



**THIRD GLOBAL FORUM OF THE ALLIANCE OF CIVILIZATIONS, in Rio de Janeiro
BRIDGING CULTURES, BUILDING PEACE**

Session ‘Values and Principles for a more Just, Sustainable and Peaceful Future: The Promise of the Earth Charter’, 27 May 2010, 16.30 – 18.00

Partner organization

Earth Charter International

Background

The alarming data on conflicts, climate change, social inequalities and on unsustainable patterns of development are generating an increasing sense of awareness around the world, nonetheless, societies are failing to put in place the necessary changes towards sustainability, mainly because the deep embedded values that have been promoted by predominant worldviews, are values that are in direct contrast with the sustainability paradigm.

The Earth Charter is been used widely as an ethical framework and educational instrument around the world with a vision that humanity “must recognize that in the midst of a magnificent diversity of cultures and life forms we are one human family and one Earth Community with a common destiny.”

Participants of this session will get a deeper understanding of the systemic/integrated nature of the Earth Charter vision, and of its potential to inspire the peoples of the world to engage collectively in actions that reflect the essential ethical principles for sustainable ways of living.

Issues for discussion

In this interactive session, panelists will share their thoughts on:

1. How the Earth Charter in Action Movement is generating creative actions in different realms of the human activities in a very natural/biological form (thus revealing its transformation potential for the future.
2. How the values and principles of the Earth Charter can be quite instrumental in policy making, planning and education processes in different cultural settings all over the world.

Panelists

Oscar Motomura is the founder and chief executive officer of the Amana-Key Group, a center for excellence in management, a network of associates with global reach, based in São Paulo, Brazil. The purpose of Amana-Key is to serve as a world reference for radical innovation in management that is capable of generating the genuine development of people, organizations, communities, and the greater whole. The Amana-Key Group has adopted the Earth Charter as a reference for its education programmes and innovation retreats. Thousands of leaders from corporations and the government take Amana-Key programmes every year, where their awareness of global issues affecting humanity is expanded along with their understanding of the importance of contributing to our collective evolution,

through ethical and conscious management practices. Mr. Motomura started his career in Brazil in a large, multinational financial institution, where he reached a senior management position at the age of 26. He founded his own company at 28, which was the starting point for what is now Amana-Key. Motomura is known in Brazil as one of the most creative specialists in the area of strategy. He holds degrees in business administration and social psychology.

Leonardo Boff (Brazil): Internationally recognized Roman Catholic theologian and author of many books; *The Tao of Liberation* for instance. He is a leader of the liberation theology movement, who in recent books such as *Cry of the Earth, Cry of the Poor* has integrated his spiritual vision and commitment to liberation of the poor with a deep concern for the environment; ordained as a Roman Catholic Franciscan priest in 1964; resigned from the priesthood in 1991 but continues to be inspired in his teaching and writing by the vision of Saint Francis of Assisi; professor of theology at the Instituto Teológico Franciscano and the University of Rio de Janeiro; served as editor of Brazil's foremost theological journal, *Revista Eclesiástica Brasileira*.

Cristina Moreno (Brazil) has over 30 years of experience working in the private sector and management area, mainly in the paper industry in Brazil and in sustainability. Earth Charter Volunteer and Communication Task Force. Cristina is a Chemical Engineer with post graduation in Thermal and economic engineering.