

The Simpol Solution

Solving global problems may be easier than we think

Endorsements

"It's ambitious and provocative. Can it work? Certainly worth a serious try."

- **Noam Chomsky**

"National competitiveness has become one of the central myths by which we are governed. It is, in essence, a wholly corrosive process that undermines the state's capacity to raise taxes at the same time as it tells most of us that our labour should be valued less highly. Bunzl and Duffell perform the important public function of debunking this myth, but they also go much further than that. They provide an eye-catching blueprint for thinking a radically different world into being. Challenging conditions require expansive thinking, and this book delivers suitable ambition many times over in its efforts to move us beyond the neoliberal dystopia engendered by national competitiveness discourse. It deserves to be widely read and its central aims to be widely debated."

- **Matthew Watson**

Professor of Political Economy, University of Warwick

UK Economic and Social Research Council Professorial Fellow

"I nodded until I got a crick in my neck. I haven't read a book for years that I agreed with so deeply and so consistently – nor felt so keenly that these are messages the world needs to hear. The clarity, simplicity and profound importance of this book are beyond question. Please read it, and please encourage others to do the same."

- **Prof. Simon Anholt**

Founder, the Good Country, the Good Country Index and the Global Vote

“The Simpol Solution is an encouraging first step, truly workable and pragmatic, toward a world governance platform. A fully functional world governance is likely still a considerable way off, but the Simpol Solution consists of actions that can—and in many cases already have—been taken that create beginning networks of internationally-indexed and unified governing agreements. It’s something that true cosmopolitans, frustrated over the inevitably slow-motion of putting a fully functioning world government into place, can get behind right now and start to see at least some of their dreams and visions actualized. This is the best thing we have, at this time, for anything resembling a genuine and functional world governing system.”

- **Ken Wilber**—*The Integral Vision*

“Simpol represents a very powerful new idea for solving global problems. Yet it demands a mind-shift which the book’s innovative psychological approach permits readers to make. Having made that shift, I hope NGOs around the world will participate in Simpol, that philanthropists will come forward to fund an information campaign, and above all, that we citizens start to use our votes in the way Simpol suggests. If we do, we’ll find ourselves becoming part of the global political solution.”

- **Scilla Elworthy**

Peace builder and founder of Oxford Research Group;

author of *Pioneering the Possible – awakened leadership for a world that works*

“Bunzl and Duffell offer an ambitious and thought-provoking account of how destructive competition between nation-states might be transformed into globally beneficial cooperation. Their aim is ‘simultaneous policy,’ where multiple issues would be negotiated among all states, offering each important benefits and making possible fully global implementation. They outline an ingenious method, already trialled in the United Kingdom, of pressuring national politicians to pledge advance support for pursuing such global solutions. They draw on an impressive range of sources and disciplines – from political science and psychology to economics and evolutionary biology – while writing in a highly accessible style and offering a number of engaging anecdotes to reinforce their claims. This book will make an important contribution to the dialogue on global governance alternatives and the harms that seem inevitably to arise within a system of competitive sovereign states.”

- **Professor Luis Cabrera**

Convenor, World Government Research Network, Griffith University, Brisbane

"A courageous and urgently needed book. It points to the crux of the issue: "we can't solve the problems of the world with the same thinking that produced them." Einstein said this, and Bunzl and Duffell point the way to acting on it. This book needs to be read by just about everyone!"

- Ervin Laszlo

Author, philosopher and evolutionary systems theorist. Founder, Club of Budapest

"Do you want to help make a better world, but feel powerless to do so? This extraordinary book lights the way forward."

- John Stewart

Author, *Evolution's Arrow – The direction of evolution and the future of humanity*

"We urgently need to complement the competition of our global market with self-regulating governance and cooperation on the same scale, so the authors argue, laying their brilliant Simpol as the blueprint to get us there. All we have to do is get involved and actively spread its DNA!"

- Elisabet Sahtouris, PhD,

Evolution biologist and futurist; MBA professor, Chaminade University, Honolulu

Author, *Gaia's Dance: the Story of Earth & Us.*

"With the major challenges facing humanity being global in nature, new frameworks, philosophies and approaches are essential for societies to survive as we know them. The Simpol approach provides a starting point on the long path to a global governance system that creates an inclusive sustainable future"

- Steve Killilea

Founder, the Global Peace Index and the Institute for Economics & Peace

"I have been following the work of John Bunzl for some time and this inspirational new book, bolstered by a psychological dimension provided by Nick Duffell, is the most comprehensive case for the power of this new global way of thinking and resolving our collective systemic challenges - worldwide cooperation in terms of simultaneous policy is an evolutionary imperative if we are to thrive rather than just survive and drift towards the breakdown of civilisation, the early stages of which we are already witnessing. Essential reading for all global citizens."

- David Lorimer

Programme Director, The Scientific & Medical Network

"Imaginative, learned and full of passion, this book provides an elegant introduction to the damage created by the competitive imperatives of contemporary globalized capitalism. It shows the real possibilities of a world-centric paradigm shift, transcending from a competitive to a cooperative evolution and mode of consciousness. A real pleasure to read and a potential political pathbreaker."

- Ugo Mattei

Co-author, *"Plunder. When The Rule of Law is Illegal"* and *"The Ecology of Law. Toward a Legal System in Tune with nature and Community"*

"The time has never been more ripe for global solutions to what are global problems such as climate change, economic inequality and unending violence. The great strength of the approach Bunzl and Duffell are developing is that it makes use of the energies tied up in today's global competitiveness but flips them in the direction of global co-operation. Here is a radical and challenging approach to conventional political orthodoxies. Its great psychological strength is that it works at many levels, from government to the individual citizen."

- Andrew Samuels

Author, *A New Therapy for Politics?* Professor of Analytical Psychology, University of Essex

"To address the multiple problems of our planet and to capitalize on the enormous scientific and technological opportunities we have, we first need imaginative and far-reaching proposals. John Bunzl and Nick Duffell offer a highly innovative view. Even if provocative, it will certainly help us to look at contemporary impasses with new eyes".

Daniele Archibugi

Italian National Research Council & University of London

“The Simpol Solution combines a razor-sharp description of today’s competitiveness conundrum – vital yet now locking us into self-destructive patterns – with an equally pithy practical solution. I’d love to see Bunzl put his plan in motion.”

Dr. Sally Goerner

Author, *After the Clockwork Universe*. Science Advisor, The Capital Institute

“I’ve been tracking Simpol for years now as it struck me from the very beginning as one of the only workable solutions out there to the global challenges we are facing. With this book the authors lay out the case in a clear and compelling way, giving us no excuse to ignore the implications.”

Peter Merry

Chief Innovation Officer, Ubiquity University

“Houston, we have a problem! Capital has become transnational and has instituted a regime of global competition which is extracting value from communities and nature, without re-investing it in sustainable infrastructures and livelihoods. But the nation-state and its citizens have lost the power at the national level! So what can we do? While many suggest a return to the urban level, this book suggests an equally important strategy: the transnationalization of change. What needs to be done, needs to be done by citizens and movements straight at the transnational level, through simultaneous policy campaigns. The challenge of building and getting to this new capacity is laid out in this important book, which is a guidebook to the necessary politics of our times, in which the local is always linked to the global.”

Michel Bauwens

Founder, the Peer-to-Peer (P2P) Foundation