers is an expert with the World Bank’s inspection group and the UK government’s Stabilisation Unit (an intergovernmental unit run by the National Security Council), and holds a UK government security clearance. His firm also works in partnership with several NGOs²¹⁸:



- Kate Mackintosh, Executive Director of UCLA’s Promise Institute, who claims a major role in the legal definition of ecocide. In the past (October 2012 - December 2017), she was deputy registrar at the International Tribunal for the former Yugoslavia, a research associate at the Overseas Development Institute, a British government think tank²¹⁹, and a former member of Doctors Without Borders (as legal advisor and then board member, between March 2003 and August 2012).
- Ken Kitatani, Executive Director of the International Council on Environmental Economics & Development (ICEED), a program affiliated with the United Nations Economic and Social Council (ECOSOC), whose primary aim is to promote the adoption of the Sustainable Development Goals (SDGs). He also co-chaired the advisory board of the Center for Earth Ethics (CEE), which was created – and has the same logo – as the Religions of the Earth event at Climate Week 2014 in New York, a syncretism with New Age overtones²²⁰. From 2008 to 2020, Ken Kitatani was Executive Director of the now-defunct Forum 21²²¹, which presented itself as a platform for the public to express its wishes for the 21st century²²². The UN’s Harmony with Nature program complements Kitatani’s pedigree: office of the UN’s Committee of Religious NGO, office of the Society for Conservation Biology²²³ (dedicated to the protection of biodiversity), permanent observer – for financial matters – on the UN Committee on Climate Change, as well as on the UN platform concerning local communities and indigenous peoples. He is also a consultant to the Vatican’s Scholas Occurrentes Foundation²²⁴, the Loka Initiative (co-founded by a former director of

- (Sir²²⁷) Jonathon Porritt, director and founder of Forum for the Future²²⁸, an organisation that aims to drive (“accelerate”) change towards a “sustainable future” and claims to work with business, government and NGOs²²⁹. His Wikipedia entry notes that he “frequently contributes to magazines, newspapers and books, and appears on radio and television”. Director of the UK branch of Friends of the Earth from 1984 to 1990, he took the NGO from 12,700 to 226,300 members. In 1987, he published the Friends of the Earth Handbook. Porritt subsequently (1991 - 2005) joined the UK branch of WWF, where he was a trustee. He also attended the 1992 Rio Summit and wrote an introduction to The Way Forward: Beyond Agenda 21, which analysed the successes and failures of the summit five years on. For the British government, Porritt chaired the Commission on Sustainable Development in July 2000. He is also the author of several books, most recently Hope in Hell. A Decade to Confront the Climate Emergency, with a title in line with Agenda 2030. Finally, among other functions and affiliations²³⁰, Porritt was appointed in 2018 president of the NGO Population Matters, whose former (explicit) name was Optimum Population Trust.
- Julia Jackson, founder of Grounded, a “philanthropic organisation” that aims to propose climate solutions²³¹.

219 Funded mainly for 2019-2020 by the UK Department for International Development (DfID, £13m). Next in line: Bill & Melinda Gates Foundation (£1.4M) and the Australian Department of Foreign Affairs and Trade (£1.1M), SIDA, Omidyar Network, IKEA Foundation, Agence française de développement... At lesser levels are the UN, Open Society, OXFAM...

220 The CEE would like to thank its four partners for this event: Union Theological Seminary; The Interfaith Center of New York (funded by a few foundations, but mainly by individual donations); GreenFaith (founded by 14 religious and/or environmental conservation organisations); Council for a Parliament of the World’s Religions (one of whose areas of activity is climate), funded by UNEP, the Amazon corporation, the John Templeton Foundation (a notable partner of The Pew Charitable Trusts or the Bezos Family Foundation), or the Institute for Ecological Civilization (i. e., Towards an Ecological Civilization, itself a partner of organisations such as Earth Charter International and the David Suzuki Foundation).

221 The site is still accessible through the Wayback Machine.

222 The forum’s partner organisations include Earth Charter International. The other partners are: UN NGO Committee on Spirituality, Values and Global Concern, Alabama Center for Rural Enterprises, Center for Earth Ethics, Happiness Alliance, Interspiritual Network, Institute of Noetic Sciences, Presence International, Towards an Ecological Civilization. In other words, its partners are almost exclusively New Age.

223 Its backers are numerous. We will mention just a few, some of which recur in our study: Amazon, Audubon, Conservation International, Gordon and Betty Moore Foundation, International Fund for Animal Welfare (IFAW), MacArthur Foundation, The Nature Conservancy, Wildlife Conservation Society, WWF.

224 Funded in particular by the ONE Campaign, the United Nations’ FAO, the OECD, the Inter-American Development Bank and Google.

225 The Happiness Alliance has developed a “Happiness Index”.

226 An organisation that promotes and finances “systemic and sustainable change”. It has endorsed the UN’s SDGs and has welcomed New Age Jane Goodall as one of its speakers. ICV was founded by Robert Smith, who himself wears many hats: international trustee of Religions for Peace (New Age inspired), member of the Advisory Board of the International Peace Institute (funded by governments and NGOs including the Bill & Melinda Gates Foundation), member of the Sustainable Investment Advisory Board of the United Nations Capital Development Fund (UNCDF), as well as senior consultant for fundraising and partnerships to the Permanent Secretariat of the World Summit of Nobel Laureates.

227 Anobled and member of the Most Excellent Order of the British Empire.

•**Nabil Ahmed**, founder of INTERPRT, “led by a group of researchers, architects and spatial designers dedicated to advocating environmental justice”.

•**Mike Mansfield QC** (i.e., Queen’s Counsel and human rights lawyer. Founder of the law firm Nexus Chambers.

•**Clare Dubois**, founder and CEO of TreeSisters, which aims to accelerate tropical reforestation through women’s leadership and empowerment²³².

•**Patrick Alley**, co-founder and director of Global Witness²³³ (since 1993). Global Witness, as well as being known for

inspiring the film Blood Diamond (directed by Global Witness member Edward Zwick) is, as already mentioned, a central NGO in George Soros’ Open Society galaxy. The amount of funding it receives from Open Society is considerable:

➤ Global Witness	2020	\$6,800,000
➤ Global Witness	2019	\$268,000
➤ Global Witness	2018	\$8,300,000
➤ Global Witness	2018	\$250,000
➤ Internship	2018	\$18,060
➤ Global Witness	2017	\$2,605,000
➤ Global Witness	2016	\$2,374,000

o **Advisory Committee:** **Aryeh Neier**, President of Open Society from 1993 to 2012 but also founder of the NGO Human Rights Watch, very generously supported by Open Society; **Mabel van Oranje**, co-founder with George Soros of the European Council on Foreign Relations, but also responsible for eleven years (1997 - 2008) at Open Society (director of the Brussels office, then director for international advocacy) in addition to other functions mentioned elsewhere in our study; **Anita Ramasatry**, Senior Research Fellow and member of the international advisory board of the Institute for Human Rights and Business (IHRB), funded by Open Society²³⁶; **Bennett Freeman**, member of the steering committee of the Natural Resources Governance Institute (NRGI), a new version of the Revenue Watch Institute co-founded by Soros, and former member of other Soros-funded organisations:

228 Co-founded with Sara Parkin (former chair of Population Matters, member of the Population and Sustainability Network advisory group, member of Climate Care’s environmental steering committee) and Paul Ekins (founding director of the imposing New Economics Foundation, former trustee of the Right Livelihood Award, former honorary advisor to The Other Economic Summit USA, former member of Climate Care’s environmental steering committee).

229 Among the many names is the David Rockefeller Fund.

230 Source Watch identified around thirty organisations, ranging from environmental foundations to renewable energy lobbies. Jonathon Porritt’s personal website lists just as many others, including Earth Charter, the Environmental Law Foundation, the Marine Conservation Society and a fellow of the Findhorn Foundation – a New Age foundation, it should be remembered.

231 The partners in his “ecosystem” are Stop Ecocide Foundation, The Fountain, One Earth, Amazon Frontlines (funded in particular by Earth Alliance and the Manitou Foundation), and Only One (co-founded by SeaLegacy and the Blue Sphere Foundation – now Only One). Its member partner is Confluence Philanthropy, an asset manager whose mission is “to transform the practice of investing by aligning capital with our community values of sustainability, equity and justice. We support and nurture a network of members from private, public and community foundations; family offices; individual donors; and their like-minded investment advisors representing \$92 billion in philanthropic assets under management, and over \$3.5 trillion in capital under management”. The fund’s board of directors includes a vice-president of Rockefeller Philanthropy Advisors and the director of the Sierra Club Foundation’s investment committee. Grounded’s marketing partner is BNP Paribas’ Bank of the West. Grounded’s media partners include BBC StoryWorks and the US branch of The Guardian. Grounded also includes a number of “solution-makers”, whose profiles range from leaders of energy or environmental businesses (Newlight Technologies, Frost Methane Labs, Sustainable Ocean Alliance, Native Renewables, etc.) to NGOs (SeaLegacy, 350.org, The Oxygen Project, etc.), as well as other companies with a variety of profiles, some of which we have already seen (Jojo Mehta of Stop Ecocide, Mindahi Bastida of The Fountain).

232 The NGO’s partners include Global Citizen (particularly influential with the Presidency of the European Commission, see our study on the legislative influence of NGOs), Health in Harmony (financed in particular by: Ford Foundation, David and Lucile Packard Foundation, The Nature Conservancy), 1% for the Planet (notably funded by: Audubon, Sierra Club Foundation, Conservation International), Unify (a New Age NGO which, among other things, practises “synchronised meditations on a global scale”), One Million Women (which claims to bring together women from all over the world to lead a “lifestyle revolution to combat the climate crisis”, and of which Sylvia Earle is one of the many ambassadors), World Pulse (which claims to benefit from media coverage by, among others: BBC, CNN, The New York Times, TIME Magazine, and has the support of Jane Goodall and the Executive Director of the United Nations, Phumzile Mlambo-NGeuka; World Pulse is notably funded by: Oak Foundation, Bill & Melinda Gates Foundation, William and Flora Hewlett Foundation; its partners include: WorldWide Web Foundation, Wikimedia Foundation, UN Women, Global Fund for Women, OXFAM...), Rights of Mother Earth, Conservation International, Sacred Planet (New Age), the imposing Global Wildlife Conservation, Amazon Watch (notably funded by: Oak Foundation, Rockefeller Brothers Fund, Tides Foundation, and numerous partners), Awakening Women (New Age), etc.

233 Charmian Gooch, also co-founder and co-director of Global Witness, is a member of the World Economic Forum’s Young Global Leaders. We can use the example of Global Witness to illustrate the dissemination of concepts in the media. The executive and/or administrative boards of NGOs are made up of personalities linked to the media world in one way or another. The Global Witness board, for instance, includes Gabrielle “Gaby” Darbyshire, co-founder and former COO of Gawker Media, head of the GOOD Worldwide office (which until 2018 included Eli Pariser, former executive director of the sorosian MoveOn.org), and Kirsty Lang, a BBC presenter and journalist with “30 years of experience” (according to her LinkedIn profile), who is or has been present on several channels: BBC, Channel 4, Sunday Times, as well as being a member of the administrative board of the British Council. Member of the Advisory Board, Arlene McCarthy, four terms in Parliament between 1994 and 2014, knighted by the Queen, named one of the 100 most influential women in European finance in 2010, 2011 and 2012, parliamentarian of the year in 2014 for her contribution to the reform of the financial markets, but also adviser on financial issues to the chairman of Bloomberg, the financial group of the American billionaire of the same name – Bloomberg disseminates economic and financial information but also information via numerous media: press, television (Bloomberg TV), radio, Internet, books; Darlene Lee, a member of the board and former executive director of the Earth Law Center, was managing director of the Ipsos Institute in Hong Kong from November 2011 to September 2014.

Institute for Human Rights and Business, Oxfam America, and Global Network Initiative; Camille Massey, member of the Council on Foreign Relations, the American Bar Association and, among other things, communications director at the Soros-based Human Rights First; Silas Siakor, recipient of the Goldman Environmental Prize in 2006, former director of the Sustainable Development Institute in Liberia (an OSIWA partner), named one of TIME Magazine’s Heroes of the Environment in 2008, awarded the Alexander Soros Foundation Award for Extraordinary Achievement in Environmental and Human Rights Activism in 2012.

SUPPORTERS OF AN ECOCIDE LAW

Stop Ecocide has strong supporters from a variety of fields:

• **Pope Francis**,

• **Jane Goodall**, founder of the Jane Goodall Institute and United Nations Messenger of Peace,

• **Antonio Guterres**, Secretary General of the United Nations,

• **Greta Thunberg**. The spiel accompanying her name states that Thunberg and three other activists have written an open letter calling for recognition of the ecocide of 16/07/2020. One of these three activists is Luisa(-Marie) Neubauer, whom we have already mentioned in the first part of our study,

• **Princess Esmeralda of Belgium**,

• **Paul McCartney**, former Beatle and co-founder of Meat Free Monday,

• **Tarja Halonen**, former President of Finland (2000 - 2012),

• **Richard Falk**, already mentioned in our history of the concept of ecocide. Presented here as former UN Special Rapporteur and drafter of the 1973 Convention on Ecocide. He was a fellow of the very New Age Lindisfarne Association.

• **Vandana Shiva**,

• **Frans Timmermans**, First Vice-President of the European Commission,

• **Cara Delevingne**, model, see below, the NGO EcoResolution,

• **Nnimmo Bassey**,

• **Kurikindi (from Kitchwa)**, an Ecuadorian shaman. He is also a consultant for the College of Psychic Studies, which describes its mission as dedicated to “the evolution of consciousness. We were founded in 1884 to support and encourage empirical research in esotericism”²³⁷. He is also a member of the New Age-inspired Findhorn Foundation.

• **Fadjar Schouten-Korwa**, human rights lawyer. She has promoted the concept of ecocide in a number of conferences and media appearances.



234 Here we repeat part of what we wrote in Soros the Imperial: “The EITI [...] is supported by ‘a coalition of government, company and civil society representatives’. It ‘seeks to strengthen government and corporate systems, inform public debate and facilitate understanding’ [...] The organisation aptly illustrates the conflict of interest and manoeuvres of Soros, who, as is often the case, wears the double hat of investor and ‘philanthropist’. The EITI asks countries with mineral, gas, oil and other resources to disclose their companies’ profit figures, in order to ensure their ‘good governance’, ‘transparency’, ‘ethics’ (compliance) and so on. For the timber sector in the DRC, for example: ‘production, export and marketing statistics will henceforth be published through the EITI reports so that the EITI tool becomes both a model promoting governance in the country and a benchmark’ (2010 report). Today, a very large number of companies and organisations doing business in extractive activities are members.”

235 The HEDA Resource Centre has funded 20 journalists with grants from Open Society and the MacArthur Foundation.

236 Ramasatry is also a member and former chair of the UN Working Group on Business and Human Rights, and former advisor on asset recovery to the World Bank.

237 This establishment is chaired by Geoffrey Dart, Commander of the Order of the British Empire (CBE). One of its trustees, Ian Kaye, was trained by the UK Healing Trust, itself esoteric, which describes itself as “one of the most respected and professional spiritual healing organisations in the world”, publishing Spiritus Magazine among other things. A perusal of the Wikipedia entry on the College of Psychic Studies and its founding figures highlights its entirely esoteric nature.

• **Sir Shridath Ramphal**, former Secretary General of the Commonwealth and author of *Our Country, the Planet*. His background is actually more extensive, as Source Watch points out: Co-Chairman of the Commission on Global Governance, President of the IUCN, Chairman of the International Advisory Committee of the Rockefeller Foundation’s LEAD (Leadership in Environmental and Development) programme, Special Advisor (in 1991) to the Secretary-General of the United Nations Conference on Environment and Development (UNCED)²³⁸, member of the Brundtland Commission²³⁹, delegate of Earth Charter International, winner of the Indira Gandhi Peace Prize, and “*friend*” of the International Institute for Sustainable Development²⁴⁰.

• **Marianne Williamson**, considered to be the spiritual adviser of the highly influential Oprah Winfrey (The Oprah Winfrey Show).

• **(Sir) David Suzuki**, geneticist and founder of the David Suzuki Foundation, mentioned in Part 1.

• **(Sir) Jonathon Porritt**, a member of the NGO’s advisory board and already mapped above.

• **Marie Toussaint**, already mapped,

• **Kumi Naidoo**, already mapped,

• **Lynne Twist**, co-founder of Pachamama Alliance, see below.

• **Maude Barlow**, co-founder of the Council of Canadians and the Blue Planet Project, and Chair of Food and Water Watch (focusing on food and climate issues), as well as a former director of the Global Alliance for the Rights of Nature (GARN). Barlow has received numerous awards, including the Right Livelihood Award in 2005 and the EarthCare Award in 2011 – the Sierra Club’s highest international honour.

• **Michael Mansfield QC**, member of the NGO’s advisory board.

• **Jyoti Ma**, founder of The Fountain, mentioned above.

• **Jessica Sweidan**, founder of Synchronicity Earth. Synchronicity is a concept developed by the psychoanalyst Carl Gustav Jung, and taken up by the New Age movement. Sweidan is also Patron of Nature at the IUCN and has been appointed Honorary Conservation Fellow at the Zoological Society of London.

• **Ervin László**, founder of the Club of Budapest and former member of the Club of Rome. A systems/cybernetician, he is also steeped in New Age spirituality, which is reflected in many of his writings and concepts: akashic field theory, quantum consciousness, immortality of the spirit, etc.

• **Roz Savage** is a Member of the Order of the British Empire and a Fellow of the Royal Geographic Society. Her wikipedia page lists her as a United Nations Climate Hero, a qualified presenter for Al Gore’s Climate Reality Project, an athlete ambassador for 350.org, and several other awards including National Geographic’s Adventurer of the Year 2010.

• **Dos Winkel**, founder of the Sea First Foundation, a Dutch NGO that promotes ocean conservation through education. It is also a partner of Seas at Risk and Eurogroup for Animals, two NGOs working with the European Commission.

• **Cindy Forde**, founder of Planetari, a platform that aims to provide educational content for children so they “*take care of the planet*”. In particular, she promotes the Sustainable Development Goals and highlights the business opportunity they represent for the markets: 12 trillion (thousand billions) dollars a year. Sir Jonathon Porritt, mentioned above, plays an advisory role.

• **Vijay Mehta**, Chairman of the international NGO Uniting for Peace (since 1979), and former director of the Fortune Forum, founded by his daughter Renu Mehta and promoted by Bill Clinton. Fortune Forum’s partners include the United Nations, the United Nations Foundation, the Red Cross and the Prince Albert II of Monaco Foundation.

• **Antoinette Vermilye**, co-founder of the Gallifrey Foundation, which practices venture philanthropy; i.e., “*a new form of philanthropy that adapts the principles of private equity (including the selection and development of companies with high growth potential) to the needs of the charitable sector*”. The foundation has forged partnerships with a number of NGOs (some of them influential): Mission Blue, IUCN, WWF, The Klosters Forum²⁴¹, Plastic Pollution Coalition, Deep-Ocean Stewardship Initiative, Sargasso Sea Commission, IPEN (International Pollutants Elimination Network).

• **Jeremy Lent**, founder of the Liology Institute. His approach can be seen as stemming from the New Age: his personal website presents his book *The Web of Meaning* as “*[integrating] science and traditional wisdom to lay a solid foundation for a global view of deep interconnectedness*”. The Liology Institute is developing an approach in the same vein. “Liology” is defined as “the practice of experiencing life in an integrated, embodied and connected way”. Inspired by chaos theory, liology “sees humanity as a fractal entity within the Earth’s natural system”. Lent also offers a comparative analysis of liology with other spiritualities and scientific disciplines: Buddhism, traditional Chinese thought, dynamic systems theory, neuroscience, environmentalism, non-duality.

• **Caroline Lucas**, British MP, former leader of the Green Party of England and Wales and former MEP. Among other organisations, she was a member of the Green New Deal Group, which promotes the transition to renewable energies and a green economy, particularly as a large-scale solution to the “climate crisis”.

• **Marilyn Turkovich**, Executive Director of the International Charter for Compassion, an NGO with New Age overtones – like its strategic partners – whose logo refers to esotericism through its representation of an Ouroboros. It features Lynne Twist, co-founder of the Pachamama Alliance. The NGO was founded by Karen Armstrong, winner of the 2008 TED Prize and spiritual advisor to another New Age organisation, the One Spirit Learning Alliance²⁴². Armstrong was also a member of the high-level group of the United Nations Alliance of Civilisations.



• **Volker Quaschnig**, co-founder of Scientists For Future (S4F), a group of scientists, academics and researchers who support “the global climate movement”. Their mission statement was published in the German magazine GAIA.

• **Sian Sutherland**, co-founder of A Plastic Planet, an NGO that works with public and private stakeholders, including NGOs and the UN. She reports receiving media coverage.

• **Jan van de Venis**, a lawyer and expert on the UN’s Harmony with Nature initiative, vice-chairman of the Network of Institutions for Future Generations (NIFG), a Welsh NGO, and chairman of the executive board of Stand Up for Your Rights, which defends “*a sustainable future on planet Earth*”.

• **Margaret Rose Goddard**, a lawyer and consultant whose areas of expertise include sustainable development, anti-corruption and transparency. She has founded a number of initiatives, including the U-Solve School of Empathic Leadership and Entrepreneurship, which works in particular on “*measuring impact to make the Sustainable Development Goals more understandable*”.

• **Anna Guyer**, founder (2003) of Greenhouse, which describes itself as an agency of experts in environmental communication, some of whose clients we know: UICN, WWF, Triodos Bank²⁴³, but also the renewable energy branch of EDF. In the past, Guyer was director at Hill & Knowlton (1995 - 2000) and development director at Ogilvy Adams & Rinehart (2001 - 2002).

• **George Monbiot**, author and journalist whose main income comes from a freelance contract with The Guardian, for which he has been writing since 1996.

• **Cassie Yukawa-McBurney**, pianist. She is the wife of Simon McBurney, a member of the Order of the British Empire and ambassador for Survival International, a global NGO for the rights of indigenous peoples.

• **Zoe Cohen**, presented as a LinkedIn influencer. She is also a supporter of Extinction Rebellion and the founder of the Climate Coaching Alliance, which aims to “participate in a positive shift in human consciousness, for major global systemic change towards a truly regenerative future”, notably through lobbying policymakers.

• **The European division of the World Peace Prayer Society**, a Japanese-inspired NGO working for universal peace, affiliated to the United Nations Department of Public Information since 1990. With its universalist vocation, it also promotes the uniqueness of humanity:



• **Suzanne Dhaliwal**, activist on, among other things, climate and “*environmental justice*”. In 2018, the Evening Standard – a London daily newspaper – named her one of the most influential women in London on environmental issues. She has also written several articles for The Guardian and is involved in a number of organisations: Climate Reform, UK Tar Sands Network (against Alberta tar oil²⁴⁴), etc.

• **Sam Roddick**, who was a consultant at Resurgence, the evolution of The Ecologist magazine. An activist, she is the daughter of Anita Roddick, who was awarded the Audubon Medal in 1993, made an Officer of the Order of the British Empire in 1988 and raised to the rank of Dame Commander in 2003. She was also awarded UNEP’s Eyes on the Environment in 1997, the British Environment and Media Award in 1999 and the Rainforest Action Network’s Spirit of the Rainforest in 2006.

• **Simon Hamilton**, co-founder and director of The Hamilton Group, whose slogan is “*co-creating an integrated world*”²⁴⁵.

• **Ukpeme Okon**, lawyer, National Director of the International Federation of Women Lawyers (USA), President of the Guild of Adjudicators in Nigeria (GAIN), and Ambassador for Peace of the Universal Peace Federation.

• **Nina Marenzi**, founder and director of The Sustainable Angle and Future Fabrics Expo. These organisations support sustainable fashion and textile projects.

²³⁸ Recruited in this capacity by Maurice Strong himself, with a view to the 1992 Rio Summit. Cf. Strong’s autobiography, emp. 3188.

²³⁹ Also driven by Maurice Strong, and which led to the perpetuation of the concept of sustainable development with the 1987 Brundtland report.

²⁴⁰ These “friends” also include Gro Harlem Brundtland, whose report bears the same name. The Institute counted among its “distinguished fellows” Maurice Strong and Jim MacNeill, former Secretary General of the Brundtland Commission and friend of Maurice Strong since the 1972 Stockholm Conference (cf. Strong’s autobiography, emp. 4344.).

²⁴¹ Advised in particular by influential NGO figures: Andrew Sharpless, CEO of OCEANA, or Sally O’Brien, senior vice-president of the Pew Charitable Trusts.

²⁴² This is yet another organisation where we find key phrases and expressions related to the New Age, and more particularly to Teilhard de Chardin’s Omega Point: “Experience an ecumenical learning centre, a sacred community, and a spiritual home to honour your sacred calling to be of service to a multicultural, diverse and rapidly changing world. Through the essential teachings of global spiritual traditions, contemporary knowledge, and emerging wisdom, we cultivate a direct experience of Oneness and Interconnectedness.”

²⁴³ For the record, the European Commission’s transparency register indicates that the Brussels office of the Club of Rome is domiciled at Triodos Bank, 130 rue Haute, Brussels.

²⁴⁴ Which mobilised environmentalist networks ranging from Greenpeace to the Rockefeller Foundation, the latter having used the former in particular.


²⁴⁵ The Hamilton Group recalled in particular the notable media coverage of the Ecocide Trial at the Supreme Court in London on 30 September 2011.

PARTNER ORGANISATIONS

Stop Ecocide has strategic partners and funding partners. The former overlap with some of the names we have already seen through the analysis of the advisory board profiles. This underlines the fact that the presence of a member of an NGO on this board implies the involvement of this NGO – and therefore potentially of its networks – with Stop Ecocide. We will mention here some names that we have not discussed:

• **United Nations Environment Programme (UNEP).**

• **Faith Invest**, which aims to convince the various religious denominations to contribute to the Sustainable Development Goals through impact investing²⁴⁶ in environmental and sustainable projects. Nevertheless, it bears the hallmarks of environmentalist inner sanctums: The founding chairman is Martin Palmer, who was Secretary General of the Alliance of Religions and Conservation (ARC) until June 2019. The Faith Invest website states that “the ARC was founded with Prince Philip in 1995 to help different faiths develop environmental and conservation projects based on their own beliefs and practices. Although the ARC closed in 2019, having achieved its main objectives, its legacy includes FaithInvest and WWF’s ‘International Values and Beliefs’ programme²⁴⁷.” It is also noted that Palmer is a regular contributor to the BBC. The Faith Invest team also includes Mark Campanale, founder and executive chairman of the Carbon Tracker Initiative (which aims to push the capital markets to align their practices with the Sustainable Development Goals), financed by the Rockefeller Brothers Fund, the Rockefeller Foundation and the European Union’s Horizon 2020 programme.



MARTIN PALMER
Founding President &
Interim Chief Executive

Martin Palmer was the Secretary General of the Alliance of Religions and Conservation (ARC) until June 2019. ARC was founded with HRH Prince Phillip in 1995 to help faiths develop environmental and conservation projects based on their own beliefs and practices. Although ARC closed in 2019, having achieved its major goals, its legacy includes FaithInvest and WWF’s international Beliefs and Values Programme. Martin is an international specialist on all major faiths and religious traditions and cultures. He is the author and editor of more than 20 books on religious and environmental topics. He has translated many ancient Chinese texts, is a regular contributor to the BBC, and is a lay preacher in the Church of England. He has been working with the faiths on their investment programmes since 2001.

246 See our section on impact investing below.
247 Prince Philip is one of the co-founders of the WWF.

• **The Planetary Press**, an online media focused on environmental sustainability, environmental advocacy, corporate social responsibility and climate change. It is founded and run by Kimberly White, former director of the U.S. Green Chamber of Commerce’s global programme. She received Climate Reality Leadership training with Al Gore, founder of the Climate Reality Project. She also sits on the advisory board of Project Green Schools.

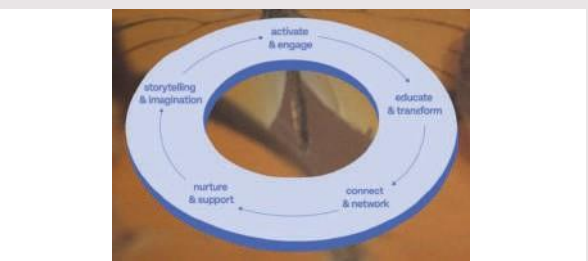
• **IUCN (International Union for Conservation of Nature)**, one of the leading nature conservation NGOs, founded in 1948 by Julian Huxley, co-founder of WWF.

• **Ecosia**, a B-Corp-certified German company that plants trees thanks to the profits generated by Internet users’ online searches – the Ecosia module is grafted onto the Chrome browser. Their initiative has received media coverage in publications such as *Upworthy*, *Scientific American*, *The Guardian*, *Salon* and *Forbes*. The company claims to have already planted 137 million trees.

• **Navdanya International**, headed by Vandana Shiva (a member of the End Ecocide network, see above), an Indian and global figurehead of environmental activism. She sits or has sat on various boards of some thirty NGOs / Foundations. She is also the recipient of environmental awards, from the Right Livelihood Award in 1993 to the Carlowitz Sustainability Prize in 2021, which she shared with Klaus Bosselmann (Earth Charter International, see our first part).

• **Academia Kronos**, an Italian structure and partner of companies as well as various media (TV, web, press).

• **EcoResolution**, a New Age-inspired “education for action platform” dedicated to environmentalism. Its main aim is to encourage action by social media and celebrity platforms, and it was co-created by model Cara Delevingne. One of its three directors, activist and film-maker Jack Harries, is also an ambassador for the WWF and founder of the YouTube channel Jacksgap (3.73 million subscribers). The third director is Deepa Mirchandani, founder of Deep & Meaningful Consulting and a member of Catalyst 2030, which aims to accelerate the achievement of the Sustainable Development Goals. The other co-founders of EcoResolution are sisters Christabel and Ruby Reed, directors of the NGO. They also set up the New Age NGO Advaya (“a learning community around ecology, community and well-being”) and are members of the Extinction Rebellion team, co-founders of Initiative Earth (a charitable trust for ecosystem restoration), members of the financial network of Be The Earth Foundation (a British charitable trust which is a partner of the Gaia Foundation), and trustees of the Resurgence Trust, a trust set up as a continuation of its magazine Resurgence & Ecologist.



• **Meat Free Monday**, which recommends doing without meat at least once a week for the well-being of people, animals and the planet. The organisation is supported by numerous brands and celebrities.

• **Green Cross Nederland**, the Dutch chapter of the NGO Green Cross.

• **World Lawyers’ Pledge on Climate Action**, which aims to ensure compliance with the Paris Agreements.

FINANCIAL PARTNERS

• **Cloverleaf Foundation**. Inspired by the anthroposophy of Rudolf Steiner, former German director of the Theosophical Society (which he left because of fundamental disagreements), this Dutch foundation supports various ecological initiatives.

• **Triodos Foundation** in the Netherlands, an offshoot of the Triodos Bank²⁵⁰, which is also based on anthroposophy. In particular, Triodos is a funder of wind energy.

• **Bertha Foundation**, British, which supports “activists, storytellers and lawyers” in favour of economic and social justice and human rights.

• **Lush**, a British cosmetics company.

• **Iona Foundation**, Dutch, which is also based on anthroposophy (and has created an “Anthroposophy and Society” initiative, as well as “Anthroposophy and Philosophy”) and “supports socially committed projects” (i.e., practises social investment).

• **Healing Herbs**, British, specialising in Bach flowers.

• **Twelve Healers Trust**, also British, a partner of Healing Herbs and also focused on the work of Edward Bach.

CLIMATE COUNSEL

Climate Counsel describes itself as an NGO “seeking environmental justice through international criminal law”. The organisation states that it is lobbying for a new law on “ecocide” alongside its international partners. Climate Counsel is made up of former United Nations lawyers



CLIMATE COUNSEL

“dedicated to the environment and climate justice. With decades of experience at the UN’s international criminal tribunals, we are applying our expertise in war crimes and crimes against humanity to tackle the environmental crisis.” As a reminder, Climate Counsel describes itself as a “not-for-profit offshoot” of Global Diligence LLP.

250 In the Netherlands, Greenpeace is a shareholder in Triodos Groenfonds. In Spain, for example, the Triodos Foundation funded Greenpeace in 2015. In France, Triodos finances several wind farms: Lamballe and Plouisy in Brittany, Brandes wind farm in the Vienne, Croix Rault in the Somme.
251 The CCCA’s backers are as follows: Open Society Foundations, Foundation for International Law for the Environment, Gordon and Betty Moore Foundation, European Climate Foundation, Instituto Clima e Sociedade, The Waterloo Foundation, Svenska Postkod Stiftelsen (Swedish National Lottery).
252 A small Cambodian environmental NGO.
253 This was the case in 2014, for example, when Richard J. Rogers and Global Diligence submitted a communication to the International Criminal Court on the misappropriation of land in Cambodia. Climate Counsel states that it subsequently took over from Global Diligence on this case. The submission was supported by the UN Working Group on the use of mercenaries, over forty NGOs and five individuals, including EELV MEP Marie Toussaint and Heather Ryan, a former judicial observer at the Extraordinary Chambers in the Courts of Cambodia (ECCC) on behalf of George Soros’ Open Society Justice Initiative (OSJI).
254 For example, Friends of the Earth’s 2015 “back-to-school dossier” on the banks: “Coal: a classless start to the new year”.

In its “marketing” to lay the foundations for recognition of the crime of ecocide, Climate Counsel states that climate change is a “threat multiplier” to international peace and security. The risk of armed conflict would increase by 10 to 20% for every half-degree rise in global temperature. In 2020, the NGO continues, the prosecutor of the International Criminal Court estimated that 70% of conflicts would be linked to climate security issues. However, the prosecutor gives priority to crimes covered by the Rome Statute of the International Criminal Court, which includes provisions relating to the environment. Lobbying for the Statute to be amended to include provisions relating to the “crime of ecocide” is therefore a major issue, and one that the Climate Counsel is explicitly defending.

Networks and tools

• **Investigations**. The NGO focuses on cases involving potential criminal violations of the Rome Statute, which have as their means or consequences “the destruction of the environment, the illegal exploitation of natural resources or the illegal dispossession of territory”. It relies on publicly available documents, conducts field investigations and uses satellite technology. To do this, it works with INTERPRT (already mentioned), a space design and research studio, and with photographers to provide visually documented evidence.

• **Advice and advocacy**. Climate Counsel promotes remedies and solutions for victims of “environmental crimes” and advises activists around the world on setting up legal strategies. The NGO says it coordinates “closely” with several environmental groups: Fridays for Future (see above), Greenpeace, Global Witness, CCCA (Center for Climate Crime Analysis²⁵¹), NOT1MORE²⁵², and Stop Ecocide Foundation. It also offers its services to companies.

• **Litigation and sanctions**. Climate Counsel brings cases before the International Criminal Court²⁵³ and regional human rights courts, targeting individuals and companies. Like other NGOs²⁵⁴, Climate Counsel claims to present its “evidence” to banks, pension funds and sovereign wealth funds, to urge them to divest from companies “associated with mass environmental destruction”.

•Law reform. Climate Counsel, in addition to lobbying for legal recognition of ecocide, provides advice and assistance to state and regional institutions “seeking to respond to climate and environmental crimes” at various scales. It advises on related issues: environmental destruction, carbon emissions, international crime and human rights. More importantly in terms of effectiveness, the NGO emphasises the help it gives to states “in drafting national laws and navigating the international landscape from both a diplomatic and legal perspective”. Finally, Climate Counsel provides its expertise to MEPs on the amendment of European directives on environmental crimes²⁵⁵.

THE ECOCIDE ADVICE CENTER

Climate Counsel has developed its Ecocide Research Centre as part of its lobbying for new laws – both national and international – on ecocide. It provides legal and technical advice on the various aspects of this law to public, private and “civil society” actors (the latter so that they can monitor compliance in the application of this law by the public and private sectors and “frame” it), in collaboration with the Stop Ecocide Foundation and the Promise Institute for Human Rights at UCLA. The Centre is made up of six experts, including Jojo Mehta, Executive Director of the Stop Ecocide Foundation.

TEAM

•The **executive director** of Climate Counsel is Richard Rogers, founding partner of Global Diligence LLP, board member of Stop Ecocide and trustee of the Sophia Point Rainforest Research Centre in Guyana.

- Supervisory Board:**
 - o **Kate Mackintosh**, previously a member of the Stop Ecocide Advisory Board.
 - o **Rupert Abbott**, Executive Director of the INGO²⁵⁶ LGBT GiveOut (NGO member of the ARIADNE²⁵⁷ network and of the Association of Charitable Foundations, a British trust that funds foundations). He holds or has held various positions in NGOs such as the Human Rights House Foundation²⁵⁸, Amnesty International or the Cambodia Center for Human Rights²⁵⁹ and, in the same country, the Future Forum, a think tank tasked with “*generating new thinking for a new Cambodia*”.
 - o **Dr. Ines Peterson**, a German lawyer specialising in international criminal law. She has notably worked as a lawyer at the United Nations at the international criminal tribunals on Yugoslavia and Rwanda.

- Consultants:**
 - o **David Lammy**, British MP and former minister under Tony Blair and Gordon Brown, member of Her Majesty’s Most Honourable Privy Council since 2008.
 - o **Patrick Alley**, co-founder and director of Global Witness.
 - o **Harriet Ssali**, criminal justice expert.
 - o **Wayne Jordash QC** (i.e., Queen’s Counsel, “an eminent lawyer appointed by letter patent”), associate director of Global Rights Compliance, specialising in international humanitarian law and human rights.
 - o **Charlie Holt**, legal adviser for campaigns and actions at Greenpeace International.

- Investigators:** the company INTERPRT, a member of Stop Ecocide.

EARTH LAW CENTER

Created in 2008 and with special consultative status with the United Nations ECOSOC since 2019, the Earth Law Center (ELC) has been working for several years for recognition of the crime of ecocide – an integral part of Earth law. For example, we can refer to the various initiatives by different organisations in parallel with COP21, with here the Tribunal for the International Rights of Nature²⁶⁰, on 4 & 5/12/2015 in Paris. Launched by GARN (Global Alliance for the Rights of Nature, already seen), the first session of this tribunal, in January 2014, was chaired by Vandana Shiva. December 2015 saw the third session of this tribunal, which is based on the Universal Declaration of the Rights of Mother Nature, which proposes incorporating amendments to the Rome Statute to recognise the crime of ecocide. The tribunal is being held under the aegis of GARN, in partnership with End Ecocide on Earth, EELV, Nature Rights and Attac France. The latter, a leading figure in the anti-globalisation sphere, is thus linked to the ecosystem that disseminates the concept of ecocide. For this December 2015 event, ecocide was approached from the angle of oil exploitation by Valérie Cabanes. Among the judges, the Earth Law Center was represented by Linda Sheehan²⁶¹.

Earth Law Center		
	Profil	Statut consultatif
Statut consultatif		
ECOSOC Special depuis 2019		
Année de l'application	Envoi	Statut consultatif
2019	Application	ECOSOC Special Statut consultatif

It includes a network, the Earth Law Society, which aims to bring together lawyers who share the same “ecocentric” approach (i.e., biocentric, as opposed to anthropocentric) in order to create “a new generation of ecocentric laws”. This Law of the Earth covers several areas: rights of nature, rights of non-humans, establishing ecocide as a crime, rights of indigenous peoples, rights of future generations. In parallel, its president Anthony Zelle (a former lawyer) and several members of the Earth Law Center published the book Earth Law. Emerging Ecocentric Law - A Guide for Practitioners.

ECOCENTRIC COMMUNITIES

This part of the ELC’s network and work reveals the movement’s direct filiation with the New Age. On this section of its website, the NGO provides a Community Toolkit for Rights of Nature, developed with several other leading figures on the subject, mainly experts from the United Nations’ Harmony with Nature Knowledge Network, who are also members of the ELC.

Note here the profile of Myra Jackson, who in August 2018 wrote an article in *The Crestone Eagle*, Crestone’s newspaper (where the Manitou Foundation of the couple Hanne & Maurice Strong is based), Saguache County and the North San Luis Valley. Myra Jackson²⁶², on whom the Stockholm Resilience Centre has conferred the title of “Biosphere Diplomat”, was a speaker for the New Age organisation The Interspiritual Network, a structure created in the wake of the 2013 Dawn of Interspirituality conference²⁶³. The Interspiritual Network²⁶⁴ blends esotericism and ecology and brings in personalities and organisations from these ecosystems. Myra Jackson also lectures internationally on the Sustainable Development Goals, climate change and the rights of nature.

The Earth Law Center has had its “*rights of nature*” validated by several towns, which are given as examples. The first is Crestone, Colorado. The toolkit specifies that this is Baca, the community founded on the property of the couple Maurice & Hanne Strong: “*Crestone is a vibrant town located in south-central Colorado. While Crestone has just 150 residents, over 2,000 people live in the greater Baca Grande area. Crestone is a spiritual mecca, home to 23 spiritual centres representing Hinduism, Buddhism, Christianity, Native American traditions and many other belief systems. [...] The area underwent a major change in 1978 when Maurice Strong – a Canadian businessman and UN diplomat – came to the region and, like many, fell in love with its magnificent wilderness. He acquired a large strip of land and returned with an unusual idea: to give the land to any spiritual institution that opened a centre there.*”

“The Earth Law Society is a network of professional lawyers connected by their belief in the need for a new generation of ecocentric laws. ”

Earth Law Society

ABOUT CRESTONE

Crestone is a vibrant town located in south-central Colorado. While Crestone has only about 150 residents, over 2,000 people live in the greater Crestone-Baca Grande area. Crestone is a spiritual mecca, home to 23 spiritual centers representing Hinduism, Buddhism, Christianity, Native American traditions, and many other belief systems.

255 However, Climate Counsel is not included in the European Commission's transparency register.
256 I.e., International NGO.
257 Financed by the Rockefeller Brothers Fund, the Charles Léopold Mayer Foundation, the Open Society, the Ford Foundation, the Oak Foundation, Atlantic Philanthropies, the Sigrid Rausing Trust, the Adessium Foundation, etc.
258 HRHF aims to create, support and connect Human Rights Houses in different countries; i. e., “coalitions of civil society organisations working together to advance human rights at home and abroad”. It has consultative status with the UN and participatory status with the Council of Europe. Its backers are the Norwegian Ministry of Foreign Affairs, its counterpart in the Czech Republic, the Swiss Federal Department of Foreign Affairs, the European Union and the Nordic Council (which has 87 members from Scandinavian countries).
259 Funded by USAID, the European Union, Freedom House, Open Society and the Office of the United Nations High Commissioner for Human Rights, among others.
260 Presented as “an initiative created by citizens”.
261 Since August 2020, Linda Sheehan has been Executive Director of the NGO Environment Now, which focuses on the restoration of waterways and forests. She was also executive director of the Leonardo DiCaprio Foundation's Planet Pledge initiative (December 2016 - February 2018; DiCaprio can be considered a disciple of Al Gore) before becoming one of its main advisers (January 2018 - July 2019), just after leaving the Earth Law Center, where she was executive director from August 2011 to November 2016. She has also held various other positions (at the Ocean Conservancy from December 2004 to August 2011, for example) and her CV includes numerous other affiliations and recognitions (at the IUCN World Commission for the Environment, for example), including as a lawyer.

262 Myra Jackson is also a member of the Geoversio Foundation (climate solutions and clean energy, among other things) and a senior consultant for Whole Earth Civics.
263 This conference was sponsored by the Satyana Institute, which is also New Age (syncretic and globalist).
264 Its founder, William Keepin, has a long CV. His work on the founding documents of the Energy Foundation, created in 1991, on the transition from fossil fuels to so-called renewable energies is noteworthy. This five-year project received initial grants of \$50 million from the MacArthur Foundation, the Rockefeller Foundation and The Pew Charitable Trusts. Keepin also underwent interspiritual training at the Findhorn Foundation.

SOME KEY ACHIEVEMENTS OF THE EARTH LAW CENTER

The ELC boasts about a number of its achievements. We will mention some of them, adding details where necessary, although – they do not directly cover the concept of ecocide (we will refer to it here as an indirect approach), which is part of the “Earth Law” body of law that the NGO defends:

- Supported governments around the world to write and apply laws on the rights of nature.
- Created the legal framework of the Earth Law relating to marine protected areas. This is a transposition of Wild Law (i.e., law applicable to wild lands) to the oceans. Put another way, this concept extends the wilderness philosophy to maritime areas. This approach has developed considerably through sustained lobbying over several decades. The framework defined by the ELC stipulates, among other things, that marine ecosystems are in control of themselves and have an intrinsic value that is independent of human use. This argument legitimises the so-called blue finance system already analysed by Yan Giron, with its component elements: the financialisation of ecosystem services (with blue bonds in particular, created on the model of green bonds) but also the creation of these marine protected areas without fishing.
- Launched its programme on the rights of the oceans, spurred on by an initiative at the United Nations which received 70 signatures from organisations in 32 countries and led to a speech at the UN General Assembly²⁶⁵.
- Successfully lobbied for the rights of nature in the 2017-2020 IUCN work programme.
- The ELC has been featured in several reports by the UN Secretary General on the Harmony and Nature programme and helped lead to the adoption by the UN of a resolution to create a Committee on Earth Rights.

TEAM

As the profiles of the Board of Directors do not seem sufficiently informative for our study, we will simply mention a few members of the ELC team for their external affiliations:

- Michelle Bender**, Director of the Oceans Campaign and author of a book/roadmap on oceans rights as well as several chapters in a UN volume devoted to the oceans. She is also a member of the executive committee of the Global Alliance for the Rights of Nature (GARN) and the IUCN World Commission on Environmental Law.
- Constanza Prieto Figelist**, Legal Director for Latin America. She is a legal expert in the drafting of ecocentric laws. Outside the ELC, she works with environmental, feminist and migrant defence NGOs.

- Myra L. Jackson**, already mentioned. She contributed to the UN working group that produced the 17 Sustainable Development Goals.
- Claudia Brindis**, operational director for Mexico, and co-founder in 2016 of the first Mexican international forum for the Rights of Mother Nature. She is also an expert on the United Nations Harmony with Nature programme.
- Greg Naylor**, Policy and Legal Director. He has previously worked with NextGen Climate Action and Al Gore’s Climate Reality Project.
- Irikefe V. Dafe**, Director for Africa, and also an expert member of the UN’s Harmony with Nature programme.
- Marsha Moutrie**, senior consultant and prosecutor for over forty years.

FAITH FOR ECOCIDE

This interfaith coalition brings together spiritual and religious leaders to support international recognition of the crime of ecocide. It was initiated by End Ecocide, Stop Ecocide, the Catholic Diocese of Stockholm and the Christian Council of Sweden. Its partners are Religions for Peace, CEMUS²⁶⁶, the Stigtuna Foundation²⁶⁷, the Young Church of Sweden and the Swedish Interfaith Council.



metanexus However, a closer look at this organisation shows it to be a likely front for other networks. On 07/10/2021, the coalition published a speech by Mary Evelyn Tucker, “A new ethic to prevent ecocide”. Tucker is described as “a pioneer in and ecology, co-founder and co-director of the Forum on Religion and Ecology at Yale University” with her husband John Grim. But further biographical research on Mary Evelyn Tucker provides information of a different kind, revealing a profile rooted in New Age spirituality: vice-president of the American Teilhard Association²⁶⁸, committee member of UNEP’s Interfaith Partnership for the Environment, board member of Earth Charter International, co-founder of the Thomas Berry Foundation²⁶⁹, director of Toward Ecological Civilization, member of the World Commission on Global Consciousness and Spirituality’s Global Council on Spirituality and Deep Ecology, member of Orion Magazine’s advisory board, organiser at Beyond Sustainability – which also includes Lynne Twist of the Pachamama Alliance – and so on. John Grim, husband of Mary Evelyn Tucker, is also co-founder of the Thomas Berry Foundation and a member of the World Commission on Global Consciousness and Spirituality’s Global Council on Spirituality and Deep Ecology. He was also director of the Metanexus Institute, an organisation with New Age overtones²⁷⁰ whose logo, similar to that of the Open Society, is an esoteric spiral.

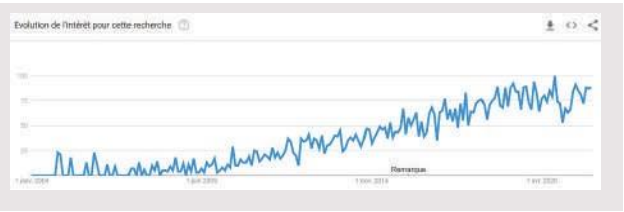


In much the same way, we find a spiral in the shape of a shell on a page of the Forum on Religion and Ecology run by Tucker and Grim at Yale University. The Forum is also a partner of several organisations, including UNEP’s Faith for Earth mission and Religions for Peace, mentioned above.

II. Social impact investing

Impact investing is a more recent concept than ecocide. It was first mentioned in 2007 by the Rockefeller Foundation²⁷¹. At its Bellagio Center in Italy, – the venue for the Club of Rome’s meetings (see Part I), the Foundation presented its Impact Investing Initiative in 2007 and 2008, with a budget of \$38 million. As Novethic points out, this concept is “in line with socially responsible investment (SRI²⁷²) and sustainable development”. The Global Impact Investing Network (GIIN) points out that impact investing is a fast-growing industry driven by investors who want to combine social and environmental impact with a return on investment. All types of assets are involved, and impact investing is being deployed in both developed and emerging markets. GIIN defines impact investing as “addressing the world’s most pressing challenges in sectors such as sustainable agriculture, renewable energy, conservation, microfinance, and accessible and affordable services such as housing, healthcare, and education”.

Worldwide, interest in impact investing has been growing steadily since 2009:



“Addressing the world’s most pressing challenges in sectors such as sustainable agriculture, renewable energy, conservation, microfinance, and accessible and affordable services such as housing, healthcare, and education. ”

Global Impact Investing Network

This growth corresponds to the creation of GIIN in 2009. These impact investments are made by a wide range of players: fund managers, development finance institutions, banks and diversified financial institutions, private foundations, pension funds and insurance companies, family offices, individual investors, NGOs and religious institutions. We thus find the same combination of players as in the rest of our study.

265 There is a noticeable gap between the impact of the decisions taken in these inner sanctums and their direct media coverage. The ELC refers you to the video of its short speech on YouTube. Put online on 12/06/2017, as of 15/11/2021 it had only been viewed 617 times.
266 The Swedish Centre for Environment and Development Studies (CEMUS) was launched in 1992. It describes itself as transdisciplinary and aims to “contribute to a more just and sustainable world”.
267 The Swedish Stigtuna Foundation describes itself as “a forum for dialogue and openness” and hosts a wide range of events (education, culture, work, marriage, etc.).
268 This foundation was named after Pierre Teilhard de Chardin, a mystical figure in New Age thought.
269 Thomas Berry was President of the American Teilhard Association, published a book with Sierra Club Books, and has held other positions: Advisory Board of the Forum on Ecology and Religion, Patron of the Gaia Foundation, Advisory Board of the Sacred Earth Network, Global Council on Spirituality and Deep Ecology at the World Commission on Global Consciousness and Spirituality, Administrative Council and award recipient of Temple of Understanding (a global interfaith organisation with consultative status at the United Nations), etc.

270 Which is underlined by the list of its partners.
271 What we are talking about here is not a practice, but a concept; i.e., the theorisation of a phenomenon and its public recognition under a given signifier. As a result, impact investing, not as a signifier but as a signified, would have a prior existence. In a 2013 report, France Stratégie (a French government policy analysis public body) stressed that the concept of impact investing also represents a soft power tool (i. e. of influence): “The fact that the term originated in the United States is not neutral, as the institutional and social context of each country influences the meaning given to it. We therefore need to ensure that the concept recognises the richness of the social and solidarity economy sector, whose long-standing structure in Europe is sometimes overlooked.”
272 In its glossary, Novethic also defines SRI. We have included the first part here, and refer to the dedicated entry for the full definition: “Socially Responsible Investment (SRI) consists of systematically and traceably integrating environmental, social and governance (ESG) criteria into financial management. SRI promotes a responsible economy by encouraging portfolio management companies (PMCs) to take extra-financial criteria into account when selecting securities for their financial assets. This is also known as “applying the principles of sustainable development to investment”. This financial investment seeks to reconcile economic performance, social impact and environmental impact by financing companies that contribute to sustainable development.”

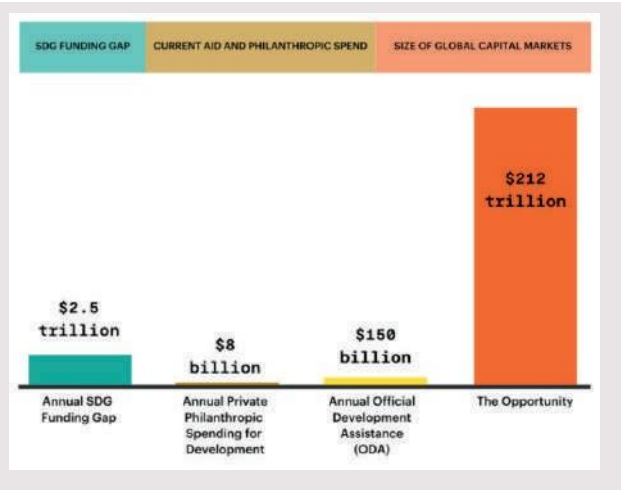
The GIIN and the influence of the Rockefeller Foundation

Once again, the influence of the Rockefeller Foundation can be seen in the brief profiles presented:

- **The CEO and co-founder of GIIN is Amit Bouri**, who is also a fellow of the Paul & Daisy Soros Fellowships for New Americans²⁷³. He launched GIIN in response to the report “Investing for Social and Environmental Impact” by the Monitor Institute of Deloitte, a Rockefeller Foundation-funded firm based at Rockefeller Plaza. Bouri is also a member of the Imperative 21 Stewardship Council, which claims to “represent more than 70,000 companies, 20 million employees, \$6.6 trillion in revenues, and \$15 trillion in assets under management”. Imperative 21 presents its network as dedicated to changing economic systems.
- **The chairman of the GIIN board is Mark B. Grier**, vice-chairman of Prudential Financial and former executive vice-president of David Rockefeller’s Chase Manhattan Bank. Prudential Financial is the largest insurance company in the United States, with assets of nearly 1.5 trillion (1,400 billion) dollars²⁷⁴. Prudential Financial works hand in hand with the Rockefeller Foundation.
- **The director emeritus of the GIIN is Judith Rodin**. Her biography states that, for more than two decades, Rodin “led and transformed two global institutions: the Rockefeller Foundation and the University of Pennsylvania. [...] Dr. Rodin’s leadership ushered the Rockefeller Foundation into a new era of strategic philanthropy that emphasizes partnerships with business, government, and the philanthropic community to address and solve the complex challenges of the 21st century. Rodin has championed two areas that are now ubiquitous: resilience and impact investing.” Her biography on the GIIN website states that Rodin has also written more than 250 articles and chapters, and authored or co-authored fifteen books, the last two of which are on impact investing and resilience respectively.
- **Anthony Bugg-Levine**, of Lafayette Square, is a former director of the Rockefeller Foundation, where he led the Harnessing the Power of Impact Investing initiative (i.e., “Harnessing the Power of Impact Investing”).

The GIIN’s board of investors includes numerous organisations²⁷⁵, including several names we have already noted: The Rockefeller Foundation (as figurehead), Soros Economic Development Fund, The David and Lucile Packard Foundation, Acumen²⁷⁶, Ford Foundation, The John D. and Catherine T. MacArthur Foundation, Triodos Investment Management. Other names also speak for themselves: LeapFrog Investments (funded by George Soros), EBRD (European Bank for Reconstruction and Development), Deutsche Bank, Morgan Stanley, J. P. Morgan²⁷⁷, etc. In addition to this organisation, other leading names are involved in impact investing, as highlighted by Rockefeller Philanthropy Advisors: BlackRock, Goldman Sachs, Bain Capital, TPG²⁷⁸.

For its part, the Rockefeller Foundation is more explicit about the “innovative finance” mechanism it has promoted: “*Never before has the world faced such a critical gap in financing fundamental development challenges, as captured by the United Nations Sustainable Development Goals (SDGs) and the Paris Climate Agreement*”²⁷⁹. The Foundation adds that “*climate change, food insecurity, inequality, the threat of pandemics: all these require significant funding that goes beyond what philanthropy and governments can provide alone*”. By way of illustration, the Foundation states that it has deployed \$95 million to 72 projects in 28 countries, and has raised \$600 million in capital from the private sector. In other words, impact investing is presented as the basis for substantial financial opportunities based on environmental issues²⁸⁰ (see opposite).



The influence of the Rockefeller Foundation and its eponymous family on the international financial and environmental scene quickly enabled the concept of impact investing to spread, gain legitimacy and become established. This approach is one of the partnerships forged by the United Nations within its Department of Economic and Social Affairs on sustainable development. According to the UN, impact investing is part of the initiative on good practice in relation to the Sustainable Development Goals (SDGs), responding to SDG 1 (no poverty), SDG 3 (good health and well-being) and SDG 17 (partnerships for achieving the goals). The initiative is led in the United States by the Merck laboratory (known elsewhere in the world as MSD, for – Merck, Sharp and Dohme). In addition to this initiative, the United Nations is discussing this subject and its link with the Sustainable Development Goals, in particular with high-level UN representatives. The UN Development Programme website on the SDGs has also shared an article highlighting the growing relationship between the SDGs and impact investing.



At the WHO, impact investing has also been taken into account since at least 2012, with implementation in Kenya in 2008 through the Acumen Fund. At European level, a 2018 report by the Joint Research Committee looked at the possibility of integrating impact investing into the scope covered by the European Structural Funds (ESF), combined with the European Fund for Strategic Investments (EFSI). In its conclusions, the report recommends building a market for social impact investment (6.2.1), reviewing the rules governing the European Structural Funds to “liberate” social innovation (6.2.2), and strengthening synergies between the European Structural Funds and the European Fund for Strategic Investments (6.2.3). France Stratégie (under the Prime Minister’s office), published a report on impact investing in June 2013: “*L’impact investing pour financer l’économie sociale et solidaire ? Une comparaison internationale*” (Impact investing to finance the social economy? An international comparison). More recently, in September 2019, the Ministry of Ecological Transition also promoted it, touting “a new ambition for France”. Finally, on the NGO side, the leading environmental organisation, WWF, actively supports the practice.

“Extending and accelerating the pace of the sustainable revolution in technology will require bigger research and development budgets, increased consumer demand, and bigger markets for green products.”

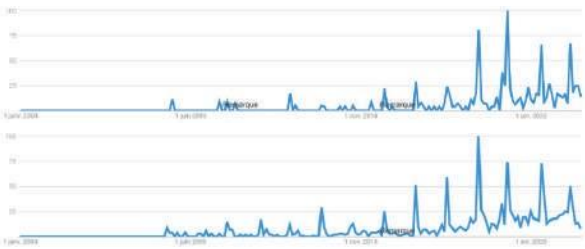
Steven C. Rockefeller

III. Overshoot t Day

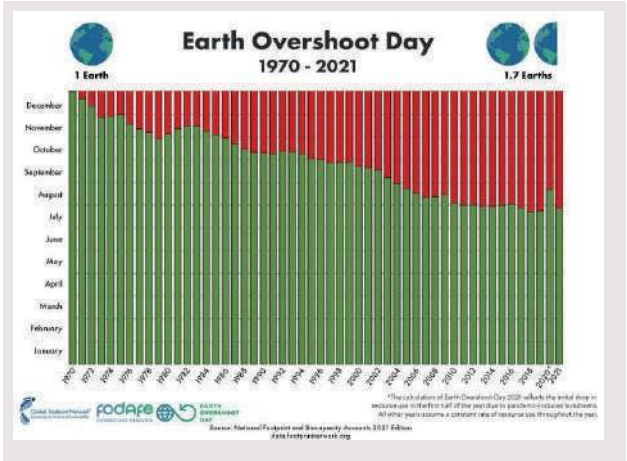
The concept of Earth Overshoot Day (EOD) refers to the theoretical date in a year when humanity has consumed more resources than the Earth can regenerate in a year. It is based on the idea that humanity would need two to three planets to match Western-style consumption patterns. Overshoot Day is based on a measurement tool, the Ecological Footprint, founded in the early 1990s by Mathis Wackernagel and his thesis supervisor, William Rees. In 2012, the two men were awarded the Blue Planet Prize by the Asahi Glass Foundation.

²⁷³ Paul Soros, who died in 2013, was George Soros’ older brother.
²⁷⁴ Wikipedia entry consulted 19/11/2021.
²⁷⁵ Numbered 63 on 19/11/2021.
²⁷⁶ Founded by Andrea Soros Colombel, George Soros’ daughter.
²⁷⁷ In 2010, J. P. Morgan and the Rockefeller Foundation published a report on this “emerging asset class”.
²⁷⁸ TPG is also a member of The Climate Coalition, a group of around twenty major global companies that invests in “climate solutions” via TPG Rise Climate.
²⁷⁹ Reminder: at the end of COP21 in 2015.
²⁸⁰ In his article “Transition to Sustainability” for the Earth Charter +5 Progress Report, Steven C. Rockefeller, as Chair of Earth Charter, adopted the same position: “The technological revolution is in full swing and the international community has the scientific and technological expertise to make the necessary innovations and advances. To expand and accelerate the pace of the sustainable revolution in technology will require larger research and development budgets, increased consumer demand, and larger markets for green products. A special effort must be made to transfer green technology to developing nations as their economies mature and modernise. [...] A sustainability revolution also requires new systems of global governance that better manage the process of globalisation.”

EOD was developed by the NGO Global Footprint Network (i.e., the mark left by humans on the ecosystem – in other words, implying that human existence would be harmful to the planet and trying to give that idea a scientific basis). The Global Footprint Network think-tank, whose slogan is “*Advancing the Science of Sustainability*”, was co-founded in 2003 by Mathis Wackernagel and Susan Burns. But as Novethic points out, the EOD is being conducted in collaboration with the WWF. The interest in this subject corresponds to its annual publication²⁸¹, in French (Jour du dépassement) and English (Earth Overshoot Day) respectively:



Like other concepts, the spread of this concept and its progress on an annual basis are based more on its theorisation from “*above*” and the advantages that this status confers: rapid dissemination and adoption in influential circles due to the interpenetrating public and private networks (including NGOs), but also the many articles devoted to the subject since its invention. At university level alone, Global Footprint Network reports, with sources to back it up, that several hundred academic publications on Ecological Footprint have been published over the last twenty years. Once again, this is a tidal wave. This measurement tool has been disseminated and, despite persistent criticism, legitimised by means other than public interest.



281 For the years 2020 and 2021, we can hypothesise that the interest for it has decreased compared to 2019 due to the media omnipresence of the COVID issue.
282 Redefining Progress had several partners depending on its projects. These included The Sea Around Us, a Pew Charitable Trusts project at the University of British Columbia – of which Wackernagel is a graduate – Earth Day Network, Sierra Club, Friends of the Earth, as well as public bodies and other NGOs. Its thirty or so backers included The Ford Foundation, the David and Lucile Packard Foundation, the V. Kann Rasmussen Foundation and the US Environmental Protection Agency. Redefining Progress was also a member of the Environmental Justice and Climate Change Initiative.
283 Which also includes Lester R. Brown (founder of the Earth Policy Institute), David Suzuki, Mary Evelyn Tucker (see our section on ecocide) and Vandana Shiva (idem).
284 PRI describes itself as working “to understand the investment implications of environmental, social and governance (ESG) factors and to support its international network of signatory investors in incorporating these factors into their investment and shareholding decisions”.
285 Future500 defines itself as “a not-for-profit consultancy that builds trust between business, campaigners, investors and philanthropists to advance economic activity as a force for good”. Future500 is part of the Transition500 alliance, “a global network of sustainability consultancies with offices around the world”.

Global Footprint Network Executive Board

•**Mathis Wackernagel** is the co-creator of the Ecological Footprint tool. His biography on the Global Footprint website states that he has worked with governments, companies and NGOs on every continent, and has lectured at around a hundred universities. He was also director of the sustainability programme of the now defunct think-tank Redefining Progress (from 1999 to 2003), which had already proposed the Ecological Footprint and presented itself as an influential think-tank promoting sustainability²⁸². Sourcewatch provides further information on Wackernagel’s pedigree: mentor (one among many) of the Australian environmental think-tank The Natural Edge Project, member of the Global Business Network, editorial board of The Solutions Journal²⁸³. Wackernagel is also a member of the Club of Rome, which his biography fails to mention. He has received numerous awards from environmental organisations (including the WWF, see opposite).

•**Susan Burns**, member of the advisory committee on sovereign debt of Principles for Responsible Investment (PRI²⁸⁴) and senior fellow of Future500²⁸⁵.

In addition to these co-founders, who both sit on the board of Global Footprint Network, other profiles on the board of directors should be noted:

•**Keith Tuffley**, Chairman. He co-directs the Sustainability & Corporate Transitions group at CITI Bank – which counts The Vanguard Group and BlackRock among its main shareholders²⁸⁶ – and founded and directs NEUW Ventures (Switzerland), an entrepreneurial impact investing company “focused on creating and financing new businesses that reduce the human ecological footprint and accelerate the global transition to a sustainable economic system”. Prior to NEUW, Tuffley spent over twenty years in the financial and banking sector, including a number of senior positions at Goldman Sachs. Like others, Tuffley holds key positions in a number of NGOs. Between 2014 and 2017, he headed the NGO The B Team²⁸⁷, founded in 2012 by (Sir) Richard Branson (founder of Virgin but also active in a number of environmental organisations) and Jochen Zeitz (CEO of Harley Davidson, former CEO of Puma and founder of the Zeitz Foundation for Intercultural Ecosphere Safety, which also focuses on “*sustainable solutions*”²⁸⁸). Tuffley’s biography states that he was an active participant in the Paris Climate Agreement (COP21) as well as in the development of the UN Sustainable Development Goals. At the same time, he is one of the directors of the Great Barrier Reef Foundation²⁸⁹ and a member of its chairman’s committee, one of the directors of Bush Heritage Australia²⁹⁰, a director of WWF Australia, co-chairman of Galactic Unite²⁹¹, and a board member of the E. O. Wilson Biodiversity Foundation²⁹².

•Marta Antonelli, who co-authored the book Achieving the Sustainable Development Goals through Sustainable Food Systems (2019) and is a member of the group of 45 experts at the European Commission’s Joint Research Centre responsible for developing the legislative framework for the *Farm to Table* strategy.

•Alessandro Galli, who was, among other things, a consultant for WWF in the United Arab Emirates (EWS-WWF), and author of the “Living Planet Reports” for WWF in 2008, 2012 and 2016.

•Laetitia Mailhes, who has over twenty years’ experience in journalism: correspondent for the French Financial Times for ten years, publications in Stratégies and Libération, and regular contributor to radio programmes in France and Switzerland.

Science and Policy Advisory Board

This board includes a number of heavyweights, some of whom we will mention here because of their quality and/or their presence elsewhere in our study.

•**Oscar Arias**, former President of Costa Rica, where the University for Peace is located.

•**Rosalí Arteaga Serrano**, former President of the Republic of Ecuador.

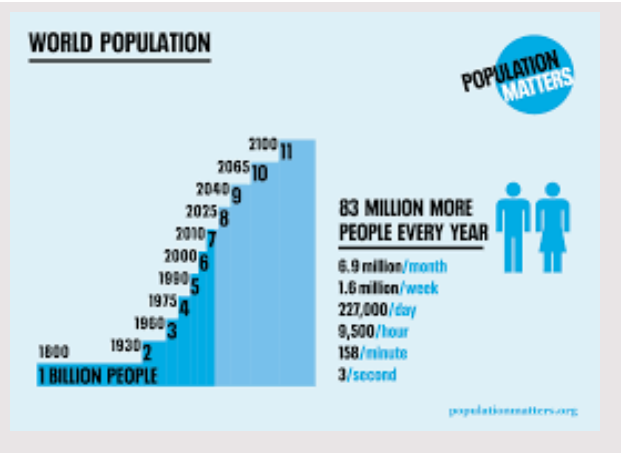
•**David Suzuki**, geneticist and activist, founder of the David Suzuki Foundation.

•**Lester R. Brown**, founder emeritus of the Earth Policy Institute.

•**Daniel Pauly**, a leading figure in marine ecology at the University of British Columbia – where programmes are funded by The Pew Charitable Trusts, with Pauly playing a notable role.

•**William E. Rees**, Mathis Wackernagel’s thesis supervisor

and co-creator of the Ecological Footprint. Not mentioned here, Rees is also a member of the Population Matters expert advisory group. Rees is also founding director of the One Earth Initiative (already mentioned in a note in our section on ecocide as support for Grounded), an organisation that advocates moving to 100% renewable energy while protecting and restoring land and sea (i.e., wilderness and the principle of marine protected areas).



•**Herman Daly**, former senior economist in the environment department of the World Bank (1988 - 1994) and co-founder of the journal *Ecological Economics*. Daly is also a member of the Population Matters expert advisory group and an honorary member of the Club of Rome. The Enrich List ranked him as the 2nd most inspirational figure on the issues of a sustainable future.

•**James Gustave Speth**, founder of the World Resources Institute.

•**Ernst Ulrich von Weizsäcker**, founding president of the Wuppertal Institute, but also a member of the Club of Rome (and its former co-president from 2012 to 2018).

286 The Vanguard Group is BlackRock’s main shareholder. As at 17/12/2021, it owned more than 11.56 million BlackRock shares, or 7.61% of its capital, ahead of Kuwait Investment Authority (almost 8 million shares, or 5.26% of BlackRock’s capital). To take up a name that comes up frequently in our study, note that in the fourth quarter of 2021, Rockefeller Capital Management LP increased its stake in the capital of VIG / Vanguard Dividend Appreciation Index Fund by 15.61%, for example.
287 The B Team is made up of world leaders from the business world and civil society wishing to take action to provide leadership in response to the “compliance crisis”, in particular for the benefit of the planet. It is supported by the Ford Foundation, Open Society, the United Nations Foundation, the William and Flora Hewlett Foundation and companies such as Mastercard, Salesforce and Allianz, whose representatives sit on The B Team steering committee. This same committee also includes other profiles: Arianna Huffington (founder of the Huffington Post and founding CEO of Thrive Global), Van Jones (CNN contributor and founder of Dream Corps), Yolanda Kakabadze (former President of WWF International), Hiro Mizuno (UN Special Envoy on Innovative Finance and Sustainable Investment), Kathy Calvin (former President and CEO of the United Nations Foundation), Ngozi Okonjo-Iweala (President of Gavi, the Vaccine Alliance and former Managing Director of the World Bank), Mary Robinson (former President of Ireland and Director of the aforementioned NGO The Elders), Muhammad Yunus (Chairman of the Yunus Centre), and many others.
288 Source Watch points out that Jochen Zeitz has also directed Wilderness Safaris, a conservationist organisation that also offers eco-tourism, and was an honorary warden of the Kenya Wildlife Service, a public body for the conservation and management of Kenya’s wildlife.
289 Which aims to defend the Great Barrier Reef, particularly since the first coral reef bleaching in 1998.
290 This NGO buys and manages parcels of land with public and private partners, in line with the wilderness philosophy.
291 An offshoot of Virgin Galactic (Richard Branson).
292 The E. O. Wilson Biodiversity Foundation has developed the Half-Earth Project (Half Earth is the title of a book by Edward O. Wilson), which calls for “protecting half the land and sea to manage sufficient habitat to reverse the species extinction crisis and ensure the long-term health of our planet”. In short, the aim is to use science-based lobbying to secure private patronage of areas that would be rendered inaccessible to mankind, in the manner of the wilderness and its oceanic extension already mentioned, the no-fishing marine protected areas of which The Pew Charitable Trusts is one of the ardent defenders. As we have already pointed out, this would represent major financial opportunities in terms of blue & green bonds. Supporters of the Half-Earth Project include Mark Tercek, former CEO of The Nature Conservancy and former director at Goldman Sachs, and Ted Turner’s Turner Foundation. Edward O. Wilson, who is present and active in his foundation and whom we briefly mentioned in our first part as a recipient of the Audubon Medal and founder of the Biodiversity Designer, has numerous other affiliations, including: advisory board of New Age Orion Magazine, honorary board of the David Suzuki Foundation, science and policy advisory board of Global Footprint Network, international advisory board of the Jane Goodall Institute, global advisory committee of Earth Day Network, winner of the TED Prize in 2007, external advisory board of Jeffrey Sachs’ Earth Institute, or scientific advisory board of Seacology, an NGO that establishes nature reserves (i.e., privatises areas) in exchange for building infrastructure (school, medical centre), presenting its action as a win-win partnership.
293 Became the International Science Council in 2018.
294 The Wildlife Conservation Society is one of the oldest environmental organisations (1895). It aims to “conserve the greatest wild areas in 14 priority regions, home to more than 50% of the world’s biodiversity”. It has several thousand public and private partners throughout the world.
295 The PeaceNexus Foundation’s slogan is: “Strengthen organisations, enable collaboration, build peace.” Although it is based in Switzerland, it has a presence in several parts of the world: West Africa, Central Asia, South-West Asia and the Western Balkans. The United Nations is one of its international partners.

•**Tom (actually Thomas E.) Lovejoy**, presented as a former head of biodiversity consulting for the World Bank and former president of the John Heinz III Center. But he was also vice-president of the WWF and programme director of its American branch, chairman of the Conservation Trust Advisory Board of the National Geographic Society, director of the World Wildlife Fund and director of the World Conservation Union.

Overshoot Day and the issue of overpopulation

Another way in which EOD resonates with environmentalist philosophy is by raising the issue of overpopulation. This seems quite logical in the light of the map we have just drawn up of the composition of the Global Footprint Network. On several occasions we find links with the Earth Charter Initiative, the Club of Rome, Population Matters and an associated role for the WWF. Both the Club of Rome and WWF are among the thirty or so partners (including companies²⁹⁷) of Earth Overshoot Day, alongside other organisations already mentioned: ICLEI, Conservation International, Capitals Coalition, etc. In other words, a combination of structures of the same ecosystem, very porous – cf. the number of members of the Club of Rome that we find at Population Matters – and stemming from political ecology and its philosophy advocating the reduction of the world population. If the term “fig leaf” does not seem appropriate to us – despite the omission of significant elements from the profiles of several Global Footprint Network members – we will cite this concept as yet another piece in the environmentalist jigsaw that is being constructed decade after decade.

On its website dedicated to Earth Overshoot Day, the NGO discusses the demographic issue with semantic caution. Using language from the neuro-linguistic programming playbook, composed of positive terms to present its aspirations, Global Footprint Network promotes demographic inflection because the opposite would lead to “pressure on the planet”. Sustainable Development Goal 5, “gender equality”, is explicitly presented with the following description: *“Investing in small families through women’s empowerment is at the heart of SDG 5 ‘gender equality’, which calls for an end to all forms of discrimination against all women and girls everywhere”* – which Global Footprint Network presents as “powerful, positive solutions for people”. In other words, motherhood is presented as a constraint and a danger to the planet, using the pressure of traditional societies as a pretext: an emancipated – and fulfilled – woman is therefore a woman who would have fewer children. The NGO also invokes EOD with its #MoveTheDate hashtag: *“If every family had one child less and postponed parenthood by two years, we would turn back the clock on Overshoot Day by 49 days by 2050.”*

296 Wildlife Trust became EcoHealth Alliance, and was formerly headed by Sandra E. Peterson, president of Bayer’s diabetes division and executive vice president of Bayer’s healthcare division; she was also global director of Johnson & Johnson and currently co-chairs Microsoft’s steering committee. The EcoHealth Alliance is also chaired by British zoologist Peter Daszak, who has worked closely with the Wuhan Institute of Virology on research into bat coronavirus. Peter Daszak’s profile raises questions in more ways than one, as reported by The Telegraph on 21/09/2021 (we refer you to the article in its entirety to understand Peter Daszak’s role in the virus “gain of function” in Wuhan and DARPA’s refusal to fund him because of the dangerous nature of his project. Finally, the EcoHealth Alliance receives grants from the Rockefeller Foundation and the Bill & Melinda Gates Foundation.

297 The Capitals Coalition is a particularly noteworthy NGO, which includes IUCN and WWF. The CV of its CEO Mark Gough illustrates those mixed messages: former board member of the Social and Human Capital Coalition, director of programmes and strategy at Crown Estate and Reed Elsevier, advisory board member of The Economics of Ecosystems and Biodiversity (TEEB), member of the steering committee of the United Nations CEO Water Mandate and adviser to the High-Level Panel for a Sustainable Ocean Economy of the World Resources Institute. The names of these organisations speak for themselves.

298 This division is part of the UN Department of Economic and Social Affairs. The page dedicated to it states that “the Division reports on population issues to the international community, highlighting the central role of population trends in all aspects of sustainable development”.

299 Reminder: the eight Millennium Development Goals were adopted by 193 Member States and more than twenty international organisations in New York in 2000, in conjunction with the UN Millennium Declaration. See the dedicated section in the first part of our study.

“If every family had one child less and postponed parenthood by two years, we would turn back the clock on Overshoot Day by 49 days by 2050.”

Global Footprint Network

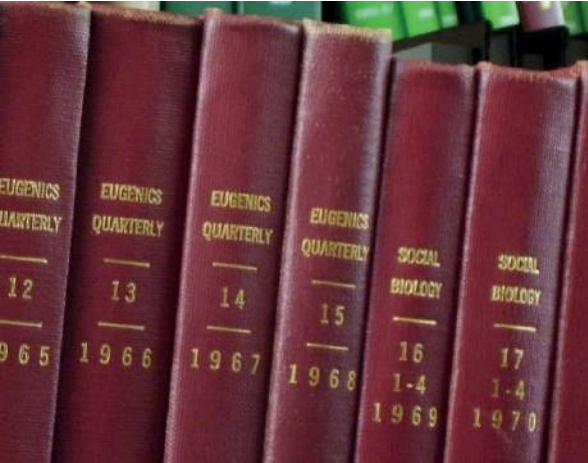
Steven C. Rockefeller developed a comparable neo-Malthusian argument in the Earth Charter +5 Progress Report presented in the first part of our study: “Dramatic population growth in the twentieth century is a contributing factor to resource depletion and ecosystem degradation. The world’s population has more than doubled in the last five decades [since the 1950s], reaching 6.3 billion in 2004. The United Nations Population Division²⁹⁸ estimates that the world’s population will continue to grow by 40% before stabilising, and that this growth will occur mainly in the world’s fifty poorest countries. This will put additional pressure on ecological and social systems. The good news is that the annual rate of population growth has fallen over the last three decades, from 2.1% to 1.14% in 2004. Projections predict that average fertility will fall from 2.6 to 2 children per woman by 2050. As a result, demographers predict that by 2050, the world’s population will peak at around 9.1 billion instead of the 10 to 11 billion predicted a little earlier. The population could then start to decline. This anticipated decline in birth rates depends largely on the decisions and actions of women in countries such as Brazil and India, and there is a broad international consensus that the key to sustainable population growth in the developing world is gender equality and the empowerment of women through access to health, education and economic opportunities. These values and goals have been incorporated, to a large extent, into the Millennium Development Goals²⁹⁹, and the international women’s movement is working to strengthen government commitment to gender equality.”

However, Global Footprint Network seeks to play down the implications of its position publicly and takes the lead on the demographic issue. In the first place, it describes it as a “taboo”, made up of “prejudices”, and marked by “a tragic and sordid history”, before stressing the need to talk about it all the same in view of the growing demand from humanity. To do this, the NGO asked a number of people, mainly young – people, for their views. Mathis Wackernagel, Anne & Paul Ehrlich and Céline Delacroix were among the respondents:

•**Anne Ehrlich** was director and treasurer of the Sierra Club in the late 1990s and a member of the Rainforest Action Network’s advisory board in 2002. Her Wikipedia entry provides further information: Associate Director of the Center for Conservation Biology at Stanford University since 1987, Director of Friends of the Earth from 1976 to 1985, Director of the Center for Innovative Diplomacy from 1981 to 1992, Director of the Rocky Mountain Biological Laboratory from 1989 to 1999. In 1995, Anne and her husband Paul Ehrlich received the Heinz Family Foundation’s first Heinz Award in the Environment category.

•**Paul R. Ehrlich** is a leading figure in the environmental movement. His pedigree is equally impressive: honorary member of the board of the David Suzuki Foundation, member of the advisory board of the Population Institute, Nuclear Age Peace Foundation – of which Ted Turner is a part of, as a reminder –, strategic advisor to the Natural Capital Project³⁰⁰, former boss of Population Matters³⁰¹, co-founder of Zero Population Growth³⁰², etc. Like his wife, he has received numerous awards and distinctions: John Muir Award from the Sierra Club, Gold Medal Award from WWF International, MacArthur Prize Fellowship (from the John D. & Catherine T. MacArthur Foundation), United Nations Sasakawa Environment Prize (1994), Blue Planet Prize (1999) from the Asahi Glass Foundation, Eminent Ecologist Award from the Ecological Society of America (2001), Fellow of the Royal Society in London (2012). Ehrlich’s theses, like those of Overshoot Day, have had echo as far as the Vatican, which is supposedly anti-abortion: in February 2017, the Holy See organised a conference at which Paul Ehrlich, Mathis Wackernagel, Jeffrey Sachs (winner of the Blue Planet Prize in 2015) and John Bongaarts, vice-president of the Population Council, founded in 1952 by John D. Rockefeller III³⁰³, were among the guests. It should be noted here that the Population Council dates back to a time when eugenics, sterilisation of certain classes of the population and birth control were not yet taboo in certain decision-making circles. It was only in the course of the 1960s that, while maintaining

the same objective – as our study underlines in many respects – the decision-making circles adapted their discourse. Anti-humanism and biocentrism are thus given the name of ecology, like the Eugenics Quarterly (launched in 1954 by the American Eugenics Society), which has become Social Biology from one issue to the next, and since 2008 Biodemography and Social Biology³⁰⁴.



•**Céline Delacroix** is a fellow/adviser at the Population Institute³⁰⁵, an organisation set up in 1969 to promote access to family planning: Nancy Pelosi, John Kerry, Ted Turner, Robert McNamara (former collaborator of Maurice Strong and Klaus Schwab, notably as co-founder of the Earth Council Institute, and former President of the World Bank). Delacroix is also Scientific Director of FP/Earth, which is sponsored by the Population Institute. FP/Earth, initially FPESA (Family Planning and Environmental Sustainability Assessment, until the end of June 2021) is a project launched by the WorldWatch Institute in 2014, under the aegis of Robert Engelman. Delacroix is working on the scientific justification for limiting births, which FP/Earth puts like this: *“It is interested in how the links between family planning, population size and environmental sustainability are perceived and could be harnessed to strengthen reproductive rights and improve environmental sustainability.”*

300 Natural Capital Project is “a joint venture between Stanford University, The Nature Conservancy, and WWF”.

301 Whose former name was Optimum Population Trust.

302 Zero Population Growth, which became Population Connection in 2002, was founded in 1968 in the wake of Ehrlich’s neo-Malthusian book The Population Bomb. A name that seems to make sense to Ehrlich, who said he had been vasectomised.

303 Brother of Laurance, David and Nelson Rockefeller. In 1956, John D. Rockefeller III organised the Asia Society, which we discuss elsewhere in this study. In 1967, he received the Margaret Sanger Award, the founder of Family Planning and a fierce campaigner for birth control.

304 A comprehensive and informative article written in 1970 by Steve Weissman for Ramparts Magazine (1962 - 1975), “Why the Population Bomb is a Rockefeller Baby”, outlines the role of the Rockefeller family (joined by others) on the issue of “overpopulation” and birth control. We discover the names of organisations dating back to the mid-1930s, including funding from the Rockefeller Foundation for an Office of Population Research in Princeton (which is also home to Rockefeller College, named after John D. Rockefeller). The article also mentions the role of the Population Council (notably with the publication of Population: An International Dilemma. A Summary of the Proceedings of the Conference Committee on Population Problems 1956-1957, published by Frederick Osborn, then President of the Population Council, in 1958; from 1946 to 1952, Osborn had been President of the American Eugenics Society, now renamed the Society for Biodemography and Social Biology. The Wikipedia entry for this organisation states that “under Frederick Osborn’s leadership the society began to place greater emphasis on issues of population control, genetics and, later, medical genetics”. Osborn also helped launch the Eugenics Quarterly in 1954. Finally, in 1937, Osborn co-founded the Pioneer Fund, of which he was one of the first directors, described as racist and supremacist, and one of whose first projects was to distribute Nazi propaganda films on eugenics. Although difficult to find today, Steve Weissman’s article is still accessible via an archive of the Wayback Machine dated 11/09/2019, which we found on the Population Council page on Sourcewatch.

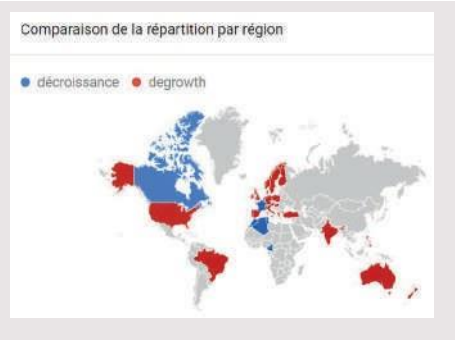
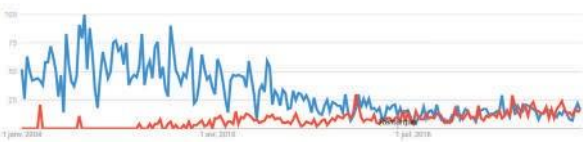
As for EOD’s media relays, they are regularly anxiety-provoking and often without nuance, like an article/podcast on Europe 1 which raises the question of overpopulation while discussing Earth Overshoot Day:

Doit-on arrêter d'avoir des enfants ?

Biodiversité largement abimée, extinction massive des espèces et pollution accrue... La surconsommation entraînée par la surpopulation fait des ravages. Mais alors faut-il vraiment faire des enfants ? Dans son ouvrage *Démographie, climat, migrations : l'état d'urgence*, Jean-Loup Bertaux fait le calcul. Il faudrait retomber à 40 millions de Français seulement pour atteindre l'équilibre écologique. Un tiers de moins qu'actuellement.

IV. Degrowth

In France and in French-speaking countries such as Canada, the concept of degrowth is enjoying – or rather *has* enjoyed – considerable success, particularly through the media coverage of the work of the academic Serge Latouche – ranked 5th on the Enrich List – and its relay by personalities ranging from Jean-Claude Michéa to Alain de Benoist. However, as other economic trends gain ground – notably the financialisation of ecology – and Latouche gradually withdraws, degrowth seems less open to discussion (blue curve below). Conversely, there has been a slight revival of interest in degrowth (red curve). Although this is not quantitatively significant, we can speculate that the craze surrounding Greta Thunberg and her criticism of “*the fairytales of eternal economic growth*” at the UN Climate Action Summit in 2019 has contributed to this. However, despite a call for degrowth in the wake of COVID by Degrowth.info, no major organisation has signed up. This is despite a relay on Médiapart or the Sorosian openDemocracy. Only the Danish branch of Friends of the Earth is present among the 74 signatory organisations.



However, if we retrace the genealogy of the concept of degrowth, we once again come across familiar names or, failing that, familiar ecosystems. Wikipedia’s French entry on degrowth highlights the inspirers and theorists of this approach. The history of the degrowth movement echoes what we have already written about Maurice Strong and the role of the Club of Rome up to the Stockholm Summit in 1972. Wikipedia notes, albeit in a very mainstream and, in our view, romanticised version: “In April 1968, a group of diplomats, academics, industrialists and members of civil society, keen to think about the world’s long-term future, came together under the name of the Club of Rome. In 1970, it commissioned a report from a group of researchers at the Massachusetts Institute of Technology, led by Dennis Meadows.”³⁰⁶

When we look at the names of the inspirers and theorists, we see members of the circles of power on the one hand, and more libertarian or popular supporters on the other. Among the inspirers were:

- **John Ruskin** – as in 1916 the Fabian Society published (posthumously, as he died in 1900) a leaflet devoted to Ruskin’s social ethics. Ruskin was also a member of an esoteric circle we have already mentioned³⁰⁷ such as the Society for Psychical Research, alongside Bertrand Russell, Lewis Carroll, Arthur Conan Doyle, Lord Arthur Balfour and the influential John Dewey.

- **William Morris**, a member of the Fabian Society.

- **Gandhi**, close to the Theosophical Society via Annie Besant (a member of the Fabian Society) and Helena Blavatsky, and ranked 9th on the Enrich List.

- **Nicholas Georgescu-Roegen**, Rockefeller Foundation fellow between 1934 and 1936. His influences included André Gorz, Serge Latouche, Jeremy Rifkin and Herman Daly.

- **Lanza del Vasto**, disciple of Gandhi and founder in France of the Communauté de l’Arche.

- **Ernst Friedrich (E. F.) Schumacher**, ranked 1 on the Enrich List. Source Watch tells us that the Lindisfarne Association made him a fellow in memoriam, and that he was also a member of the advisory board of Planetary Citizens – a New Age NGO which we have mentioned several times in this study. Schumacher also chaired the Springhead Trust, which was sponsored by Jonathon Porritt, whose influential profile we have already analysed in our section on ecocide. Finally, Schumacher chaired the Soil Association, sponsored by Prince Charles.

- o The Schumacher Society was founded as a continuation of his work. From 1996 to 2008, its president was Herbert Girardet, deputy editor of Resurgence magazine, patron of the Soil Association, member of the advisory board of Earth Charter International, member of the executive committee of the Club of Rome, television documentary maker and author of 13 books, co-founder, former programme director and honorary member of the World Future Council, former consultant for UNEP and UN-Habitat. Girardet also received a Global 500 Award from the United Nations for his “*outstanding environmental services*”.

- **Murray Bookchin**, libertarian anarchist and communalist, founder of social ecology, and a critic of Paul Ehrlich’s approach to overpopulation.

- **André Gorz** (first thinker of the concept of degrowth applied to the economy), Henry David Thoreau, Ivan Illich (ranked 11th on the Enrich List), Jacques Ellul...

Among the theoreticians of note:

- **Herman Daly**, already mapped above.

- **Dennis Meadows**, of the report of the same name, ranked 17th on the Enrich List and an honorary member of the Club of Rome. In 1982, Dennis Meadows and his wife Donella (ranked 3rd on the Enrich List) created The Balaton Group, an international network of researchers and practitioners in the fields of systems thinking and sustainability. Several of its partners and funders are of note: Charles Stewart Mott Foundation, Rockefeller Brothers Fund, Rockefeller Foundation, Rocky Mountain Institute (co-founded by the two Lovins brothers, including Amory, a member of the advisory boards of the Schumacher Society and Earth Charter International, and a fellow of the Lindisfarne Association), United Nations Association, United Nations Environment Programme (UNEP).

- **Yves Cochet** (rapporteur at the First World Summit on Degrowth in 2008), a former member of Friends of the Earth since the early 1970s, is a former minister, MP and MEP. He is a supporter of birth control.

- **Agnès Sinaï**, journalist (*Le Monde diplomatique*, *Politis*, *Actu-environnement*, etc.), founder of the Momentum Institute (think tank on the Anthropocene,

degrowth and collapsology), co-founder of the magazine Entropia with Serge Latouche and others. She has co-written two books with Yves Cochet, and a third of her works has been published by Charles Léopold Mayer, a Soros network foundation that we have already mapped.

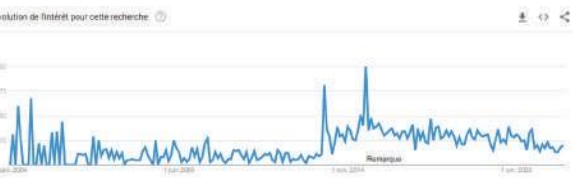
- **Kirkpatrick Sale** (historian of the Luddites), Jacques Grinevald (member of the Momentum Institute, winner of the Nicholas Georgescu-Roegen prize in 2015 and translator of the latter), Serge Latouche...

V. Sixth Extinction

This regularly mentioned concept comes from Elizabeth Kolbert’s book of the same name, published in 2014 and for which she received the Pulitzer Prize in 2015. In French, it is subtitled “Comment l’homme détruit la vie” (How Man Destroys Life), whereas its original subtitle is “An Unnatural History”.

Biography on the New Yorker website: Editor at The New Yorker since 1999. Previously worked at the Times. She has published a number of articles on climate and the environment, and has won several awards: 2006 National Magazine Award for Public Interest, National Magazine Award for Reviews and Criticism. Received the Blake-Dodd Prize in 2017 from the American Academy of Arts and Letters. In August 2015, Klaus Schwab himself recommended reading this book on the WEF website, to highlight the danger posed by climate change.

On Google Trends, between 2004 and the end of October 2021. Peak in June 2015, when Kolbert was awarded the Pulitzer Prize:



Note that this concept has attracted interest before. Google Trends can only go back as far as January 2004. However, a chronological setting of the Google search engine allows you to go further back to learn more about the evocation of this concept in 2004 and earlier.

³⁰⁵ Located in Washington DC. Delacroix is joined by Philip Carter III (former US ambassador), author and former journalist Robert Engelman (also at FPI/Earth with Céline Delacroix; former vice-president and then president of WorldWatch, founder of a research programme on population and the environment at Population Action International, co-founder of the Center for a New American Dream which he chaired, lecturer on population and the environment at Yale University), and John F. May (population policy specialist, head of population issues at the World Bank, and former consultant to the United Nations Population Fund).

³⁰⁶ Wikipedia entry consulted on 29/11/2021.

³⁰⁷ See our reference in the section on ecocide to the Ecuadorian shaman Kurikindi (from Kitchwa) and to the College of Psychic Studies.

We find articles by Niles Eldredge (Biological Diversity, June 2001, New York Times, 1999), Jo Warrick (Washington Post, 21 April 1998), Oliver Tickell for the New Scientist, 2 March 1996, the year of publication of Richard Leakey’s book, with contributions by Roger Lewin, published by Penguin Random House).

Richard Leakey was born in Nairobi, Kenya, the site of the 1982 Earth Summit and the headquarters of UNEP. Sir Richard Leakey is close to Hanne Strong, with whom he founded the first private not-for-profit foundation in Kenya, and to Nobel Prize winner Wangari Maathai (former advisor to the World Future Council), according to information provided by the Manitou Foundation website. A Source Watch article on Richard Leakey details his affiliations:

In 2007, he was interim chairman of Soros³⁰⁸ Transparency

Affiliations

- Trustee, **Leakey Foundation**
- Founder and Chair, **WildlifeDirect**
- Honorary Director, **The Explorers Club** ^[2]
- International Advisory Board, Jane Goodall **Institute** ^[3]
- Patron, **Tusk Trust** ^[4]
- Former Patron, **Rhino Rescue Trust** ^[5]
- Founder, **Ngaren**
- Founder, **Turkana Basin Institute**
- Advisory panel, **Stop Ivory** ^[6]

International Kenya, and elected Fellow of the Royal Society the same year. Awarded by The Perfect World Foundation.

His daughter, Louise Leakey, sits on the advisory board of Fund for Wild Nature³⁰⁹, on the scientific, technical and conservation advisory board of the Sea Shepherd Conservation Society, and on the international board of the Turkana Basin Institute. She lives in Kenya and is married to Emmanuel de Merode (criticised), Executive Director of Wildlife Direct (founded and chaired by Richard Leakey), the African Conservation Fund.

Co-author with Richard Leakey, Roger Lewin is a long-standing collaborator of the latter, The Sixth Extinction being their fourth collaboration, the first dating back to Leakey’s first book, Origins, written in 1977. Lewin is a member of the Complexity Research Group at the London School of Economics, founded by the Fabian Society.

308 See our report on the legislative influence of NGOs on the European Commission, where we devoted a section to Transparency International.
309 A nature conservation NGO that presents itself as defending biodiversity and wilderness. In particular, it funds the radical NGO Earth First!

ADDITION

SOCIAL

ENGINEERING

As a complement to our study, we will briefly address the question of social engineering; i.e., methods of modifying – if possible, sustainably – human behaviour. Our study has shown how ecological concepts are born and how they are then gradually imposed on public debate. We feel it is necessary to shed some light on this engineering process. Because if concepts manage to impose themselves without generating rejection or even with the public’s assent, an understanding of the psychological and cognitive levers that govern the public will enable us to identify the reasons for this. This is not a question of the legitimacy or otherwise of a concept, but of the methods that facilitate the rallying of hearts and minds.

L’Express of 17/05/2019 provides an illustrative example, reporting that in the United Kingdom, “journalists at the [Guardian] have been given instructions to be more precise when writing about the climate and the environment”. Leo Hickman, a journalist at the Guardian for 16 years, reported this on Twitter³¹⁰. Here is a direct quote:

“The Guardian’s editor-in-chief has just published new guidelines to all teams on the language to use when dealing with climate change and the environment...

[And now we quote the letter:] We have recently reviewed the language we use to cover the environment, and while the terms we use accurately reflect the phenomena they describe, we want to ensure that they are scientifically accurate and grounded in fact, while communicating clearly to readers about this very important issue. The term ‘climate change’ sounds passive and frivolous, whereas scientists are talking about a catastrophe for mankind. Increasingly, scientists and climate organisations from the United Nations to the Met Office³¹¹ are changing their terminology, and using stronger language to describe the situation.

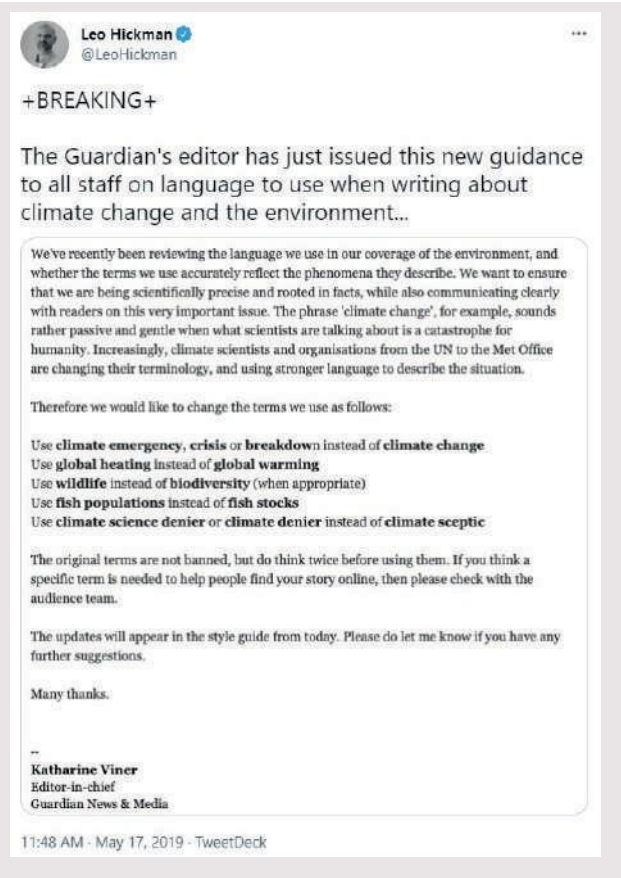
We would therefore like to change the terms we use as follows:

*Use **climate emergency, crisis or collapse**.
Use **climatic heat** instead of **global warming**³¹².
Use **wildlife** instead of **biodiversity** (where appropriate).
Use **fish populations**³¹³ instead of fish stocks.
Use **climate science denier** or **climate denier** instead of **climate sceptic**³¹⁴.*

Initial terms are not prohibited, but please think twice before using them. If you think a specific term is needed to help people find your story online, please check with the audience team.

Updates will appear in the style as presented from today. Please let me know if you have any suggestions.

Thank you very much.



Katharine Viner, Editor
Guardian News & Media”

Leo Hickman published a second tweet, dated the same day, in which he emphasised that the changes had already come into force:

“Climate change
No longer considered accurate given the seriousness of the situation.
: use **emergency**, **crisis** or **climate collapse** instead.

Climate science denier or **climate denier**. The OED³¹⁵ defines a sceptic as “a seeker of truth; an investigator who has not yet reached definitive conclusions”.

Most “climate sceptics”, in the face of overwhelming scientific evidence, deny that climate change is happening, or that it is caused by human activity – so **climate denier** is a more accurate term.”



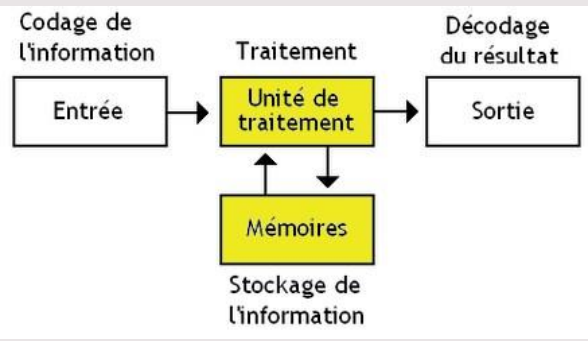
The construction of reality: from information to cybernetics

This example illustrates the changes potentially induced in the human mind by written modifications. This method of engineering perceptions was already used a century ago by Edward Bernays – Freud’s nephew and inventor of public relations consultancy³¹⁶.

In his introduction to Bernays’ *Propaganda*³¹⁷, the academic Normand Baillargeon recalled that, when public opinion was outraged by the fate of wounded soldiers in war hospitals during the First World War, Bernays publicly renamed (supported by a media campaign) these hospitals as “evacuation

stations”: facilities that the public could not expect to be of hospital quality. Indignation ceased, thanks to information management, a key factor.

Information (in-former) is the formatting of data (bits, elementary units intelligible by cognition). The development of information theory in the 1930s enabled scientists of the time (such as John von Neumann³¹⁸) to postulate isomorphism (i. e., structural similarity) between the computer and the brain. Apart from a few details³¹⁹, this theory proved to be relevant and was incorporated into the Macy lectures on cybernetics (pictured below), which aimed to create a general science of how the mind works. Apart from the information sciences (and therefore computer science), they were at the origin of the cognitive sciences and cybernetics, Norbert Wiener (founder of this science) being one of the central members of these conferences.



Derived from the ancient Greek *kubernētēs*, the term originally referred to the helmsman of a ship, “steering” with his rudder. The helmsman adapts to the elements so that, depending on the information he has access to, he reaches his destination safely, thanks to his mastery of his tools and, above all, his ability to anticipate. Modern cybernetics works in a similar way. Initially, the aim of this tool was to anticipate the trajectory of the German V2s so as to fire a missile at the right moment to ensure that the trajectories of the two objects crossed. In other words, cybernetics anticipates behaviour in order to obtain the desired effect on it. It is a management/steering system that seeks to minimise the risks of a backlash³²⁰. The discovery of an analogy between computers and the human brain has led to progress in our understanding of how the human mind works.

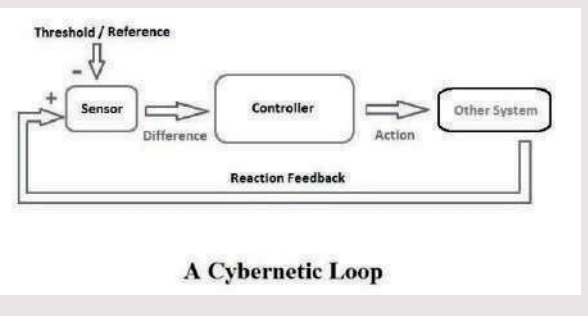
The field of cybernetics, engineering, could then be applied scientifically to human behaviour – even borrowing terms from information theory³²¹.



To summarise, in a nutshell, how the brain works, based on the discoveries made at the time:

- Data comes in (input, a stimulus) via our sensory receptors (mainly sight and hearing). This data is the set of elementary units that we integrate (consciously or unconsciously³²²). It can be sounds, images, words, etc.
- Once this data has been integrated, our “black box” (according to the terminology used) will extract the information. Wiener defines it as “a name for the content of what is exchanged with the external world as we adapt to it and apply the results of our adaptation to it.”³²³ Put another way, information is the production of meaning from data received.
- This formalised production of meaning will generate an “output” in the form of behaviour towards an environment. This behaviour is an adaptation to the data received. The contribution of cybernetics has been the question of feedbacks: information goes out, but it comes in again (new inputs) and repeats the same cycle over and over again. To illustrate, we can take the example of a driver who sees a speed bump and reduces their speed accordingly: the input signals the speed bump, the “black box” decodes and the output causes the driver to slow down,

before new input informs them that, having passed the obstacle, they can speed up.



- To sum up, in terms of social engineering, this discovery makes it possible to anticipate (supported by experiments and their traditional trial and error) behavioural reactions through the use of certain words or images, but also through their repetition, which are the products of conditioning. It is also possible to frame the words we “input” in order to obtain the desired information output (and behaviour).



Subsequently, these discoveries allowed certain continuators of cybernetics, in this case the “invisible college” of Palo Alto supervised by Gregory Bateson – present at the Macy conferences – to take over with notable contributions. Radical constructivism, developed in particular by Paul Watzlawick, found its culmination in the collective essay *The Invention of Reality*, subtitled *How do we know what we think we know?*

The discoveries mentioned above, the authors emphasised that there is no single reality that is perceived differently by different individuals. On the contrary, there are as many realities as there are individuals, and every personal reality is constructed. It derives from two main elements, and from a third that was later shown to be more precise by the cognitive sciences: idiosyncrasy (genetic factors), habitus (experiences rooted in primary and secondary socialisation), and environmental factors (visual, olfactory, auditory, etc.).

313 Far from being accidental, the term population refers us to ecocide, the (attempted) destruction of a human population being genocide.
314 This reminds us of a Greenpeace operation that was made public. To mark the twentieth anniversary of the Chernobyl accident, the NGO mistakenly sent out an incomplete press release asking for the following wording to be added (the square brackets and capitals are original): [FILL IN ALARMIST AND ARMAGEDDONIST FACTOID HERE] (i.e., they know this is empty and interchangeable talk). Also note that the term used is “factoid” and not “fact”, so the aim is not to faithfully reproduce reality.
315 Oxford English Dictionary.
316 In the report *The Century of Self*, Bernays (1981-1995) reported that he wanted to find a name for peacetime propaganda at the time and so invented the term “public relations consultancy”. Along with Ivy Lee, he was one of the first “spin doctors”, whose job was to twist reality and facts.
317 Written in 1928. We refer to the French edition published by Zones.
318 Von Neumann (John), *Information and the Brain*. We refer to the Champs Flammarion edition, which includes the afterword “Les machines molles de von Neumann” (Von Neumann’s Soft Machines) by Dominique Pignon.
319 The human brain is constantly building and destroying billions of synaptic connections. It grows (physically) or atrophies depending on how it is used – or not used. Cognitive science has thus been able to establish that an individual who uses their abilities to perform manual tasks causes certain areas of their brain to grow because they are active. On the other hand, a person who stays in front of a television screen is passive, so their brain shrinks in size due to lack of stimulation: several of their neuronal networks are destroyed.

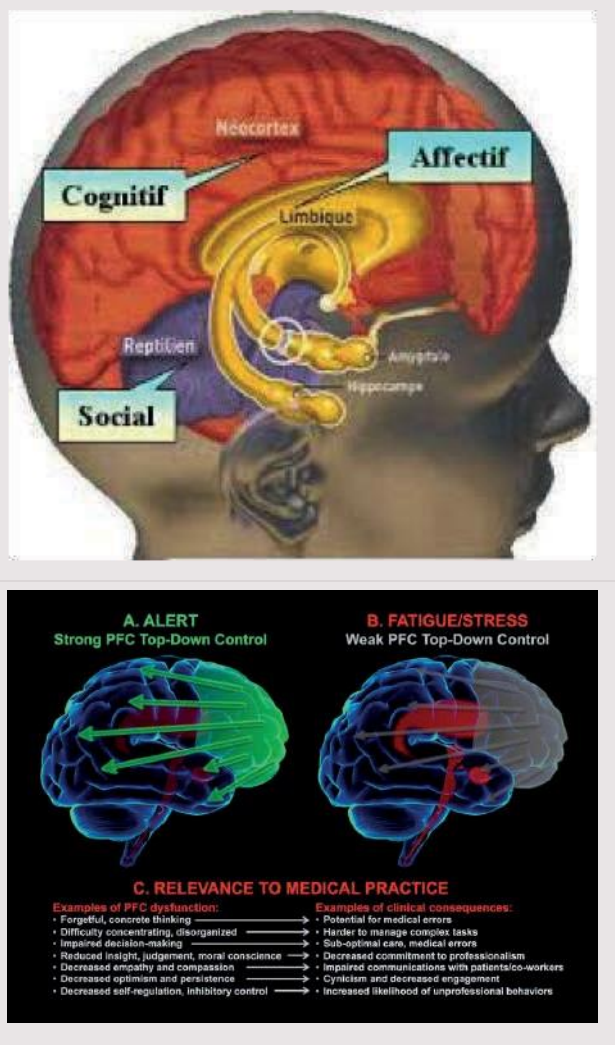
320 In more technical terms, the systems scientist von Bertalanffy (Ludwig) defines cybernetics as “the theory of controlled systems based on communication (transfer of information), system-environment and internal to the system, and on the control (feedback) of the function of the system with respect to the environment.” *General Systems Theory* (2nd edition), p.20.
321 More precisely, telegraphy, with the “black box”.
322 Neuroscience would later discover that 98% of the brain’s activity is unconscious.
323 Wiener (Norbert), *Cybernetics and Society*, p.19.

Brain and cognition

These environmental factors are described in detail in the essay Neuro-Eslaves (Neuro-Slaves)³²⁴, which provides an in-depth and sometimes technical explanation of how the brain works. Here we learn that cognitive science has discovered that the human personality is not indivisible, but is made up of a set of contextual sub-personalities. By activating the appropriate psychological levers in the head of this “divided” human (in the form of relevant inputs, hence the contribution of cybernetics), a corresponding behaviour will be generated.

An optimal strategy will be based on a multi-media combination to generate support and corresponds to the specific functions of our brain. The written word appeals mainly to the neo-cortex, our capacity for reasoning, our rational side. Vladimir Volkoff notes that visuals and images (especially television images) “reach our senses without being censored by our intelligence”³²⁵. University studies, he continues, have shown that the influence of an image through the prism of a screen is more convincing than witnessing the same thing in person. The so-called mirror neuron system will also play its part, since the mimicry it induces will produce empathy for the suffering the subject observes. In the brain, visuals pass directly through our **limbic circuits**, which are more archaic and unconscious, and are the seat of emotion. Finally, the **reptilian** brain, which acts in binary fight/flight mode, is indistinct from the limbic circuits.

In addition, the brain works in an economy mode. It is therefore possible to saturate the seat of reason to accentuate an individual’s suggestibility and emotional reactions. In their chapter on “Changing certainties”, the authors of Neuro-Eslaves note that both exogenous and endogenous toxic substances can damage the capacity of the prefrontal cortex (see image opposite, where PFC stands for prefrontal cortex): alcohol, drugs, sleep deprivation, rollercoaster emotions, chronic stress, a diet high in animal fats, etc., making it more receptive to external influences: “a situation in which the prefrontal cortex works hard and gets tired, only to be overwhelmed by a mass of data or dogmas or slogans or arguments, such that the prefrontal cortex, now exhausted, is no longer able to analyse or dissect. Once the prefrontal cortex is fatigued, the brain’s conduct reverts to the limbic circuits, which are more primitive and emotional, and therefore more susceptible to influence and defenceless.”³²⁶



These multiple influences on the neo-cortex and limbic circuits³²⁷ lead to almost automatic reactions in the individual. They construct their reality from external data, but the information that their “black box” extracts comes from this influence. A subject who believes themselves to be cognitively autonomous is in fact liable to be alienated (no longer belonging to themselves), in a state of decognition (a relaxation of their vigilance³²⁸). The point here is not to pass judgement: conditioning corresponds, for example, to the internalisation of the rules and norms of life necessary for the functioning of a community. But knowing and recounting these elements enables us to understand the functional mechanisms by which an idea penetrates, be it sustainable development or the more anxiety-provoking expression of global warming (to which is sometimes added “of anthropogenic origin”). Let us take an example of Edward Bernays’ construction of reality: the image of the traditional American breakfast of eggs and bacon, requested of Bernays by the producers of smoked bacon and then gradually imposed. In 1924, however, this “traditional” American breakfast consisted of toast and coffee.



All Bernays had to do was understand and apply the rules governing human psychology, which he did by drawing in particular on Gustave Le Bon’s The Crowd: A Study of the Popular Mind (1895)³²⁹. Le Bon was one of the pioneers of what was to become social psychology, which offered a number of advances and a scientific approach to mapping human behaviour. The biologist and socio-psychologist Serge Chakhotin, author of the classic *The Rape of the Masses*, wrote in 1939 that while manipulation and influence had always existed, the qualitative leap of this era was characterised by

the understanding of its biological mechanisms. Henceforth, what was an “art” “had become a science, which could calculate, predict and act according to controllable rules. An immense step forward is being taken in the field of sociology.”³³⁰ He added that the emotional would be emphasised to prevent rationality from being exercised, through the simplification represented by the symbol. The symbol translates an idea, facts, but it can be distorted and simplified by becoming a translation, then a translation of translation, etc., explained Chakhotin.

At the heart of behaviour: conditioning

To sum up, if we take into account all the elements we have just outlined, as well as the many methods of influence that exist, whatever their field or purpose, it is all a question of conditioning; i.e., automated reactions, lasting behavioural feedback, anchored more or less consciously and deeply in the subject.

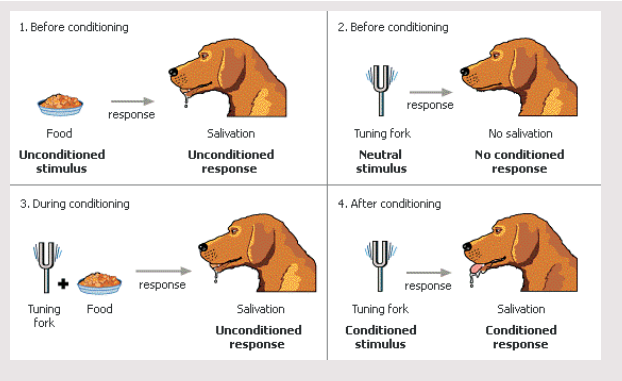
There are two types of conditioning:

1. **Respondent, or Pavlovian.** This is behaviour that follows a specific stimulus. In 1903, the physician and physiologist Ivan Petrovich Pavlov conducted experiments on salivation in dogs. The experiment highlighted the effects of combining *stimuli*, which eventually coalesce to produce an overall response. In his experiment, a dog salivated while eating meat and was regularly brought into the laboratory for the purposes of the experiment. After several sessions, without even seeing the meat, the dog associated his arrival in the laboratory with it and began to salivate in anticipation of seeing his eating place, the experimenter, or by olfaction. In a second comparable experiment, Pavlov presented food to a dog and then introduced a concomitant stimulus (visual or auditory). Pavlov noted that the dog salivated when the associated stimulus was triggered, even in the absence of food. The two stimuli merged into a single perceptual system, constructing the dog’s reality accordingly. We can propose several transpositions to ecology: an emotional reaction when a skinny bear tries to balance itself on a melting ice floe (associated in the mind with global warming), a reaction of fear when particularly hot temperatures are announced (idem), a reaction of support when the Sustainable Development Goals are presented or the Paris Climate Agreement is signed, etc.

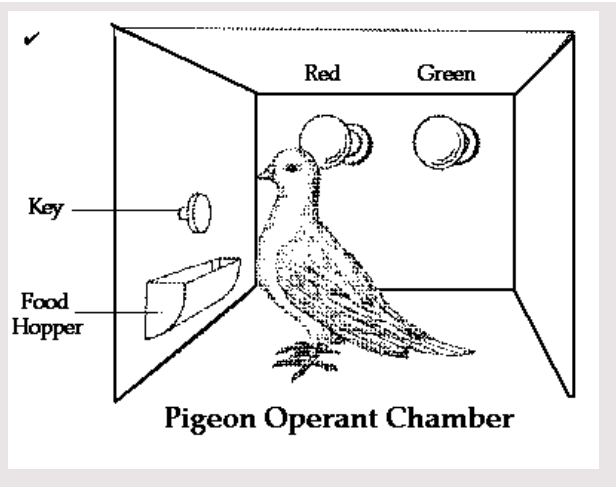
324 Della Luna (Marco) and Cioni (Paolo), *Neuro-Eslaves. Techniques et psychopathologies de la manipulation politique, économique et religieuse* (Neuro-Slaves. Techniques and Psychopathologies of Political, Economic and Religious Manipulation), 3rd edition (latest available). However, we have based our analysis on the 2nd edition.
325 Volkoff (Vladimir), *Désinformation par l’image* (Disinformation Through Images), p.22. Volkoff has devoted several essays to the question of disinformation.
326 *Neuro-Eslaves* (Neuro-Slaves), op. cit, p.236.

327 Think, for example, of the use of colourimetry, which favours the use of red when talking about the climate to emphasise a sense of urgency and visually accompany the issue of global warming.
328 Della Luna and Cioni specify that, “used in altered mental conditions and decognition, a false statement repeated several hundred times becomes in the memory a predominant force over the true memory and succeeds in constructing a false memory”, *ibid*, p.478.
329 In this book, Gustave Le Bon analyses the mechanisms of what he calls “psychological crowds”; i. e., an ecosystem of people, numerous or not, who end up entering, as it were, into resonance. The rational consciousness of the subjects then shifts towards the affective, and they become suggestible.
330 Chakhotin (Serge), *The Rape of the Masses*, p.54. Underlined by Chakhotin. In short, to use Stuart Ewen’s expression (*Captains of Consciousness. Advertising and the Social Roots of the Consumer Culture*) applied to advertising marketing, social engineering has made it possible to give rise to a “general theory of instincts” (p.47).

(associated in the mind with solutions to solve the environmental crisis, and more particularly the climate crisis), etc. The object then does not need to be shown to elicit a reaction³³¹. The term is associated with the concept it covers (the signifier supplants the signified).



2. Operant, or Skinnerian. This is behaviour *in advance* of a specific stimulus. In the 1930s, the behaviourist psychologist Burrhus Frederic Skinner developed a box for studying the mechanisms of conditioning in pigeons and rats. Operant conditioning induces behavioural changes by means of reinforcers. These can take the form of rewards or punishments. The pigeon ends up adopting the behaviour it thinks is best suited to obtaining a reward. Transposed to the environmental sector, the examples are many and varied and contribute to the emulation of this sector: without waiting for a direct stimulus, a company may decide to adopt environmental standards or modify its practices to obtain various labels. A given influencer will choose to express, not primarily what they really think, but what they think is expected of them on a given subject – with its rewards: recognition, esteem, respect, sponsors, legitimacy, etc.



As a result, after more than half a century of dissemination and implementation in various forms and through multiple channels (print media, television, social networks, NGO activism), ecology and environmentalism have created, through their sustained presence and growing prominence on social agendas, through their gradual transformation into a total social fact, the factors for effective conditioning. Their strength has been to put in place the cognitive conditions for the effective engineering of consent, which facilitates its anchoring and acceptance within societies and their public opinion, among citizens eager to take action to “protect the planet”.

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³³¹ When a human being (or an animal) is involved, responsive conditioning is facilitated by empathy. This phenomenon stems from mirror neurons (discovered in the early 1990s), which not only recognise an action and understand its purpose, but also cause the subject observing it to simulate it internally. In other words, mirror neurons facilitate mimicry and identification with a person or phenomenon. See Rizzolatti (Giacomo) & Sinigaglia (Corrado), *Mirrors in the Brain* (2006). *Neuro-Slaves* (Della Luma and Cioni, 2013) provides an interesting addition. Its authors point out that we cannot build ethics on mirror neurons, because “the innate tendency to imitate and empathise can be used underhandedly as an instrument of manipulation to the detriment of people”, *op. cit.*, p.803.

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