

# REINVENTING GLOBALIZATION 2.0.0.5

CORNELL UNIVERSITY  
SCHOOL of INDUSTRIAL & LABOR RELATIONS  
New York • November 19-20

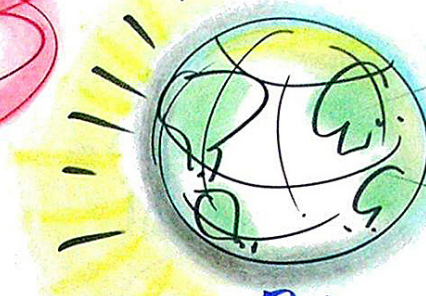
Transformation!

Democracy  
Inclusion  
Equity

Peace.

Progress

The Quality of Human Spirit!!



Democracy.  
Democratic Deficits.

Alternatives??

There is no One Way!

Reinventing Globalization is the result of Human Decisions.

• Reframing  
• Awareness  
• Recognition

Stories! what worked and didn't work?

Human kind invented it! ... so we can re-invent it!



Welcome!

We are grateful for the COLLABORATION!  
A great Team of CO-SPONSORS.

STEPHEN HEINZ.

Bill Snyder  
Facilitator

Design Team

Diana  
Graphic Facilitation

Thank-You!!

Jennifer  
Coordinator



CORNELL UNIVERSITY

MICHAEL CONROY.



1. What do we mean by Reinventing Globalization?
2. What are the Goals of the Conference
3. Where will this Go?
4. The "learning Community"

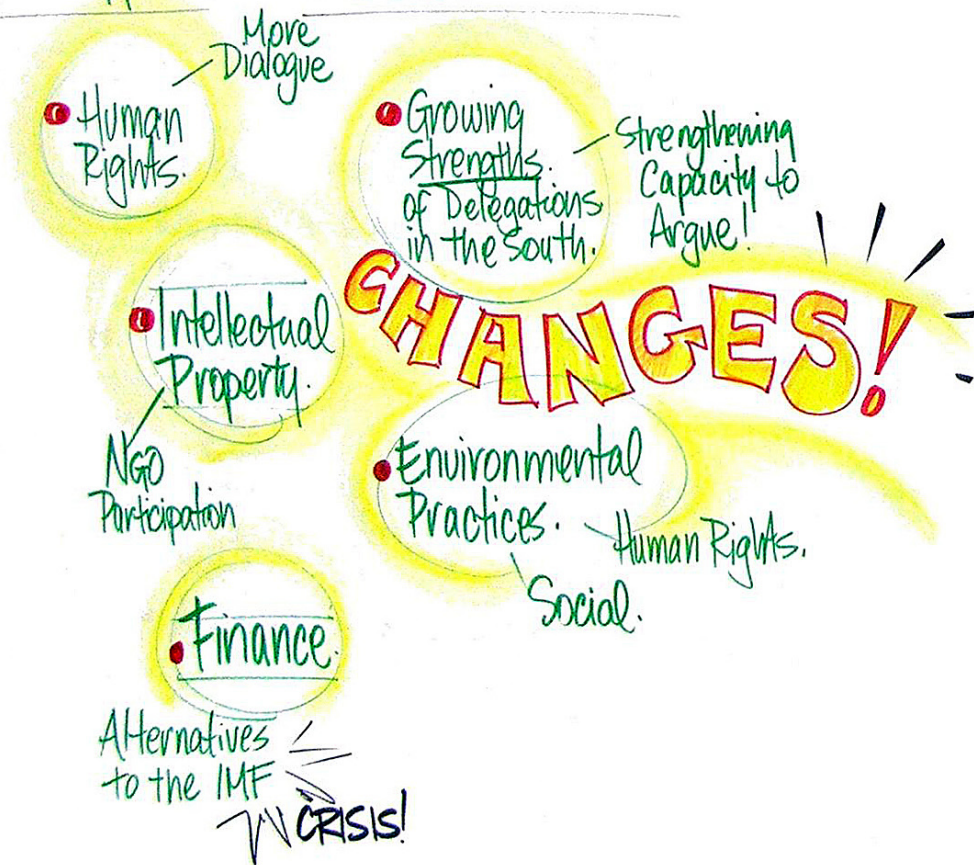
A Global Justice Movement!

... Michael continued...



Globalization  
It can still be changed!

- The Success of our Work has made it clear that there are Issues in the World.
- This Group is working in many different dimensions.



- In this Meeting... let's Celebrate and Analyze our Successes.



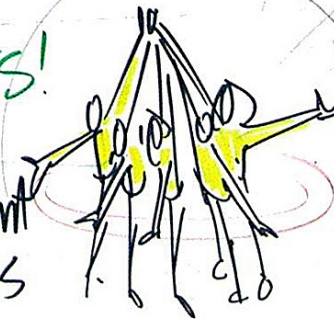
- What's Working!
- Creating a Community of Practice!!



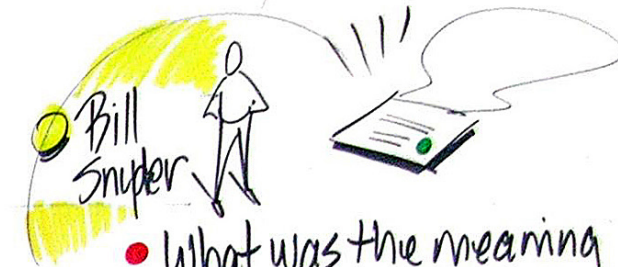
- Where this goes... depends on you!!

- We can do it again!! A bigger Conference.
- Build and Resource Communities of Practice.
- We are all **ACTIVISTS!** Internal & External.

⇒ We all want to learn as Activists.



You all have "THEORIES"



- What was the meaning of the Colored Dots?



- This Group represents different strategies.
- Dots were based on what we Interpreted from the stories.

- We all represent a range of STRATEGIES.



- TRUST
- LEARNING From each other.
- Different Backgrounds.

- Shared Experiences
- Inter-Active Peer Participation

**COMMUNITIES OF PRACTICE.**

- Multi-Stakeholder Dialogues.
- Learning from each other's Stories.
- We re-invent Globalization by re-inventing how we connect with each other.

... COMMENTS FROM THE GROUP

- Increasing Democracy and Natural Sovereignty.



There's a Big Vacuum...

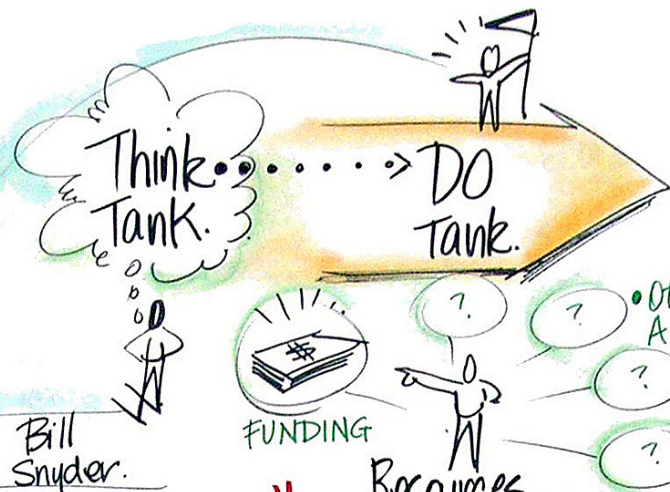
Internal Divide EGOS?

CONCERNS.

- We need to re-invent Starting from the Bottom.
- LISTENING!**

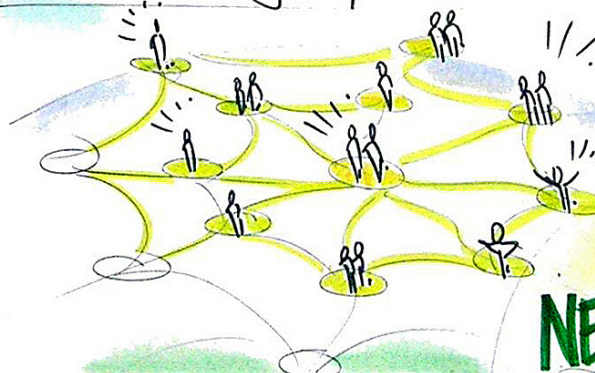
- We have created a GLOBAL MOVEMENT! We need to figure out how to support it, create more of it.

- How do you BUILD and SUSTAIN power?



Expectations!!

- IDEAS
- Meet Others
- Find ways of Connecting w/each other.



**NETWORKS**

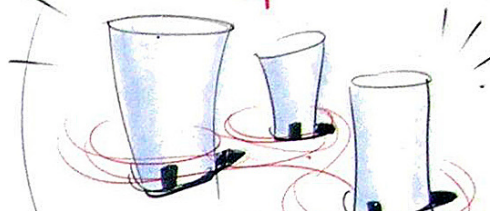
- Collaboration
- Partnerships
- There is a Collection of STRATEGIES.
- Power Dynamics.



- Strategies.
- Issues.

- Stick an Orange Dot to represent the learnings during this Conference.

\* Let's break out of the Silos!

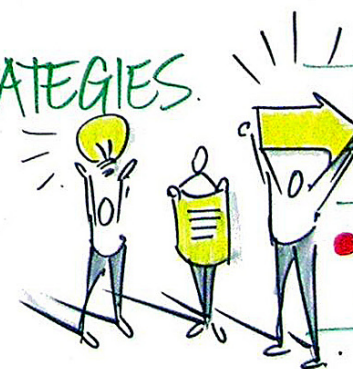


\* What are the Synergies??

**LEARNING TEAMS**

GROUPS of 6.

- Responsibility:
  - to help individuals learn more.
- Report out to the whole Community.
- IDEAS, PRACTICES and ACTIONS.



• How do we Shake up Power Dynamics?  
GeoPolitical of N-S frame

# GLOBAL FINANCE

• How many Frames are we looking at?



- Today we are in a different Global Arena.
- Basic Rules are "Soft" — There is Public Demand for "Hard Rules"
- Reframe beyond Institutions
- Power Map of GG Institutions.



**JUSTICE DEMOCRACY**

**Rules**

\* Make the GAMES FAIR!

\* Do we allow it to be Pure & Strong ?? OR Mainstream it?

# FAIR TRADE

• How do we let Consumers to SEE the Value in the Label?



• Selling for Profit? or Selling a Movement?

• GMCR → We need to find ways to Provide INCENTIVES

- Retailers
- Consumers
- Producers

• Transactional Cost → High!  
• Fairtrade works when it's a Solution to a Problem.

McDonalds?  
A Fashion Pact??

\* How does One Promote Equity, Justice and Democratic Messages in a "CHAOS" Media Environment?

# CREATING CONTENT

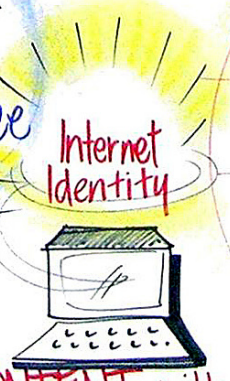


• Influencing the "Old Media"

→ ARE WE CONFUSING CONTENT with TECHNOLOGY?

# NEW MEDIA

belongs to the People!  
• We need to rely on HUMAN INTERVENTION

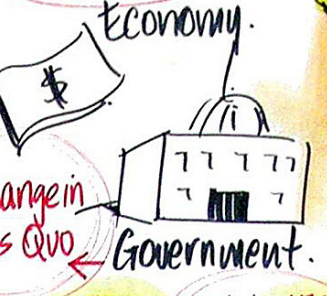


• Challenge:  
• Wages have not Improved.  
• Limited Victories  
• Hard to find FUNDS.

\* Policy Development

\* Change in Status Quo

\* LAWSUITS



# MULTINATIONAL CORPORATIONS

- Do we want to dismantle Corporations? or work w/them?
- How do you SUSTAIN success?
- How do you take the work done @ a National level and LINK it to Global Solutions?

"I want to take on The BIG OIL"

- The Power of Students!
- Farmers Movement
- Trade Union Leaders.

• Important → Go to Companies that Interface w/Customers.

OIL

Auto Makers.



# LOCAL/GLOBAL

Home Depot  
Citi Group

• Capacity Building  
↳ LANGUAGE

• "Training Styles" need to be developed.

• More Commitment (long-term) to the Women.



\* Women Workers.

• We need more Presence on the Ground.

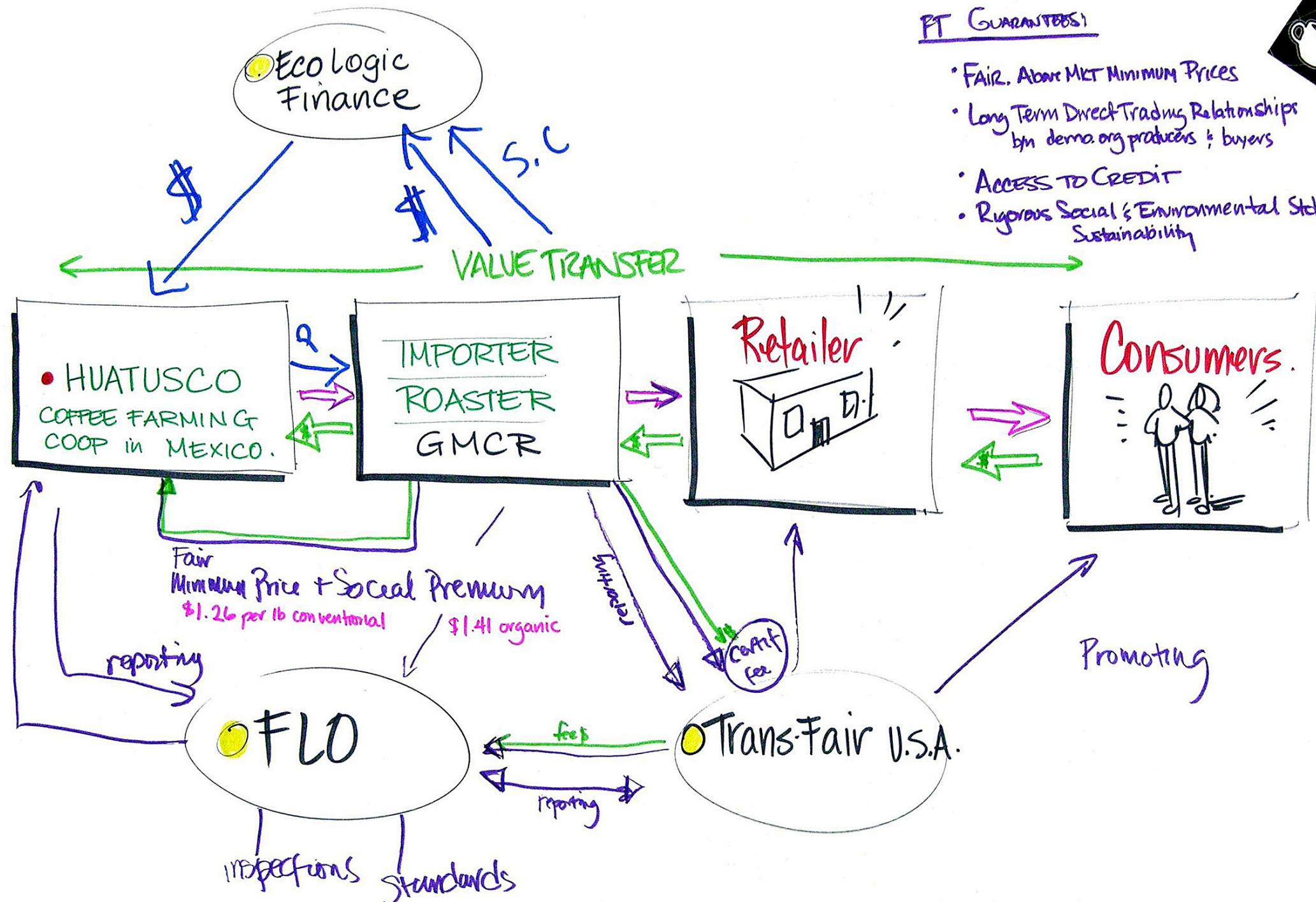
• Access to key Constituencies.

• Concerns: • Central America Regions are not as popular.

• We're Puppets of the Union Movement in the U.S.

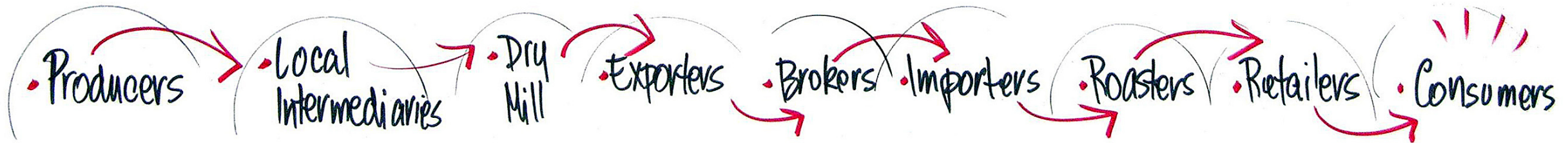
\* It's Hard on the Ground.

\* Governments are exploited by Foreign Institutions to use their Resources to clear Debt.



FT GUARANTEES:

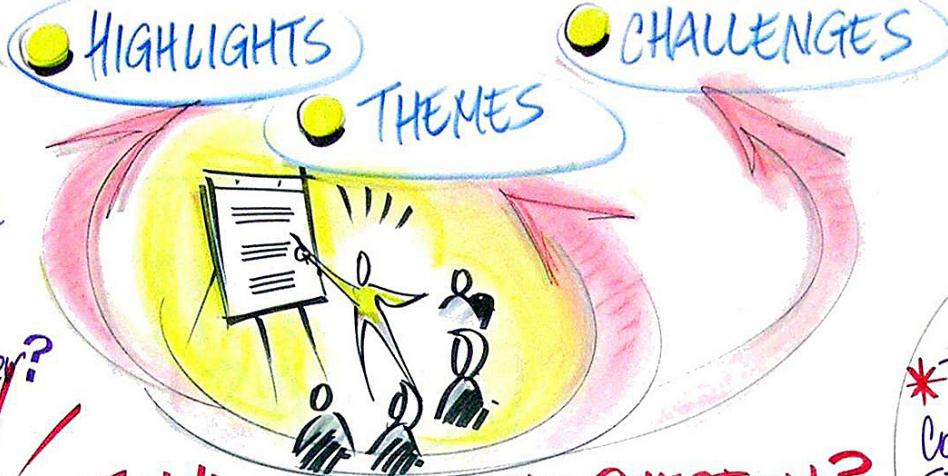
- Fair, Above Mkt Minimum Prices
- Long Term Direct Trading Relationships b/n demo.org producers & buyers
- Access to Credit
- Supports Social & Environmental Stds for Sustainability



- Dialogue
- Diff. Classes
- Diff. Sectors

• We need to **ENGAGE** Larger Groups of People.

## LARGE GROUP DEBRIEF



### Multi-national Corporations

\* Concern: Going deeper in identifying common values. What do we want from Large Corporations?

\* No consensus — should Corporations be dismantled or make them better?

\* Good Cop — Bad Cop??

\* Problems are huge. Full frontal assault. Enron, Walmart, etc.



New Media

### Who FRAMES THE QUESTION?

### Media

\* Tension between Technology & Content.

\* Democratizing of the Internet.

\* New Media, Blogs, Internet Communications → Controlled.

→ Steps to maintain Democratic Space.

\* Who really has the Media?

We're not sharing or coordinating Resources enough.

### Fair Trade

\* What lessons can be applied from FAIRTRADE?

\* As more players come in... it could be a problem.

\* Trade was focused on "One Case Study"

\* Intl. Certification Process.



### Local/Global

\* Who represents what??

\* Issues: → LANGUAGE we are using in Our Group. Local and Global Insider vs. Outsider.

### Policy Implementation

\* Different Combinations of Strategies.

\* Condense our Communications. Our work has to be Multi-Stakeholder. We have to be nimble → Respond quickly to RISK.

### Global Finance

\* How are Decisions made?

\* We're going after one Development Bank after another — 12 done → 300 to go!!

\* Focusing → Social Economy and Global Governance.

\* We're fighting on a terrain that is always against us.

\* Differences bet. North & South.

\* How do you transform Success from one group to another?

## Multinationals Corporations.



- Creation of Alternative Corporations.  
↳ Setting up Organizations that will Challenge Corporations.

## Media.

- Developments in "New Media"
- How can New Media become Useful and not "Nonsense"
- Equity
- Participation in decision making Processes.
- We shouldn't abandon the Processes/Procedures of the Old Media.
- Look @ what YOUNG PEOPLE are doing



Media...  
5 years from Now!

Work with  
What's Popular!

Search in Google for  
EPIC 2004 Team

## FAIR TRADE

- What happens when the ALTERNATIVE Trade becomes Successful and becomes the Norm?
- How can we support the Organizations?
- What does Fair trade have to offer in the Context of this Conference?

Managing  
the Mess!!

## Global Finance

- Rules & Standards.
- We are seeing more and more "Soft Law"
- Hierarchy of Norms & Rights
- Accountability.  
How decisions are made ...
- How to operationalize Rules and standards @ the local level.

## Policy Implementation

- How can we Develop concrete Ideas → for Strategies
- There are SKILLS among the participants — that other people need.
- "Mechanisms" How is it done and can it be replicable??
- Tomorrow → we should Skill Share.
- Brainstorming - "Messaging"  
Create the Psychology.  
The Story → the Message we can all Use.
- There's not enough "Iceberg" formation.  
What's the Story?



## LOCAL / GLOBAL

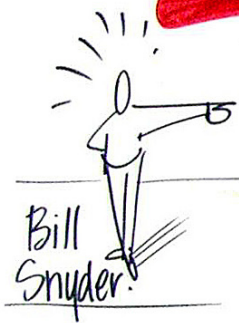
- Our Project is about POWER! Not Policy. Developing New Power.
- Relationships bet. all constituencies. Local Movement, NGO Global ...
- Money → How do we finance long-term strategy?
- We don't put ENERGY into developing a New Vision (6)

\* LANGUAGE

- \* Multi Movement!
- \* Multi Strategy!
- \* Multi Vision!

# DAY 2

## Welcome!



Yesterday we didn't have time to "weave" together the "Collective Sense".



• Our Agenda today will change

• "We need to see Funders as Partners"  
↳ Have Large Group Discussion first and then listen to the Funders before we go into ACTION TEAMS.

Strong Ideas need to come to the Surface!

Get something Done!!

COLLECTIVE Project

• We need to agree, be on the same page and take Action. Something Concrete!

**Pick a COLLECTIVE PROJECT!**

• What things are missing? • WE NEED A Recipe Book

• This is not an Ideological Divide it's a Strategic Divide.



## LARGE GROUP REFLECTION

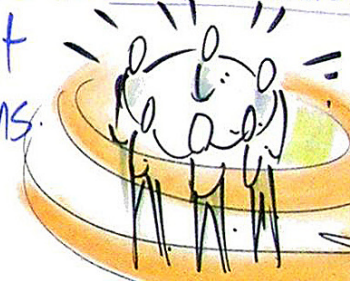
• How do we "collectively" create a vision and recognize that there are "other" people who need to be involved.

• What are we? Who are we?  
Do we want to become something?

• The Point → How do we build the Process of Change!  
Social Change.

A Process that will involve everyone.

• Different Positions.



Process of Building POWER

- Important → form an International Treaty.
- Find the "Missing" theory.  
↳ What's wrong?? and what's the Alternative??



- Bridging the Divide.  
Have a Facilitator!  
↳ Create a Common Story.  
Anti-zapping.

- WTO has to do what it was meant to do!
- There needs to be more YOUNG People in the room!

Human Rights!!  
\*There is a Broad Narrative  
**COMMON VISION**

"OTHERS" Stakeholders  
\*What is the STATUS QUO?

It's not just ONE SINGLE IDEOLOGY.

\*DON'T WORRY about the DIFFERENCES!

\*What are OUR OUTCOMES??

Measurable Outcomes.

- Our work is about BUILDING POWER!  
↳ How do we approach Campaigns?

- The language and Framework for HUMAN RIGHTS.  
↳ Agreements. Mechanisms are already there!! Uphold and Protect!

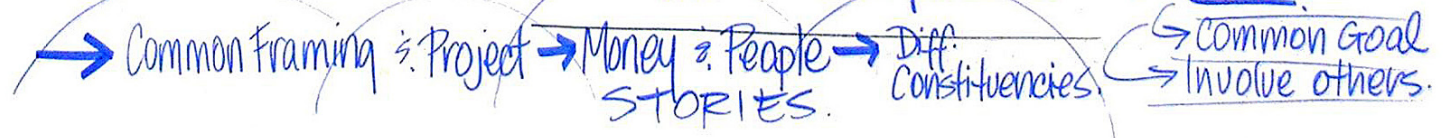
- There is a lot of ENERGY, but not enough FOCUS.



↳ Not accountable to the People.  
You have to begin with a PREMISE. What can we accomplish together?

- Let's agree on a Common Goal! Reverse what the Corporations did!

- Where are the People from Developing Country?? It's a U.S. run meeting.  
We should focus on the "Process"

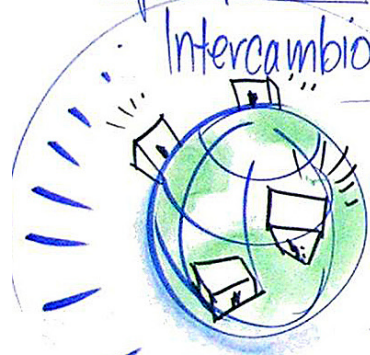


- Integramos a un "CEREBRO COLECTIVO"  
Necesitamos un Proceso  
Conectando las diferentes Partes.



Housing and Land Rights

- Capacitación • Investigación  
Intercambio entre diferente Universidades.



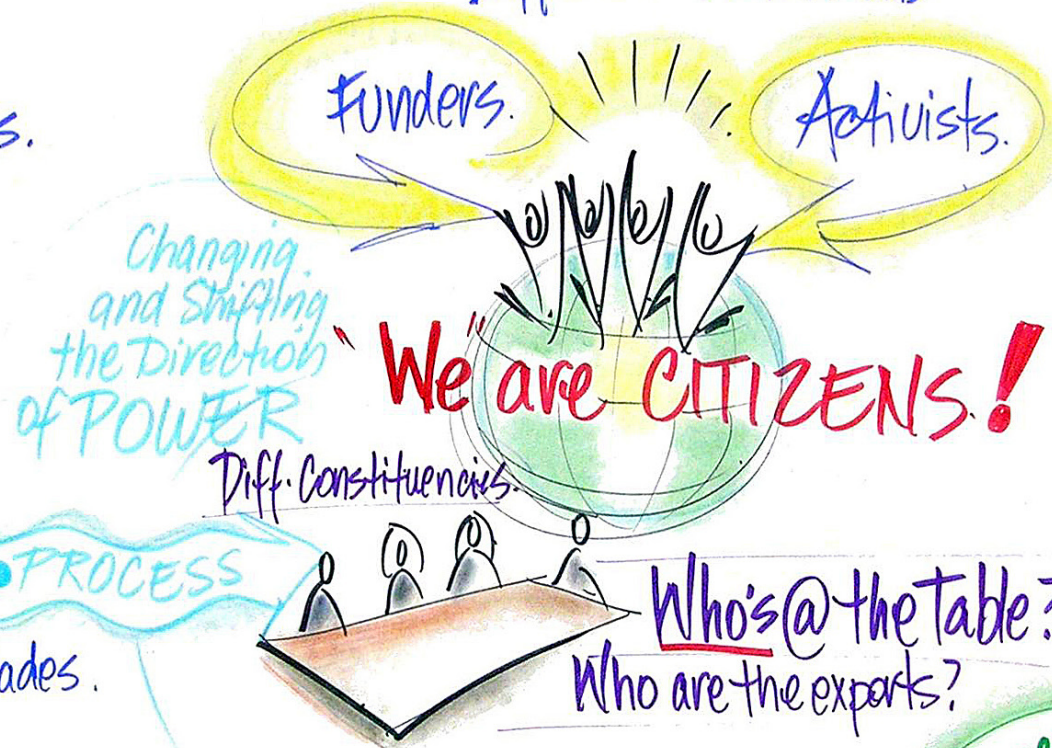
Una red Mundial!

Human Popular University.

- "Americans" are too into the DOING!  
We should "DO" something if  
there is Added Value.

### CHALLENGE:

How do you get all the  
"Different Dimensions"



- What will I do  
different??

- The Message
- Collecting the Stories.
- Process - diversity - we  
need to expand it.

- I will work on Trade Issues  
We need a Strategy.

**Have CONCRETE DISCUSSIONS.**

Let's learn from each other.

### Messaging.

- Democracy - Equity.  
Corporations have to be on  
the Agenda.

**Important** → Representation is in the room!

- There are things that are  
happening right now.  
Globalization is not just theoretical -  
it's actual!

\* Issue  
Elitist  
Cinello

- Americans need to Collectivize  
What is Democratization?  
We need to create the  
**MESSAGE**

Construct the Narrative!

→ What will the opposition want us  
to do - Corporations are good on  
Focusing & Maximizing on  
Collective Action

# WHAT IS POSSIBLE?

- All the work needs to continue ...

Added Value

Create the NARRATIVE



Power

- U.S. → we need to create a Compelling Change. We are disaggregated.

the enemies of change have a story. → there's a system that has failed!!

- It's been important to have this conversation. We didn't have a pretext of this being a "Globally Represented Group". We brought people who had successful strategies → to learn from each other.

Michael Conroy

D. Arsenian

• Doing the Right Thing!



• Doing it Better!!

• Faster!!

## The Message

Hong Kong story.

- Are we stuck!
- Or can we CHANGE?

- Who are the **PLAYERS**? What are the **Priorities**?

- Are there **Collective Activities** that could strengthen our work?

Global "N"  
Global "S"

- We will need to take this conversation outside of the U.S. Issue: Visas

## Coalitions



- "This has been useful for me" (Linda)

- How can we add VALUE to what's going on in other places.

We are many "We's"

• The World **OLYMPICS!**

• THE "OFFICIAL NARRATIVE" OF GLOBALIZATION doesn't work.

New Processes

New STORIES!

• Citizens Report on Globalization

• the **Power of CIVIL SOCIETY!** China. Asking for Corp. Responsibility.

- Exposing Corporations. Supporting the Countries. We shouldn't feel so paralyzed.

• Mid-Meta Strategy

\* The Clouds of Connections!

Opportunity:

Use technology & the Web.

• COLLABORATIVE TOOLS



## CONNECTIVITY

- Resources
- Linked-On!
- Share Stories.
- Meta-Tracking & Connectivity System.

• "COMMANDING HEIGHTS"

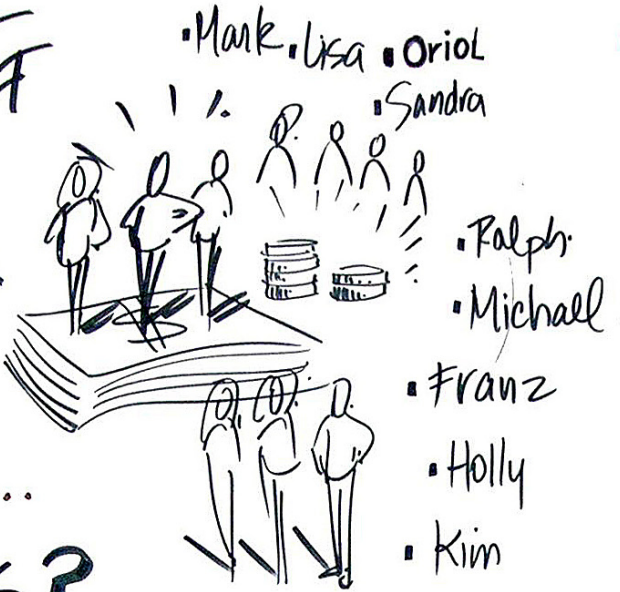
• COMMUNITY OF PRACTICE Clearing House.

• Successful Trade Groups

## REPRESENTATION



# REINVENTING FUNDING DISCUSSION

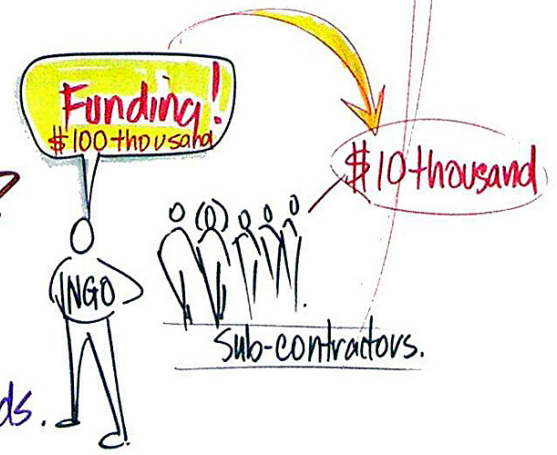


"Funders" are Activists too...  
Working in a Different Realm...

## What are YOUR QUESTIONS?

- How do you get Funding for Ideas that have been around for a long time?
- Old Ideas → 2-3 years → New Ideas
- \* Sustainability

- How do you fund "collaboration"?
- "Collaborative Funding" - how can the amount be sufficient for each group?
- Organizations in the Global South have challenges to find Funding.
  - We are sub-contractors for NGOs asking for funds.
  - The "Mechanisms" for requesting Funds.
    - In the South, → Failure of Systems
    - Inefficiencies in Civil Society.



Changing the System of Govt.!!

- Challenging Corporate Power!  
↳ Corp. Globalization - How does it affect your Decision?
- How do we get Funding from the North?
  - Access to Funders?
  - Equity?
  - Intermediaries?
- What are the Barriers to getting more Funders in this work - as the Pool is getting smaller?
- The pool is getting smaller and fragmented -
- What is the Role of the Funder?
  - Convening? Activist?
- What are you seeing now?
  - Birdseye View
- Access!! As students ... how do we get into your heads? Make Ourselves Sustainable ...
- Does "Right Wing" Politics affect your Decisions?



• We don't come to Foundations w/a Beggar's Hat...

• We propose **COLLABORATION**

- Space
- Expertise
- Methodologies.

**CADA UNO DE NOSOTROS TIENE SU PROPIA AUTONOMIA**  
 Not just work on Simple Projects...  
 But Programs of Work.



**Holly:**

Donors are "Actors" within the movement.  
 Within our Own Foundations we are Advocates!!

**ACCESS** - we operate in a Regulatory Environment.  
 ... 18 months to get a Grant to Mexico!!

**POLITICS.**  
 Reward cross-Issues.  
 Conversations are happening.

**Michael**

2 levels of **ACTIVISM.**

- Serve as a Resource and a Connector.
- Internal Role - Relationship w/Sr. Mngmt and the Board.

**Ralph:**

**COLLABORATION.**

Collaborations w/ grantees.

The Global Philanthropic Circle.

COMMUNITIES.

Indigenous Philanthropic Projects.

**CREATING BUSINESSES** within NGOs.

**SOCIAL ENTERPRISE ALLIANCE.**

**KIM.**

**SUSTAINABILITY**

Social Venture Network.

**GPC** Global Philanthropy Circle

Community Foundations in Developing Countries!

Women's Funds

**GIVING WITHOUT BORDERS.**

Katherine Fulton: "Philanthropy in the 21st Century"

Rainforest funding

Right wing

**Lisa:**

The Role of the FUNDER depends on the Foundation.



→ **SYSTEMS.** is what I look at. Extending Democracy.



**Right Wing Influence...**  
- 3 laws today restrict Foundations to do: Global Works.

Identifying "GOOD Seeds"

**COLLABORATION**

New Legislation!

Lawyers Interpret the Rules.

**PASSION!**  
**BROADER VALUES.** Using TREATIES!!

You can win your Battle, but you have to win the WAR!

Getting Sr. Mngmt to think more Broadly.



Pitching Proposals in a language that will be understood by the Board.

**Language and Focus.**

K.G.  
11/20/05  
... FUNDERS cont'd.

ORIO

Funding → Global Civil Societies.

Funding Globally

Build Global Alliance of Funders.

REINVENT & MAKE IT SYSTEMATIC.

The PITCH

Sometimes you just need to be PLAIN. Simple VANILLA!

Sandra: "\$6 Million per Year is what I fund"

Poverty → huge Problems.

We're Big Foundations - but "small" within the range of what's happening.

Challenges of Program Officers → Reality!

How do we continue to make issues relevant to the Sr. Mgmt. and how do we show we're making progress??

D. Arsenian

There are SMALLER Funds available. CONTINUOUS SUCCESS. Repitch! COMMUNICATION FRAMING

Rethink and Repitch.

Mark.

Funders Network

Website

UNDERSTAND the Global Context.

CROSS FOUNDATION AFFINITY GROUPS.

Create the Space.



Help "other" Funders understand the Issues

(Globalization Funders or not.)

Recruiting Others!!

Bringing other Funders to "ISSUE" Areas.

Conference Calls.

Delegations

World Social Forum in Kenya '07.

Convening.

Shifting the Discourse

They should fund w/developing countries or in Europe.

Europe has CHANGED in Funding.

Look where you can make a contribution internally.

Transnational Organizing

EXCITES me!!

Processes.

the World Social Forum.

"BANKS" Trans. Funding

Money what can it do for SOCIETY?

U.S. Grassroots Organizations Collaboration!!

- Gift Money.
- Savings
- Money Invested w/Risk
- Venture Capital.
- Loan Money.
- Seed Money.

How can we make LENDING long-term?

Full Interest or Not?? A Gift System within the Savings Permanent FINANCE.

Offices in Europe?? What's the Value??

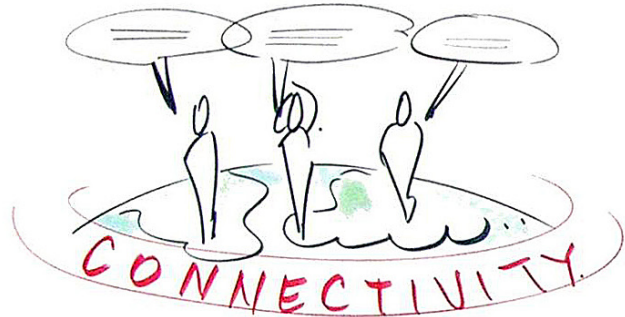
SAVINGS PRODUCT - Marketed w/the Brand of the Organization.

PRIVATE BANKING

# What's the POSSIBILITY?

What can the "Collective" do?  
How can we Support the Initiatives?

- Movement Building.  
The need to have more DIALOGUE.



- Trade Group - talking w/others and extending the Conversation to other Communities.  
We Focused on the Issue of Hong Kong.  
↳ Going "Deep" w/our groups.



## ■ CORPORATIONS

- Corp. Campaigns → Meta-Corp. Campaign.
  - Greater Connectivity → Sharing and Deepening Demand Set.
  - Accountability → Frameworks
  - Sharing "Best Practices" - connecting w/existing Networks.
- Volunteers in all 3 Areas!

D. Arsenian

## ■ 3 ADDED VALUES

Combining Issues & Practices  
Connecting American Orgs  
w/ the Best of the World  
It's a new Venue - it allows  
creativity.



Cross-Pollinate!

- How do we sustain this?

LEGITIMACY - is key!

Emanate our thinking!  
We need to develop a sense  
of what could be done.



Leadership Stories to tell.

- Opportunity:

We need to set a "Social Value"

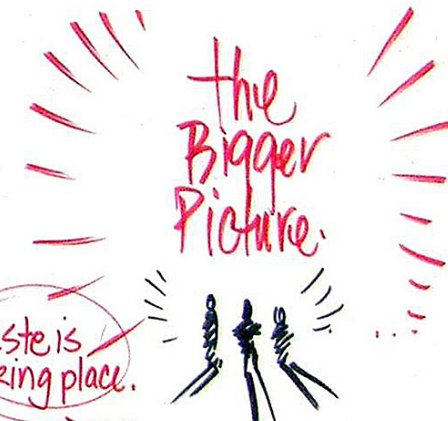
Political Support

\* Are there TOPICS here

Where people are  
committed to devote their  
time to??

Is there a "Value" resemblance?  
One Identity w/collective  
groups.

\* The Purpose of this  
meeting was to start the  
conversation.



Waste is  
Taking place.

We're not adding up...  
We're putting together  
a Group of People...  
Accumulative Impact

Everyone  
is doing their  
own thing.

RG  
11/20/05

WTO  
has failed...  
A broken System...

Developing Countries

Opportunity → SHOW  
the System isn't working.

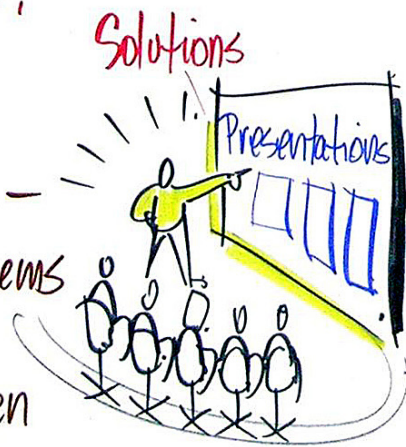
Purpose of our Meeting ...



Reinventing Globalization → How to Frame it??

Trade Agreements and treaties  
→ Agreements that solve Problems for People.  
→ There are "positive" things driven by NGOs.

D. Arsenian



Meta-Narrative

We need this Group to talk to people in the South.



For World Social Movements → it's important to see what happens in the United States.

Jobs for Justice

Family Fund Foundation

I don't know if we can reinvent Globalization in a most expensive Hotel!

I understand the "WE" → It's about the "SPACE"  
"Indispensable" → to have representation from all Social Groups.  
We have to be a reality base movement.

MAKING VISIBLE  
all the "reinventions"

connections



World Social Forum  
Venezuela.  
Get your mind opened at this Forum.

Jan. 25-29, 2006  
CARACAS

It's about local/Social Struggles.

• Thank-you!

\* Michael Conroy.

Leaders in the Field.

\* Participants.

- Contributions
- Ideas

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"herding cats!!"

\* Funders.

