



Thought Leadership

Centre for
Citizenship
Enterprise and
Governance

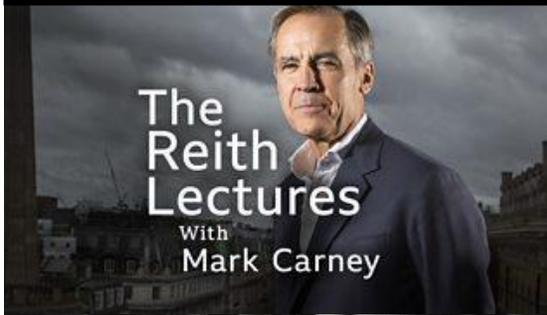
“We are building a new reality for our people, a new future for our children, and a new model of development.” MbRaM

DATA

The West Coast believes data belongs to companies in exchange for free services like Gmail, Facebook, Instagram. They want our data to sell us more or influence our politics. In Europe the *my data my way* mantra has only led to GDPR and endless cookie buttons. The Chinese believe data belongs to government to safeguard the corpus of society and enable their social credit system to reward compliance with their ideology. Who is right?

HOW WE GET WHAT WE VALUE

Dr Mark Carney, former Governor of Banks of England and Canada (Dec 2020)



CURRENCY OF THE WORLD?

By 2030, what will be the currency of the world? Money, Data, Sentiment or Ideology? Post Covid society has pressed 'Reset', vowing to *build back better*, and looking for common stores of value away from what can be found in the ground.

NATURE'S VALUE MUST BE AT THE HEART OF ECONOMICS (Feb 2021)

The Economics of Biodiversity: The Dasgupta Review



SENTIMENT

Sentiment, how we feel about each other, about things, about our environment, drives our world, and the way we measure this is well established and a mature science. Commercially it's allowed Amazon and others to nudge us to buy more ...but why not use the same techniques to nudge us to better behaviours; not separate to our financially driven world, but integrated within it?



United Nations

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	SUSTAINABLE DEVELOPMENT GOALS

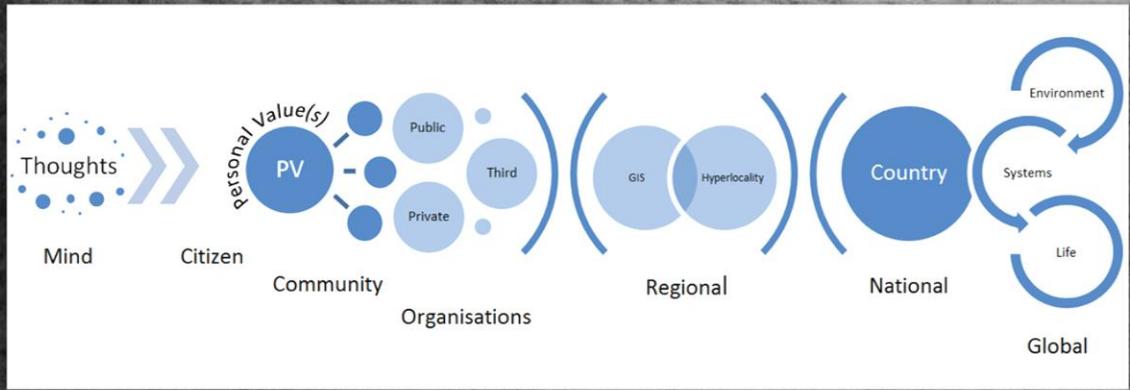
GIVING A NEW SOUL TO GLOBAL ECONOMY

Pope Francis (May 2019)



IDEOLOGY

There is no single ideology but 8 billion citizens each with our unique set of values. Nevertheless, using data and sentiment analysis we can link our values and ideologies present in our minds through to global parameters of peace and natural capital ... all in milliseconds using well rehearsed algorithms developed by nations and corporates. Let's make this happen.

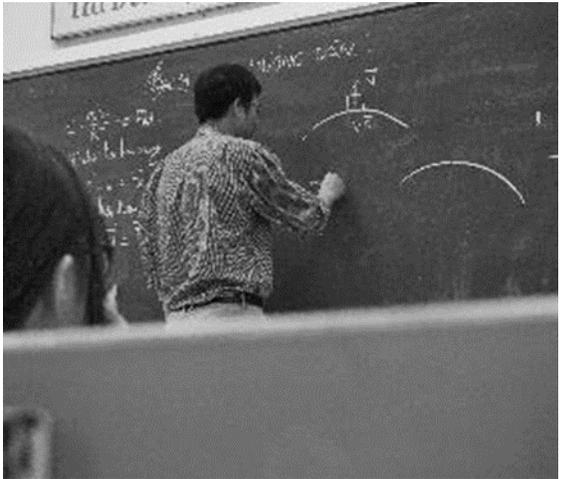


IDEOLOGY IN CODE

Home of Total Value

Covid changed the potential for how we evaluate our priorities - money matters less when our lives are in danger, office working irrelevant when we're happier at home with our families, city life unattractive when our hearts miss nature and holidays. Temporaneously, leading thinkers expressed their dissatisfaction with GDP expressing the status of national economy as it fails to capture these changing sentiments. Across the globe, governments are formulating Ministries of Happiness and Tolerance, and new US\$ 500 billion cities are being created to capture a fresh spirit with radically new paradigms. There is now the hunt for a new currency for the world, more than money, inclusive of sentiment and ideology but using the developments in data management to operationalise.

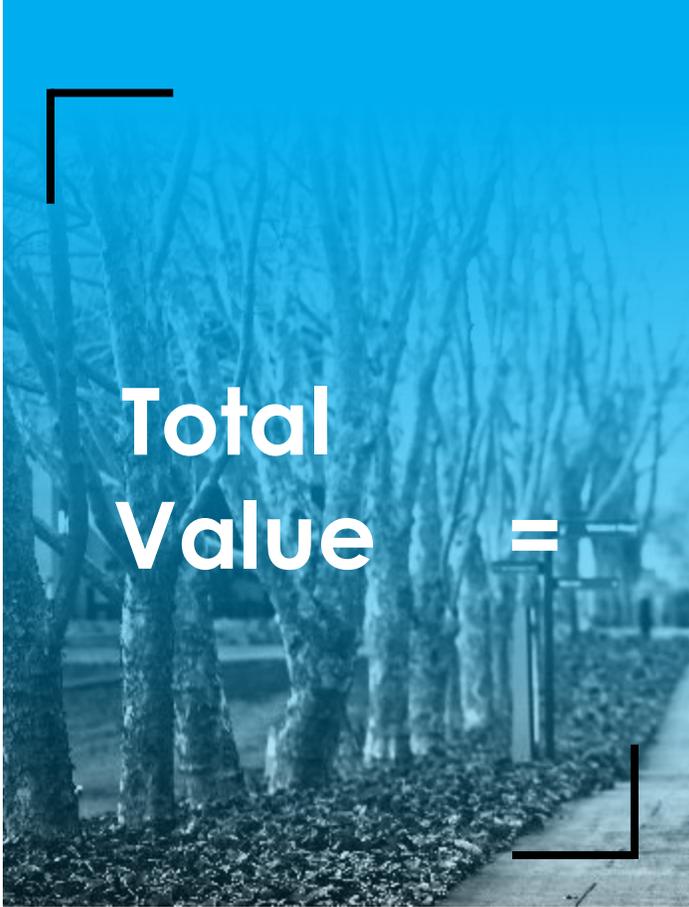
Enabling this, over the last decade we have witnessed the burgeoning of 4th Industrial Revolution Technologies of Blockchain (4IR), AI, IoT and 5G allowing us to design ecosystems that capture Total Value - using financial and non-financial data, and transact both value and values simultaneously. Blockchain is the transaction of any digital asset of value – both hard tangible financial value and soft intangible non-financial value. Since both can be digitized or tokenized, DLT allows the abitrage of value and values on a common platform.



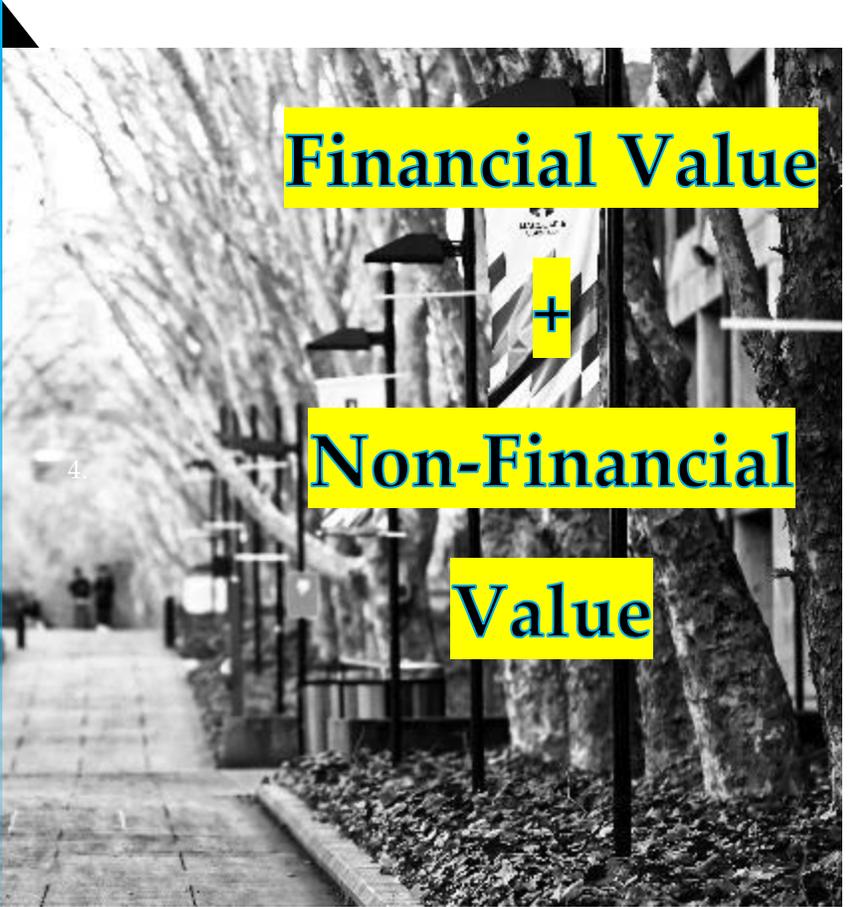
Blockchain is a 4th Industrial Revolution Technology (4IR) that can transact and arbitrage both hard and soft assets



Seratio Block of Total Value



Total Value =



Financial Value

+

Non-Financial

Value

MORE THAN MONEY

FIX THE FINANCIAL SYSTEM AND YOU FIX THE WORLD

Over the last few years (2019-21), recognised thought leaders such as Dr Mark Carney, Professor Sir Dasgupta and His Holiness The Pope have proposed new economic systems are required to broaden the encapsulation of value beyond money. Generally this is to include social value and natural capital with the macro-level focus on GDP and all contributory sub-instruments. There are of course, many diverse initiatives to address this seemingly intractable problem from Genuine Progress Indicator, Gross National Happiness,, indices such as Wellbeing, Happy Planet, OECD Better Life, Social Progress Imperative ... organisations such Intrinsic Value, FTSE4Good ... through to some 3000+ ESG impact metrics. How to make sense of all this where no numbers agree? Amalgamation of non-financial metrics fails to tackle the real issue – the existing financial system of value which completely ignores values. Fix the financial system, and you will fix the world.

The notion of capitalism was well articulated by Adam Smith in his famous *The Wealth of Nations* (1776). Many have lamented that his earlier treatise *The Theory of Moral Sentiments* (1759) failed to gather equal traction resulting in a rather lopsided equation of Total Value. This is our starting point and we are only able to operationalise the Total Value equation due to the

advancements made in machine learning for measurement of value, and distributed ledger technology for its transaction. We believe that the positive benefits of Big Data can be harnessed to transform society rather than commercial or social control. We are seeking global partners, observers, and critics to help develop a new economic paradigm of value based on values.



BIG DATA

JOIN US TO DESIGN A NEW GLOBAL FINANCIAL SYSTEM

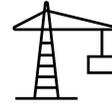
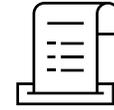
WHAT IF ?

This is an initiative from the world's leading independent not-for-profit Think Tank on the movement of value (measurement, transaction, delivery), the Centre for Citizenship, Enterprise and Governance (CCEG), with 188,000 members. Founded in 2011 in the UK, originally at the University of Northampton and later at Birmingham City University, developing proof of concept systems.

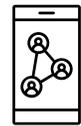
Over a decade of R&D, coding, piloting, CCEG has attempted to answer *What If* questions - the kind of world if we transact Total Value not just money.

Using the open source corollary to the Price Earnings Ratio (p/e), the Social Earnings Ratio® (s/e), CCEG is currently delivering projects in banking, supply chains, construction, petroleum exploration, disability, EV, and publishing. Academic, creative commons licensed models have also been created in education, macro-economics, stock markets, social media, art and gender. Without claiming that our current S/E Ratio® theoretical framework is the only answer, we have gained valuable experience in the benefits and problems of operating a Total Value ecosystem.

PILOTS



R&D



Total Value = Price Earnings Ratio + Social Earnings Ratio

TV = p/e + s/e