

PRESS RELEASE:

Jakob von Uexkull's Council of respected global pioneers is nearing completion.

Drumming for a Sustainable Future

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The World Future Council (WFC), founded by Jakob von Uexkull, was set up with the explicit aim of overcoming global action gaps to ensure that future generations inherit a world worth living in. The Council will research, distil and promote integrated long-term solutions to the problems of today's world.

"Taking into account only the effect that our decision-making has on our own generation often means committing a grave injustice on future generations" says Jakob von Uexkull.

Youssou N'Dour, Senegalese singer and anti-poverty activist who has been engaged in numerous projects to fight hunger and injustice, is the latest in a long line of high profile personalities to join the Council. The 47 year-old, who has been described as "African artist of the century", also works with UNICEF and as a Goodwill Ambassador for the World Health Organisation.

At the WFC Founding Congress meeting (10th to 14th May 2007) new Councillors will meet the 22 Founding Members, among them the human rights advocate Bianca Jagger and Indian environmental activist Vandana Shiva. Together, the full Council of 50 eminent global pioneers will promote the WFC's goals and support the organisation's expert commissions in finding solutions for a sustainable future. In addition to N'Dour, new councillors include: Dr. Rama Mani, CEO of the International Centre for Ethnic Studies, Maude Barlow, a Director with the International Forum on Globalization, Stephen Marglin, Harvard-professor in Economics, Motoyuki Suzuki, Chair of the Japanese Central Environmental Council, Kaarin Taipale, expert in urban development, Francisco Whitaker Ferreira, co-founder of the World Social Forum and anti-corruption activist, Tariq Banuri, Director of the Asia Centre of the Stockholm Environment Institute, Scilla Elworthy, Founder of the Oxford Research Group, Fabio Feldman renowned Brazilian environmental legislator, C. S. Kiang, Founding Dean of the College of Environmental Sciences (Beijing), Rolf Kreibich, Scientific and Managing Director of the Institute for Future Studies and Technology Assessment, Ylva Lindberg the Managing Director of SIGLA and Pauline Tangiora, Maori Elder and indigenous representative.

Jakob von Uexkull summarised the founding of the Council as follows: "The power of ethics should not be underestimated. We can inspire and motivate, prepare international agreements and create model legislation. We will introduce these into national parliaments via the e-Parliament, a global online network of democratically elected parliamentarians. Our first in a series of major ongoing campaigns will be on tackling global climate change. Laws such as the German Renewable Energy Feed-In Legislation, promoting the usage of renewable energy, need to be adopted as soon as possible by all industrialised nations."

About the World Future Council:

The World Future Council, initiated by Jakob von Uexkull (founder of the Right Livelihood Award) and Herbert Girardet (author, environmental expert and film-maker) aims at promoting sustainable development to safeguard the rights of future generations. This global organisation not only co-operates with democratically elected parliamentarians but also a network of 6000 NGOs, the media and the general public in its work.

The 5 member WFC Executive Committee is composed of human rights advocate and Council of Europe Goodwill Ambassador Bianca Jagger, Economist Manfred Max-Neef, Founder of the Small Planet Institute Frances Moore Lappé (author of “Diet for a Small Planet”), environmental activist Vandana Shiva and the former mayor of Heidelberg in Germany, Beate Weber.

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