

Foundation for Subjective Experience and Research S.E.R. at the first Annual Ministerial Review (AMR) Innovation Fair in Geneva

At the first AMR Innovation Fair, organized by the NGO Section DESA of the Economic and Social Council (ECOSOC) in Geneva, 2 – 5 July 2007, 31 Non-Governmental Organizations (NGOs) presented their best practices and success stories to the first Millennium Goal:

“Strengthening efforts to eradicate poverty and hunger, including through the global partnership for development”.

The Foundation for Subjective Experience and Research S.E.R. participated in the fair with a presentation of the foundation’s programme, focused on the said MDG. Secretary General Ban Ki-moon visited the presentation and talked about it with Romulo V. Tajon, Head of UN Affairs of the S.E.R. Foundation and Member of Board of Directors. Secretary General Ban Ki-moon, Hanifa Mezoui, Chief of the NGO Section UN/DESA of the Economic and Social Council (ECOSOC), Dr. Michelle Fedoroff and Meena Sur, Deputies of the NGO Section DESA showed great interest in the S.E.R. Foundation’s contribution:

- proposal of a **Reconciliation Code of Ethics** to eradicate extreme poverty.

The idea: **Sharing** as one aspect of reconciliation and an indispensable virtue to eradicate extreme poverty is expressed in an art contribution: **St. Martin** – a bronze statue by Uwe Brecht.

Reconciliation by **sharing** demands new structures and a change of paradigm in economics to uplift human dignity. To put that into practice, the **one hundred richest companies or private men in every country should be asked to invest a certain percentage of their fortune in educational and climate change programs.**

In an exemplary way **CERBERUS Capital Management L.P.**, an international investment company with Head in New York, has already started with Best Practice methods in Germany by Chief Operating Officer David Knowler.

The global **Reconciliation Year Plan 2009** of the S.E.R. Foundation is meant to inform civil society about the purpose of the **International Reconciliation Year 2009**, proclaimed by the UN General Assembly and to draw together all reconciliatory efforts in promoting universal values, mutual respect, dignity and justice in all fields of possible expression.

- The **Teatro la Luna project**, founded in 1984 in Cordoba, Argentina, shows the importance of **education as the starting point to diminish poverty**. The aim is to teach street-children artistic skills that will enable them to develop a perspective for life and experience to get 'soup and bread' (minimum to exist) at the same time.
- To strengthen the operational effectiveness of the UN and its executive arm in the grass-root level, the S.E.R. Foundation proposes to the UN General Assembly the creation of an **UN NGO Department**.

Josefine Brecht