

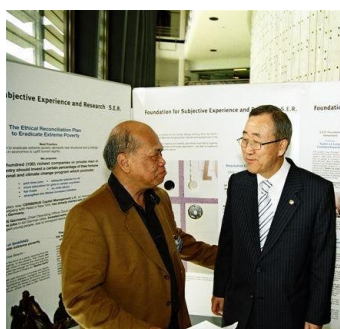
Foundation for Subjective Experience and Research S.E.R. at the first Annual Ministerial Review (AMR) Innovation Fair in Geneva



Ban Ki-moon



R.V. Tajon, G.S. Ban Ki-moon and Hanifa Mezoui (DESA)



R.V. Tajon, G.S. Ban Ki-moon



Meena Sur and Dr. Michelle Fedoroff(DESA)

At the first AMR Innovation Fair, organized by the NGO Section DESA of the Economic and Social Council (ECOSOC) in Geneva, 2 – 5 July 2007, 31 Non-Governmental Organizations (NGOs) presented their best practices and success stories to the first Millennium Goal:

“Strengthening efforts to eradicate poverty and hunger, including through the global partnership for development”.

The Foundation for Subjective Experience and Research S.E.R. participated in the fair with a presentation of the foundation’s programme, focused on the said MDG. Secretary General Ban Ki-moon visited the presentation and talked about it with Romulo V. Tajon, Head of UN Affairs of the S.E.R. Foundation and Member of Board of Directors.

Secretary General Ban Ki-moon, Hanifa Mezoui, Chief of the NGO Section UN/DESA of the Economic and Social Council (ECOSOC), Dr. Michelle Fedoroff and Meena Sur, Deputies of the NGO Section DESA showed great interest in the S.E.R. Foundation's contribution:

- proposal of a **Reconciliation Code of Ethics** to eradicate extreme poverty.

The idea: **Sharing** as one aspect of reconciliation and an indispensable virtue to eradicate extreme poverty is expressed in an art contribution: **St. Martin** – a bronze statue by Uwe Brecht.

Reconciliation by **sharing** demands new structures and a change of paradigm in economics to uplift human dignity. To put that into practice, the **one hundred richest companies or private men in every country should be asked to invest a certain percentage of their fortune in educational and climate change programs.**

In an exemplary way **CERBERUS Capital Management L.P.**, an international investment company with Head in New York, has already started with Best Practice methods in Germany by Chief Operating Officer David Knowler.

The global **Reconciliation Year Plan 2009** of the S.E.R. Foundation is meant to inform civil society about the purpose of the **International Reconciliation Year 2009**, proclaimed by the UN General Assembly and to draw together all reconciliatory efforts in promoting universal values, mutual respect, dignity and justice in all fields of possible expression.

- The **Teatro la Luna project**, founded in 1984 in Cordoba, Argentina, shows the importance of **education as the starting point to diminish poverty**. The aim is to teach street-children artistic skills that will enable them to develop a perspective for life and experience to get 'soup and bread' (minimum to exist) at the same time.
- To strengthen the operational effectiveness of the UN and its executive arm in the grass-root level, the S.E.R. Foundation proposes to the UN General Assembly the creation of an **UN NGO Department**.



S.E.R. booth at the Innovation Fair



S.E.R. Members and Representatives

all Pictures: Uwe Brecht