

Bullfrog Films Presents

Who's Counting?

Marilyn Waring on Sex, Lies and Global Economics

**a
Study,
Discussion,
Resource and
Action Guide**

Prepared by the "Who's Counting?" Project

This booklet was prepared on March 10, 1997
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Contact WCP for current versions of our literature
and more information on nationwide activities.

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Dear Friend,

This booklet which comes with the *Who's Counting?* movie is the culmination of a long labor of love. We developed these materials over a six month period starting in August 1996, with the intention of helping the movie *Who's Counting?* help those who watch it come together and have meaningful conversations about the topics it raises.

The experience of watching the movie, and watching it again, and continuing to talk about it, keeps generating new perspectives and insights which we want very much to incorporate in our materials. The booklet you are now reading is not "the last word". Within the next several months we expect to create a revised version of this booklet, which will better reflect the values and perspectives that have inspired us.

One thing that has become clear to us is that the way we work together in our group is as important as the work itself. In the next version of the materials we would like to tell more of the story of our group, and of how we do things, in a way that can inspire others, and help empower them to live in line with their deepest values. We recognize the sacredness of dialogue, the power of telling stories and speaking from the heart and the beauty of working together and maintaining personal connections through the most demanding of tasks.

Stay tuned! Contact us if you are interested in this new version of our materials. We currently predict that it will be ready sometime in May or June 1997, but you are welcome to contact us before and we will keep your name and send it to you when it's ready.

The "Who's Counting?" Project
March 1997

The "Who's Counting?" Project

We started as a small group of friends who were very moved by watching a video of "Who's Counting?" We ended up talking about it together for a whole afternoon, and decided we had to do something about it. So when our chance came, we were ready.

On August 12, 1996, "Who's Counting?: Marilyn Waring on Sex, Lies, and Global Economics" premiered at a regular movie theater in Berkeley, California to a surprisingly large audience for a Monday—about 600 people saw it that one day! The reason there were so many people at the theater on the 12th is the film's enormous power to galvanize viewers to promote further showings.

And the effects did not stop there—new volunteers came forward to collect names from the audiences at the film; people signed up to show it in their homes, or to help in other ways. Within days of the showing, our group of volunteers had formed The "Who's Counting?" Project. At the group's first business meeting, excitement ran very high about the film's enormous potential to connect with people's real concerns in these uncertain times.

Many suggestions about follow up actions were made at this first meeting of WCP, such as putting together a discussion guide for film viewers, suggestions for further reading and also study group materials.

Since then we have had a very enthusiastic response to our program. For example, in October 1996, nearly 500 people pledged \$100 to KPFA, a local listener-sponsored radio station, for the video and our materials.

Our goal is to promote the film as a tool for bringing people together to explore and create life-affirming economic alternatives. We believe that "Who's Counting?" can serve as a powerful catalyst for people to begin taking their economic future into their own hands.

Building a Network Together

You can be an active part of our network by becoming:

- a local contact person
- a local network organizer
- a national "Who's Counting?" Project task force member (web site creation, media relations, outreach, database, contacts with current network)

We Need Donations!

The "Who's Counting?" Project is entirely run by volunteers and is financed by funds we collect ourselves. Contributions to WCP for phone, copying, Web site, etc. are welcome. Tax deductible gifts (\$50 minimum) may be made out to LEAP, with a memo line reading "for WCP." Please mail to address listed below.

The "Who's Counting?" Project was founded by Tom Atlee, Carol Brouillet, Irene Hurd, Lois Jones, Miki Kashtan, Etta Lebensold, Ken Lebensold, Shirley McGrath, Karen Mercer, and Susan Strong. Advice and consultation from Marilyn Waring and Terre Nash.

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THINGS YOU CAN DO

A Guide for Viewers of "Who's Counting?"

A) SPREAD THE WORD!

This is a grassroots activity built of people like you getting their friends and associates excited about this film, and then everyone talking about what this means for their lives and communities. So you could:

- Buy the film. You can get 40% off if you get together with friends and buy 10 at one time.
- Show it in your home. Then get people talking about it. For suggestions, see pages 12-17 of this booklet, "Guide to Home Showings of *Who's Counting?*"
- Buy a few copies of the film (perhaps with some friends) and lend them out to other friends for them to show to THEIR friends.
- Get the film shown in your church or library or in some other group or institution you're involved with. Have people talk about it afterwards.
- Tell everyone you think might be interested, and give them a flier about the film. Send e-mail messages or letters to your personal mailing list.
- Give the film as a gift.
- Write reviews, letters or op ed pieces for publications in your town or field of interest, to tell readers about the film.
- Ask your local public or university library to lend you a copy. Get friends to ask for it, too. Many libraries will buy copies of a video to lend—even if only one or two people request it.
- Introduce students and professors to the film, encouraging them to use it in their classrooms. Relevant subjects include economics, social studies, sociology, political science, environmental studies, women's studies, government, development, current affairs, social change.
- Ask a local PBS or cable TV station when they plan to broadcast this video. Get friends to ask. (Contact the Who's

Counting? Project if you'd like to be part of a national campaign to get the video broadcast on public TV.)

B) CHANGE THINGS!

- **CREATE A LIFE THAT MAKES MORE SENSE**, a life that affirms your aliveness and your relationship with the world around you—a life that isn't so dependent on money. Simplify your life. Find ways to ground yourself in your own spiritual center, in your own deep sense of what's important. Do more meaningful, enjoyable things that involve little or no money. Volunteer. Take creative risks on behalf of the world and your own aliveness. Read books, subscribe to journals and join organizations designed to help you increase your personal freedom from money. Get together with others to learn together and to support each other in creating lives that make more sense.
- **WRITE TO YOUR REPRESENTATIVES**. Share with them what you already know and feel about GDP as measures of economic health. Use what you know from the film and from your own life. As Marilyn Waring makes clear, you don't have to be an expert to take action. You just have to stay connected to what supports your own aliveness and the health of your family, friends, community and nature. What you want to communicate to your representatives is that you know that the way things are being done now simply doesn't make sense—and is, in fact, quite dangerous. Write to legislators, executives and politicians—at the national, state and local levels. If everyone who reads this paragraph wrote only one letter like this, it would have a profound impact, because lots of people are seeing this film. If we all wrote several letters, we'd become a rising flood of public opinion that few representatives could ignore.

Don't wait until you learn more. Rather, tell your representative what you know and think right now and, if you are planning on learning more, tell them that, too. You can read our fact sheet on alternative indicators (see

page 22) and some of the items on our bibliography (see page 19). Then write them again when you've learned more, giving them further information and things you want them to do. Over time, you could become a persistent presence in their lives, providing some balance to persistent corporate lobbyists.

- LEARN ABOUT ALTERNATIVES to economics-as-usual.

Such alternatives already exist in many parts of the world, and there are many books, journals and organizations that provide information and opportunities related to alternative economics. The simplest approach is to go to your local library or bookstore and get books on the subject. You can use the *Who's Counting?* Project Resources List (page 19 of this booklet) to get started.

The Who's Counting Project (WCP) is also developing materials for a series of study circles about alternative economics. In each study circle, a group of 5-20 people meet together several times to learn about one specific set of alternatives in a democratic and collaborative way. A small packet of well-selected reading material serves to catalyze the group's dialogue and provides a common reference point. It is quite easy for anyone to start and run a study circle for friends (and others), and WCP can help.

WCP study circles can show you how and why to create a sustainable, community-oriented economic system that focuses on people's quality of life, the vitality of their community and the health of their environment. Ideally, you and a few friends would do a number of study circles that seem interesting to you until you find something you really want to create together. Then you can turn to the WCP's World Wide Web Page for more detailed information, references, networking help and ongoing dialogue in the area of your interest.

You can also just buy packets of study circle materials to read by yourself. But if you want to actually make something happen, you're going to need other knowledgeable people to work with. It makes sense to start off

right from the beginning with people you like and trust, and to learn about all this together.

Please remember that WCP, as a grassroots, totally volunteer effort, is trying to jump-start these study circles and its Web site with virtually no money. You can help by ordering study circle packets early and being patient while we compile them. Some of the study circle packets are closer to completion than others, and our priorities will be influenced by which subjects most people express interest in. A complete list of our study circle guides is attached at the end. Please allow 8 weeks for packets to be delivered. (see pages 7-11)

- **JOIN OR CREATE ALTERNATIVE ECONOMIC ACTIVITIES.**

Some of you will be lucky enough to have good community-oriented economic activities (such as co-ops) which you can work with in your own area. But if you don't—or if you want to create more activities (which is always a good idea) — WCP study circles and online networks can support you in choosing and building activities that are right for you.

C) BUILD THE NETWORK!

- Write to us with your questions, comments, suggestions and resources. Give us feedback on how useful our materials are, or where they are problematic, or things we could do—or do better. What do you know about that we should know about?
- Volunteer to help us create study circles and do on-going research.
- Start your own local WCP web page or on-line conferences and networks. Or, better yet, organize local face-to-face activities. It can really help a local effort to have a person or group taking responsibility for getting things rolling. We'll help you contact other interested people in your area and give you ideas of things you could do.
- Send us some money. We're trying to stay as indepen-

dent of money as we can, but there are still expenses like copying and postage that we simply can't do without money. We're raising money within our own community, but additional help is always welcome. If you know any people with financial resources who are interested, let them know about WCP!

- Get friends involved. Introduce friends to the video. Inspire friends with the vision. Engage them in the activities in this write-up.

Study Circle Packs

Study circle materials that will soon be available from WCP include a general booklet: *How to Do a Study Circle*, and the following study packets. Contact WCP for prices and availability. (note: see note on pp. 9-11)

1. **General Introduction to Alternative Economics.**
2. **Money v. Life**—the role of money in life, for good and ill.
3. **Simplicity**—moving beyond materialism to a deeper kind of wealth
4. **Sustainability**—moving beyond instant gratification to a culture of real lasting health and wealth
5. **Life-centered economic indicators**—ways of measuring quality of life at national and local levels, to supplement or replace GDP.
6. **Community-owned and -controlled economics**—reclaiming local economies with credit unions, land trusts, co-ops, community supported agriculture, community gardens, citizen utility boards, control of pension funds and other means.
7. **Community mutual support systems**—cushioning local economies from global recessions and building your community with local money, local exchange trading systems (LETS), barter, gifting networks, reciprocity, etc.
8. **Nurturing local businesses**—freeing ourselves from dependence on multinationals with microlending, community banking, farmers markets, enterprise zones and other ways of supporting local business.

9. **Policy-making to build community**—using surveys of (1) time-use, (2) the creation of real value and (3) resources in the community to guide the policy decisions of local governments and community agencies.
10. **Community-based democracy and collective intelligence**—utilizing new forms of creative dialogue (like open space and future search conferences, and computer networks), increasing political answerability, and other democratic forms.
11. **Community housing**—creating healthy housing for people, not profit, using co-housing, Habitat for Humanity, ecological design and building materials, etc.
12. **Integral community health**—building a caring health system that treats us as whole human beings, using co-op clinics, complementary medicine, the healthy cities movement, and other approaches.
13. **Life-centered community education**—lowering the boundaries between life, education and the community, using democratic and cooperative education, free schools, home schooling, community involvement in education, charter schools, each one teach one programs, etc.
14. **Community food**—making our communities more self-reliant and connected to the earth with community gardens, community supported agriculture, food buying clubs, food co-ops, etc.
15. **Becoming indigenous** — Developing working friendships with the plants, animals, land, water and weather in our local area through the practice of local mapmaking, bioregionalism, permaculture, and other approaches.
16. **Corporate responsibility**—helping companies play a positive role in the world by responsible purchasing, public control of corporate charters, ethical investing, the CERES principles and other approaches.
17. **Sustainable community resources**—helping communities establish ecologically sane systems for using energy and physical and natural resources, including alternative energy, co-generation, conservation programs, reduce/re-use/recycle programs, organic water purification, etc.
18. **Community media**—using the media to enhance the

community, through listener-supported radio and TV, cable TV, pirate radio stations, local newsletters, public notice boards, Internet access, online community resources, media adoption programs, etc.

19. **Life-centered, community-supported child care**—nurturing villages that can raise our children well, with parent co-ops, intentional families of friends, child-friendly spaces and meetings, etc.
20. **Moving beyond militarism**—freeing the vast resources trapped in armies, using economic conversion, common security, conflict resolution, civilian-based defense, and other approaches.

A viewer/WCP partnership to develop *Who's Counting?* study materials

On Sunday, January 26th, 1997, two days before the triple city film tour here in the Bay Area, we met with Terre Nash, the director of the movie, and explored new possibilities and directions for our work.

For close to 4 hours, we talked from our hearts about whatever was important and meaningful to each of us, using the circle process described in the *Who's Counting* Project's home showing guide. In the course of doing that, the usual effect of being in a circle for a long time happened to us. As we became more focused and clearer, we seemed to tune into deeper wisdom. What words came out of which mouth started being less important than carrying the thread of the unfolding creativity.

And within that context, we found ourselves talking a lot about our study packs. As we talked, gradually the focus shifted away from how to do it right, or quickly, into a deeper examination of the purpose of the study packs and the best way of making that happen.

As the circle went around and more ideas came up, a radically different approach to the question emerged. As we see it now, our original approach was not participatory. It was a matter of

us (the “experts”) gathering information for the use of others. This is not our customary way of operating, nor is it congruent with Marilyn Waring’s vision. It does not address the specific needs of specific groupings of people watching the movie and learning about it, nor is it designed to tap into readers’ own experience or heart-knowledge.

And so, in talking, we came up with various other ideas that you may explore in your groups and give us feedback on.

1. As you get together in groups and circles and talk, you will find things you already know, both in terms of what is happening in the world, and in terms of resources and sources of information that you are familiar with. You are therefore in a position to participate in the process of creating a knowledge base for everyone involved.

2. While we may be able to supply you with questions and information, you may be able to generate questions of your own. Questions are often much more powerful tools for innovative learning and thinking than answers are. Share with us the questions you come up with.

3. What we are after is a combination of knowledge and experience that works. Clearly, just talking about one’s experience does not give room to learn of different possibilities. At the same time, knowledge without a context to make sense of it, does not generate new understanding or action. We came up with the idea that powerful transformation happens when new knowledge meets the needs born out of articulating and reflecting on the personal experience of an individual or group.

4. One particular method for creating that transformative possibility comes directly from Marilyn’s ideas, as expressed in the film: by engaging in time-use surveys within a group, groups or individuals can discover where they are most in need of further information to effect the changes most powerful for their life circumstances. As everyone is unique, that area of need will vary greatly, thereby enhancing everyone’s learning.

5. WCP’s role would also be changed. We will continue to provide some articles and secondary sources upon request. But we are now leaning towards mostly providing the names and contact information for a wide range of groups already

working in the areas your circle is interested in. Such groups would be able to supply interested parties with their own already prepared informational materials. Such direct contact can be empowering both to the group requesting the information, and to the organization providing the information. It also helps expand the network.

6. Another way in which WCP can be helpful is by being a clearinghouse for information and resources: Anyone who has, or wants to create, an article or a study pack or a dialogue question or some other resource about economic alternatives could send it to us and we could post it on our upcoming Web page or make it available in some other way.

We are excited about the idea of learning together, of using the study pack project as a way of integrating our own knowledge with that of other individuals, groups, and like-minded organizations on an ongoing basis. This would help fulfill our broader intention to help a self-organizing network come into being around the ideas expressed in this film.

We are still in the process of exploration, and your input can really contribute towards making the network more and more effective.

The specific person coordinating these efforts is Miki Kashtan. You can write to her at the address below, or email to mka@slip.net. Both of these would be significantly easier to handle and learn from than a phone call.

Guide to Home Showings of “Who’s Counting?”

A good way to introduce your friends or colleagues to *Who’s Counting?* is to hold a home showing. If you feel confident doing a home showing, just do what feels right. But if you’d like some guidance before proceeding, check out the helpful suggestions in this Home Showing Guide.

People are likely to benefit more from this movie if they have an opportunity to talk about it afterwards. In general, these conversations go best when they are facilitated and follow some basic guidelines about talking and listening to help people learn together. Because this movie challenges assumptions prevalent in our culture, many people have strong reactions to it, positive and negative. These reactions can show up as defensiveness, judgments, and entrenchment in familiar positions, leading to conversations that can leave people feeling dissatisfied and isolated.

One of our goals in providing these guidelines is to assist you in creating an environment which fosters real listening and creates much more safety for people to express what is really important to them. When we say ‘dialogue’ we mean an atmosphere of respect for differences, a spirit of inquiry and suspended judgments, and a genuine willingness to learn from each other.

Getting Ready

Leave time for a stimulating conversation. Try starting an evening showing at 6 pm, or 7 pm at the latest.

If you are serving refreshments, arrange that so it doesn’t distract from the video or the subsequent dialogue.

Spend some time thinking about how you want to introduce the movie and about what kind of conversation you want to have afterwards (see guidelines below). If your guests may

want to be further involved in this project, make copies of materials about follow-up activities (available from us) so you can hand them out afterwards. You may also want to use the film summary given below as a handout, either before or after the conversation.

Think ahead of time how you want to handle people who show up late. It can be frustrating to wait for people who don't show up, and it may also be frustrating to start and then have people trickle in. Be prepared for some people to simply not show up and not even call. It can help to tell people that the film WILL start at a particular time, and ask them to come a bit early.

Before the Show

If it makes sense, have people briefly introduce each other.

Suggest that people use the bathroom before the show. Tell them the film is an hour and a half long (or one hour if you have the short version). Get their agreement whether or not to pause the movie during the showing to allow for use of the bathroom and/or to clarify statements in the movie that viewers didn't hear or understand well enough. (It is not advisable to stop during the movie for discussion, unless there's just 2 or 3 of you or you are an ongoing group and you have at least 5 or 6 hours set aside. Otherwise, you may never get through it.)

Tell people before the movie starts that you plan to facilitate a conversation afterwards. Let them know what format you have chosen and why. (See conversation guidelines below).

During the Show

Don't stop the video unless everyone agreed earlier to do so. In general, it is usually best to just go through the movie from beginning to end, unless someone really can't follow it or is noticeably upset.

Summary of Main Points

For your reference, or to refresh your memory and the memory of your audience, here is a summary of the main points:

Gross Domestic Product figures, which form the basis of macroeconomic policy throughout the world, recognize no value but money and are unrelated to the well-being of people and communities.

Unpaid work, largely done in subsistence economies, and in addition by women and the earth's ecosystems in all economies, is discounted and often disrupted by economic policy decisions.

Destructive activities such as war, pollution, and sexual slavery are valued as long as they generate money flow. There is no debit side in the accounting procedures.

Non-monetary human values such as peace, community, and environmental preservation are not recognized in economic policy-making. In the words of Marilyn Waring: "the system cannot respond to values it refuses to recognize."

Time use data provide the most useful indicator for determining a community's needs. In Kenya, for example, village women spend many hours each day walking long distances to obtain water; this tells us that better water pumps are a high priority for these villages.

After the Show

If you are doing an organized dialogue, find an opportune moment to step into whatever initial conversation emerges in order to get the more organized conversation going. A good way to do this is to acknowledge that everyone probably has lots to share and you want to get started with an organized dialogue so everyone gets a chance to speak. Introduce the group to the relevant guidelines for the kind of circle or dialogue you've chosen. At this time, you can also present the group with discussion questions, either taken from the list below, or one that you are particularly interested in.

Even if you are planning an open dialogue, we recom-

mend starting with a once-around check-in circle in which each person takes a minute or two to share their overall response to the film.

At the end of the dialogue, find out who would like to come back for further discussion or other kinds of follow-up activities. If a large enough group is interested in further dialogue or study, or if people want to take action to change things, contact us and we can provide you with materials for ongoing learning and action.

In addition, find out if anyone is interested in doing a showing at their place for their friends, or at some group, organization or activity they're involved with. If they need help, have them contact us.

Conversation Formats

Conversations in our society often tend to be in the form of debates, with a few people talking most of the time, and others sitting quietly most of the time. Debates tend to harden people's positions and make them less interested in learning from each other. We strongly recommend a conversation which is structured to minimize the likelihood of debate.

1) Circles

Circles are an adaptation of a process used by many native American people.

Circles foster a spirit of openness and a willingness to speak and listen from the heart as well as to make room for everyone who wants to participate to do so. As a result, they generate a sense of safety in which people are often able to speak more deeply than otherwise.

In order to create a circle it's best to have an object that is passed from person to person around the circle. When the object is in someone's hand, it is this person's turn to speak (or maintain silence), then hand the object to the person on their left, and so on around the circle, as many rounds as there is time for. Shorter turns allow for more rounds and seem to help people move towards deeper shared understanding. A facilitator may exercise their judgment and ask people to fin-

ish off if they are taking longer than others, or the group may decide ahead of time to limit each turn to 2-3 minutes.

2) Open Dialogue

If you prefer not to use the circle process, here are some broad guidelines you can use to foster an open spirit of dialogue in which people really hear each other and learn something. It helps to post them on the wall or hand them out to your guests and to discuss them briefly before you begin.

Dialogue means:

We talk about what's really important to us.

We really listen to each other. We see how thoroughly we can understand each other's views and experience.

We say what's true for us without making each other wrong.

We see what we can learn together by exploring things together.

We make sure everyone has a chance to speak.

Get people's agreement to try to follow these guidelines or just tell them that you'll be trying to shepherd the conversation along these lines. Then let people talk, giving them gentle reminders, as necessary. Especially note if certain people aren't talking and ask them if they'd like a few minutes to sort out their thoughts and then share with the group. Don't force anyone, but make sure your quiet guests have the safety and time they need to speak.

Ask people to continue to follow these guidelines even if others seem not to be following them. The point is to talk about the film, not evaluate each other's behavior.

Questions Appropriate for a Circle

Choose some questions that interest you. The ones below are just suggestions. You may want to read all the questions aloud to the group first, or write them on a large piece of paper where everyone can see. Everyone may agree to address a shared question, or each person may decide on one(s) they want to address in their turn. Once the circle starts,

however, whatever anyone says is OK, provided the time guidelines are followed.

What did you feel while you were watching the movie? Were you moved or upset? Did you feel turned on or off? What are your thoughts as you look back on it? What are you feeling right now?

What do you think this film is trying to say about the impact of economics on life? Does that make sense to you? Why?

Does this movie reflect your own experience? What in your life leads you to respond to it the way you do? Share some things you've been through and seen that relate to this film.

Questions Appropriate for either a Circle or an Open Dialogue

What does this movie have to do with our lives? With your own life?

What do you see more clearly now, having seen this film?

What is still confusing or even more confusing?

What was most compelling or problematic about the film itself, its attitude and style and technical quality? How could it be improved?

In what ways does this film challenge or reinforce beliefs and values that you hold individually? What about some of the dominant beliefs and values of our culture?

Whether or not you agree with this film, do you have any thoughts on how we can make our economic system more beneficial for our lives, our communities and the natural world? For those who agree with the movie, what would it mean to take it seriously, right into your life and what are its wider implications? For those who disagree with the movie, what improvements in our economic system would you like to see, or what seems to be working despite what the movie says?

What would have to be different about your life (or our lives) for you (or us) to want to do something about all this, and then actually do it?

Request for Feedback

We are taking very seriously the task of disseminating this movie to as many people as possible and stimulating productive dialogue about it. Feedback from people like yourself is of enormous value to us as a group as we work to improve our materials and guidelines. We would be very grateful to you if you would be willing, at the end of the showing, to write to us and let us know how it went. Please also let us know who you are, and your name, address, phone number, email and fax (if you have them) so we can stay in touch with you. We are interested, most specifically, in the following questions (but you can say whatever seems relevant and empowering to you):

- 1) How many people came to your showing?
- 2) Can you estimate roughly how many of them liked the movie?
- 3) What differences do you notice between those who liked it and those who didn't?
- 4) What did they like? What did they not like?
- 5) Did you talk about the movie afterwards? Did you use a circle, or some other process (please describe)?
- 6) What did people seem to want to talk about?
- 7) What was your overall sense of the success of the event? Considering the whole event, what worked and what didn't?
- 8) Is your group going to meet again? What do you plan to do then? What assistance or materials would you like?
- 9) Could you give us some feedback on this Home Showing Guide itself?
- 10) Any other comments, suggestions, experiences or questions you'd like to share?
- 11) Please list any people or groups you would like us to get in touch with. Please tell us how to reach them (name, address, phone, fax, email, etc.) and why you would like us to contact them.

Thanks very much for taking the time!

Resources of interest to viewers of *Who's Counting?*

BOOKS:

If Women Counted, by Marilyn Waring (Auckland University Press, 1988). The details of women's work and the international accounting system, beyond what's outlined in the film.

Three Masquerades, by Marilyn Waring (University of Toronto Press, March 1997).

Paradigms In Progress: Life Beyond Economics by Hazel Henderson (Knowledge Systems, 1991). Clear thinking pointing us towards new personal, institutional and global standards for a more workable human ecology.

Building a Win-Win World by Hazel Henderson (Berret-Kochler Publishers, 1996).

"The GDP Myth: How it Harms our Quality of Life and What Communities are Doing About It," by Susan C. Strong (Center for Economic Conversion, July 1995), 38 pages. \$11.50 (+ 7.75% CA sales tax) from CEC, 222 View St., Mountain View, CA 94041. The most detailed description of alternatives to GDP currently available. "Especially good on local quality of life indicators," says Hazel Henderson.

The Growth Illusion: Strengthening Local Economics For Security In An Unstable World by Richard Douthwaite (Lilliput Press, 4 Rosemont Terrace, Arbor Hill, Dublin 7, Ireland), \$20. Covers a wide range of local economic activities.

The Ecology Of Commerce: A Declaration Of Sustainability by Paul Hawken (Harper Business, 1993). How to turn our thoughtless marketplace towards human welfare and ecological health.

When Corporations Rule The World by David Korten (Berrett-Koehler/Kumarian Press, 1995). The compelling logic for localizing economics while globalizing consciousness, accessibly written by a former international development professional.

The Millenium Whole Earth Catalog: Access To Tools And Ideas For The Twenty-First Century, edited by Howard Rheingold (HarperCollins, 1994). This doesn't have everything, but it comes pretty close... all layed out in a form that is endlessly fascinating.

Your Money Or Your Life: Transforming Your Relationship With Money And Achieving Financial Independence by Joe Dominguez & Vicki Robin (Penguin, 1992). Step-by-step guidance to moving outside the wage world into a world of purposeful aliveness.

Voluntary Simplicity: Towards A Way Of Life That Is Outwardly Simple, Inwardly Rich by Duane Elgin (Morrow, 1993). The classic on living cheaply, ecologically, in community with friends and the world, revised for the '90s.

Creating Community Anywhere: Finding Support And Connection In A Fragmented World by Carolyn R. Shaffer & Kristin Anundsen (Tarcher/Perigee, 1993). M. Scott Peck calls this "The most comprehensive book I know of about the community movement." From family and friends, to support groups, to neighborhoods and shared housing, to community in the workplace and on line, plus a toolbox of practical wisdom to help.

Fighting for Survival: Environmental Decline, Social Conflict and the New Age of Insecurity, by Michael Renner (Norton, 1996).

This Place on Earth, by Alan Durning (Sasquatch Books, 1996).

The Case Against the Global Economy, by Edward Goldsmith and Jerry Mander (Sierra Club, 1996).

Earth in Mind, by David Orr (Island Press, 1994).

The Universe Story, Thomas Berry & Brian Swimme (Harper, 1994)

People, Land and Community: Collected E.F. Schumacher Society Lectures, Yale University Press, April 1997.

PERIODICALS:

Yes! A Journal Of Positive Futures, PO Box 10818, Bainbridge Island, WA 98110-0818. Phone (206) 842-0216, fax (206) 842-5208, email yes@futurenet.org. Subscriptions \$24/year - (800) 937-4451.

Tranet: A Bi-Monthly Digest For The Alternative And Transformational Movements, PO Box 567, Rangeley, ME 04970-0567. Phone (207) 864-2252, email tranet@igc.apc.org. Subscriptions \$30/year.

Timeline: A Bi-Monthly Publication Of The Foundation For Global Community, 222 High St., Palo Alto, CA 94301-1097. Subscriptions: \$10/year.

Co-Op America Quarterly: A Magazine For Building Economic

Alternatives, 1612 K St. NW, #600, Washington, DC 20006.
Phone (202) 872-5307. Subscriptions: \$20/year.

ORGANIZATIONS:

Democracy

Program on Corporations, Law & Democracy, P.O. Box 806, Cambridge, MA 02140. Phone (508) 487-3151.

Center for Living Democracy, RR1, Black Fox Rd., Brattleboro, VT 95301. Phone (802) 254-1234.

Ecological Economics

The Ecology Center, 2530 San Pablo Ave., Berkeley, CA 94702. Phone (510) 548-2220

The Bioneers Conference, 369 Montezuma, Ste. 334, Santa Fe, NM 87506. Phone (505) 986-0366

Alternative Development

Food First, 398 60th St., Oakland, CA 94618. Phone (510) 654-4400

International Forum on Globalization, 1555 Pacific Ave., San Francisco, CA 94109. Phone (415) 771-3394

Global Exchange, 2017 Mission St. #303, San Francisco 94110. Phone (415) 255-7296

The International Society for Ecology & Culture, P.O. Box 9475, Berkeley, CA 94709. Phone (510) 527-3873

Alternative Economics

The Henry George School, 1568 Shrader St., San Francisco, CA 94117. Phone (415) 661-0172

E.F.Schumacher Society, Box 76. RD3, Jug End Road, Great Barrington, MA 01230. Phone (413) 528-1737

Redefining Progress, 1 Kearny St, 4th Floor, San Francisco, CA 94108-5501. Phone (415) 781-1191

Media Action

T.U.C. Radio, P.O.Box 410009, San Francisco, CA 94141. Phone (415) 861-6962.

“*Making Contact*” *Nat’l Radio Project*, 830 Los Trancos Road, Portola Valley, CA 94028. Phone (415) 851-1730.

Measuring what we really value: Action needed!

An Alternative to the GDP: Quality of Life Indicators

Along with her in-depth critique of GDP, in the film, "Who's Counting?" Marilyn Waring mentions some methods for measuring our real condition other than just adding up the money value of goods and services in the market. In her August, 1996 KPFA radio interview, she called for an official set of quality of life measurements to be used in policy making at the national and the international level.

National quality of life indicators are also being recommended by futurist Hazel Henderson and other progressive economists.

In the U.S., more and more concerned citizens are starting their own quality of life measurement projects at the local level. But even this hopeful trend is now at risk from a new threat.

ACTION ALERT: STOP THE PROPOSED CUTS!

The bad news is that in its haste to reduce the federal deficit, Congress has plans to cut funding for federal data collection deeply over the next ten years. The cuts will hurt quality of life measurement projects at every level, federal, state, and local. Savings from these cuts will be minuscule; damage will be major and lasting. (See next page for details.)

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Answers to Frequently Asked Questions:

What are Quality of Life Indicators?

Quality of Life Indicators measure the state of our communities and environment, not just how much money is changing hands. Examples of quality of life measures include the number of children being born into poverty, the number of people finishing high school each year, the number of trees being planted in cities, the amount of toxins in the water we drink, or the amount of pollutants in the air we breathe.

Who is Using Such Measures Today?

Right now cities all over the world and a number of cities, counties, and states in the United States are developing and using quality of life measures. In the U.S. three of the most famous projects are in Jacksonville, Florida, Seattle, Washington, and the state of Oregon. A new 1996 survey by the organization Redefining Progress found at least 150 U.S. local quality of life indicator projects in existence. (Redefining Progress can be reached at One Kearny St., 4th Floor, San Francisco, CA 94108, phone 415-781-1191, fax 415-781-1198)

Local quality of life measurement projects often get started by interested citizens, non-profit organizations or by staff in local government agencies, as a way to build community and stimulate better, more accountable, local government. Sometimes indicators are developed as a way of checking on a planning process which is already underway. If you would like to know more about how to do such a project in your community, see the resource listed below.

What Threatens Quality of Life Measurement Now?

Congressional attempts to balance the budget by cutting funding for data collection threaten quality of life indicator projects at every level. Even local projects depend on federal data gathering for many important categories of information about their local environment, economy, and social condition. An example of a proposed cut with big implications is the 1996 Congressional attempt to delete OSHA funding for collecting information about the incidence of carpal tunnel syndrome, a growing workplace safety issue. And this is just the beginning of possible cuts, unless Congress hears from the public. We also need to reform and improve data gathering at all levels, federal, state and local.

In 1997 Senators Robert Kerrey (D, Nebraska) and Daniel Patrick Moynihan (D, New York) expect to reintroduce their bill calling for a commission to study the whole federal system of data collection. Other relevant legislation may also be reintroduced, as well as measures governing plans for the year 2000 Census, also a source of much quality of life information. We can write our political representatives about

the need to have national measures of our quality of life and to prevent shortsighted cuts in funding, both for ongoing data collection and for the year 2000 Census. (Call the Census 2000 Initiative at 202-326-5287 for more information.)

But Don't We Already Have Official Quality of Life Measures Nationally?

Despite the number of federal agencies separately collecting data on various quality of life issues, we still do not have an official set of national quality of life indicators. We need a collaborative effort to produce an official quality of life index, in order to have a significant effect on policy making. Instead, the GDP continues to be used as the chief gauge of our country's condition in public debate and federal policy making.

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Prepared for The "Who's Counting?" Project by Susan C. Strong, author of *The GDP Myth: How It Harms Our Quality of Life and What Communities Are Doing About It*. 38 pp. resource list, bibliography, \$ 11.50 plus state tax if applicable, from the Center for Economic Conversion, 222 View St., Mountain View, CA 94041. Invaluable assistance in preparing this fact sheet was provided by Brad Crabtree, Washington (DC) Associate, Redefining Progress.