

Hazel Henderson's Acceptance Statement for the USACOR Lifetime Achievement Award

September 30, 2005

Dr Thorhaug, ladies and gentlemen:
My very deep thanks for the honor of this Award.

My dear friend and mentor, E.F.Schumacher always told me that if I were to do my best for social progress, I should always "fly under the radar" and keep out of sight as much as possible.

I took this advice to heart. It always fit with my British upbringing, where we learned that any writer whose books reached a wide public, even worse, became best-sellers, must be a rather trivial thinker. The idea was that one wrote for posterity.

So I have always enjoyed my relative obscurity in this, my adopted country. So this is a rather novel experience ...to receive such an acclaim by a U.S organization. So I am doubly grateful, since my passion has been rather subtle--re-framing issues and shifting paradigms ...mostly trying to undermine the hegemony of traditional economics, which has dominated both public and private decision-making for far too long.

Any of you who have found my editorials on my home page or the Calvert-Henderson Quality of Life Indicators at www.Calvert-Henderson.com will know of my quiet crusade to expose the phony "Nobel" prize in economics (in reality the Bank of Sweden Prize in Economics, lobbied onto the Nobel Committee, as "in Memory of Alfred Nobel"). In my articles for InterPress Service in Rome, Italy and for Le Monde Diplomatique, I have followed the revolt of Peter Nobel himself, and many scientists, who are now demanding that this Bank of Sweden Prize be properly labeled as such and de-linked from the Nobels...or abolished.

We have a segment of this under-reported science story in the first Episode of my TV series 'ETHICAL MARKETS' entitled "Redefining Success" which my good friend, Jerry Glenn, also a winner of your Award, will help you to see in a few minutes. This TV series is now airing on PBS stations covering 44 million households. Jerry, my congratulations.. And thank you for assisting!

But my real passion has been for positive visions and documenting what's working. I like to "mainstream" all the best ideas and projects!

'ETHICAL MARKETS' in its 18 episodes, lays out all the progress, the cleanest, greenest technologies, the best companies, the most visionary, entrepreneurs, asset managers, social innovations and innovators, NGOs now building the "sustainability sectors" of our global economy.

The TV series is global, because markets are global.. And we need to shape them with new rules to protect human rights, employees, the environment and societies. Since I could not see the UN or the international community creating the necessary protocols, agreements and standards to shape the more ethical 21st

century capitalism the world needs, I decided a global TV show would help showcase all the good progress and set higher benchmarks for all companies.

Today, we have license agreements for ETHICAL MARKETS TV in Brasil and China, and others coming along in the U.K , E.U , Canada andAustralia,thanks in part to Club of Rome member and dear friend ,Keith Suter and a wonderful group in Sydney. Other dear friends (who serve on the pro bono Research Advisory Council for our TV series), include Ashok Khosla and Wouter van Dieren.. also Club of Rome members whom I had hoped to see again at this meeting. I shall also miss my former colleague on the Advisory Board of President Vaclav Havel's FORUM 2000 , His Royal Highness Prince Hassan bin Talal of Jordan, always a wise voice in the FORUM's five- year deliberations on re- shaping a more human globalization, and my dear friend Dr. Ernst Ulrich von Weiszacker who works so tirelessly for all the things I believe in .To all of you, my warmest greetings.

Now with my deepest thanks to Dr Anita Thorhaug for this wonderful Award, I would ask you to sit back and enjoy for the next 23 minutes , my TV show on a topic at the core of our work " Redefining Success".

Thank you !

Hazel Henderson