



*Interactive Communication System for Development, Education
and International Cooperation*

© *Vicente C. Domingo González*

*Inscrito en el Registro General de la Propiedad Intelectual
con el n° 1997/46/16494/ Abril 1997.*

*Writers Guild of America Reg. No. 109495-00. / 113233-00 / R05113-00
Instituto Nacional del Derecho del Autor de México
Reg. No. 02632. Septiembre de 2001*



- **About**

Mundo 21 is a dynamic interactive communication system for development, education and international cooperation made possible by modern technology.

Technological and telecommunications advances have enabled instant communication, connecting people around the world and helping them to turn intangible assets (data and knowledge) into tangible assets (infrastructure and resources).

The Mundo 21 system is based on a worldwide broadband network that allows many functions, including sending and receiving audiovisual resources, especially in the field of education. Other potential uses include follow-up for development and literacy programs, programs that encourage students to enroll and stay in school and university in developing countries, and long-distance learning programs in health and agriculture that are broadcast from centers located in under-developed countries. The network may be used by any development foundation, organization or NGDO for development, culture, music, art, audiovisual resources, or any other human activity related to communication.

Mundo 21 is an educational and knowledge network. Its goal is to foster democracy, respect, peace and development and above all, human dignity in all its activities worldwide.

According to Chaim Litewski, executive producer of United Nations television production;

“World 21 is one of the most magnificent and innovative projects on a planetary scale. It is also a celebration of the passing from the second to the third millennium; the most striking feature is not the establishment of various centres of learning and development in the planet, but the creation of a stable network for education, development and culture for the whole planet. It constitutes in effect a project that can be easily financed and implemented if we compare with expensive short-lived projects run by the media and entertainment industries. It is a concept of a communications network with a sole starting point which will expand over the coming years”.



● **Strategy**

The Mundo 21 foundation will supervise the installation of dedicated terminals, taking them to any point in the world that the foundation considers in need of information, culture and development. The network will also connect these points with other sources such as universities, NGDO's, and educational, development and research and study centers. Mundo 21 terminals are different from internet connected computers. Information quality, high bandwidth and active management will contribute to the network's specific goals and help build its reputation, financial stability and reliability as it continues to develop.

The Mundo 21 foundation is to be available to all organizations and people whose resources serve humanitarian education based on self-esteem, respect, plurality, cooperation and sustainable development.

○ **Basis**

Two systems will be established as the basis for achieving Mundo 21 goals:

- **A website**
- **Humania, a television theme channel**

The function of the website will not be fund-raising. Rather, its purpose is to publicize the Mundo 21 system; its objectives, main actions and positioning strategies. The website will serve as a world wide reference point for volunteerism, distance learning, sustainable development and NGO's. As well as the usual website features (chat, forums, links, news, etc.) it will have a collection of additional services; including on-line job markets, registries of people seeking asylum or habeas corpus (amparo) remedies, bringing NGO's and interested businesses together, and free e-mail account creation available to all visitors.



The Humania theme channel is to be the basic source of funding for the Mundo 21 broadband development network. The television channel's articles of incorporation will provide for a substantial percentage of its profits being allocated to the establishment, expansion and maintenance of the Mundo 21 network.

Humania is a theme channel dealing with volunteerism, NGO's, foundations, ecology, senior citizens' issues and music of the world. It will be a pay channel distributed to as many countries as possible via satellite, cable, internet and other means. The content of the channel will include any topic that relates to the many facets of human and social development.

The Humania Channel will be mainly an information service, providing news about everything related to humanitarian actions, volunteerism, NGO's, foundations, education and sustainable development around the world.

- **Applications**

- **Main applications of the Mundo 21 network:**

- Creating learning systems for all cultures and ages
- Enabling cultural and training resources using modern technology
- Allowing students from developing regions to enroll in schools or universities in developed countries without leaving their homes

- **Communication between organizations and NGDO's**

- Follow-up and implementation of education and development programs
- Interpersonal communication
- Defining needs, especially in developing regions
- Emergency assistance
- Health assistance and follow-up in specific locations or regions
- Sexual health education
- Promotion and programs by development organizations



- **Intercultural communication**

- Contact between people from different countries
- E-mail
- Enrollment in colleges and universities
- Ordering books and educational materials
- Language courses
- Music exchanges and sales
- Audiovisual exchanges and sales

- **Communication between municipalities**

- Support for development
- Twinning between cities
- Legal information
- Trade relationships

- **Communication among people**

- Adoptions
- Sponsorships
- People searches

- **Communication for human rights**

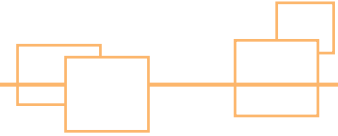
- Follow-up on conditions in countries or areas of the world
- Accusations
- Support to persons, groups
- Translation and distribution of Human Rights Declarations; United Nations Letters; children's, women's, family rights, and more



- **Communication on economic issues**
 - Immigrant employment opportunities
 - Fair trading
 - Development of alternative energy sources
 - Solar energy development
 - Infrastructure, urban development programs and follow-up
 - Processing of micro-loans

- **Cultural and artistic communication**
 - Artists' expositions in all fields and media
 - Art product expositions and exchanges

In later phases, as Mundo 21 continues to develop further along the lines established by its goals and objectives, the sites where terminals have been installed could grow to be focal points of economic and social development thanks in large part to the Mundo 21 system.



- 1.- Presentation of the project _____ What is World 21?
- 2.- Rationale of the project _____ Spirit of World 21?
- 3.- Humania _____ A theme channel for TV
- 4.- Technical Production _____ Technologis for World 21
- 5.- Scope of the Organisation _____ Objectives of World 21
- 6.- Centre for Education and develoment _____ A worldwide reference



1 .-PRESENTATION OF THE PROJECT

What is World 21?

World 21 is an interactive system of communication aimed at development, education and exchange based on new technologies and with a view towards further expansion.

The interactive system of World 21 is based on a broadband world network which enables the co-ordination, creation, forwarding and reception of audio-visual products with an educational and cultural content. The system will also cater for personal development programmes as well as social, cultural, urban planning, health and literacy issues. It will follow up aid programmes and act as a source of information and scientific diffusion under a globalised perspective based on respect, pluralism and the rich possibilities for exchange offered by human diversity.

A key dynamic element for the network will be the creation of a theme channel for TV named *Humania*. This channel will serve the needs of volunteers, NGOs for development, musical expressions of the world, solidarity projects, education, foundations or ecology projects; the channel will convey the achievements of the network in the short and long term as world-wide connections continue to expand due to the availability of new technologies and their progressive lowering in cost. It is envisaged that one structure will serve the other with reciprocity. This will be a milestone in communication as the contents and objectives of World 21 will attain maximum coverage. It amounts to a project of the future embracing new forms of global inter-relationships and the transmission and reception of information by way of a world body created for peace, dialogue, research, exchange and development.

The spirit of World 21 is based on technological evolution of the NTIC variety in particular; it offers the possibility of enhancing communication with immediacy and offering a global coverage. Greater scope will consequently be given to the exchange of non-tangible capital (knowledge, culture and know-how) into tangible capital (infrastructures, services and wealth).



World 21 proposes a gradual implementation over a number of stages of a world-wide network of terminals for transmission/reception in very different locations reflecting the diversity of the human condition. Such places might be UNESCO listed world heritage sites, research centres (institutes and universities), overpopulated cities, areas in great need of development, urban peripheries, rural habitats, etc.

It is essential that the system be implemented gradually so objectives are met at an attainable scale. The first step would be a pilot study and analysis to pinpoint the most appropriate areas for the setting up of terminals. The objective is to create a network for sustainable development coordinated from the headquarters in a yet-to-be-designated city.

Taking into account the current stage of development of information and communications technology, particularly in the case of television, we see that it does not require much thought to conclude that the struggle for the cause of humanity is well and truly on. This is a medium all too often at the service of politicians and business interests while ignoring both the quality of content and the damage such content can inflict; yet at the same time, it educates and acts as a marker for cultural patterns while it shows us the world as it is, day by day. Television, like no other medium, confirms the commonality shared among all human beings. All human beings are subject to interpersonal responsibility and we are all poised on a shaky balance of the ethical, social and ecological conditions of contemporary society.

If managed efficiently by an institution or foundation with specific objectives, *World 21* could be based at a school or at a strategic point of a region undergoing development; furthermore, it could co-ordinate and market audio-visual, musical and cultural products (for example work done by students and professionals taking part in the network).

World 21 aspires to be an actively prestigious body with an international outlook in the civil society of the 21st Century. Among its activities, mention must be made of the coordination of volunteer work, foundations and institutions for development and NGOs. It would also be active in establishing or promoting contact between universities, forums of debate, social stability, knowledge in general, communications,



cultural distribution, congresses, aid for depressed areas, etc. It would also actively promote fair trade and manage the conversion of foreign and other debt into development programmes. Debt for education swaps would be another development strategy. Last but not least, cultural festivals (embracing music, film, theatre, art and the world of computers etc.) would be another pole of activity.

It is envisaged that the first applications of World 21 will centre on needs pertaining to information, connection and educational and development programmes. At a later stage other training programmes, cultural projects and cooperation plans will be initiated; the scope will be infinite. Among other projects, an immense popular university on a world scale is proposed; it will be named “University of the Sun”. Hence the city or cities acting as headquarters will attract people attracted in technological development and globalisation processes. In effect it will be a centre of wisdom and cooperation for the four corners of the planet.



2 .-RATIONALE OF THE PROJECT

Spirit of World 21

On December 13 2000, Professor Antonio Garrigues Walker, President of the Ortega y Gasset Foundation and President of ACNUR, Spain, delivered the opening speech at the *Conference for Civil Society and the New Technologies in the 21st Century*; he offered a round-up of the condition of humanity barely a few days before the dawn of the new millennium. He pointed out the ever-increasing gap between rich and poor. The women and men of the world, after having understood that the problems at hand are global and that the true well-being of any community must necessarily derive from the well being of all its members, are not making sufficient efforts to secure development, peace and stability. On the contrary, the new world order is characterised by environmental pollution, corruption, migrations, increasing poverty and increasing social inequalities.

When the idea of *World 21* blossomed in 1995, many firms and public and private organisations or institutions saw the initiative as utopian, risky and technically unfeasible. Now nevertheless, the social and technological climate are clearly favourable while the need for such a project has become even more apparent. Unfortunately, there are governments which have a vested interest in creating poverty; furthermore the new economic colonialism reflected in the policies of many multinationals means that profits are not directed towards possibilities of fair development where it is needed. We only have to look at hard-hitting document by Javier Moro entitled *La mundialización de la pobreza* (The globalisation of poverty) or indeed any annual report published by any organisation dependant on the United Nations such as FAO, UNICEF, UNDP or ACNUR, etc; or take the harsh criticism of the situation by the NGOs with key roles in social support and welfare. In this context the challenges and responsibilities play upon our consciences more than ever as information on many countries and regions reaches us with increasingly greater ease. There are no frontiers for the flow of information and capital yet human beings are beset with barriers and hurdles of all kinds.



The Declaration of the Responsibilities of Present Generations for Future Ones was adopted at the 29th General Conference of UNESCO. Among other rights, the document defend the Right to Peace. As stated by Federico Mayor Zaragoza, Director-General of UNESCO until 1999, in his inaugural address at the working committee meeting for the “Declaration of the Responsibilities and Duties of Humans”, held in Valencia in 1998, “the rights of future generations are the duties of the present ones”. The working sessions, meetings, declarations and criticism were endless – and they should not cease – but the action aimed at the expansion of education, knowledge, peace and cooperation should be still greater. To this respect, there are a great number of organised activities and some have obtained excellent results and/or some goals have been met. The burgeoning sphere of volunteer work, all too familiar with the key issues in development , nonetheless confirms for us that the resources directed here continue to be insufficient.

The architecture of the headquarters and environs should reflect the birth of a new era and the productive relationship of human beings with the new technologies.

The central building should embrace the concept of mutual understanding and learning. Among other features, there would be a great dome fitted with plasma screens that would show what is happening at each terminal of the World 21 system throughout the globe.

World 21 promotes education and development while embracing a spirit of democracy, respect and tolerance; to attain these goals it seeks out persons and institutions which will defend, extend and ensure the permanency of the values discussed herein. Wealth is to be found within diversity and it is through education that the sense of individual and collective identity is to be strengthened. We need only analyse recent history, full of violent and shameful incidents perpetrated by human beings, it becomes painfully obvious that, on a world scale, there is a great need for a renewed sense of a responsible search for happiness, of the love of life, of satisfaction, of luck which is supposed to belong to a sublime being and creator.

The initiatives are envisaged —whether at a local scale, government, university or even private— with the premise that human beings with access to information and knowledge should share them with those who have not, while taking into account the defined and genuine identity of these humans who need such knowledge in order to



exercise their legitimate right to development. World 21 takes stock of the increasing concern manifested by developed states with regard to establishing a key centre of reference, a network based on quality of content focused on development and with the very noble spirit that is based on the understanding that she or he who gives is enriching herself/himself as much as or even more than the receptor. This is indeed the basis of all positive interaction.

In the report for the UNESCO International Commission for Education in the 21st Century, chaired by Jacques Delors and entitled “Education holds a treasure within it”, there are some general guidelines as well as some specific pointers as to where education policies should be directed over the coming years. This document encourages the promotion of the technologies of the new society of information in such a way as to avoid the growing differences between rich and poor countries. Mention must be made of chapter 8, “The role of the politician: making decisions on education issues”; in this chapter there is an urgent call for development of communications and information technologies with regard to their accessibility for the generations of tomorrow. The Commission recommends the following:

- The diversification and improvement of teaching through new technologies.
- More training in new technologies in the field of adult education; teachers should receive ongoing training in such technologies.
- There should be a strengthening of infrastructures as well as greater social diffusion of the technologies as prior conditions before the introduction of these technologies into formal education systems.
- Supervised by UNESCO, there should be programmes promoting the new technologies.

There is nonetheless an institution striving for the universalisation and access of the new technologies: the UN Programme for Human Development (UNPHD): The UNPHD report presented in Madrid in July 2001 emphasised the importance of new technologies as an instrument for generating development and invert the tendency towards poverty. The report called for specific policies and not charity under the title “Put technological advancement at the service of human development”.



3 .-HUMANIA

A theme channel for TV

Television is without a doubt one of Humanity's key contributions to social and educational development of the last few centuries. Never before had the transmission of information reached with such immediacy almost 100% of the population in developed countries. This is why it is such a powerful medium but it is nonetheless at the mercy of political and business interests.

The evolution of the medium has led the European concept of "television without frontiers", in other words, the grouping of digital platforms or distribution centres for cable TV which combine a number of generalist and theme channels with a very diverse range of content. It is rather shocking that (particularly given the response of volunteer and social action groups on numerous occasions and given the membership and collaboration statistics in relation to NGOs, ecology groups, welfare groups, etc.) there is no theme channel based on volunteer work, education, NGOs, foundations, social action, ecology, cultural diversity, cooperation, the music of the world, senior citizens, etc. Indeed, there is a need for an information and news service dealing with all those facets of human and social development. A channel for both the negative and positive news that will affect people as well as informing us of the actions that tackle the problems at hand. Another important function would be to offer viewers points of view which may be alternatives to the often-standardised content of general news reports however big or small the news may be. The audience aimed for would be an essentially young one without leaving aside an input of humour and with respect for individual and collective identities

There are already some manifestations of theme channels for TV which have been workable and prolific. Mention must be made of the *ARTE* Channel (a public French-German consortium under the guidance of the Council of Europe and with input from all the public TV channels of Europe) which will hopefully develop into an institution of even greater standing. The programming is full of quality and it is considered today as a paradigm of a style of television, a vehicle for the most diverse



artistic expressions directed at the homes of all Europe. Nonetheless it is rather disappointing to find that most citizens will identify the theme channels concerning football, food, fashion and travel before those concerning documentaries and news programmes.

Humania should be a channel that directly connects with any place in the world, even by way of internet in order to cover news that may be considered by other channels as lacking interest or not warranting this treatment. It should be available for charity concerts, debates and other forums of opinion; it should establish strategic bonds with commercial groups and brands which are interested in the emerging social marketing.

The World 21 system should be, among other things, a database for content and a source of news for Channel Humania. Similarly, Channel Humania can provide data, contents and launch initiatives through the World 21 system.



4.- TECHNICAL PRODUCTION

Technologies for World 21

We are not dealing with a world television system with computers; neither is it something like internet or educational television. World 21 is a form of interaction and culture which is already possible under the present stage of technological development. The ground work has already been laid out; we already have teaching and learning possibilities through audio-visual systems (apart from other traditional systems), approximations to other cultures, a market for educational and cultural products and the transmission of information and knowledge.

The establishment of a global communications project complete with signal transmission, voice, video, audio, data etc in broadband will necessarily call for a detailed study of the possible technological solutions. Companies such as Microsoft and Iridium have placed hundreds of small satellites into orbit over the last four years in order to ensure the optimal running of telecommunications, internet mark 2 or other digital networks for the coming decades. There is already fierce competition for the control of signal transmission systems of the future. This situation has led to a dramatic and unprecedented reduction in costs and an increase in accessibility to communications systems in a relatively short period of time.

Where the said technology has not yet reached or is simply not available, we must take full advantage of the existing possibility of transmission through microwaves; the world coverage (land-based) is controlled by a system of satellites. This system known as GSM, will be substituted by a new system developed in the United States, the UMTS (Universal Mobile Telecommunications System) which has a greater capacity, speed and coverage. In order to make use of the signal offered by GSM in areas such as deserts, so that it can be converted into a digital signal, it will be necessary to use a receiver device outlined in the following schema:

Micro-wave antenna
+ Transmitter/Receiver +
Processor/Decodification device
+ Screen



In areas with greater technological development, use can be made of the RDSI system which transmits video, audio, voice, sound, data... RDSI is land-based, inter-continental and uses optic fibre as a medium of transmission; it is currently undergoing expansion and for now it is the ideal land-based network. It is operative from local centre to local centre and the step towards point to point digital transmission has already commenced. Mention must be made of the advances made in the ADSL system for broadband.

The ultimate technical feat for World 21 would be digital communication in the form centre to user, user to centre and user to user and using the existing networks, GSM or UMTS as satellite networks and RDSI or ADSL as land-based networks. All technical innovation and implementation must fit in to local conditions and needs in any given area so detailed pilot studies would be carried out at each different location in order to optimise the course of action to be taken in the light of the varying geological and cultural conditions around the world.

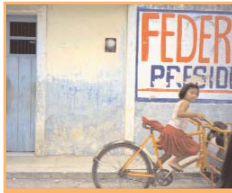
In the year 2001, the profits of companies operating in the sector added up to 850 million dollars and it is estimated that the profits for the interactive TV mode will be around 48,000 million dollars in 2005 according to Forrester Market Research. The DVB, made up of a consortium of more than 300 manufacturers regulating the rules of diffusion of digital video, has had to intervene and create a rule applied to all set top boxes in order to guarantee its open nature as a system based on proprietorship was considered to be damaging in the long-run. Hence, after more than four years of research, the definitive MHP format was established in September 2000 in order to ensure and sustain democratic practices in the digital terminal industry.

The DVBMHP format has been developed for the three main groups of technology application: *enhanced broadcasting*, *interactive broadcasting* with a return channel and access to internet or the system's own broadband networks. The range of manufacturers is quite extensive; Scientific Atlanta and General Instruments (Motorola) started the marketing of the first terminals after more than 30 years of activity in the cable sector. Sony, Philips, Pioneer and Matsushita have just launched their own interactive platform and are in front such major players as Web TV belonging to Microsoft or Liberate Technologies. In any case we are dealing here with terminals which will enable the reception and transmission of digital systems for audio/video, data etc. as well as broadband access to internet or indeed access to the system's own band network via satellite.



Manufacturers are now designing terminals similar in appearance to a PC and incorporating a video player/recorder. This is achieved by using a powerful disc-drive system and powerful processors. The results will include personalised programming options and/or the downloading of videos, data or applications and content on demand (VOD).

The most relevant platforms in the world have already announced VOD; such is the case in AT&T, BSkyB and Canal+. After their respective launchings, Microsoft, ReplayTV and TiVo have made a counter-attack. All offer for their interactive platforms —with varying middleware— the possibility of access to VOD. According to these operators, the possibility of storing content widens the possibilities for other options such as transmission and reception of photographs, video, educational programmes and last but not least, e-mail.



5.- THE INTERNATIONAL BODY

World 21 Foundation

The interactive network needs to co-ordinate itself from a body that will in turn articulate the various specialised bodies. For example UNESCO for education or UNDP concerned with sustainable development, as well as universities and foundations. The main mission of the World 21 foundation or organisation is to convey and promote by way of telecommunications, education, culture, knowledge, and development to any corner of the planet

The spectacular evolution of the transmission of the TV signal through different formats has meant that this type of wave can be sent/received with an increasingly lower cost. Technology is hence enabling communications access to any point on land on the planet.

From a terminal with these characteristics, apart from transmission/reception of image and sound, very useful data can be forwarded for preventive medicine and nutrition in relation to epidemics, diseases, any kind of event or for follow up purposes in any given area, etc. Furthermore such a terminal could be used for medical consultations, educational programmes, agriculture, world or local information etc. The technology of today means that children and adolescents can have access to training programmes elaborated thousands of miles away and even connect with schools and universities of any country.

World 21 can assess and inform NGOs of humanitarian issues at hand or aid in sustainable development. It could deal with such aspects as information, exchange or other activities. It could actually take over the management of volunteer work or establish links on demand (It would avoid the problem that happened in 1998 when a Dutch firm donated a shipment of bicycles to a hospital in Mozambique and sadly, the shipment went astray).



The children of Manila could be taught or see documentaries on earthenware-making, nature, medicine, photography, agriculture.... They could also see musical programmes, the classics of cinema or theatre by way of the World 21 terminal they could establish friendly communication with children of the Cypriot city of Kaloastros or children of the Peruvian village of Tomellano by using the video conference or multiconference mode. These very children could make television programmes and learn by making television. They could take samples from the soil and sub-soil and send samples to an agricultural development centre where they would get advice as to the type of plantation or crop would be optimal. They could collaborate in water quality and management projects or aspects of telemedicine. Satellites can observe geographic regions and the meteorological and geological conditions in 3D. The possibilities are endless. A young philharmonic orchestra or a jazz student group at a local conservatory could offer a concert for the network as part of a season subscription by interested groups.

Education, respect for cultures, development and democracy are considered to be vital and unquestionable elements in the move towards globalisation faced by humanity over the coming decades. The first results in relation to education and development could be measured within a short time, perhaps even in months; the bigger benefits of the project which must at all cost continue while there might be any area of the planet that may be in need of it, will be perceived over a number of years. Cultural and intellectual development can prevent migratory movements in population; it can also prevent conflicts and even wars if an attractive educational input is offered. An input based on a positive self esteem, the promotion of one's own cultural values and the establishment of a sustainable and productive economy. It would entail re-interpreting the so-called politics of aid towards associationism and favouring cooperation between regions.

World 21 embraces such a vision as that of a group of a group of children in a school in the style of traditional African wooden architecture right in the middle of Africa and listening to a Ravel quartet by way of a terminal, or listening to an African poetess or Japanese infant songs or even a documentary on the weather or one on the Doppler effect which will explain to children how the distance of an object can be judged...or it may be a heavenly body or the position of a foetus. The project will foster academic exchange in relation to research work and will encourage the production of audiovisual products from various terminals. The same applies for literary or artis-



tic works under the auspices of institutions participating in the World 21 network. Again it would be useful in keeping track of diseases, epidemics, crop harvests, population studies and sex education.

The multinational COMPAQ has donated Two Million Dollars in equipment to the needy communities in Mexico which deal with non-classroom education so that only such communities alone will have the equipment. Microsoft has also announced aid for developing countries with a high priority for education. On the telecommunications web page of produ.com we could read the following on August 21, 2001:

The objectives of the organisation are, in the long-run, to place terminals on all those points of the planet where it is deemed to be necessary while at the same time negotiate the acquisition of more lines of communication. A primary objective of World 21 is that all children still unborn in any country will learn to read and write, learn other languages and the peoples of other cultures, their form of interaction with the world, their identity; these children are to study, grow and sow the seeds of research. These children will take degrees and even doctoral degrees without abandoning their region of origin.

The concept is universal and can be put into practise with present-day technologies. It is a project which will require the support of public agencies and telecommunications groups so that it may become a respected instrument for change. This will be brought about by collaboration agreements between organisations, public institutions and public and private foundations.

6 .- PERMANENT CENTRE FOR EDUCATION AND DEVELOPMENT

A Worldwide Reference

World 21 is envisaged as a permanent space for the world aimed at the flow of information and knowledge which constitutes for any expert in the sociology and development of the human being, the most valuable tangible element, a generator of wealth and stability. History has shown that all those areas that have focused on the transmission of knowledge have become key poles of sustained development and progress.

Many activities proposed by World 21 will require the active participation of volunteers; women and men who will be trained for the job, sensitive and committed to the project at hand. Today we can say that a volunteer is not just a person who devotes part of her/his time to helping others. It is someone who has undergone specific training aimed at making an improvement in society by making it more pluralistic; a volunteer values commitment and strives for more ethical social behaviour with the hope of eliminating social differences.

CONSIDERATIONS FOR DEVELOPMENT : THE EUROPEAN EXAMPLE

Two fundamental socio-economic variables pin-point the relative position of all of Europe's regions: accessibility and receptivity. The former refers to the potentials and limitations of access to innovation or investment in each region. Receptivity is the ability to consider and develop an innovative idea or an investment in a region; it takes into account the subjective reactions of the agents of accessibility. The former criteria which might have once attracted conventional industry to a particular location were based on factors of accessibility whereas the present criteria for industries have more to do with receptivity.



The role of regions and cities in the new European context is of increasing importance as EU centres its political activity in two spheres, namely regional policies and technological policies; both poles of activity are gaining momentum in terms of efficiency. In this new context where the role of the states is minimised, the creators of the EU have envisaged three key concepts which in turn serve as building blocks for the new paradigms of European unity: the development of the regions, culture and technological innovation.

The development of the regions. The European identity is more regional than national; many regions which were once states in the past find in the construction of Europe the opportunity to be more competitive with the world superpowers without losing their identity; *the Europe of the regions*. For this reason, diversity has become aware of new possibilities even though there will be those who may not formulate their needs and conditions in time and perhaps end up in a marginalised position (which in any case must be fair and just).

Culture and education. These constitute other fundamental objectives for European investment and involves the development of high-density communications infrastructures. The emphasis here is on telecommunications and in particular the connection of the network to less developed regions in order to improve the connections between countries of the centre and those on the periphery. The fundamental objective is the development of human resources (education, specialisation programmes, scientific and technological knowledge) in less developed regions. The creation of cohesion funds, with the basic objective is the promotion of I+D investment, education, technical training as well as environmental protection and quality of life.

Technological innovation, translated into an increase in competitiveness is a key concept in the functioning of the European Union. The less developed regions will face heightened competition as a result of union. The EU master programme for I+D for the 1995-2002 period implied the strengthening of the scientific and technological bases of European industry with particular regard to high technologies.



Accessibility factors for a region have a lot to do with its ability to connect with the world surrounding it or with the physical possibilities of access to innovation and knowledge; in other words the ability to accumulate *physical capital*. As for the factors of receptivity for a region, they are linked to the ability to assimilate and develop innovative ideas (the ability to exploit the factors of accessibility in order to promote endogenous development); in other words the ability to accumulate non-tangible capital.

With regard to *accessibility* a number of factors intervene such as the presence of urban centres, classical and modern infrastructures in relation to transport and to telecommunications. Factors affecting *receptivity* include education, the build-up of human resources, a region's own technical culture, a region's own business and technical and organisational structure, as well as sociocultural factors.

In a globalised context where states are gradually letting go of significant levels of influence, we mustn't underestimate the importance of sub-state agencies (at a regional and local level) which directed at the promotion of innovation and technology through competitive practices, can lead to the integration of the productive system and scientific, technological and regional development in strategic locations.

To sum up, World 21 is a proposed global network for education and knowledge. Its basic mission is to educate all humanity in a spirit of democracy, peace and solidarity.



7 .-SCOPE OF THE ORGANISATION. THE OBJECTIVES OF WORLD 21

Among the main organisational goals of the institution in charge of the management of the World 21 network, the following place particular emphasis on development::

Communication between institutions and NGOs for development.

- The follow of programmes for development.
- Interpersonal communication.
- The definition of needs.
- Calls for urgent assistance.
- Health care.
- Education for responsible sexuality
- Promotion of NGO programmes for development.

Intercultural Communication

- Contact between people of different countries.
- E-mail.
- Enrolments at schools and/or universities.
- Placing orders for books and school materials.
- Language courses.
- The exchange and marketing of music.
- The exchange and marketing of audio-visual products.

Intermunicipal Communication

- Aid for development.
- Bonding between peoples and towns.
- Legal advice
- Trade relationships
- Contact between offices and municipal resources.



Interhuman Communication

- Adoptions
- Foster parenting.
- Searching for missing persons.

Social Communication (human rights)

- The follow up of the situation in a country or region.
- Reporting on HR abuse.
- Support for persons or groups.
- The translation and distribution of the Declaration of Human Rights, United Nations Charter, the Rights of Children, Women, the Family...

Communication in relation to economic issues

- Contracting immigrants.
- Fair trade.
- Development of alternative energies.
- Development of solar energy.
- Programmes for urban development and infrastructure.
- The management of small-scale credit schemes.

Cultural/artistic communication

- Exposure for artists in all kinds of expression.
- Exposure and exchange of artisan creations.

