

The Yes Men

identity net.plays

[09_2002]

THE YES MEN are the corporate children of a website: www.gatt.org. Born when the old General Agreement on Tariffs and Trade had already been replaced by the WTO, GATT.ORG has catalyzed the distracted attention of CEOs, lawyers, journalists and other splinters of the Western ruling class. Over the last two years, the Men behind the website have proudly accepted invitations to international conferences (<http://theyesmen.org/wto/>, <http://theyesmen.org/finland/>) and mainstream TV shows (<http://theyesmen.org/tv.html>), as representatives of the WTO. Their notorious Power Point presentations, have collectively been called the "Naked Lunch of Globalization" (see in particular www.theyesmen.org/hamburger).

Each time, THE YES MEN have been invited by people who mistook the parody website (<http://gatt.org/>) for the official WTO site (<http://www.wto.org/>).

Recently, on May 21st, a representative of the World Trade Organization announced the dissolution of his organization to a shocked but supportive Sydney audience (<http://theyesmen.org/tro/disband.rtf>, <http://theyesmen.org/tro/cpa.html>). He stated the WTO would reconstitute as a new organization dedicated to assisting the world's poor instead of the rich (http://gatt.org/trastat_e.html).

The bombshell announcement has had worldwide repercussions, sparking debate on the floor of the Canadian Parliament, where MP John Duncan took the floor to ask "what impact this will have on our appeals on lumber, agriculture and other ongoing trade disputes".

At that point, WTO headquarters in Geneva denounced the "representative" as an impostor. "While we can appreciate [the impostors'] sense of humour, we would not wish for reputable news organizations like yours to be counted among those duped." "It isn't humor this time," said Andy Bichlbaum, who "represented" the WTO in Sydney. "We really do want to dissolve the WTO and rewrite its charter so that the poor benefit rather than suffer from trade policy."

In past appearances, the Yes Men hoped to horrify audiences by taking free-trade ideas to their logical conclusions. In September 2000, they argued for selling votes to the highest corporate bidder (<http://theyesmen.org/wto/ppt/>), in front of a supportive audience of international lawyers in Salzburg, Austria.

In June 2001, they presented to an audience of enthusiastic textile researchers from Tampere, Finland, the Management Leisure Suit, a telepresence technology enabling managers to administer electric shocks to sweatshop workers from afar, by using a futuristic three-foot-long golden phallus (<http://theyesmen.org/finland/photos.html>).

In May 2002, the Yes Men tried to convince a skeptical audience of post-graduate students from Plattsburgh, New York, to resolve world famine by "recycling" Mc Donald hamburgers (<http://theyesmen.org/hamburger/>), out of post-consumer waste.

What follows is a shake of identity net.plays aimed to spread corporate citizenship in a global consumer democracy.

TIMBERLAND

Date: Tue, 9 May 2000 11:03:18 -0500
From: Herri Crammelfirster-Baatasuna <info@gatt.org>
To: Susanne Jacob <susanne_jacob@ccmail.timberland.com>, wto@rtmark.com
Subject: Re: egypt import ban on textiles

At 4:13 PM -0400 5/8/00, Susanne Jacob wrote:

>Dear Sir or Madam,
>
>Timberland is currently inquiring about exporting to Egypt and has come across
>an import ban on ready-made garments.
>It also is stated that this import ban might be lifted by the GATT
>agreement by the end of 2001. However, nobody seems to know about the latest standings of
>these negotiations so that is what I would now like to inquire from you directly.
>
>I appreciate any help from your side.
>
>Thanks and best regards
>Susanne Jacob

Dear Ms. Jacob,

We here ourselves really do not know about how these negotiations are proceeding, so i can not tell you just now an answer to your beleagured self. However, that having been said, I might add that the last time I was in Egypt I myself saw someone wearing Timberlands. They are fine boots, the finest, you have a fine company, you know this I am sure. But if Egypt wants to preserve their culture and their economy without globalization, that is their business. And I myself am glad that I only saw one Egypt-person in Timberlands. In my own homeland, which hasn't been such a stick-in-the-mud about import bans, everyone is wearing shoes of the United States (made in China) and it is beginning to look very depressing to our elders, who have the wise ways of time to reflect with, and certainly know better than we what is good for this global earth. So, in closing, I myself wish you the best of luck in your efforts. If we find the answer in your question soon, I will send along.

Sincerely,

Herri Crammelfirster-Baatasuna <info@gatt.org>

ERICSSON

At 9:42 AM +0100 4/13/00, Anne Parker wrote:
>----- Original Message -----
>From: LUIS NUNES <cmg@pli.pt>
>To: Antonio Pedro <usapor.antonio@mail.telepac.pt>; Helena Pinto Basto
><hp.basto@junaman.com>; Ideal <faiancasideal@mail.telepac.pt>; etc

>Cc: <anna.swelund@ericson.com>
>Sent: Tuesday, April 11, 2000 11:17 AM
>Subject: Fw: Ericson Promo

>-----

>> De: Joao Borges Oliveira <Joao.Oliveira@jboliveira.pt>
>> Para: 'ALMAS (E-mail)' <almas@mail.telepac.pt>; 'BALDI DIMITRI (E-mail)'
>><DBALDI@FOL.IT>; 'Canividro Lda. (E-mail)' <canividro@netc.pt>; etc
>> Cc: 'anna.swelund@ericsson.com'
>> Assunto:
>> Data: Terça-feira, 11 de Abril de 2000 9:50
>>
>> >Dear customer
>> >
>> > Our main competitor, Nokia, is giving free mobile phones away on the
>> > Internet. Here at Ericsson we want to counter their offer.
>> > So we are giving our newest WAP-phones away as well. They are specially
>> > developed for Internet happy customers who value cutting edge
>> > technology. By giving free phones away, we get valuable customer feedback and a
>> > great Word-of-Mouth effect.
>> > All you have to do, is to forward this message to 8 friends. After two
>> > weeks delivery time, you will receive a Ericsson T18. If you forward it
>> > to 20 friends, you will receive the brand new Ericsson R320 WAP-phone. Just
>> > remember to send a copy to Anna.Swelund@ericsson.com
>> <mailto:Anna.Swelund@ericsson.com>
>> >
>> > - that is the only way we can see, that you forwarded the message.
>> > Best of luck
>> > Anna Swelund
>> > Executive Promotion Manager for Ericsson Marketing
>> >
>> > Any rights not expressly granted herein are reserved. Reproduction,
>> > transfer, distribution or storage of part or all of the contents in any
>> > form without the prior written permission of Ericsson is prohibited except
>> > in accordance with the following terms. Ericsson consents to you browsing Ericsson
>> > World Wide Web pages on you computer or WAP-phone and printing copies of these
>> > pages for private use only.
>> >
>> > Best Regards
>> > Hans Henrik Schmidt
>> >
>> > Danexport (UK) Ltd.
>> >
>>

----- Forwarded message -----

Date: Thu, 13 Apr 2000 10:54:03 -0500
From: Herri Crammelfirster-Baatasuna <info@gatt.org>
To: Anna.Swelund@ericsson.com, Anne Parker <expotask@btinternet.com>,
Barbara Dunn <dunn@asw.waw.pl>
Cc: Eileen Plews <eileen@edplews.freemove.co.uk>,
"James Ronnie (Tel +44-171-215-4897)" <Ronnie.James@XPD3.dti.gov.uk>,
The World Trade Organization <wto@rtmark.com> , <anna.swelund@ericsson.com> ,etc

Subject: Re: Fw: Ericson Promo

Dear Anna Swelund, Anne Parker, and Barbara Dunn:

Thank you for this generous offer for free wireless phones. We at the World Trade Organization believe that cellular connection will make people better and will allow global trade to flourish as never before. I have set up special task force at our agency to make this offer available to people of developing nations that have limited internet access. Although the people who get these telephones may not be able to yet pay the bills, it is a well known fact that wireless technologies carry with them status and prestige. By giving our people in developing nations the status and prestige, (regardless of the actual communications, of course), we will be able to keep on course with the global economy, guaranteeing the continued advancement of all peoples together

Thank You, and please Keep me apprised of any future offers so that they may be extended to our global community.

Sincerely,

Herri Baatasuna
Information specialist
World Trade Organization

THE ISLE OF MAN

>> >>-----Original Message-----

>> >>From: The World Trade Organization [mailto:info@gatt.org]

>> >>Sent: 11 May 2001 20:23

>> >>To: Carse, Steve

>> >>Subject: Re: Gibraltar

>>You wrote:

>>>Could you advise me of the relationship of Gibraltar to the WTO?

>>>

>>>Stephen Carse

>>>Government Economic Adviser

>>>Economic Affairs Division

>>>The Treasury

>>>Illiam Dhone House

>>>2 Circular Road

>>>Douglas

>>>Isle of Man

>>>

>>>Tel: 01624 685741

>>>Fax: 01624 685747

>>>

>>>steve.carse@economics.treasury.gov.im

>>>

>>>

>>>WARNING:

>>>If you are not the intended addressee of this e-mail you must not copy
>or deliver it to anyone else or use it in any unauthorised manner.
>>>

>> >>Yes. Gibraltar is a little plot of land at the tip of Spain, right
>> >>across from Morocco, under the governorship of Britain. The WTO is the
>> >>World Trade Organization, which was created to allow a greater freedom
>> >>for corporate entities to engage in their activities unhampered by the
>> >>protective strategies of democratically elected governments.
>> >>
>> >>Why do you ask?
>> >>

>> >-----Original Message-----

>> >From: The World Trade Organization [mailto:info@gatt.org]
>> >Sent: 12 May 2001 00:58
>> >To: Carse, Steve
>> >Subject: RE: Gibraltar

>> >You wrote:

>> >>My enquiry was to do with whether Gibraltar has a relationship with WTO
>> >>that was similar to the one we, the Isle of Man, has. Your response does not
>> >>help me on this. Can you say anything more e.g. is it free to have its
>> >>own exemptions?

>> >No land on earth may be considered free, if freedom means to engage in
>> >activities that endanger the well-being of corporate enterprise. So
>> >long as, and only so long as, nations understand their place on
>> >earth as being in service of, and at the beck of, the driving forces
>> >of economics, so shall these nations be afforded a place at the right
>> >hand of power. But let the tiniest nation--yea, even Gibraltar, even
>> >the Isle of Man--arise upon the poop-deck of declamation... let it
>> >wield for even a moment the baton of popular power against the
>> >furnace of progress... let it stagger drunkenly into the path of the
>> >train of misguidedness... then, indeed, shall that nation see the full
>> >force of our petulance and our peevishness unleashed squarely upon its
>> >head, and all its head's heads as well.

>> >

>> >(Sorry for that rant--we have a bug on our shoulder
>> >since the latest round of dangerous-idea circulation masquerading as
>> >protest.)

>> >

>> >Best,
>> >Granwyth Hulatberi-Hulatberi-Smith
>> >

>-----Original Message-----

>From: The World Trade Organization [mailto:info@gatt.org]

>Sent: 14 May 2001 18:17
>To: Carse, Steve
>Subject: RE: Gibraltar

>> You wrote:

>> >

>> >I have absolutely no idea what your reply is all about. May I just
>> >repeat my simple request? Is Gibraltar a member of WTO in its own right or is
>> >it a member through the United Kingdom?

>> >

>p.s. Your question as phrased in your last mail, "Is Gibraltar etc.
>etc.", is in no way the same as those of your first two mails. In
>fact, I am forced to conclude that your question keeps changing. If
>you can resolve upon a single question and stick to it, there is every
>chance that it can be answered appropriately, in spite of everything.
>GHHS

>

>> Now Mr. Carse, there's no reason to get uppity. We are on your
>> side--you, the little man who plays by the rules. We are here to help
>> you understand the exigencies of the global playground, so that you
>> may understand the pathways through which you and your government MAY
>> move and those through which you MAY NOT. Given this, it is hard to
>> say why you would seek to endanger your standing through impatient
>> words. If I were you, given the circumstances, I would question
>> whether my nation (the Isle of Man, in your case) is really all that
>> interested in benefitting from trade.

>>

>> But to answer your question: Gibraltar's business arrangements are not
>> the affair of other governments, either yours or those of more
>> populous lands. Gibraltar is free and sovereign to enter into trade
>> arrangements with the enterprises that choose it, and it would be a
>> violation of Gibraltar--and I mean that in the full sense--to suggest
>> that the whim of the people--its own, or those of other lands--can
>> impede those arrangements.

>>

>> With very best wishes,
>> Granwyth Hulatberi-Hulatberi-Smith
>>

----- Original message -----

Date: Tue, 15 May 2001 09:34:53 -0400
From: The World Trade Organization <info@gatt.org>
To: "Carse, Steve" <Steve.Carse@economics.treasury.gov.im>
Subject: RE: Gibraltar

You wrote:

>On the contrary the question is exactly the same.

>

>This has got to have been the most bizarre set of responses I have ever
>received from a world organisation.

>

>Could I ask that my enquiry be passed on to your superior within the WTO so
>that I may get a simple answer to a very simple question.

>

Mr. Carse:

I will happily pass your request to my superior if you do the same, so that the entire conversation is passed up to a higher level and our superiors are then superiors speaking at the same level. I resent being considered on a lower level than my interlocutor, and think that this is the perfect solution to our debacle.

Please: you first.

Granwyth Hulatberi-Hulatberi-Smith

----- Original message -----

Date: Thu, 17 May 2001 07:06:55 -0400
From: Walther Funk <wfunk@gatt.org>
To: "Carse, Steve" <Steve.Carse@economics.treasury.gov.im>
Subject: RE: Gibraltar (Fwd)

p.s. If you do not reply within the next twenty-four hours, your request will be exterminated from our system.

Dear Mr. Carse,

I was forwarded the below message by Mr. Smith, along with your request. What seems to be the problem?

Regards
Walther Funk

----- Original message -----

Date: Sat, 19 May 2001 07:36:13 -0400
From: The World Trade Organization <info@gatt.org>
To: Jimmy Choi Kam Chuen <jimmychoi_kc@hotmail.com>
Subject: Granwyth Hulatberi-Hulatberi-Smith

You wrote:

>Dear Sir

>

>Appreciate very much if you can tell me the designation of Mr. Granwyth Hulatberi-Hulatberi-Smith in your organization.

>

>Thanks very much

>

>Choi Kam Chuen

>

>

>Get Your Private, Free E-mail from MSN Hotmail at <http://www.hotmail.com>.

Dear Mr. Chuen,

Mr. Hulatberi-Hulatberi-Smith is a Counsellor in our Market Access Division, and often does first-level public relations assessment.

Yours,
Gram Hunnerd

----- Forwarded message -----

Date: Sat, 19 May 2001 19:53:48 -0500 (EST)
From: The World Trade Organization <info@gatt.org>
To: Jimmy Choi Kam Chuen <jimmychoi_kc@hotmail.com>
Subject: Granwyth Hulatberi-Hulatberi-Smith (fwd)

Mr. Chuen,

Wishing to ascertain that our response was satisfactory. If we might, we should have any details regarding reasons for your inquiry regarding Mr. Hulatberi-Hulatberi-Smith. We have significant complaints regarding Mr. Hulatberi-Hulatberi-Smith in our organization, and would appreciate leads on his outstanding behavior.

Thank you

Kinniwap Sprungheap

DUMPING

----- Original message -----

Date: Tue, 12 Jun 2001 21:14:03 -0400
From: The World Trade Organization <info@gatt.org>
To: "Jersonsky [iso-8859-1] Andrés Alfredo" <aje@mrecic.gov.ar>
Subject: Re: INFORMACION SOBRE ARANCELES MUNDIALES

You wrote:

>Escribo desde Buenos Aires, Argentina, y estoy terminando mi
>tesis para recibirme de Licenciado en Economía en la
>Universidad de Buenos Aires.

>

>El tema que elegi es el DUMPING, y la hipotesis que propuse
>fue que a partir de que el proceso de globalizacion avanza
>(representado por la reduccion de aranceles a traves de los
>años), aumentan asimismo la aplicacion de medidas
>antidumping (para esto ultimo ya cuento con estadísticas).

>

>CONCRETAMENTE LO QUE NECESITARIA SERIA CONTAR CON
>ESTADISTICAS (AUNQUE LO MEJOR SERIA UN GRAFICO DE BARRAS)
>QUE CONTENGAN DOS ITMES BASICAMENTE: ARANCELES MUNDIALES
>PROMEDIO Y AÑOS, es decir poder apreciar como fueron
>variando los aranceles promedio de los paises miembros del

>GATT en los ultimos 10 años, y si es posible mas tambien.
>
>Espero me puedan proveer una pronta y eficiente respuesta y
>desde ya muchas gracias.
>
>Andres Jersonsky -Argentina-

Dear Andres,

Under our rules and definitions, the activity "dumping" occurs when corporations are sufficiently mammoth in size that they can eviscerate less evolutionarily successful others by lowering prices to a level uncompetitible, for a period of time, until said others disappear (or, according to the needs and demands of the case, are otherwise vanished).

This is, contrary to misconception, not generally punishable. So we are not generally concerned with dumping behaviors, and there is no "pricetag" in our realm for this activity. The removal of "small" competitors from markets through abnormal price reduction (with or without accompanying quality reduction not translatable to the consumer's awareness, a separate matter) is routinely accomplished by such success stories as fast-food franchises, parts-machining conglomerates, automobile producers, and of course exporters of staples to the Third World.

In this latter case, we have an especial image of total success. Here, locally adapted grains, adapted to variations of the local weather and allowing the country a bit of "margin of survival" in adverse conditions, have been systematically and legally eliminated over the years. It is worth separating this situation into constituent descriptors:

1. Said merely locally successful grains were momentarily -- locally -- useful because they needed not always be bought but could in moneyless conditions be produced for consumption by small social units, or commanded in extremis by the government for humanitarian distribution.
2. Enabling this, of course, was a specialized evolution including adaptation to local conditions, permitting survival under a wider range of conditions than more globally successful crops. Also, of course, there was the widespread local presence of know-how regarding their production and distribution, enhancing local survivability under moneylessness but hindering the correct procedures of global economy, in which biggest of the big may become the most efficient things possible.
3. The systematic elimination of local staples by the "big three" of grain production, or the "big two" of rice production, etc., has made for painful lessons in time of economic lack (once the populace has lost the ability to produce its own food) but has made possible a certain global market efficiency benefitting the most successfully adapted conglomerates.

Again, such behaviors, increasing an already increasing market efficiency, are fully in line with procedures and aims.

Best wishes,
Catwell Argy

<http://www.gatt.org/>
The World Trade Organization: Making the World Safe For Effectiveness.

CNN IS THE BEST INFORMATION THAT MONEY CAN BUY

----- Forwarded message -----
Date: Mon, 26 Nov 2001 16:32:17 -0500
From: CNN Information Services <CNNinfo@theyesmen.org>
To: John P Eicher <johne@goshen.edu>
Subject: Re: Error

You wrote:

>>Incredulous,
>
>>In reference to the story:Evil Making Last Stand in Konduz.
>
><http://www.theyesmen.org/yesiwil/examplecnn/2001/WORLD/asiapcf/central/11/23/ret.afghan.konduz/index.html>
>
>>How on earth can you take the highly OPINIONATED position of declaring
>>human beings as inherently good or evil? Since when has partiality been a
>>good attribute of a news agency? This in itself is evil. what kind
>>of shoddy reporting is this? How on earth can you be so simplistic and
>>narrow minded to refer to large groups of individuals as simply "good" and
>>"evil". You might as well say "good guys" and "bad guys". Are you trying
>>to compete with the shallowness of a Star Wars film? I am stunned and
>>appalled at the lack of impartial coverage CNN provides. For a moment I
>>thought I was reading a satirical report from the Onion. This is very,
>>very unprofessional and must be amended.
>
>>Stunned and Appalled,
>>John Eicher

Dear John,

Please excuse CNN for our problems--we are a very large agency, meeting hundreds of consumers worldwide daily with the utmost in politics-news.

We are still grateful for your concern. Sometimes the truth is exactly where you expect, but sometimes you must take user input! And then, we must continue.

Thank you for thinking "Error" when thinking "CNN"! And thank you for watching our progress.

Best wishes,
CNN Information Services

P.S. If you would like more precise replies to your question ("Error"), and to any followup question, please reply with "ciz9ss.ei#s8" somewhere in the subject line. Due to the volume of mail, this is all very necessary.

----- Original message -----

Date: Mon, 10 Dec 2001 13:47:23 -0500
From: CNN - Bartle Huickinjag <bhuick@theyesmen.org>
To: John P Eicher <johne@goshen.edu>
Subject: Re: Error ciz9ss.ei#s8

Dear John,

Thank you for your heartfelt information. And we wish you to know that CNN's information is the best information that money can buy.

Indeed, as I am speaking to you, it is clear there is something the matter with the world. For one day, there are airplanes into the towers of Manhattan, New York. For another, there are airplanes into the citizens of Afghanistan. Then there is much celebration, and problems are sorted out from our midst with a certain amount of bravado, including imprisonment and (perhaps) torture.

All of this is quite a lot of information! It is newsworthy, and, even, dangerous.

And yet, it is clear that this is truly the way it is, not only in information terms but in the world of people. There is no other. If you put people together, of course, you will always get a situation, in the world. Sometimes the situation will be other than the one you predict or speak about. Sometimes it will be the same.

In this case, everything is the same as what everyone else has predicted. It is not different. It is simply information, and it is not really anything else.

So, we hope to make things clearer. They truly are clear, of course, because they are just information, but sometimes, being in one language rather than another, they are unclear. That is why we have three editions: all English, but different languages. To try to get clearer to everyone, anywhere, always. English is just the beginning.

We are honest, disabling folk. We call a spade a spade, an evil an evil, a hobgoblin a hobgoblin. There is a simplicity to this

situation, we cannot avoid it. There is nothing to avoid, because it is all information!

It may be, as you say, that human beings are inherently good and evil. On the other hand, WE may be the ones who are inherently good and evil. In saying one thing rather than the other, we are opinionating with all the vivacity vouchsafed our nature. That is all as it should be in the world of adhering to Leader.

I hope I have been able to be of some assistance in the matter of concern. We wish to feed you an endless and uninterrupted stream of the bravest information money can buy. Thank you for your digestion, and do not hesitate again.

Best,
Bartle

>>Incredulous,

>

>>In reference to the story:Evil Making Last Stand in Konduz.

>

><http://www.theyesmen.org/yesiwil/examplecnn/2001/WORLD/asiapcf/central/11/23/ret.afghan.konduz/index.html>

>

>>How on earth can you take the highly OPINIONATED position of declaring >>human beings as inherently good or evil? Since when has partiality been a >>good attribute of a news agency? This in itself is evil. what kind >>of shoddy reporting is this? How on earth can you be so simplistic and >>narrow minded to refer to large groups of individuals as simply "good" and >>"evil". You might as well say "good guys" and "bad guys". Are you trying >>to compete with the shallowness of a Star Wars film? I am stunned and >>appalled at the lack of impartial coverage CNN provides. For a moment I >>thought I was reading a satirical report from the Onion. This is very, >>very unprofessional and must be amended.

>

>>Stunned and Appalled,

>>John Eicher

FRONTPAGE

----- Forwarded message -----

Date: Wed, 6 Feb 2002 06:25:14 -0500 (EST)

From: World Economic Forum Corporate Citizenship Program
<corporate.citizenship@world-economic-forum.com>

To: gabriele moll <moll@frontpage.ch>

Subject: Re: further information

On Tue, 5 Feb 2002, gabriele moll wrote:

> Ladies and Gentlemen

>

> Frontpage is a corporate publishing agency, based in Zurich. In fact, it
> is the biggest in Switzerland with clients such as
> PricewaterhouseCoopers (Switzerland), Clariant, SwissLife and many
> others.
>
> We are very interested in further information on the corporate
> citizenship initiative. We are convinced that his initiative should be
> made more public and that it is worth to be discussed with our clients.
>
> We would be grateful for some material. Thank you in advance
>
> Yours sincerely
>
> Dr Gabriele Moll
> Frontpage AG
> Uetlibergstr. 132
> 8045 Zürich

Dear Dr. Moll,

Thank you very much for your heartening interest in the World Economic Forum's Corporate Citizenship program, as described at <http://world-economic-forum.com/r/site/homepublic.nsf/Content/Global+Corporate+Citizenship+Initiative/in.wef.we.php>. We are gratified that you are convinced this program should be made more public.

I cite the text of the above program page, which has stimulated your interest, as the place at which this discussion begins:

"To facilitate good corporate citizenship amongst its members, the World Economic Forum has established the Global Corporate Citizenship Initiative. The Initiative was launched in Geneva, Switzerland on 24 July 2001. Participation consists of more than 30 Forum member companies committed to corporate citizenship, as well as representatives from other organizations and initiatives with specific knowledge in the area. Through cooperation with leading power owners and by discussing corporate citizenship at various Forum events, the Initiative hopes to increase powers' engagement in and support for corporate human-resource authority as a power strategy with long term benefits both for the companies themselves as well as human-resources pool in general."

As you know, this text describes the primary concern of this program as the relationship between the power owners (companies) and the human-resources pool, previously known as society. More specifically, the program aims to engage powers in the power strategy of corporate human-resource authority, with the aim of bettering both the companies and the human-resources pool. (I am merely paraphrasing the above page, that you already read before writing us; I apologize for the redundancy.)

Since this interests you, you will be interested in the theoretical basis of this program and its aims as we have described them. Here it is:

We ("humanity") have arrived at a juncture in time at which the legal amassments of people known as corporations have significant sway over the direction of just about everything, from water and public transit to education and incarceration.

Simultaneously, these amassments whose aim is financial profit have achieved a wonderful degree of complexity, intelligence, and tact, of a degree allowing them to acquire that precious gift heretofore accorded solely to thinking, and sometimes solely to erudite, human beings: citizenship.

This is lucky, because with their new awesome responsibility of running nearly everything, they had better be "sound of mind," as they say, and they had better have those heartfelt, deeply human impulses, tempered with reason, essential to the practice of citizenship, which is of course the blood and marrow of democracy, and essential to the commonweal.

Now it cannot but be noticed that a corporation and a human being are significantly different entities. Beyond the difference of scale, there is everything else as well. For one thing, a corporation is essentially a legal device to make profit: a kind of machine. A human, meanwhile, is just a human. In fact, there is well-nigh nothing the same about these two things. They are utterly unlike one another.

It is also quite evident that we are now in a time that is substantially different from previous times. Not only do corporations now, unlike previously, have near-total sway over the "public," there are also new sorts of diseases that never existed before, ones due to slightly toxic plastics, deranged proteins, and other industrial products. There are also new sorts of wars, too, and new sorts of dissent and dissatisfaction.

In other words, today's era is unlike the previous ones; we cannot declare that what was once true will be so today.

Now granted that it is essential for corporations, given their sway, to have that essential, priceless quantity called citizenship, it is equally true that human beings, to whom citizenship was heretofore restricted, are no longer "in the same boat" as these new fellow citizens. This on account of their essential quantitative differences, certainly, but also on account of the shifting necessities of the present and, even more so, the future.

The insufficiency and irrelevance of human beings before present and future computing machines has been noted quite often by many of today's business and academic leaders, from Marvin Minsky to the folks at Disney. It is time to understand that this lack extends to our stature before these other machines, corporations, whose constructive basis--the pursuit of profit--is so much simpler, more elegant, and powerful even than that of their electronic cousins.

Indeed, for the benefit of progress and profit, it is time to take a new, revised look at citizenship overall. For even as it is essential to regard corporations as citizens, for the sake of optimism and mind-peace, so it has become a devastating burden to regard individual humans--unassociated

into corporations, in merely their raw state as what amounts to advanced animals, one by one--as "citizens" in the new sense of that term.

The dimensions of this burden do not need to be explained, they are self-evident to anyone who has tried to manage a company, let alone a world.

This is why "human-resources pool" is now always the preferred form of description of what was previously referred to as "society," that agglomeration of citizens.

With the World Economic Forum's Corporate Citizenship program, we hope to make these relationships explicit and essential, irreducible and not to be questioned. It is thus, we feel, that the advancement and progress of a world that has decided peace comes mainly from commerce, and true prosperity mainly from corporate pursuit of money, can be assured.

If the Corporate Citizenship program is still of interest to you, we will very gladly take the next step of working out with you a manner in which the program can be proposed and presented to clients.

With very best wishes,

Onco Hematom

The World Economic Forum: Progress, Efficiency, Breakthroughs
<http://world-economic-forum.com/>

----- Forwarded message -----
Date: Thu, 07 Feb 2002 14:50:00 +0100
From: gabriele moll <moll@frontpage.ch>
To: World Economic Forum Corporate Citizenship Program
<corporate.citizenship@world-economic-forum.com>
Subject: Re: further information

Dear Mr Hematom

Thank you so much for your information. We will have an internal brainstorming on the subject next tuesday, and I probably will contact you afterwards.

Best regards

Dr Gabriele Moll
Frontpage

HAITI

----- Forwarded message -----

Date: Mon, 4 Mar 2002 12:26:18 -0500
From: Lekvar Slomastsey <info@gatt.org>
To: SJBL74@aol.com, info@gatt.org
Subject: Re: Question

At 7:26 PM -0500 3/3/02, SJBL74@aol.com wrote:

>To whom ever this concerns,
>I would really appreciate it, if for my college research paper you would like
>to explain in your own words how you feel the WTO(GATT) has impacted Haiti.
> If someone does respond, please note that your quote, if applicable, will be
>used in my paper.
>Thank you for your time,
>JLB

Greetings;

It is always a pleasure to address a student.

Basically, the problem with Haiti is that Aristide, although basically a nice fellow and sentimental clergyman, doesn't understand the first thing about how to bring his country out of poverty. He is so fixated on the past, and on Baby Doc, who actually had comparatively reasonable trade policy.

We at the WTO, like our friends in the White House, are doing everything we can to prevent this man from getting any kind of aid that will get his country back on its feet, until he can prove his willingness to open up his markets.

Let me take you on a thought experiment:

Imagine for a moment you were rich. Lets say you find a poor, slum near you, and go into that slum to buy the corner store from a desperate local proprietor who cant even afford to keep normal food on the shelves, and so he sells lots of cheap things like vegetables from local gardens, and tortillas from the local tortillaria. Now, that proprietor wants to sell the business to you... but imagine for a moment that he isnt allowed to! And you, with your money ready to invest, to be able to bring real, mass produced products into the store, are sent packing. What a shame. That neighborhood will never know the luxury of many goods that are their due, simply because of some silly local laws.

Aristide, sadly, is a bit of a fool when it comes to opening the market. We are putting all the pressure we can on him, but he is stubborn. He suffers from the same disease that affected the likes of other stalwart protectionists, like Ghandi in India, for example.

We can only hope that eventually he wakes of and smells the starbucks soon!

Good luck with your research and Thank You for this opportunity to contribute to your scholarship!

Lekvar Slomastsey
info@gatt.org

SCHROEDER & SCHROEDER

From: info@gatt.org
To: MS Outlook::harold@schroeder-inc.com
Subject: Re: Terrence Hibbert
Date: 4/5/02 5:17 PM

>
> On Thu, 28 Mar 2002, Harold M. Schroeder wrote:
>
> >
> > I am pleased to announce that Terrence Hibbert has joined Schroeder &
> > Schroeder Inc.
> >
> > Terrence offers skills in strategy development, financial analysis, best
> > practices benchmarking, and project management.
> >
> > Prior to joining Schroeder & Schroeder, Terrence worked with Digital
> > 4Sight, Canada's foremost technology strategy research and consulting firm. He has a
> > strong financial background, having also worked as an Account Manager with
> > the Business Development Bank of Canada - where he performed financial
> > needs analysis for term and subordinated debt products.
> >
> > Terrence received his MBA in finance and management for development from
> > McGill University and his undergraduate in financial and economic
> > studies from the University of Western Ontario.
> >
> > I am pleased to have Terrence as part of the Schroeder & Schroeder team.
> >
> > Harold Schroeder, MBA, CMC, C.H.R.P.
> > President & CEO
> >
> >
> > Schroeder & Schroeder Inc. is a boutique consulting firm that provides a
> > broad range of management consulting services to business and public
> > sector organizations across North America. Our client testimonials
> > <http://www.schroeder-inc.com/testimonials.html> and our case study
> > examples <http://www.schroeder-inc.com/casestudy.html> attest to the high quality
> > of service and assistance provided.
> >
> > Schroeder & Schroeder Inc.
> > 390 Bay St., Suite 2000, 20th Floor
> > Toronto, Ontario M5H 2Y2
> >
> > Tel. (416) 244-0892
> > Fax. (416) 244-2514
> > harold@schroeder-inc.com

> > www.schroeder-inc.com

Dear Mr. Schroeder,

We are gratified to receive your request to work for the World Trade Organization. Thank you!

What we are is this: an effective organization with global goodwill and goodwill for the globe. We have forward momentum; we will hurry humanity into prosperous futures!

You plus *us* equals *more* momentum formation, and more humanity-hurrying! Thank you!

Let me now appeal to you: what do you with this (work)? We have a lot of it (work), and we use it considerably. But we always need more, especially in the field of communication. What do you do?

I will tell you what *we* do, with work and communication, and you will say how you fit in. Here are the things we do, with work and communication: (1) we look backwards and (2) we look forward.

(1) In the the backwards-looking arena, we use modern technology--television, video, internet--to speak to a great many people about history, ideology, and ourselves.

Now the WTO of course feels that corporate free-trade enforcement (CFTE) will lead to prosperity for all just as surely as natural law leads to beautiful pelts.

But a lot of other people, outside the WTO, *don't* feel this way (about CFTE). They feel only facts. They feel that poverty is rising throughout the Third World--often the very parts that have been CFTE'd the most strongly. They feel there is a growing inequality between rich and poor, and deepening misery on the part of the latter, and they feel this is true in Russia, Brazil, Argentina, and Kenya, but also in the U.S., Canada, France, and Japan.

Our work can help show such feeling- and fact-blinded people that facts are not the end zone of truth. That when you hurl the football over the goalpost of progress, there's a lot more beyond it, and that examining the football with a magnifying glass in the sun can be dangerous for the football!

This is why in public speaking assisted by modern technology we have always insisted on clarity: so that, having seen where we stand and what we believe, we all can proceed accordingly. This we call education.

On CNBC's European MarketWrap program, for example, we painted a broad, informative background of our manifold efforts, telling our viewers that as far as the WTO is concerned, might *does* equal right--this being the primary message of neoliberalism. We also predicted that, as a beautiful illustration of this, privatized education will *naturally* lead to a

righter understanding of history on the part of tomorrow's students--with a greater focus on profitable thinkers like Hayek and Milton Friedman and Darwin, and less on Trotsky and Abbie Hoffman and Robespierre.

At a textiles conference in Tampere, Finland, recorded and retransmitted on videotape, we filled in some details. We noted that according to modern free-trade theory, the U.S. Civil-War North committed a heinous sin in attacking the South for its choice of cotton-manufacturing method--a choice (slavery) that would have been superseded anyhow by today's far cheaper but equivalent method of remotely located labor!

At that conference we also made clear that Mohandas Gandhi of India was, like today's Boves and Marcoses, simply a rank protectionist; and that what was needed was not Indian freedom from English transnational business--which Gandhi called for by wearing only homespun cotton garments--but rather more sensitivity on the part of English transnational business--for example, more production of the homespun styles that the Indians so evidently craved.

Finally, clarifying free-trade approaches to hunger at an agribusiness conference in Malaysia, we quoted at length Joseph Townsend, one of the founders of today's free-market thinking: "Hunger will tame the fiercest animals, it will teach decency and civility, obedience and subjection, to the most brutish, the most obstinate, and the most perverse.... It is only hunger which can spur and goad [the poor] on to labor... Hunger is not only a peaceable, silent, unremitted pressure, but, as the most natural

motive to industry and labour, it calls forth the most powerful exertions; and, when satisfied by the free bounty of another, lays a lasting and sure foundation for good will and gratitude."

Friend, hunger for knowledge has laid in our hearts a lasting foundation for industry. And the quarterback for the free-market team is not only God, but also good books. Such books having formatted the neoliberal mindset, communication can format the doubters'.

(2) In the forward-looking arena, communication can also help format policy, and can simplify many dilemmas.

Often, indeed, we find a complicated situation in the world-management world. We have a situation in which there are a great many people unable to accomplish one thing, or another, or a third. These are times when French farmers dismantle McDonalds restaurants with their tractors, when Mexican peasants take up arms to demand an end to enslavement of the Third World, and when Indian farmers smelt themselves unto death to protest the same things that Gandhi once protested with cotton. In so many ways, the structure of corporate free-trade enforcement is beginning to quake very deeply!

Now just as a country resorts to total war when victimized by a concerted push of its enemies, so in the current environment it is possible to push old ideas and methods past the goalposts of policy. We can discern the general outlines of neoliberalism and, staying true to these foundations,

concoct ever new, ever stronger tactics of profit and progress, those twin terms for reasonableness. We can brace the football with iron.

This is why, at the Finnish textiles conference, we presented our "Management Leisure Suit," a garment allowing today's CEOs to oversee foreign workforces in unprecedented detail, all the while engaging in healthy leisure activities sure to bolster efficiency.

At the Malaysian agribusiness conference, we laid out a radical plan to allow the Third-World hungry to participate in the miracle of U.S. fast food by recycling their one-dollar hamburgers as many times as financially necessary.

On CNBC, we showed how it would be possible to extend the logic of "pollution vouchers," whereby countries and companies purchase rights to pollute, into the field of human rights violations.

And at a legal conference in Salzburg we promoted a scheme to privatize voting--allowing companies to contract directly with individual voters for a particular suffrage. This would let politics be run more efficiently, through commerce, rather than through the clumsy and indirect language of big-government bureaucrats.

You will find such examples inspiring, and you will see that there is a place in our organization for difficult work and strenuous efforts at communication. Indeed, communication can help us all travel outside the box, or even--yes, potentially!--to rupture that box completely, through spurring and prodding and effort.

Let's spur! Let's prod! And let's effort: now you tell us how.

With very best wishes,

Granwyth Hulatberi
Informatics for Progress Division, WTO

<http://www.gatt.org/>
Making the world safe for effectiveness

On Fri, 5 Apr 2002, Harold M. Schroeder wrote:

Granwyth

Thanks for your message.

As you know, we are a management consulting firm. The services we provide are described at <http://www.schroeder-inc.com/ourservicesmenu.html>

Is there a particular area or topic that you think you might be able to use our services in?

Thanks again!

Harold Schroeder

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www.schroeder-inc.com

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From: info@gatt.org
To: MS Outlook::harold@schroeder-inc.com

Subject: Re: Terrence Hibbert
Date: 4/6/02 4:13 AM

Dear Mr. Schroeder,

Indeed, we have a particular problem that I would like to take up with you.

I think I did mention, did I not, that we had developed a Management Leisure Suit, a garment allowing today's CEOs to oversee foreign workforces in unprecedented detail, all the while engaging in healthy leisure activities sure to bolster efficiency?

Well, that was a "white lie": while we have developed a *prototype* of the suit, we have not developed the suit itself. It is, in a word, quite difficult to develop. Here is what it must do:

1. Perform surveillance of distant factory floors, relaying information directly into the vacationing manager (through implanted sensors) of any anomalies, excesses, excrescences, superlatives, and errors. Thus information-enabled, the manager can gambol all over Bermuda, if he/she so chooses.
2. Upon unusual information excrescence, the MLS must enable the manager to express upon any given worker, or on all workers together, electrical impulses that will alert the worker to the fact that work must be performed more ethically.

We have no idea how to undertake creating a device like this. It is essentially a management issue for us, as we have never before hired engineers. Does your company have experience in the engineer-hiring and engineer-management domain?

I would be happy to forward a photograph of our prototype, along with views of its desired/suggested future functioning, if that would help your evaluation.

Thank you,
Granwyth Hulatberi

<http://www.gatt.org/>
Making the world safe for effectiveness

Date: Sat, 6 Apr 2002 12:29:13 -0500
From: Harold M. Schroeder <harold@schroeder-inc.com>
To: info@gatt.org
Subject: Re: Terrence Hibbert

Granwyth

I'm afraid this is an area we do not provide services in.

Harold Schroeder

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