



# World Creativity Center





**Preface**

The World Creativity Center (WCC) is an investment in our future and our children's future and beyond. The wheel IS broken. It is now time to fix it with intelligent awareness of the natural order of people, places and things, and *take action accordingly*. We have the human power and resources at this point to reinvent society's and our Earth's identity. Attentive assessment is called for on which to base the next step to global recovery on every level.

**Advisory Council Member**  
**WORLD CREATIVITY CENTER**





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# WCC Advisory Council

## **Andrew Bell**

Writer, Organizer  
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## **Azande Cummings**

Drums, Vibraphone Jazz Master  
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## **Barbara Gaughen Muller**

Visionary Global Leader  
Public Relations Consultant  
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## **Carine Ulano Firestone**

Singer/Songwriter  
Children's Book Author  
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## **Edward Dabrowski**

Electrical Engineer  
Arborist  
Australia

## **Edward Winchester**

Founder, PeaceMakers Institute  
Founder, Pentagon Meditation Club  
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## **Emile Boustani**

Business Leader  
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## **Emily Eisen**

Founder/Director/Instructor,  
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Educational Kinesiologist  
Fine Artist/Performing Artist  
Northport, NY, USA

## **Joseph Hinden**

Graphic Artist  
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## **Judith Alstader**

Master Classical Pianist  
Educator  
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## **Kriysti O'Rourke**

Educator  
Five Towns College  
Huntington, NY, USA

## **Linda Humes**

Storyteller, Actress  
Educator, John Jay College  
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## **Meganne Forbes**

Visionary Artist  
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## **Michael DeLuise**

Business Consultant  
Chamber of Commerce Leader  
Dix Hills, NY, USA

## **Peter Rogine**

Master Jazz Guitarist  
Educator  
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## **Ronald G. Thomas**

Music Healing Practitioner  
Peacemaker  
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## **Sanford Hinden**

Author, 7 Keys to Love  
Global Research & Development  
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Life Coach, Author  
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## **Tatiana Kesrouani**

Visual Communication Designer  
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## **Thomas Power**

Business Leader  
Ecademy Founder  
United Kingdom

## **Tony Brophy**

Landscape Consultant  
Universal Gardens  
United Kingdom



## MISSION - PROCESS - METHOD

The Mission of the World Creativity Center is to develop sustainable families, communities and Earth.

The World Creativity Center is dedicate to finding *solutions to the world's economic, social and environmental problems and needs.*

The Process of the World Creativity Center is *to Facilitate Creative Flow* to help the planet get to the next level of *Conscious-Creative-Collaboration*

WHO: Creative, authentic, caring, flexible, down to Earth people, who love the Earth, from all walks of life...

HOW:  
DEVELOPMENT METHODOLOGY  
Playing This As A Game... *Game On...*





## WORLD CREATIVITY CENTER PROGRAMS

Global  
Transformation  
TV

Visionary Arts,  
Performance &  
Media Program

The  
Enlightened  
Leadership Group

Sustainable  
Economic &  
Financial System  
Project

WikiEarth  
Solutions Project

Sustainable  
Communities  
Inventory & Index



# GLOBAL TRANSFORMATION TV

Enlightening culture and entertainment from the *Visionary Arts, Performance & Media Program*, and reporting on *The Enlightened Leadership Group*, the *Sustainable Economic & Financial System Project*, the *WikiEarth Solutions Project*, and the *Community Sustainability Inventory & Index Program* and other positive global initiatives and developments.



**Global Education &  
Enlightening Entertainment  
for Sustainable Families, Communities and Earth**

## BARBARA GAUGHEN-MULLER



Educator, author, global public relations, business leader and public speaker. She has devoted her life to great human causes and a better world through socially responsible global public relations for world organizations, world leaders, business, education and government. Her Public Relations firm is now in its 16th year. Prior to this Ms. Gaughen-Muller was Director of the California State Department *Career Education Dissemination Project*, a demonstration teacher, educational consultant and ran the *Industry Education Council* and worked for the *National Alliance of Business*.

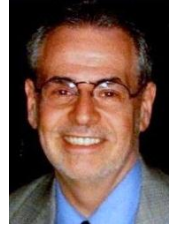
She taught post graduate classes for the University of California and has co-authored six books on educational theory and practice. She ran for County Superintendent of Schools and has been appointed to work with national education and youth committees in Washington, DC.

Her radio show *INSPIRING CONVERSATIONS* with top business, political and spiritual leaders was broadcast world-wide from *Radio for Peace International*. She was co-founder of *Media 21* with Dr. Robert Muller, a PR counsel firm dedicated to preparing the media and organizations for an ethical 21st Century. She created *National Book Blitz Month*, held annually in January, honoring the world's authors and is a past president of the *Book Publicists*. Her book, *Book Blitz* was a top seller on Amazon.com.

Often requested to be the closing speaker at World Conferences on the subject of "*Where Do We Go From Here?*" helping Conference attendees use the 5 basic principles of PR to influence and change their local community and thus change the world. Her key-ending speech introduced her to Dr. Robert Muller, United Nations Assistant Secretary-General and Co-founder of the *UN University for Peace* in 1994 and they were happily married.

Ms. Gaughen-Muller created *World Spirituality Day* on the opening day of the UN General Assembly and is the founder of United Nature. She is a Creative Member of the *Club of Budapest* and serves on the Boards of several international organizations. Her public relations firm has won numerous awards, named Best PR Firm for five consecutive years. She is currently running her global PR firm from Santa Barbara, CA. Her dream is world peace and happiness created through new global ethics for the 21st Century.

## SANFORD "Sandy" HINDEN



Executive director of the Dix Hills Performing Arts Center and the John Lennon Center for Music & Technology at Five Towns College, connecting artists and audiences for mutual enjoyment and benefit. Sandy has helped the world for 35 years through community development, the environment, the arts, education, health and human services, and peacemaking, fundraising, marketing and community relations.

An international transformational, visionary developer of people, ideas and programs, he is creator of *7 Keys to Love*, *Global Transformation TV*, *The Thought System of More*, *The Sustainable Communities Inventory & Index*, *The Bank for Humanity & the Earth* and *The Enlightenment Game*, and many more super-creative ideas for a better world.

Sandy uses social media and email newsletters to evolve new political, social and economic thinking. He communicates with thought-leaders locally, nationally and globally, nurturing seeds of creative ideas and love he fosters in humanity's consciousness and heart.

Creator of *Universal Children's Gardens* and *The Concert for the Earth*, and supporter of the *International Network of Museums for Peace* with the UN, his mentor was Robert Muller, *The Man of 5000 Ideas*, an Assistant Secretary-General and creator of 22 specialized UN agencies and co-founder of the UN University for Peace who attributed Sandy with inspiring him.

Sandy Hinden is author of *7 Keys to Love* and a workshop leader in communication, collaboration and creativity leading to improvements, change and transformation in the self, relationships, families, communities and the world.

He provides workshops teaching meditation, consciousness, brainstorming, mind-mapping, energy-shifting, communications skills, collaboration skills, the 7 love and relationship skills, journaling and social networking skills, and the attitude of positivity, gratitude and happiness.

Sandy is a leader in creativity for a better world providing transformational experiences that lead to a new and improved world for teams and co-creators. His *Super Creativity for a Better World Game Workshop* begins where Buckminster Fuller left-off. He actively teaches and promotes we all need to "*co-empower each other, collaborate and co-create the sustainable world we really want.*"



# VISIONARY ARTS, PERFORMANCE & MEDIA PROGRAM

Drawing on the creative spirit of visionary artists, sculptors, potters, weavers, vocalists, dancers, musicians, writers, poets, spoken word performers, actors, photographers, filmmakers, videographers, directors, graphic artists, web designers, technicians, horticulture, permaculture and the culinary arts, the World Creativity Center is a place to express wholesome visions for the world and enjoy the gifts of the universe, Earth, nature, culture and humanity.



**Watercolor by World Creativity Center  
visionary artist Meganne Forbes**

Young people will have the opportunity to share in the creative expressions and wisdom of master artists from all fields, from all over the world.

“Imagination is more important than knowledge.  
For knowledge is limited to all we now know and understand,  
while imagination embraces the entire world,  
and all there ever will be to know and understand.”

Albert Einstein 



# THE ENLIGHTENED LEADERSHIP GROUP (ELG)

The Enlightened Leadership Group's mission is to help global capitalism move beyond Industrial and Finance Capitalism to an Enlightened, Sustainable Capitalism and to engage people of wealth to help the planet.

The Enlightened Leadership Group recognizes that *unenlightened* power and wealth can corrupt and become insensitive to nature and the needs of humanity.

The Enlightened Leadership Group is an international network of leaders in all fields working to make life better through the growth of consciousness and compassion, applied to economics, finances, business, government, community life and the sustainability of nature.

ELG has seen the impact of greed, land grabbing, cruelty, dysfunctional government, unemployment and debt on family and community breakdown.

The Enlightened Leadership Group provides a forum for conscious, compassionate dialogue – authentic, compassionate, creative conversation – among leaders interested in creating *Enlightened, Sustainable Capitalism*.

The purpose of ELG is to facilitate global growth in conscious awareness, healing of the heart, inspired imagination, and creativity so business developers, community leaders, and wealthy individuals – locally, nationally and globally – can create breakthroughs in the realm of generosity, caring, sharing with humanity, co-creating sustainable communities, commonwealth for all, repairing the Earth and fostering a sustainable planet.



## HELPING WEALTHY INDIVIDUALS AND COUPLES BE SOCIAL & CIVIC

Greed can be recognized compassionately as hoarding, an obsessive, compulsive disorder growing from fear of not having enough, fear of others, or low self-esteem.

Many wealthy individuals and couples have become isolated in a "world of luxury" and need help relating to society, caring, sharing, and repairing the Earth.

The Enlightened Leadership Group coaches wealthy individuals and couples to become engaging in society in meaningful, compassionate, conscious conversation, to further their appreciation of themselves through true self-love and self-esteem, and engagement in helping society and the Earth. ELG helps wealthy individuals and couples become social and civic-minded, co-empowered, collaborative and co-creative to further the enlightenment of humanity and steward the Earth.

ELG bestows *The Art of Kindness* upon wealthy individuals and couples, helping them become philanthropic to donate their time, financial resources, and/or reputation to charitable causes.

Philanthropic suggestions include helping to create *Culture for Peace*, micro-financing to help the poor uplift themselves through business development, creating sustainable communities, and Earth repair projects.

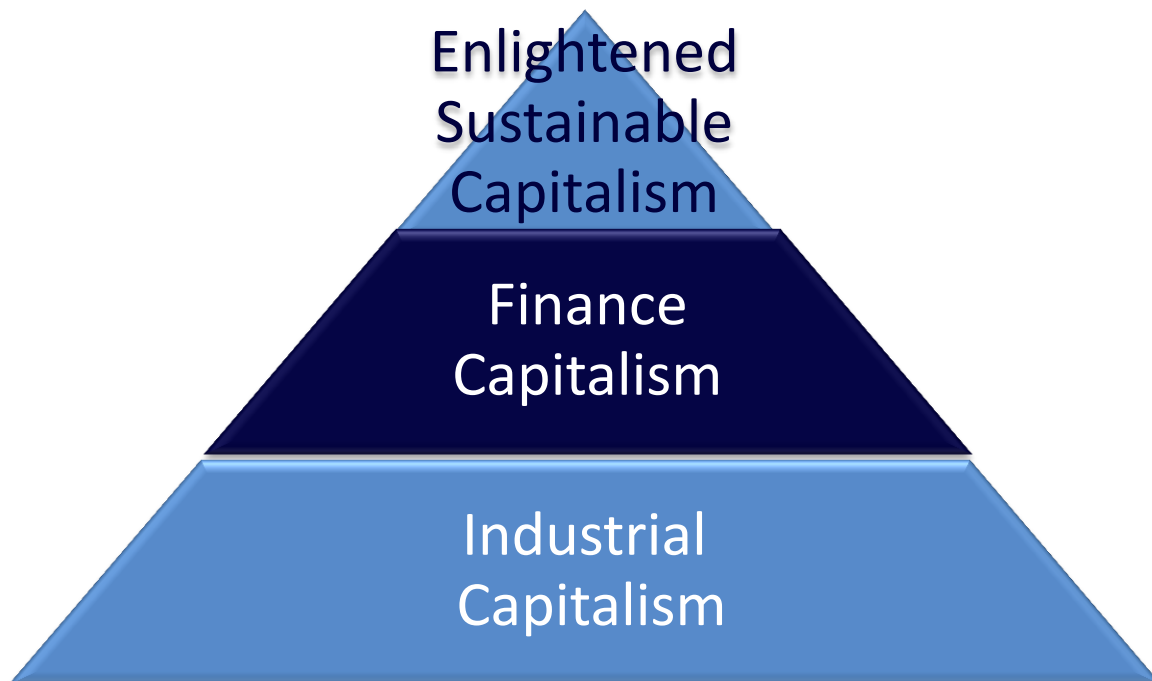
ELG is working to help wealthy individuals and couples understand the need for creative sustainable communities worldwide to ameliorate population growth, steady work for most people, commonwealth for all, and a sustainable planet.

ELG engages people with financial means in this creative work and helps them enjoy sharing their fortunes with those who need help creating sustainable families and communities, and then working collaboratively to repair our planet – Earth.

The Enlightened Leadership Group  
is working to create a healthier, kinder planet for all.



## SUSTAINABLE ECONOMIC & FINANCIAL SYSTEM PROJECT



### THE CONTINUED EVOLUTION OF CAPITALISM

Capitalism can continue to evolve. Capitalism's emphasis on innovation needs to be applied to itself, the system of capitalism, so it can enter a third stage of capitalism: **Enlightened Sustainable Capitalism**.

**Enlightened Sustainable Capitalism** includes the higher human functioning that has been evolving over the past several thousand years through the emphasis on the values of consciousness, wisdom, love-compassion-kindness and co-creativity that generates family, community and international synergy.

## THE UNSUSTAINABILITY OF FINANCE CAPITALISM

**Stage 2 - Finance Capitalism** in the 21<sup>st</sup> century is no longer able to sustain humanity and planet Earth.

The electronic manipulation of the financial system is impacting the economic system where wealth is moving to the top of society, to only those who know how to manipulate the electronic financial-investment system, or able to pay for the services of financial and tax advisors.

Population is in exponential growth:

- It took 1 million years of human evolution to reach 1 billion in 1800.
- 5 billion people were added in the next 200 years to 6 billion in 2000.
- 1 billion people are now added to the planet every 10 years.
- There are now 7 billion people on Earth in 2012.
- It was projected there would be a slow-down in population growth due to smaller families caused by rising levels of wealth.
- Poverty is growing in the developed world; wealthier families are having larger families.
- There could be 9-11 billion on Earth by 2050.

Around the planet, social disconnection of the wealthy class is fostering selfishness, greed, land-grabbing, cruelty, tax-reduction for the wealthy through manipulation of governments, massive unemployment, rising debt, expansion of addictions, family and community stress and breakdown.

A new sustainable economic and financial system is needed to foster development of wisdom, creativity, peace and love that will enable family, community and Earth sustainability.

A sustainable economic and financial system can foster development of **creative commonwealth** and **sustainable communities** based on investment in **SHARED INFRASTRUCTURE:**

- The Environment
- Seawalls
- Desalinization Plants
- Water Pipelines
- Local Green Markets
- Parks
- Land Preservation
- Home Renewable Energy
- Retrofitting
- Recycling
- Roads
- Bridges
- Highways
- Hospitals
- Schools
- Community Centers
- Downtown Redevelopment
- Education
- Training
- The Arts

## GLOBAL COMMONWEALTH

Commonwealth is the creation of wealth shared by all.

Decisions relating to consumption, investment and work are not made on the criteria of **profit maximization**; they are made considering a **Triple-Win**, the criteria of **fostering wellbeing for the company, the community and the planet.**

Global Commonwealth fosters consumer choices known to be socially or ecologically beneficial.

Global Commonwealth aligns the desire for justice and sustainability with the aspiration to live well and happily.

Global Commonwealth promotes using personal resources to repair the Earth.

Global Commonwealth invests in education-for-all for growth in conscious awareness, wisdom, love-compassion-kindness and co-creativity that generate synergy in families, communities and between nations.

**“We make a living by what we get,  
but we make a life by what we give.”**

**Winston Churchill**

**THE SUSTAINABLE ECONOMIC & FINANCIAL SYSTEM PROJECT  
applies research and program development to these concepts:**

- **Enlightened Sustainable Capitalism**
- **Triple-Win Bottom Line**
- **Global Commonwealth**
- **Population Balancing**
- **Supporting Shared Infrastructure**
- **Community Work System**
- **Sustainable Families**
- **Sustainable Communities**
- **Wealthy Individuals and Couples Being Social, Civic and Philanthropic**

# WIKIEARTH SOLUTIONS PROJECT



**The WikiEarth Solutions Project** will use Wikipedia and Wiki-software to construct the **Project** and gain the input of various experts and the public around the world in 25 issue areas. The **Project** will create a Wiki in which experts share and work toward solutions, and the world as a whole contributes, much like a Wikipedia article which is added to and edited by thousands of contributors in its creation.

## EXPERTS AND THE WORLD - SOLVING OUR PROBLEMS

There are 25 urgent problems needing expert attention around our world. Below is former World Bank vice president Jean-François Rischard's list of *Twenty Global Issues* that need to be solved in twenty years. He recommended that 30 world experts in each field gather for two years to make recommendations to 70 other experts in their field to come up with solutions.

**The WikiEarth Solutions Project** will use Wikipedia and Wiki-software to construct the **Project** to gain input from experts and world contributors in 25 issue areas. **The Project welcomes** the creation of a world community of experts and thousands of world contributors adding and editing global solutions.

## WIKIEARTH SOLUTIONS PROJECT

### *SHARING OUR PLANET*

*Issues involving the global commons*

1. Global warming
2. Biodiversity and ecosystem losses
3. Fisheries depletion
4. Deforestation
5. Water deficits
6. Maritime safety and pollution

### *SHARING OUR RULE BOOK*

*Issues needing a global regulatory approach*

13. Reinventing taxation for the 21st century
14. Biotechnology rules
15. Global financial architecture
16. Illegal drugs
17. Trade, investment and competition rules
18. Intellectual property rights
19. E-commerce rules
20. International labor and migration rules

### *SHARING OUR HUMANITY*

*Issues requiring global commitment*

7. Massive step-up in the fight against poverty
8. Peacekeeping, conflict prevention, combating terrorism
9. Education for all
10. Global infectious diseases
11. Digital divide
12. Natural disaster prevention and mitigation

### *THE WIKIEARTH SOLUTIONS*

*PROJECT adds five more urgent issues to be addressed*

21. Population
22. Employment
23. Sustainable Communities
24. Wealth-sharing, commonwealth and infrastructure for all
25. Enlightened Leadership



# SUSTAINABLE COMMUNITIES INVENTORY & INDEX

**The Sustainable Communities Checklist** is a template to measure the Whole System Sustainability of your community. The Inventory will be tested and refined, helping communities participate in developing local sustainability.

**Your Town-Community** \_\_\_\_\_

### Includes a Balance Among:

|   | INDICATOR               | MEASUREMENT  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|-------------------------|--|---|---|---|---|---|---|---|---|---|----|
| 1 | <b>POPULATION</b>       | The community has enough work, housing, open space, schools and medical facilities for the population. |   |   |   |   |   |   |   |   |   |    |
| 2 | <b>TRANSPORTATION</b>   | The community has enough public transportation for all who need it at an affordable rate.              |   |   |   |   |   |   |   |   |   |    |
| 3 | <b>EDUCATION</b>        | The community has effective schools for all.   |   |   |   |   |   |   |   |   |   |    |
| 4 | <b>WORK, EMPLOYMENT</b> | The community has enough job opportunities for all who need work.                                      |   |   |   |   |   |   |   |   |   |    |
| 5 | <b>RENEWABLE ENERGY</b> | The community has effective means for providing access to energy sources for all.                      |   |   |   |   |   |   |   |   |   |    |

|    | INDICATOR               | MEASUREMENT  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----|-------------------------|--|---|---|---|---|---|---|---|---|---|----|
| 6  | HEALTHY FOOD, GARDENING | The community has sufficient access to healthy food, grown locally.  |   |   |   |   |   |   |   |   |   |    |
| 7  | WATER, SANITATION       | The community has adequate supplies of clean water and sanitation facilities.  |   |   |   |   |   |   |   |   |   |    |
| 8  | HEALTHCARE              | The community has enough health care providers and high standard facilities for delivering it. There are adequate avenues for education, especially in preventative measures.                  |   |   |   |   |   |   |   |   |   |    |
| 9  | GOOD GOVERNMENT         | The community has well-established guidelines for a system of government that provides checks and balances as well as methods for ensuring accountability.                                     |   |   |   |   |   |   |   |   |   |    |
| 10 | RELATIONSHIP TO PEOPLE  | People of different races, religions, nationalities and walks of life are welcomed and free to associate with whomever they want.  |   |   |   |   |   |   |   |   |   |    |
| 11 | RELATIONSHIP TO NATURE  | The community provides educational avenues for teaching a respectful approach to nature in schools as well as business practices and develops standards for ensuring those guidelines are met. |   |   |   |   |   |   |   |   |   |    |

|   | INDICATOR  | MEASUREMENT   | 1  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|--|---|--|---|---|---|---|---|---|---|---|----|
| 12  | <b>VOLUNTEERISM BY ALL</b>   | The community provides opportunities for all to assess their skills and encourages its members to participate generously.   |  |   |   |   |   |   |   |   |   |    |
| 13  | <b>GENEROSITY AND CONTRIBUTION OF TIME, TALENT, KNOWLEDGE</b>  | The educated, successful, financially fortunate people in the community participate in contributing time, talent, knowledge and money to causes in the community.   |  |   |   |   |   |   |   |   |   |    |
| 14  | <b>APPRECIATION FOR ART, CREATIVITY, SCIENCE, NATURE, WONDER, THE SACRED, THE HOLY (WITHIN AND BETWEEN ALL FAITHS)</b> | The community provides opportunities for creativity, faith-sharing and encourages its members to participate in deepening their spiritual lives.  |  |   |   |   |   |   |   |   |   |    |
| 15  | <b>PEACE, TRANSCENDENCE, ALIGNMENT WITH POSITIVE ENERGY</b>  | The community encourages non-violent methods of communication and provides educational opportunities for learning to develop these skills as well as offering incentives for implementing non-violent communication skills in schools and businesses. |  |   |   |   |   |   |   |   |   |    |
| <b>TOTAL WHOLE SYSTEM, SUSTAINABLE, HEALTHY COMMUNITY INDEX</b> |  |   | <b>Score of _____ out of 150</b><br><b>_____ %</b> |   |   |   |   |   |   |   |   |    |



Creative, authentic, caring, flexible,  
down to Earth people, who love the Earth,  
from all walks of life...

## World Creativity Center

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