

THE CARE REVOLUTION

From a care evolution to a care revolution



“We must all remain conscious of the tender heart that motivates each one of us to create this caring world”

Dear Reader,

by Alida Bakema-Boon

Welcome to the first issue of our newspaper, The Care Revolution.

On behalf of the Board of Trustees, we wish you a healthy and inspiring year ahead!

With great pleasure we present the Mustardseed Trust 2021 with the mission to develop a care economy. Our work is to enable people and organisations to create a world where decisions are based on care, the desire to collaborate and to nurture nature as the source of health, prosperity and peace.

This newspaper gives voice to our aspirations and our partners. We interviewed the thought leaders Riane Eisler, Willem Ferwerda, Gustav Friis and our Treasurer, Stefan Hatvany, on why the world needs a care economy. Emmy, our Managing Director, explains why the visionary life orientation of our partner, URDT, is the fundamental paradigm shift the world needs. We also celebrate Bela and Ellen Hatvany, the benefactors and co-founders of the Mustardseed Trust.

The COVID-19 epidemic exposed the world-wide human suffering. It also unveiled our interdependence as a global community, while at the same time, our natural habitat is screaming for mercy. It has made Mustardseed's mission even more relevant and urgent. The virus' global impact indeed confirms that we need to embrace change as something permanent, seek opportunities and deal with insecurity without losing our vision and hope. Be assured that Mustardseed does not sit on the fence. We see possibilities to develop mastery in creating a world where people have self-worth, live in harmony with each other and with mother earth. We call upon all our readers to envision a world of care and work in partnership to make this happen.

My relationship with Mustardseed goes back to 2001. A mutual friend introduced me to Bela to help with an education project they had funded in Uganda. It was a pleasant surprise that my personal drive matched the Hatvany's: to give back wealth and to create a world that works for everyone. In

2011, our bond was formalised with the founding of the Mustardseed Trust, where I became a Trustee. The Trust has been on a journey of deep conversations, learning and developing enduring friendships. We decided to focus on transforming socio-economic systems to take care of people's well-being. My conversations with Ellen and Bela continue to inspire me.

During the last 20 years, Mustardseed became a vision driven, inquiry-based community. We have learned from our mistakes and hold on to our aspirations and values. We continue to ask ourselves:

"What do we want to create together"?

"How can we enable innovations to sprout and partnerships to grow"?

"How do we support thought leaders to scale-up their work as far as they can go"?

Mustardseed's focus on the care economy has evolved while searching for the organisation's points for leverage; what we call our "trim-tabs". We realised that the strive for growth, our enslavement to money and the depletion of essential materials must stop to secure our long-term well-being. The Mustardseed Trust 2021 supports innovations in the key pillars of care economies: ecosystems, money systems and human relation systems. We support ideas, actions and examples that make these concepts and practices accessible to a large audience.

Mustardseed has evolved into a professional organisation with a mission to care for the planet and all its wonderful beings. Today we included some new questions for our day-to-day practices:

"How do we get all people to understand that we call the planet mother earth because our well-being depends on how we respect and treat her"?

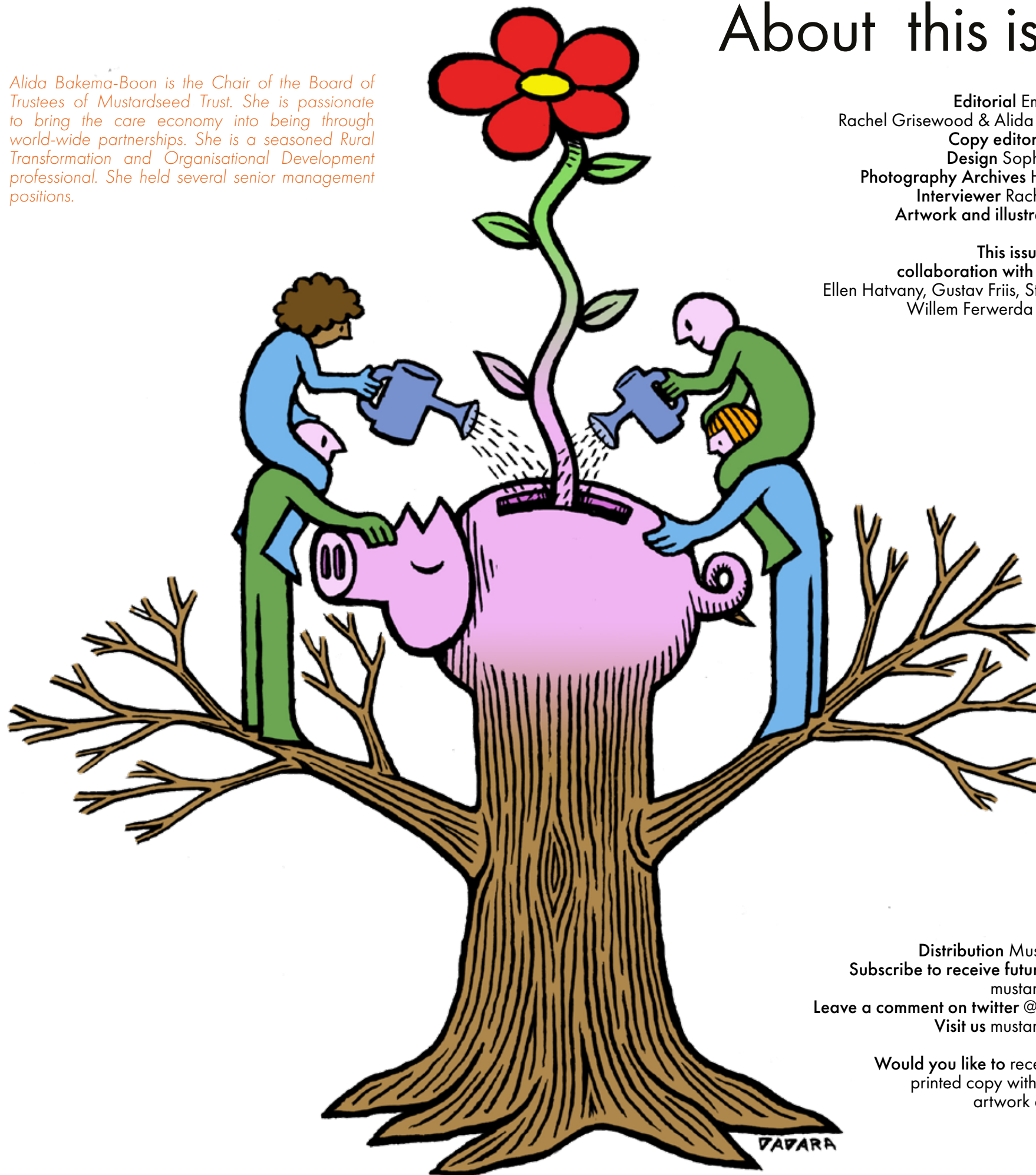
"What conversations and paradigm shifts do we need to become caring individuals, citizens and organisations"?

"What do I need and want to do to live the principles of the care economy"?

We look back with gratitude to all persons that shouldered the organisation til date. We especially acknowledge the founders Bela, Ellen and their daughter-in-law, Lauren, Hatvany. The Mustardseed 2021 has been built on their complementary and lasting contributions.

We are ready to leap into the future with confidence and care.

Alida Bakema-Boon is the Chair of the Board of Trustees of Mustardseed Trust. She is passionate to bring the care economy into being through world-wide partnerships. She is a seasoned Rural Transformation and Organisational Development professional. She held several senior management positions.



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The Interviews

by Rachel Grisewood

Over the last six months I have been asking the question “ Why does the world need a care economy ?” I began with Bela Hatvany.

From Bela Hatvany the answer is as simple as it is clear. “So as to ensure a planet that works for all.”

I asked Gustav Friis. “The care economy is needed to repair our current broken system.” Stefan Hatvany added. “How do we rally the world behind such a massive economic reset?”

Willem Ferwerda reply was a call to action. “For me the care economy, (we call it the regenerative economy) is about bringing back the balance between humans and their surroundings.”

And Riane Eisler laughed when I asked her. “So many reasons Rachel, we need a caring economy where the goal is caring for people, starting at birth... It’s simple.”

At home with Ellen Hatvany last summer in her workshop, her garden and in busy cafes in Nice, I asked her about The Care Economy and what it means to her.

Ellen Hatvany

“Caring is such a special word for me, it means... To love, to protect, to grow, these are very important words for me. It is physical, it is mental. It is the best word next to love.”

In my view, Ellen is the embodiment of caring: she practices caring on a daily basis, about being fair and respectful, about simplicity and frugality out of respect for nature, humankind and the world. As such, she practices what Mustardseed preaches. This behaviour is not an intellectual choice, but deeply ingrained in her personality. If probed a bit, Ellen will bring up her early years (between the ages 2-4) spent in a concentration camp in Indonesia, then a Dutch colony occupied by the Japanese Imperial Army, and the long-term effect this has had on her. As she gets older, the habits she developed there and then to care and not to waste anything, has not faded a bit. Her capacity to softly and modestly point out what is right and what is wrong, what is

important and what is not, makes her a quiet but influential force in Mustardseed Trust.

She attributes much of this to her daily meditation. In 1974 both Ellen and Bela learnt how to meditate. Ellen took to meditating like a duck to water and Bela in his words said “I waddled behind”. For the first six months after learning she would sing the prayer “Hallelujah” out loud in the morning after the children had gone to school. Her two week old son Shandor was listening. His first spoken word was Hallelujah.

The hardship she endured in her early years, and her meditation has given Ellen confidence, strength and determination. During difficult times such as their bankruptcy and periods of poverty, she remained confident that they would pull through. They did. Stefan, her youngest son, captures Ellen’s character beautifully.

“Mama is Bela’s perfect complement, with tremendous compassion, her own brand of irreverence; she suffers no fools and has an uncanny ability to see what is of primary importance. Her journey through concentration camps, teaching parenting skills, raising six kids, going on her own vast spiritual journey, means she brings just as much to the party as Papa. She is happy to let him take the spotlight but he is the first to admit how everything has been a collaboration with her.”

Ellen Hatvany is a painter and she trained parents in “how to talk to children”. Her heart is in social justice activism like education of the girl-child and refugees. She is a co-founder of Mustardseed Trust.

Riane Eisler

How did meeting Bela Hatvany for the first time affect you?

“Bela is a very powerful person. I was affected first of all by his genuineness, and his integrity. He truly cares and that really comes through. Also his continuing dedication is so important to me. I think we are living in a world that does not value such things enough. We give a lot of lip service to caring, but often fail when it comes down to rewarding caring services. And that is where the caring economy comes in. Bela showed enormous interest and support for my work, and that was wonderful for me. He’s so very intelligent.”

What do you feel about women in leadership roles at the moment? For example the prime minister of New Zealand, Jacinda Ardern?

“She is behaving in a caring way, and that sums it all up. What we are seeing in leaders, such as the Prime Minister of New Zealand, is a leadership that is guided by “soft feminine” values. Now I want to back up for a minute to say that not all women embrace these values, as she has. Look at Maggie Thatcher. Some women have to prove

“I would like people to start using this lens... we see the world and are therefore able to change it ...”

every inch of the way, that they can be really tough, and surely as tough as men. Luckily, these days more and more men have a caring attitude. Bela is an example of such a man, a caring man. So, what is happening at the moment is that we are moving towards a partnership system. The prime minister of New Zealand exemplifies such “partnership leadership”, for example when she said “we do need a new language to get out of this mess.”

Why does the world need a care economy?

“Let me count the reasons,” she is laughing. “The present economic system is not sufficiently appreciating care work and not rewarding people who provide caring services. Life sustaining sectors,

for example the community and the household economy operate in a completely irrational and unjust system. If we are going to have equity, we need to end the ridiculous and really obscene situation that we see in this wealthy United States. Even before the pandemic, one quarter of our children lived in poverty. We need a caring economy where the goal is caring for people, starting at birth, and caring for nature, All our decisions, our policies and practices should be informed by these goals. It’s very simple really.”

“I would like people to start using this lens... we see the world and are therefore able to change it ...”

Riane Eisler is a cultural historian, systems scientist, educator, attorney, speaker, and author of multiple books that explore new perspectives on economics through cultural transformation. She is the founder of the Centre for Partnership Studies.

Willem Ferwerda

Why does the world need a care economy?

“For me the care economy, (we call it the regenerative economy) is about bringing back the balance between humans and their surroundings. Basically between humans, among themselves and other species. We need to take an evolutionary leap to become more conscious of our own behavior and in particular how it impacts on other species. That consciousness is crucial for us to move towards more responsible behavior. So that we don’t exterminate our friends from those other species that are vitally important to us. I think we need to build an economy that nurtures and sustains our other relatives, species, other than ourselves.”

The world needs “Healing”... Did that motivate you to start up Commonland?

“For me the diversity of life is the most beautiful thing that you can imagine. As a kid I was mesmerised by the tremendous variety of living things, what we call today biodiversity, and at that time was called

Nature. This diversity of animals and plants always intrigued me, especially how those animals and plants are interacting with each other. Being in nature was being in paradise for me.

So I decided to turn this fascination into my life mission: first by working for two decades in international conservation, and since 2012 by creating a framework to connect the dots between

“Connect the dots and realize large scale restoration projects within a wider landscape setting.”

farmers, conservationists, policy makers, financiers and business and realize large scale restoration projects within a wider landscape setting. Each restored landscape should deliver four returns within a division of three landscape zones and timeframe of at least 20 years”.

How can we care for this world practically in our homes and gardens today?

“In a lot of ways. In our homes we can choose what we want to eat and what we want to buy. And there are so many other good opportunities that can make a difference. Begin in our gardens: my first advice would be to re-wild our gardens. Give it back to nature. Listen to what our gardens have to tell us. It is an important story, about allowing diversity to blossom. Diversity creates resilience; the more diverse, the more resilient the system will be. Secondly, we need to build our knowledge and understanding about these things: find the right books that will help you, read and study.”

Willem Ferwerda is an ecologist, entrepreneur and executive fellow business & ecosystems at the Rotterdam School of Management. He designed the 4 returns business framework for ecosystem restoration that resulted in the founding of Commonland Foundation.



Gustav Friis

Why does the world need a care economy?

"I think it's quite clear right now that there is a lot of suffering, a lot of waste, in so many ways. A waste of energy, a waste of the earth's resources, of people's energy, of compassion. People having lives they do not seem to enjoy.

So many people are doing great things and are not acknowledged for it. And a lot of people that do very bad things, are.

The view is so narrow...it forces inhuman competition in our species and the other living beings around us. Our current paradigm lacks balancing our own interest with those of the wider community and the world around us."

A care economy, that is a way of thinking and decision making in which the broader interest of individuals, communities and the planet are considered, is needed to repair our current broken system. In the world of economics and banking please could you explain what a "blockchain" is?

chain invented by Satoshi Nakamoto in 2008."

Will de-centralized banking systems disrupt the traditional banks?

"Traditional banks will still be available for people that would like to deposit their money into one place. This is a tradition that has been upheld for hundreds of years. The first bank opened in America in 1791. The method of the open ledger used in block chain banking makes all the information transparent. The two systems could not be more different. One is closed, private and corruptible and the other is open, egalitarian and transparent. Yes! this is disrupting the traditional banking systems, and we are yet to see how they will react and ultimately, if they will survive."

Gustav Friis is a social scientist and blockchain product developer with a passion for technology and sustainable economic designs. He is the founder of the Community Currency Alliance.

Stefan Hatvany

Why does the world need a care economy? And how is your work at Mustardseed Trust helping?

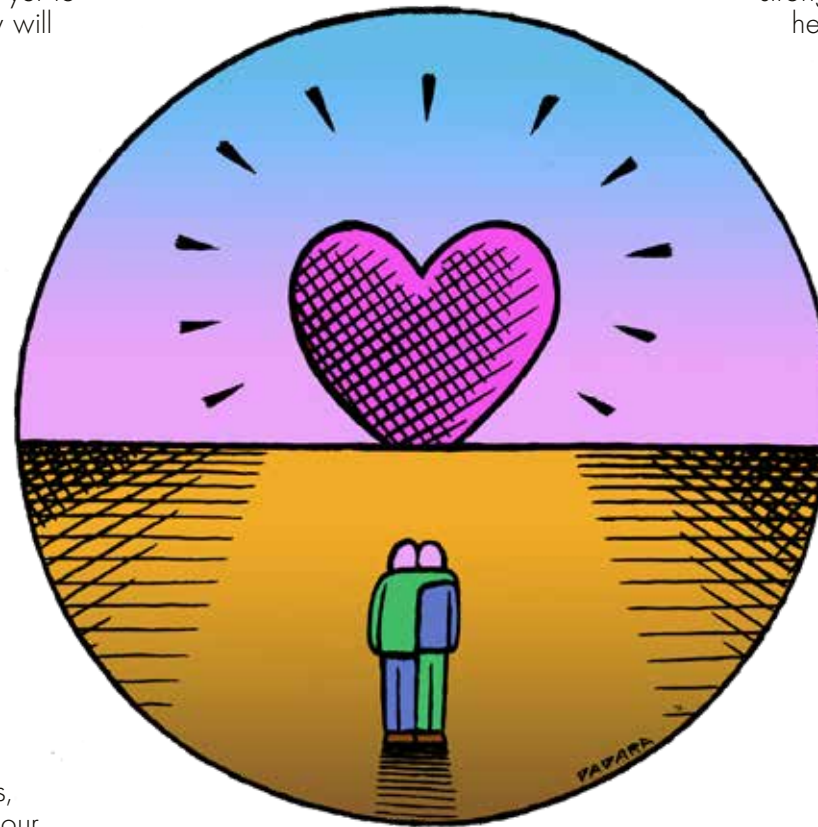
"The world community has two major challenges to address: the first one is inequality both within and between countries, and the second one is the destruction of our habitat at a massive scale and speed. Our current

"While I was growing up Bela was always constructing a narrative in his head ... it deserves to be heard"

economy system has exacerbated rather than solved these challenges. A care economy, on the other

hand, would not allow things to go out of hand the way they did during the last decades. The question is how do we rally the world behind such a massive economic reset.

In order that people have the mental bandwidth to care about something as vast and long term as climate change or inequality we need to get a majority of people to a place where they are not fighting for a roof over their heads or to feed their children.



Universal Basic Income is going to provide people with the basic security and the "mind space" to care about others and the environment. Universal Basic Income is therefore central to the care economy, and is something that has to happen. I experience the care economy a bit here in Costa Rica. The people here are not very materialistic. I love living here, it's all the things that my mum Ellen described about Mexico: Open doors, four generations living together, the old people are super mushy about kids, really sweet, love it.

The bottom line at Mustardseed we want to use our funds as a force for good, to catalise changes

that make the world a, slightly, better place. So we ask ourselves: How best can we tackle the challenges the world is grappling with; What are those challenges in the first place? That is how we came up with the broad idea of a care economy."

What is it like working with your parents?

"We really have become great friends, that friendship has become stronger as I have got a bit wiser... and he has mellowed. He has a unique mind and lens on the world. He sees the world as a meditator and as an engineer. That metaphysical, first principles approach combined with his entrepreneurial irreverence for the status quo means he follows the arc of disruption across a broad swathe of topics to some very interesting places. I hope he and Elon (Musk) get to have a cup of tea someday, it would be a great chat!"

Stefan Hatvany is an investor and entrepreneur with a background in and passion for sustainable aquaculture. As Treasurer of Mustardseed Trust he ensures its ethical investments.

Further reading from Ellen & Bela

1. Sapiens - A Brief History of Humankind (2014); Yuval Noah Harari; published by Penguin
2. Human Kind - A Hopeful History (2020); Rutger Bregman; published by Bloomsbury
3. Old Path White Cloud (1992); Thich Nhat Hanh; published by Penguin
4. The Precious Treasury of the Basic Space of Phenomena (2001); Longchen Rabjam; published by Padma
5. Conscious Business (2007); Fred Kofman; published by Accessible publishing systems
6. That the World May Believe (1963); Hans Kung; published by Sheed and Ward
7. Daily We Touch Him (1997); Basil M. Pennington; published by Skylight Paths
8. Nurturing Our Humanity: How Domination and Partnership Shape Our Brains, Lives, and Future (2019); Riane Eisler and Douglas P. Fry; published by Oxford University Press

"Connect the dots and realize large scale restoration projects within a wider landscape setting."

"A blockchain is like a virtual accounting book, a ledger. But instead of a single ledger that is controlled by a single person or institution, such as a bank, it's a network of computers that all keep the same accounting book simultaneously. So if you want to perform a transaction in the ledger, the different computers in the network are all asked to verify the legitimacy of the transaction. If all the computers say "yes", the transaction will go ahead. Otherwise, it cannot take place. This is the basis of a block chain: a distributed network that is governed by what is called "a consensus algorithm" because there needs to be a consensus between these machines on the decentralised network. Bitcoin was the first block

A World of Sustainable Sufficiency

We invite you to aspire to the following world...

We will experience a happy sufficiency. This will have changed our hearts.

We will capture energy from the sun and store it locally.

We will condense water out of the air using locally stored energy.

All production activities will be sustainable, using local materials where possible.

We will compost sewage locally, and reuse it to keep our soils healthy.

We will have small comfortable dwellings. These will be linked by local networks. These networks will allow us to share more and own less.

We will not own cars. We will easily be able to call a ROBO car to pick us up and take us to our destinations.

We will create meaning for ourselves and our communities, with projects such as building a school, painting and group meditations.

Our children will be educated to love themselves, all creatures, and the earth.

Our adolescents will be guided through puberty with loving care. They will come to appreciate the joy of giving to 'the other'. They will experience wilderness training, team activities, and discussions about what it is to be 'human', and part of a community.

Our communities will generate ideas through deliberative local institutions, and will select individuals to bring these ideas to regional coordinating bodies. Our regions will then send the most meritorious representatives to the global government.

The purpose of our government will be to serve the individual. Individuals will serve the community and be served by it. Communities will be served by their regional governments. World government will help coordinate all regions.

Our sense of self will expand to include the planet and all beings on it. Happiness will be achieved when all around us are happy. We will be linked by a ubiquitous global communication network. It will be our greatest joy to look after each other and the earth.

We will not rest until all have experienced this sufficiency.

Ellen and I look forward to creating this caring world with you.

With love

*Béla & Ellen
Haramy*



France 2021

Imagine a care economy

by Emmy van Kleef

"In the care economy you are able to care for yourself, care for the community and care for the planet"

Growing up in the Netherlands, I was never encouraged to develop a vision. 'Dreaming' and 'imagining' did not go beyond drawing classes, or theatre. I was stimulated to reach 'short-term goals', to reach the next level in a computer game. Pass the exam at school. What these levels, achievements, goals we were aiming for, what the long-term vision is, was often vague and not the most important drive to get to the next level.

From 2007 to 2012 I studied media and communications because I wanted to learn how I could communicate something 'good' to as many people as possible. What is this 'good'? It has

"Create a society that allows us to create, care, and collaborate."

turned into a lifelong inquiry for me. I have come to understand that all beings are interrelated on a biological and atomic level. I know that every action has an effect. In a world of overwhelming stimulation I gather inspiration from my family, friends and the meaningful community at Mustardseed.

I have learned to appreciate the value and strength from creating a vision, when I was working in Uganda. In 2017 I visited the Uganda Rural Development and Training Institute - URDT in Kagadi, a small rural town in Western Uganda.

For me, this was a very inspiring educational space. Here pupils learn to develop a real, tangible long-term vision and then learn what actions they need to take to reach it: one eight-year-old girl proudly presented her family vision;

and a matooke plantation. This will enable us to build two bricklayer houses, of which the rental fees of the second house provides for the education of my sibling."

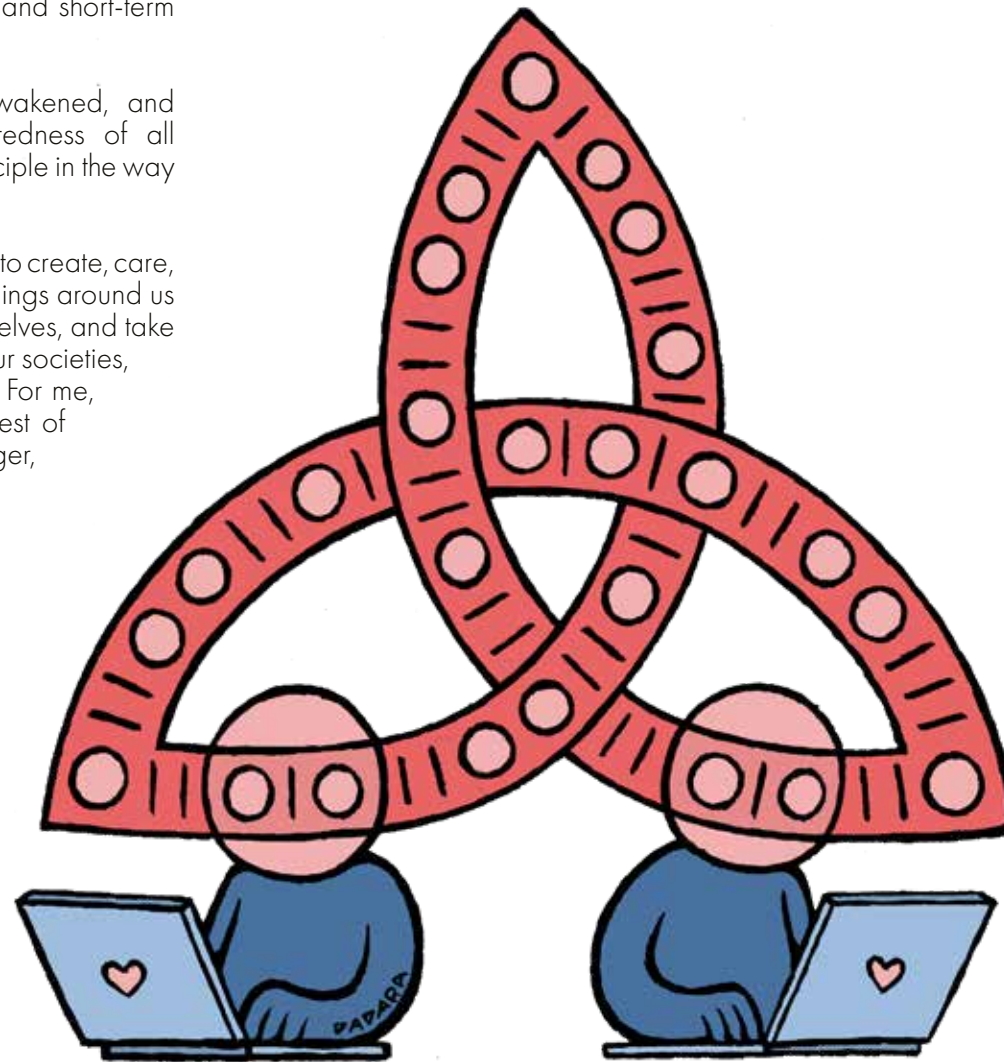
Seeing the pineapple field, and the brick-layer foundation of the house, I started to believe this 'visionary approach' can be transformative for a society. It inspired me to formulate my long term vision, to which I can attach actions and short-term achievements.

My vision is that humankind is awakened, and enabled, to take the "interconnectedness of all things" into account as a leading principle in the way we live together.

We can create a society that allows us to create, care, and collaborate. If we care for the things around us the same way - we can care for ourselves, and take those principles as the backbone in our societies, we can enable a caring economy. For me, it can be enabled through the smallest of actions. A smile, a question to a stranger, being open to one another.

I hold our partners in the highest regard. They have profound visions that they embody and bring to life. I am privileged to be surrounded by inspirational people from all over the world. The stars aligned, and that inspiring school in Uganda, the URDT in Kagadi, turned out to be one of Mustardseed Trust's partners since 2002. The diversity of visionaries that Mustardseed Trust brings into connection with each other is beautiful. If we look after each other, build upon each other's shoulders, we will be able to create a care economy, together.

This is my beautiful vision and I am pursuing it.



Emmy van Kleef considers human connectivity key to creating a caring world. She is the Managing Director of Mustardseed Trust.



Our partners

- | | |
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| Ecosystem Restoration
Camps Foundation - <i>Global</i> | 7 Billion Presidents
- <i>The Netherlands</i> |
| John D. Liu - Ambassador of
ecosystem restoration - <i>Global</i> | Zeitpolster - <i>Austria,
Lichtenstein, Germany</i> |
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| Investing in Regenerative
Agriculture - <i>Global</i> | |

Quote in artwork on the next page

"The new economy has always been there, everyday and everywhere, it is the economy of care" is based on van Osch, T. (2013, May). Towards a caring economic approach. Oqconsulting.eu <https://oqconsulting.eu/wp-content/uploads/2020/04/The-Economy-of-Care.pdf>

