



Peter Burgess <peterbnyc@gmail.com>

about 'the antimatter for a common future' (RE: the Equal Opportunity Model)

1 message

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 To: "peterbnyc@gmail.com" <peterbnyc@gmail.com>

Thu, Sep 24, 2015 at 4:15 PM

Dear Peter,

Thank you for your interest, I hope that after reading the basics of the model, you don't get disappointed but the opposite. The 'brief on EOM.pdf' gives some info on the reasoning behind it, the EOM applied.pdf provides a brief more graphic interpretation.

The Equal Opportunity Model (short EOM) as I baptized my bright moment end of 2010, is based on 25 years of experience in the international business landscape in a variety of countries and industries and many years ex-patriate in Western Europe, Eastern Europe, Africa. It is the result of my observations dealing with virtually all segments/pillars of 'society': banking, industry, investors, retail, non-profits, government, UN, etc.

During the last 25 years, there was a accumulation of things that bothered me but I could not exactly put my finger on it until sep.2010:

Over the last odd +30 years society at large, especially last 5- 10 years, has seen a growing engagement and sense of urge from 'the community' starting to work on a more 'humane and ecologically responsible' economy and a more fair divide of available wealth worldwide. Fair Trade, Oxfam Novib, UN, USAID, you name it. BILLIONS have been invested+well over 30 years.

The funny thing is that one would expect to have been able to do a lot in this period, especially because the majority of people want this change. So why is society at large NOT capable of creating much needed "mainstreaming" of –fair & sustainable- practices? Why do we find about 60-70 "fair products" in a store with 20.000 products, to put it simple. Why is there absolutely NO alignment between available capital and deployment of the same in value-generating development/projects?

It is ultimately simple, and so is the solution:

- 1)Our **current (ancient) economic model and financial system was developed to serve –individual interest-**
- 2)We are trying to change towards a society(world) which takes care of our ecosystem and arranges for a better divide of available wealth for our common future, if you will: **looking after our –common interest-**
- 3) Now in my book this is a contradictio in terminis; **We use a –individual interest model- to achieve exactly the opposite, being –common interest-**

4) As this is impossible to achieve, we can and will never be able to create true change. It did not happen the last 35 years, so what is 'the big change' that makes us think it would work this time around..whilst again not changing the model..

5) I believe what we need therefore is simply another **model** and not another 'bunch of small alterations/programs ,etc.'

6) This however will only work if a new model can offer more benefits for everybody, then the current model can generate (if it offers less, is more complicated or more expensive you can't mobilize mass support)

These ingredients form the basis of the EOM model: Common Interest as basis, point of departure and point of arrival. Mix it with some out-of-no-box thinking that we did not learn about economics and you get an amazing set of advantages.

I look forward to your comments and questions and would love to speak via phone/skype so I can give you a bit of background information and can explain why your help would also be quite welcome and needed. I can answer any question you have (I hope).

Kind regards/Vriendelijke groeten,

Diederik van Duyn (mob. +31 6 835 839 82).



2 attachments

 **EOM model applied.pdf**
1027K

 **a brief on the EQUAL OPPORTUNITY MODEL.pdf**
1021K