



Local Futures

The Newsletter of the International Society for Ecology and Culture



Economic Literacy

by Helena Norberg-Hodge, Director

For more than twenty years, we have been writing and speaking about the need to regulate the global economy. For much of that time, however, few people were interested in hearing about economic issues. The economy was considered largely irrelevant to the environment, to community-building, to our psychological wellbeing – to anything not directly related to money. Perhaps most of all, the economy was simply seen as boring.

But now that economic and financial crises are being felt worldwide, this is rapidly changing. Front page headlines shout “Economy in Crisis!” while even the staid BBC proclaims, “It’s the global economy, stupid”. Economic matters have become the topic of dinner table conversations, internet blogs, and everything in between. Perhaps the time is finally right for ISEC’s message.

In this issue:

- *Ancient Futures* new edition
- Excerpts from *The Economics of Happiness*
- Local Food Roadshow relaunch

Today, even free-market fundamentalists like George Bush and Alan Greenspan are talking about the need for regulation. However, unless there is greater economic literacy among the public, the regulations put in place are likely to be shallow, and will only shore up the same, fatally flawed system that has been destroying the environment and the social fabric. Almost none of the efforts to “bail out” the financial system, for example, take note of the fact that current tax and regulatory systems systematically encourage businesses – from family-owned bakeries to global corporations – to replace human intelligence and labor with more energy and technology: every additional employee means higher payroll taxes, while *continued next page*



investments in energy-intensive technologies are given tax credits and subsidies. The result is higher energy use, more pollution, and fewer jobs.

This system is illogical and destructive. Even if the only positive step we take is to reverse those taxes and subsidies, we could dramatically shift the direction of the economy, leading to many beneficial changes in society. It would help to strengthen local economies, support sustainable production processes, and make it easier for businesses and individuals to reduce their ecological footprint.

Unfortunately, most of our political and business leaders are simply not looking at the bigger picture. They are so wedded to the idea that more economic growth is the way to solve all problems that they cannot see the damage they are inflicting on the world. Gross Domestic Product (GDP) has become the primary measure of the “health” of the economy – even though oil spills, crime, cancer, war, even climate change all cause GDP to rise. With the global economy unraveling, a single-minded focus on GDP is blinding policymakers to the need to conduct economy activity in ways that increase rather than erode the wellbeing of people and the planet.



Our work at ISEC is about educating people so that they can engage in positive, informed activism. This type of “education for action” is absolutely essential if we are to reach a critical mass that can exert the necessary pressure on our governments. This change can happen surprisingly quickly. We have already seen the widespread impact of our work in the now burgeoning local food movement. In 1990, we started publishing articles and booklets on CSAs and other ways to invigorate local food economies, and we warned about

the marriage between free trade and genetic engineering in our book *From the Ground Up: Rethinking Industrial Agriculture*. In 1995, we commissioned the book *Local Harvest* in the UK, putting the concept of local food on the intellectual map. Our book *Bringing the Food Economy Home* was the first to promote local food globally, and our Local Food Toolkit and Roadshow have reached thousands of people, who have in turn spread the message to thousands more. Though additional work still needs to be done, local food is increasingly at center stage, and we are proud to have helped put it there.

Now, more than ever, we believe ISEC’s holistic and broad-ranging message can help steer the economy in a direction that will lead to greater sustainability, stability, peace and prosperity. Please consider supporting us in this crucial work.



ISEC France

by **Nicolas and Ania Louchet**

Last year, ISEC-France was launched with the production of a French translation of the *Ancient Futures* film, entitled *De l’autre côté du développement* (“The other side of development”). This year we distributed the DVD to activists throughout France, and it is being used as an educational tool by a wide range of groups.

Two members of ISEC-France, Jean-Marc Deltorn and Nicolas Louchet, also participated in an international conference in Paris that challenged head-on the economic growth dogma that dominates thinking among policymakers worldwide. The conference, “Economic De-Growth for Ecological Sustainability and Social Equity”, brought together 140 participants, including economists, sociologists, philosophers, ecologists and grassroots activists. Our presentation showed how globalization not only leads to growth in economic scale, but also to a faster pace of life, greater insecurity, and an increasingly unstable world – one in which most people, even those who seem to be in charge, have lost control over the consequences of their actions. We argued that a sustainable solution to these rising structural costs lies in scaling down the economic system through localization initiatives. Our paper, “Globalization, Localization and the Cost of Complexity”, can be downloaded from the newly created ISEC-France website, www.isec-france.org.

ISEC Staff Activities

As the economic crisis spreads around the world, increasing numbers of people have been keen to understand the destabilizing forces that globalization has unleashed. With the time so ripe for change, ISEC staff have been busier than ever, working to inform the public and policymakers about the potential for economic localization to provide a way forward. Working on several continents, ISEC staff have often been separated by vast distances, but all have been focused on the same goal: bringing about fundamental change so that the needs of people and the planet can be met.

Here's a brief roundup of some of our staff activities:

Staff Activities:

ISEC Director Helena Norberg-Hodge

IFG seminar With the global financial system crumbling, the question has to be asked, "Is Capitalism Soon Over?" This was the theme of a seminar organized by the International Forum on Globalization (IFG), of which Helena is a founding member. The 30 attendees at the meeting focused on "the intrinsic unsolvable impacts of capitalism, economic globalization, and the dominant economic growth paradigms upon the natural world and human society – and how we can move beyond them." Participants included David Korten (*The Post-Corporate World*), Richard Heinberg (*Peak Everything*), John Cavanagh (Institute for Policy Studies), Randy Hayes (Rainforest Action Network), Jerry Mander (co-editor of *The Case Against the Global Economy*) and Doug Tompkins (IFG), who organized the meeting.

Asian lecture tour Despite devoting long hours to the ISEC film, Helena found time to fulfill a number of requests for speaking engagements, including an extended trip to Asia. A number of groups were particularly keen to have Helena speak in South Korea, where hundreds of thousands of people have already read and been influenced by Helena's writings.

Highlights from her tour included:

World Fellowship of Buddhists International Conference, Japan Our latest film, *The Economics of Happiness* (see page 12), was the centerpiece of this major international conference, which was attended by 700 Buddhists from around the world. Though only a rough cut, the film was received with great enthusiasm, and plans are now underway for it to be screened all over Japan.

Climate Change and the Role of Civil Society, South Korea This meeting on global warming was attended by, among others, the Minister of the Environment, who told Helena how much *Ancient Futures* has changed his thinking. The event was organized by the Green Foundation of South Korea, which has asked Helena to join Lester Brown and Jane Goodall on their advisory board.

The Global Forum on Civilization and Peace, South Korea More than 50 participants from around the world, including Malaysia, Sweden, Japan, Russia, USA, Australia, Poland, France, Germany, Canada, China, Taiwan and Korea, participated in this international forum. The meeting was opened by the President of South Korea.

The World Women's Forum, South Korea This high-profile gathering attracted 700 people. The main theme of Helena's panel was "Change, Diversity and Sustainability." Mia Farrow and Robert Kaplan of the *Atlantic Monthly* magazine were among the other presenters.

"Ancient Futures changed my life. I read it when I was at university; it shocked me, it opened my eyes. To this day I carry it with me in my heart. What I do as mayor is profoundly influenced by this book."

— Se Hoon Oh, Mayor of Seoul, South Korea



Media interviews Helena was interviewed on KBS, the largest television station in South Korea. She was also featured in several South Korean newspapers, including the *Seoul Daily*. In one interview she was joined by the mayor of Seoul, one of many government officials who have embraced Helena's message (see his quote on the previous page)

Interbeing conference, Japan Helena (along with Joanna Macy and A.T. Ariyaratne) was part of an international panel at this symposium organized by the Engaged Buddhists Institute. The Japanese version of *The Economics of Happiness* was also screened at this event.

Ecovillage Design, Japan Helena was the lead lecturer at the first such program held in Japan. The setting, at the foot of Mount Fuji, was spectacular. The thirty-five participants included architects, lawyers, writers and activists. (See Yoji Kamata's article on page 11.)

Staff Activities:

US Programs Director Steven Gorelick

ISEC film Much of the editing and post-production work for *The Economics of Happiness* took place in Vermont this past year. Army Armstrong, our editor for *Ancient Futures*, spent two intensive periods of time in Vermont working with Steve, Helena and John Page. Steve has also been working closely with associate editor Meredith Holch, whose studio is within walking distance of the Vermont ISEC office.

"The *Ancient Futures* movie is a magnificent instrument to help my students reflect more deeply on the impacts of economic globalisation and the way the west has been exporting its worldview."

Sterling College Steve continued to bring ISEC's message to students at Sterling college, where his economics class focused on the shortcomings of the global financial "casino", and the benefits of more localized and sustainable economies.

— Rudy Dhont, Lecturer in Business Ethics, Louvain University, Belgium

Ancient Futures lecture The University of Texas at El Paso is a long way from the Himalayas, but the school

has had a longstanding connection with the Kingdom of Bhutan (in fact, all the buildings on campus are built in the style of Bhutanese *dzongs*, or monasteries). Steve showed the *Ancient Futures* film and presented a paper on the impacts of development in the Himalayas to a group of university educators.

Local food in Vermont The town in Vermont where Steve has been living for more than a decade has become a nationally recognized hot spot for local food, as articles in publications ranging from the *New York Times* to *Gourmet* magazine attest. Vermont itself has the highest per capita spending on direct farmer-consumer sales in the country, and the area where Steve's small farm is located has the greatest concentration of organic farms in the US. It has been rewarding for him to see so many of the ideas he and ISEC have promoted take root in his own backyard.



Staff Activities:

Ladakh Programs Coordinator Alex Jensen

Local Food in India In addition to helping organize and run the Learning from Ladakh program, Alex spent several months at Deer Park, an ecological learning center in Himachal Pradesh. He brought with him ISEC's perspective and educational materials on a number of issues: the destructive spread of consumerism, the erosion of traditional skills and knowledge, the impact of media and advertising on cultural self-esteem, and the growing problem of waste and pollution. As a means to address all of these problems, Alex helped promote local

food – organizing fairs in the main bazaar where locally-grown foods were served on zero-waste leaf plates. He also wrote and helped produce *Kingdom of Plastic*, a play in which the King (named after the CEO of India’s largest corporation) assigns his Ministers of Persuasion (Coke and Pepsi Khan) the task of convincing villagers to abandon their “unmodern” practices of eating their own food and drinking their own cow’s milk. The play was performed at the local high school and in the main bazaar.

International Networking Alex paid another visit to Shikshantar (People’s Institute for Rethinking Education and Development) in Rajasthan. He arrived in time to help with their Local Food Festival in Udaipur, held annually to keep local grains and vegetables from being displaced by globally-traded commodities. He also assisted Dr. Debal Deb at his center in West Bengal, which was hosting a national Sacred Groves Festival, designed to celebrate and defend the ancient systems of stewardship that protect biodiversity in many parts of India.

Staff Activities:

UK Programs Coordinator Ed Hamer

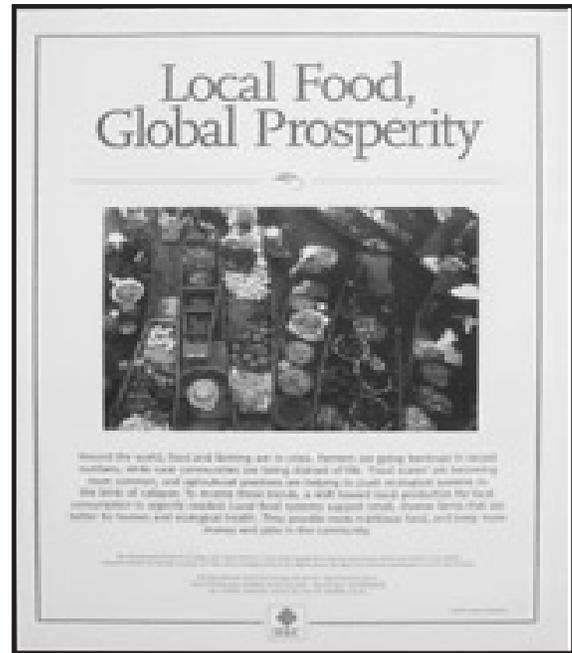
Local Food in the UK ISEC’s UK Local Food Roadshow, first designed in 2000, was relaunched in the Spring of 2008 by our new UK Programs Coordinator, Ed Hamer. Using the original Roadshow materials as a template, the content was updated to include the most recent statistics about the differing impacts of globalization and localization on food and farming.

Ed brought the Roadshow to 25 village halls, schools, community events and festivals over the whole length of Great Britain, from northern Scotland to Cornwall. Many of the host towns were identified through the Transition Town Network, for which the Roadshow provided means to focus the activities of newly established local food groups.

Audience numbers varied from ten to over sixty people, and feedback on the presentations was unanimously positive. For many people it was their first encounter with ISEC’s activities and the majority were keen to learn more about our work.

The timing of the re-launch was ideal: the UK was experiencing the sharpest rise in food prices for a generation as a direct result of the rising cost of oil

accumulating along the supply chain. Throughout the run of the Roadshow, food security issues were consistently discussed in the British media, which provided a perfect backdrop to the presentations.



International networking This fall, Ed traveled to Maputo, Mozambique, for the 2008 Via Campesina conference. This international network of indigenous and peasant farmers is truly inspiring: though few people in the industrialized world have heard of it, it comprises some 250 million members all over the world.

Ed conducted formal interviews with nearly a dozen peasant leaders, as well as shorter interviews with many other delegates.

The interviews and his observations at the conference will form the basis of an upcoming article in *The Ecologist* magazine on the Via Campesina movement.

Participating in the conference was a rewarding experience for Ed: “Apart from learning an enormous amount about the movement and its importance, the conference strongly reinforced my belief that food sovereignty and the need for localization is the greatest priority of our time. To see so many other groups and individuals from around the world working passionately towards the same goal was exciting and inspiring.”





The Ladakh Project

by Alex Jensen, Ladakh Programs Coordinator

Since we began the Learning from Ladakh (LFL) program over fifteen years ago, Ladakh has proved to be an ideal place to experience the clash between a local land-based economy and the pressures of the global economy. That clash can, at times, feel overwhelming and depressing, the destruction unstoppable. Even still, there is great cause for optimism: not everything has been lost, and opportunities remain for Ladakh to develop in a way that respects its culture, its people, and the natural environment.



Traditional Ladakhi village

Since I first participated in the project five years ago, I have agonized over the degeneration caused in the region by outside economic forces. Some of what I have seen is heart-breaking: the spread of cell phone culture; an explosion in the number of vehicles and consequent traffic and pollution; the construction of new roads and widening/straightening of old windy paths; a relentless construction boom, which is eating up fertile fields. This year I returned to find that pesticide-coated hybrid vegetable seeds – produced by Indian subsidiaries of American agribusiness corporations – have invaded the lovely gardens of Leh, as well as villages further afield. It is extremely frustrating to know that, even as activists in the North strive to re-create sustainable local economies before the full impact of ‘peak oil’ arrives, Ladakh and

other places like it are being pushed by “catch-up” development policies to undo their remaining sustainable practices.

Yet, I realize that however bad things are getting in Ladakh, they are still very far from the state we have arrived at in most of the so-called developed world. If oil were to run out tomorrow, Ladakhis would, I believe, still be able to manage. Every year that these destructive trends continue, however, life in Ladakh will become ever more insecure and vulnerable. For this reason,



Modern housing development

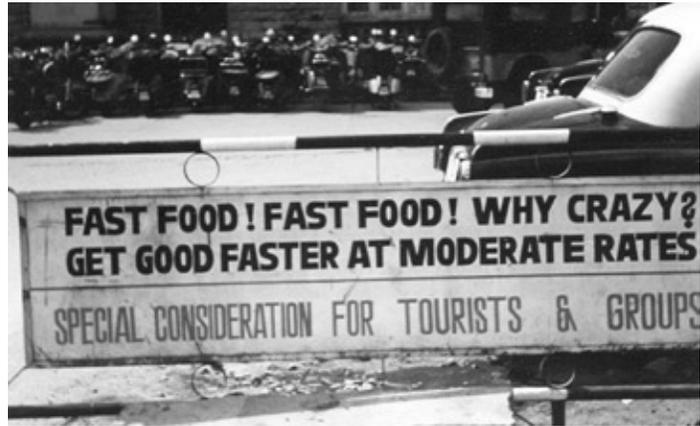
ISEC’s work is more crucial than ever, both in Ladakh and elsewhere.

One place I can see the impact of that work is among LFL participants. Their goodwill, sincerity and commitment convince me that the world will be a better place with them in it, as they settle back into their home countries and integrate their experience in Ladakh into their lives.

“Before I came on the program, I was confused, lost in the consumer culture, and depressed. Thanks to your big-picture analysis, coupled with working and living on the farm, I am now feeling better than ever. Thank you from the bottom of my heart.”

– Learning from Ladakh participant, 2008.





Mindful Travel

In the Mindful Travel program, volunteers re-surveyed the guest houses and hotels in Leh, making note of changes since our last survey. The goal is to help tourists easily find eco-friendly amenities like composting toilets, solar hot water and local food, as well as to encourage Ladakhi hoteliers and guest house owners to provide them. Of the many practical benefits, this work also helps to counter that popular misconception among Ladakhis that the best way to attract tourists is to give Ladakh a Western makeover.

We significantly expanded the range of documentary films shown alongside ISEC's videos, creating two new schedules of films and cycling through them throughout the week. Our new screenings included: *We Feed the World*, John Pilger's *New Rulers of the World*, the anti-Coca Cola film *1000 Days and a Dream*, and an inspiring story

of traditional agro-ecological regeneration in Andhra Pradesh, *Mother Earth*. These films were followed by facilitated discussions. Helena led many well-received, impassioned post-film discussions, both providing an update to *Ancient Futures*, and urging the audiences to become "economically literate."

Special thanks to all our volunteers this year: Sharon, Matt, Florence, Maxime and Aurelie, Liz, Catherine, Anna, Kristina, Vita and Andrea. Your efforts were deeply appreciated. And welcome to Tsewang Rigzin, our newest Ladakhi staff member, who joined us on a part-time basis at the end of August. Tsewang will be helping to get the Ladakhi version of *Ancient Futures* onto DVD format and will begin showing it widely around the Leh area. He is a thoughtful, committed member of the local Ladakhi government, and we look forward to his contributions and support.

It is not always a simple matter to behave respectfully in another culture. ISEC's Director, Helena Norberg-Hodge, has had, on numerous occasions, the great honour to meet with His Holiness the Dalai Lama, who is the spiritual head of the Ladakhi people. She describes one such meeting: "After I had been in Ladakh for several years, it became obvious that I still hadn't mastered some of the complexities of Ladakhi manners, particularly pertaining to high lamas. A traditional way of showing respect is to hand over a white silk scarf, or *katak*. When I went to hand His Holiness the *katak*, I had folded it wrongly and was handing it over in a rather unconventional manner. He chuckled in his delightful way and said, 'Oh, Helena, how long you have been in Ladakh? You speak the language perfectly, but you haven't learned how to hand a *katak* properly to the Dalai Lama.' He then showed me how to do it correctly, laughing all the while."



The Economics of Happiness

Work is continuing on our latest film, *The Economics of Happiness*. Barring unforeseen problems, the film is due to be completed in the Spring of 2009. A shortened version, with Japanese subtitles, was screened this November at the World Fellowship of Buddhists conference in Tokyo. A presentation by Helena Norberg-Hodge followed the screening. (See page 3.)



World Fellowship of Buddhist conference brochure

Much of the film is devoted to showing concrete examples of the countless grassroots localization initiatives underway to protect cultures and the environment. But thinkers and activists from around the world also describe how globalization is being spread, and what it costs people and the planet. Here are some excerpts from voices in the film:

On the role of corporations in spreading the consumer culture

Juliet Schor (author of *Born to Buy*, USA)

It's corporations who are raising our children... if you look at who spends time with children, who's driving the food choices of children, who's driving the entertainment choices of children, who's driving what they want to buy and what they care about, more and more it's a set of corporations that sell to kids.

Richard Heinberg (author of *The Party's Over*, USA)

The images that are coming through American media play a huge role in the propagation of this image of consumerism as a necessary goal. ... So we're beginning to see the American lifestyle, the American way of life

being emulated by millions and millions more people around the world.

Balaji Shankar (Kumarappa Foundation, India)

These are the value systems which American businesses have taught us. So we are on a big consumptive splurge. But we have four times the population of the U.S., and if consumption levels reach like America, then we'll be consuming all the resources of the planet right in India.

On the impact of globalization on individual well-being

Juliet Schor

The more involved kids get in consumer culture, the more likely they are to become anxious, the more likely they are to become depressed. The lower their self esteem. The more likely they are to become bored, to get psychosomatic symptoms like stomachaches and headaches.

Kali Wendorf (editor, *Connections* magazine, Australia)

So what do we do? We give them Ritalin. The incidence of prescribing Ritalin has gone up 600 percent in the last 5 years. ... There's an emptiness pervading inside us as a society that on the outside is looking all neat and tidy but what's coming up are these disorders in children.



Bill McKibben (author of *Deep Economy*, USA)

Every year since the end of World War II one of the big polling firms has asked Americans, "Are you happy with your life?" The percentage of Americans who say, "yes I'm very happy with my life" peaks in 1956. And goes

slowly but steadily downhill ever since. That's interesting because in that same 50 years we have gotten bigger houses, more vacations, more food to choose from, more appliances. Somehow it hasn't worked, because that same affluence tends to undermine community.

On the link between globalization and increased conflict

Khyentse Norbu Rinpoche (Bhutan)

Globalization is directly affecting the survival of a lot of people, and [they] will have to take drastic measures when it's a life or death situation. So, yes, it will create terrorism. It will create a lot of disharmony.



Mohau Pheko (labor organizer, South Africa)

Globalization with its monocultural, homogeneous way of looking at the world is extremely dangerous. It is dangerous for diversity. And [it] encourages countries to it which are not necessarily positive. People counter it with an increase in tribalism, with an increase in ethnicity, and this is not healthy for harmonizing our societies.

On the growth imperative

Clive Hamilton (author of *The Growth Fetish*, Australia)

Not only our economy, but our whole society, our political system, the entire culture, is focused on making sure that our GDP grows as fast as possible. It's as if every problem we have can be solved by increasing GDP. Poverty is the

problem? More economic growth is the answer. Environmental decline is the problem? More economic growth is the answer.



Helena Norberg-Hodge

In virtually every country now, growth is not improving life for most people: it's actually leading to more unemployment, insecurity, even impoverished governments. And for the average citizen, it means they are working harder and faster to just pay their rent, to pay for their medical care, to pay for education, to pay for basic needs. That's the end result of this mad rush for what's called 'growth.'

Vincent Cheynet (Décroissance, France)

It is incredible to think that we are in a society where we are continuously being told that we need more growth, even if we are at the end of what the planet can give us.



Richard Heinberg

We've gotten to the end of the supply chain and there is no more. If we decide in the name of fairness to try to industrialize the entire world, all 6.4 billion of us, the result will be universal starvation, universal famine – energy famine, food famine. Ecosystems will collapse and we'll ultimately see the end of our species.

On the need to shift towards the local

Mohau Pheko

We've got to begin localizing our politics, localizing our economies, localizing our cultures, localizing our spirits – even our spiritual natures...

Vandana Shiva (India)

You need localization of economy and localization of community because only localized communities can live in peace with each other.



Zac Goldsmith (editor, *The Ecologist* magazine, UK)

Bringing the economy home, bringing politics home, back to the local level, isn't about sacrifice, it's not about returning to the Dark Ages and asking people to do things they wouldn't want to do. On the contrary it's about enriching our lives.

Balaji Shankar

There is only one economics that will make sense. It is local economics. Everywhere.

Marsha Lee (Earthworks, Detroit, USA)

Everything feels better to people when there's something growing. That is, I guess it's a symbol of rebirth and is a symbol of life continuing and the possibilities of what could be...



Roberto Perez (Permaculturist, Cuba)

It's not all about economics, it's not all about food, it's not all about money either. People need to enjoy themselves; people need to laugh; people need to know their neighbours; people need to play.

Eliana Espillico (PRATEC, Peru)

Happiness is in daily life, in the uniqueness of each day. Today the flowers are blooming and you are glad, your heart is full of joy. That is happiness. Today it has rained and so the birds sing, the butterflies fly, and you can hear the sound of the rivers. *That* is happiness.



Ancient Futures Network: Report from Japan

Several years ago, ISEC decided to increase its impact by creating a network to link up many of the people and groups worldwide who have been inspired by ISEC's message. Perhaps the most active of these groups is the Ancient Futures Network of Japan, founded and coordinated by long-time ISEC friend and collaborator Yoji Kamata. Here is a report from Yoji on the group's activities:

Established in 2001, the Ancient Futures Network of Japan has been growing steadily, with 680 members organized into sub-groups responsible for events, translating and editing, website maintenance, farm activities, overall management, and so on. Meetings and gatherings are organized every week.

At the moment, the main activities of the network include:

Symposiums and seminars We organize international symposiums two or three times a year on such themes as localization, the economics of happiness, and spiritual simplicity. Helena has participated in several of these symposiums, as have other international thinkers and activists.

Publications and films

In 2003 we translated the *Ancient Futures* book into Japanese, and we have also published a series of booklets based on the proceedings of our symposiums. We also produced a Japanese version of the films *Ancient Futures* and *Local Futures*, which we make freely available for use at meetings or workshops. We are now trying to produce shorter versions of *Ancient Futures* so that the message can reach more adults and children. (Many of the group's translations can be found on the "Translations" page of the ISEC website).



Koseda farm This farm is run by a leading organic farmer, and members of our network regularly visit and work on the farm in order to learn about farming and rural life.

Ecovillage Design Education (EDE) This program, which we run jointly with Japan Ecovillage Promotion Network, began just this year, with Helena as its first lecturer. Although we base our program on the guidelines of the global EDE movement, we are working to develop a unique approach suited to the situation in Japan. We have also begun monthly study group meetings on ecovillages and other forms of sustainable community.

Traditional foods One of our projects involves developing recipes for "ancient futures food". For important events, our cooking team provides unique food based on those recipes.

Supporting other NGOs A few years ago we received funding, through ISEC, from the Flow Fund, which we then passed on to worthy groups whose work we admired. Among the local NGOs receiving funds were those involved in leadership education of youth in Nepal, in the revitalization of Tibetan traditional medicine, and in preserving the orally transmitted tales of the Mangyan ethnic group in the Philippines. We continue to support and collaborate with several of these groups.



Preparation of Tibetan herbal pills

ISEC Films and Publications

- *Ancient Futures* was first published almost two decades ago, but remains as relevant as ever. Now the original English-language publisher, Sierra Club Books, is planning to issue a new edition, scheduled for Spring 2009. There will be a new afterword by Helena Norberg-Hodge, as well as a new subtitle: *Lessons from Ladakh for a Globalizing World*. The new edition will be available through our website, www.isec.org.uk.

- The well-known Japanese author and broadcaster, Professor Keibo Oiwa, is producing a book on Helena's life and ideas. Based on extensive face-to-face interviews, the book will cover four broad areas: Helena's personal background and story; an update from Ladakh; the core "global to local" argument; and inspiring examples of localization from around the world.

- Two ISEC publications have been chosen for inclusion in a Social Science Library being created by Tufts University. *Bringing the Food Economy Home* and *Small is Beautiful, Big is Subsidized* will be among the works reproduced on CDs and distributed, free of charge, to virtually all of the university libraries in Sub-Saharan Africa, Latin America, the former Soviet Union, and the less affluent countries of Asia. For more information about this project, see the Global Development and Environment Institute's website, www.ase.tufts.edu/gdae/education_materials/ssl.html.

- As Helena noted in our last newsletter, no country has been more receptive to ISEC's message than Korea, where *Ancient Futures* is a best-seller and where translations of many of our other publications and films have appeared. Now a Korean publisher has produced an illustrated *Ancient Futures For Children* – a fictionalized story of a 12-year old Swedish girl (named Helena!) who comes to Ladakh to spend 6 months with her mother, a researcher, and – after many adventures with her friend Dolma – decides to help preserve Ladakh's culture and environment. There are also two comic book versions of *Ancient Futures* planned for Korean readers – one for children and one for adults.



- Other translations are also in the works. Khmer translations of the *Ancient Futures* book and film are being planned for Cambodia, and a Hebrew translation of "The Development Hoax" chapter from the book will soon appear in Israel. More information about these and other non-English editions of ISEC works can be found on the "Translations" page of our website.

Photos: p1, 6-10 John Page; p4 Carole Topalian; p10 Kristen Steele

p2 N., A. Louchet; p3 WWF; p8 WFB; p11 Yoji Kamata



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