

# TRUSTING

The Independent Financial Advisor



[www.cifango.org](http://www.cifango.org)

€35 – N°6 – July/December 2014

**44** Message from H.E. Mr. J. W. ASHE  
*President of UN General Assembly*

**58** CSR and Public Goods  
*by Stephen B. Young*

**94** What African Action on AIDS  
did to implement MDGs  
*by Ruth Engo Bamela*

**Mark your Calendar:**

**CIFA's XIII<sup>th</sup> International Forum in Monaco on April 22-24, 2015**

# XIII<sup>th</sup> INTERNATIONAL CIFA FORUM

## MONACO, 22-24 APRIL, 2015

\* \* \*



**CIFA** CONVENTION OF INDEPENDENT  
FINANCIAL ADVISORS  
A Non-Profit Foundation

A Non-Governmental Organization registered under the laws  
of the International and National Council of the United Nations

# XII<sup>th</sup> International CIFA Forum

## THE NEW PARADIGM FOR WEALTH MANAGERS

23<sup>rd</sup>-25<sup>th</sup> April 2014, Monaco, Hôtel Hermitage

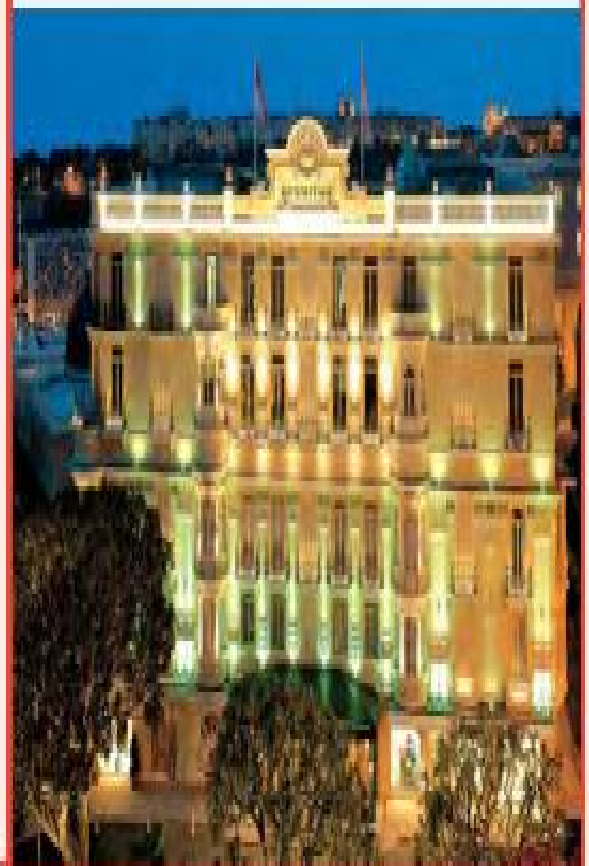
Social Network Platform:



Media Partners Platform:



Contributing associations:



*Pierre  
Christodoulidis*

*CIFA's  
Executive Committee  
President*



equal is a world where only large industrial corporations have access to credit either in the capital market (*at absurdly low interest rates*) or by knocking at their banks' door?

Mr. Pierre Christodoulidis concluded his speech by asking *"Who will have the courage to denounce this Gordian knot and to stop the vicious spiral of economic contraction? Who will be courageous enough to point out the responsibilities for such suicidal behaviors?"*

An interesting note by **H.E. Mr. John W. Ashe, President of the 68th Session of UN's General Assembly**, was delivered to the audience by Ms. Hanifa Mezoui. The message focused in particular on progress made in implementing UN's Millennium Development Goals (MDGs) in the post 2015 era through global partnerships. Especially

noticeable the call for public/private efforts aimed at eradicating poverty while enhancing livelihoods for all. Readers can find the full text of His Excellency's message on pages 44 & 45.

Afterwards, the round tables dance began, all revolving around the central topics of the year.

The call for peace, justice, equality and accountability by **Ms. Hanifa MEZOU** (Ph.D., Senior Advisor, Humanitarian Affairs and Civil Society, Office of the United Nations High Representative for the Alliance of Civilizations, New York) was highly emulatively important for other speakers.

**Andrei ABRAMOV** (Head of UN's DESA NGO Branch) followed up on these topics, along with the MDGs and the post-2015 development agenda, which includes as well a thorough analysis of how to finance sustainable development in future years. He appeared especially confident about world growth as the UN 3% annual forecast for 2014 could be achieved with the contribution of a more vibrant Euro area. Furthermore, he highlighted the great danger coming from high unemployment and rising inequality, but he affirmed as well that the poverty reduction goal has been actually reached five years



ahead of schedule. Progress is being made on many fronts (*ability to access water resources, reduction of mortality, sanitation, housing, etc.*). It is striking, however, that *"...inequalities have increased in both developed and developing countries. Tackling inequalities will be critical for accelerating progress toward achieving the MDGs and the post-2015 goals..."*

UN's efforts will lead to a forthcoming third conference on "Financing for Development" to take place in 2015. Sustainable development and growth could only be achieved across the globe if the necessary financial means are there to make it happen. Mr. Andrei Abramov insisted that, with global savings estimated at USD18 trillion annually, the next step would be to have public and private money around the same table. Regrettably, however, only public financing and policies are the basis for the financing framework at the present time.

My personal view is that it would take a little effort from governments to encourage private capital to finance major infrastructure projects and effectively re-energize the global economy. What private money needs is security. With this in mind, governments should entrust the financing of these projects by private capital with a "government

guarantee" tied to some sort of conditional behavior and commitment to complete the works involved on time. Such an initiative would create jobs and enhance the people dignity across the planet. A richer middle class would spring in many countries, domestic demand would increase so that countries would not need to exist only based on exports. There could be a reduced need for governments and central banks to act by weakening national currencies in order to support exporters, thus pushing away at the same time the specter of currency wars that in the end hurt badly the economy and citizens.

A highly interesting insight at CIFA's 2014 Forum was given by **Ruth Engo BAMELA**, President of African Action on AIDS (AAA), an NGO member of UN-ECOSOC since 2003. I strongly recommend readers to read her detailed



article on pages 94 through 97. It was a true pleasure to listen to her and observe her deep commitment to creating stronger and healthier communities across Africa. It was visible throughout her complete speech where she intro-



duced actual situations and how her association effectively helped people to empower themselves of their future (what she calls the "I Factor").

Among all the topics that she presented a standout, in my opinion, was the "Women's Economic Autonomy" by which she explained how important "education" is for the population of emerging countries.

AAA is very actively enforcing UN's MDGs and devotes great effort to build community mobilization across African countries for ...

- a) people to be aware of their collective problems;
- b) to get practical knowledge of different options to solve the problem at stake;
- c) the importance for each member to take personal responsibility and to get involved;
- d) the need to understand that seeking external partnership does not eliminate local efforts or contribution but also that the community should envisage living without total external help; and...
- e) the importance of team work and endurance.

*Mobilization also means knowing and doing ...* she added, without ignoring the wonders provided by networking and partnerships, which are "vital ingredients to progress and community building" across Africa.

During the first day of CIFA's Forum, MDGs were in everybody's minds, as all speakers referred to them when explaining how their action was effectively aiming at the same goals introduced a few years ago by the United Nations. Awareness was uncovered later on!

**Pamela BERNABEI's** (Secretary General, International Ontopsychology Association - AIO) work too is effectively axed on MDGs. Education (2<sup>nd</sup> MDG), environmental sustainability (7<sup>th</sup> MDG) and

global partnership for development (8<sup>th</sup> MDG), have been core goals of AIO since its foundation, even though not called this way at the time.

The AIO's CSR strategy is based on meritocracy and reciprocity and, through these two pillars, it is able to deliver attractive results. But for that, CSR must lie at the core of the business strategy, meaning that instead of being a complement to something else, it becomes "the" strategy.

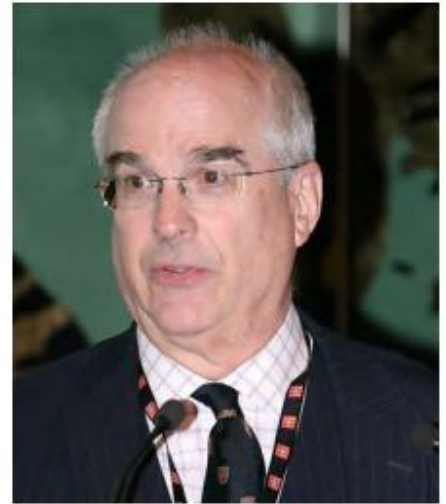
**Michèle VIANÈS** (President of *Regards de Femmes*) complained that so much has still to be accomplished to help



children exist, as most of them have not even been registered at birth! Without registration and a birth certificate, they simply do not exist, cannot go to school, have no access

to health aid, have no nationality!

So much needs to be done! However, all these goals need money in order to be effectively pursued and achieved, said



**Stephen B. YOUNG**, Global Executive Director of the Caux Round Table — I suggest reading his extremely insightful article on "CSR and public goods" on page 58 through 64.

MDGs and SDGs are definitely very attractive, but *...the Emperor has no clothes...* A sustainable environment can be easily achieved *...but, with money!*

Stephen B. Young highlighted that the NGOs talk about partnerships with the private sector is in reality a "request for charity" by civil society and international organizations. NGOs normally access wealth through charity and taxes. One cannot ignore that neither governments, nor civil society are able to generate wealth. Only the private sector economy is able to invest for the future, to increase the capital stock of humanity and to engineer growth.

*"Capitalism (i.e. business and wealth creation) has to be put at the center of the process!"* The property system is "the" cornerstone of human dignity and freedom as opposed to continuously claiming to be entitled to this and that.

Finally, he drew the audience attention to the work of the Financial Standards Board which created a set of standards

for nations to be able to manage their financial and economic structures in a way that generates growth. *“MDGs and SDGs should be integrated with a set of parameters about how to grow countries and economies responsibly in a way to generate money and give everyone a better life”.*

MDGs, which began with the Millennium Declaration, were adopted in 2000 by 190 'states and governments' officials in New York. *“It was the first time in history that there was a consensus among nations to establish a charter of new humanitarian rights. Unfortunately, the only missing piece was money and how to acquire this vital financial resource”* ...added **François LORIOT** (President, Bar Association for Inter-Governmental Organizations and Vice-President of AIFOMD).

Mr. Loriot recognized the need to go beyond philanthropy in order for MDGs to be properly addressed. He suggested that 3 additional MDGs, i.e., wealth creation,



education and access to justice, be put at the core of MDGs as a vital complement to the 8-MDGs adopted in 2000 by 190 States and governments.

Mr. Loriot added that this initiative marked the first time in history that there has been such a large consensus around this new charter of humanitarian rights. Not much can, however, be accomplished without money! To acquire money, vital would be to attract the private sector, academia and

civil society organizations (CSO) around the MDGs' effort.

The action of CIFA, when attending meetings with UN's member states, is extremely focused on how to recognize the interests of civil society (*including the private sector*) in order to improve the MDGs' implementation and define tools leading to effective results.

What still needs to be done is to encourage States' leaders, returning to their own countries, to speak about the important agreement they had just signed up to. They instead remained silent and there was no further action, no education, no training, no promotion with regard to what could be done. MDGs ended up being left only to a few experts at the UN and in other organizations to implement them.

The privacy and security topics were extensively discussed in several round tables during the Forum. **Raegan McDONALD** (Senior Policy Analyst, Access, Brussels, Belgium) said that *...those seeking to infringe on our privacy argue that it is necessary for security, but this supposed balance is a false one – when privacy is pitted against security, it is a lose-lose situation for citizens and for*



# What African Action on AIDS (AAA) did for the implementation of the MDGs

## SUCCESSES AND OBSTACLES

This article is based on the presentation made by the President of AAA - Ongoing and Emerging Challenges for meeting the Millennium Development Goals (MDGs) — during the 12th CIFA Forum held in Monaco (23-25 April 2014). AAA was founded 23 years ago to support children affected by AIDS. Creating stronger and healthier communities allows AAA to increase the ability of local people to take care of their own children through the following three programmes:

The first is 'JUST KNOW' that emphasizes the local language concept of **MA YEM MA BO** meaning, **I KNOW and I DO**. We believe that people should first understand their bodies and get the kind of knowledge that leads to positive behaviors for the betterment of their own lives.

The second is 'HEALTH before WEALTH', which is an idea that rose from our experience in villages where microcredit is practiced. We empower people for disease prevention to enable them to work effectively, save and use their savings to grow.

The last is 'WOMEN'S ECONOMIC AUTONOMY'; the main tool being educational scholarships for vulnerable girls that lead to financial autonomy, greatly reducing the risk of being infected with HIV through sexual abuses based on economic needs.

Solidarity, collaboration and partnerships among social actors on global and local levels (*village chiefs, schools,*

*UN*) are essential for the realization of the three programmes.

As for the MDGs, we started by observing two characteristics: One positive that allowed us to understand that MDGs function at individual and global level. The success in one has an impact on others and facilitates the scaling-up process.

The negative characteristics, a perfect reminder of depressive Africa is presented as a series of **LACKS**. It is very difficult in that context to realize anything positive. We wished for a special MDG that would not only refer to a lack of something but also highlights things being well done! This negative characteristic is Africa's biggest challenge. Indeed, African communities continue to wait for a future that at this rate may never come, and if it ever did, the belief that it may be as a result of someone else's effort and not that of the people themselves is definitely depressing! The MDGs should therefore emphasize knowledge tailored to needs and values that empower people as they go about solving their daily problems, making them players instead of perpetual beneficiaries of development.

This led AAA to choose the MDGs that would help people understand that Community Poverty aggravates the vulnerability of each member. Cultivating community spirit on the other hand removes common barriers to success and joy. We therefore adopted MDGs 2, 3, 6 and 8. **COMMUNITY MOBILIZATION** is our long term and main tool, with each action preceded by training and debates, to ensure at least the follow-



## Ruth Engo Bamela




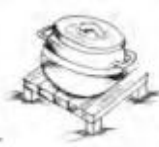

RUTH ENGO BAMELA is, since 1991, the President of African Action on AIDS (AAA), NGO in special consultative status with UN-ECOSOC. Her activity focuses on Preventive Health starting with AIDS, Malaria and Water borne diseases that affect 80% of people who visit medical centres in her country. Her approach emphasizes individual and collective responsibility of concerned communities. She focuses on rural areas and girl orphans whom she considers as "Agents of Change, not Objects of AID". After earning her doctorate in Social sciences from Paris University, she served as Director of Labour of Cameroon before joining the UN Secretariat in 1984. At EXPO 2000 in Hannover, Germany, she presented a paper in Global Dialogues series on "The Role of the village in the 21st Century". After retiring, she devoted all her time to the development of AAA. She is member of the Club of Rome, since 1991, and the International Jury of Futuroscope in Poitiers, France.



ing: a) People are aware of their collective problems; b) They get practical knowledge of different options to solve the problem at stake; c) The importance for each member to take personal responsibility and get involve; d) The need to understand that seeking external partnership does not eliminate local efforts or contribution but also that the community should envisage living without total external help; e) The importance of team work and endurance. Mobilization also means knowing and doing. We have to create a Show-and-Tell of sorts, transmitting the message most of the time in local languages geared toward reducing preventable diseases. When you go to a kitchen and everything is on the floor, you have to explain the consequences of placing

**COLLECTION MA YEM – MA BO or I KNOW AND I DO: Concrete Mobilization tool in local languages**

"The doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease". It empowers people by giving them the knowledge to act on root causes of diseases through MA YEM – MA BO, a sort of show and tell on basic health and hygiene presented mostly in local languages : Bulu & Bassa.

<p>a) MA YEM AJÖ MFUBAN MENDIM b) I know about clean water c) ME NYI JAM LI MALEP MAPUPI</p>	<p>a) MA BO b) and I do c) ME MBOÑ</p>	<p>a) MA YEM AJÖ MFUBAN MENDIM b) I know about clean water c) ME NYI JAM LI MALEP MAPUPI</p>	<p>a) MA BO b) and I do c) ME MBOÑ</p>
<p>1. MA YEM NAA MENDIM MA NYU MA YIANE BO MFUBAN 1. I know that the water I drink must be clean 1. ME NYI LE MALEP ME NYO MA NLAMA HA MAPUPI</p>		<p>4. MA YEM NAA EYON MENDIM ME MANE YAA VOE, MA YIANE SOE ME VOM MVTI ESE NGULE YAA NYHINE 4. I know that when water is cold, I must pour it in a clean container that allows no dirt in 4. ME NYI LE NGEDA MALEP MA SUNE ME NLAMA HA MO HOMA MAHINDI MA DAÖ P BE</p>	
<p>2. MA YEM NAA MA YIANE TOÖTÖ MENDIM NDA BÖT JA NYU E MFUBAN VIEK ÉTE 2. I know that I must boil the water my family drinks in a clean pot 2. ME NYI LE ME NLAMA PILIS MALEP NDAP BÖT YEM I NYO I KÉTÉ HIBEE HI MPÖP</p>		<p>5. MA YEM NAA MENDIM NDA BÖT YA NYU MA YIANE KE TEBE SI 5. I know that the water my family drinks does not stand on the floor 5. ME NYI LE MALEP NDAP BÖT I NYO MA NLAMA BE TELEP HISI</p>	
<p>3. MA YEM NAA EYOB ME MANE YAA TOÖTÖ MENDIM, MA YIANE BUTI ME A YANGE NAA ME VOE 3. I know that after boiling the water, I must cover it and let it cool down 3. ME NYI LE NGEDA MALEP MA MPÉL ME NLAMA KINDE MO LETEE MA HOL</p>		<p>6. MA YEM NAA KOP NDA BÖT JA NYU U JE MENDIM JA YIANE BO MFUBAN A JA YIANE KE TEBE SI 6. I know that cups used by my family to drink water must not lay on the floor 6. ME NYI LE NYÖL MALEP I NDAP BÖT I NLAMA BA MAPUPI NI LE I NLAMA BE TELEP HISI</p>	

©Akwasi Antwi-Addo

drinking water on the floor!

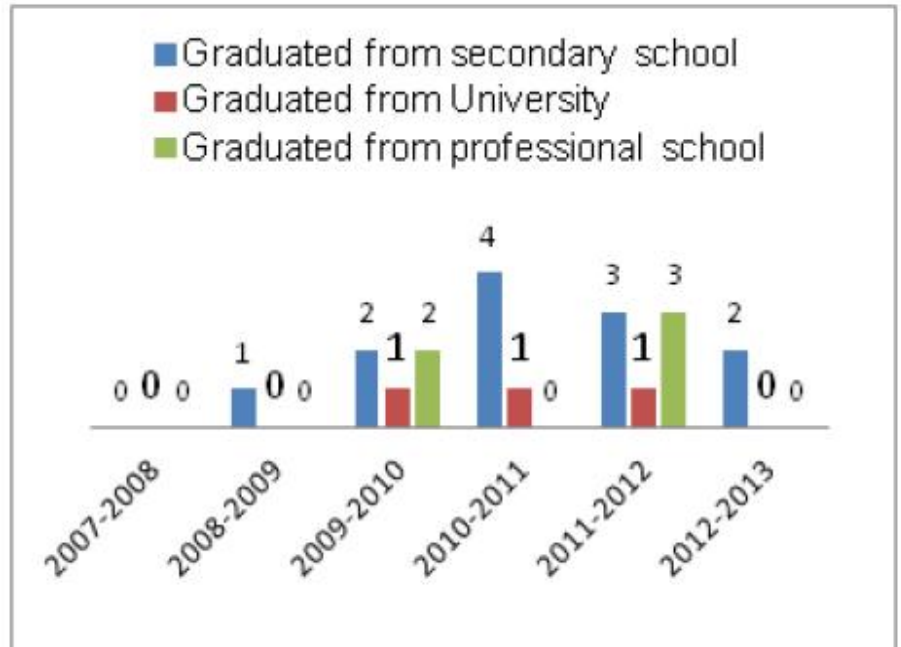
**EDUCATION**, of women and younger girls is our second focus. It takes the form of a scholarship with the objective to increase the pool of vulnerable girls eligible for continuing into secondary, professional schools and University. Since 2007, we've had a steady flow of 25 students each year of all levels. The selection is based on the following: a) Give preference to total orphans (*lost father and mother*); b) When possible place sisters separated at the death of parents in same schools; c) A new girl is enrolled only if we have the means to support her education in at least one whole level (*i.e., secondary*); d) Same importance given to school education and life skills. Girls must learn to wash their hands and to sleep under mosquito nets. These scholarships are expensive because they have to include not just academia but everyday life. For ex-

ample, we teach them to dress responsibly - if you go to the market to buy a banana plantain, you should avoid dressing as if you were going to the opera house, because you may be charged based on your external looks! The main lesson that has been learned in the past nine years is that, when vulnerable girls



are placed in an environment suitable for pursuing education and are encouraged to do so, they are more likely to succeed. Recipients are encouraged to develop a network; understanding that they must grow to become agents of change in their communities. One of the girls who graduated is now co-financing another girl. Each girl entering AAA signs a letter of commitment that they will help others even before they earn a regular salary. Some secondary school girls signed an engagement to fetch water for an elderly woman in their community. Another decided to contribute some of what she earned babysitting. The last one is a volunteer with an organization taking care of vulnerable children of her community.

All aspects of **PREVENTIVE HEALTH** are part of our work. AAA's Preventive health plan is a package of essential actions to avoid diseases in communities. The plan includes: AIDS screening test; Malaria prevention; Hand washing with soap; Drinking potable water; Dignified/clean toilets; De-worming; Vaccination; Body and mouth hygiene, etc... To ensure that communities have clean water, AAA builds wells in villages, with maintenance funds coming from contributions of each family - 300 francs CFA a month - and 125 francs a year for each school child. This behavior is not only cheaper, but also sustainable because



it places the **"I FACTOR"** in the centre of health. Indeed, in a country like mine where people are busy from Thursday to Saturday burying the dead, preventing diseases is cheaper than curing them. To sustain this behavior in 2008, AAA introduced Water Stations. This innovation of AAA was registered by the African Regional Intellectual Property Organization (OAPI) as a useful tool for health prevention.

An important aspect of disease prevention is the impact of malaria. Malaria is

the highest cause of ill health in Cameroon (40%). While malaria programmes tend to mostly focus on children aged under five, AAA objective is to draw attention on 3 groups including: a) Pregnant women, because, when malaria parasites bind to the placenta they can cause inflammatory reactions that could lead to spontaneous abortions, still births and babies born with low weight; b) People Living with HIV/AIDS. Their defense system is weak and this explains why malaria is more frequent



and severe with cases of treatment failure both resulting in deaths. AAA therefore tends to combine HIV/AIDS and malaria prevention activities; Systematic protection of school children living in orphanages and dormitories because of a high percentage of school absenteeism due to malaria. The vision of AAA is to hook mosquito treated bed nets in all institutions lodging school children.

Finally, AAA believes in progress through networking and partnership. Indeed, AAA opens each year with a

**Mosquitoes treated bed nets in dormitories of school children**



Networking Day, drawing attention on solidarity and collaboration as essential ingredients to progress and community building. Dialogue among actors increases knowledge, technical skills and facilitates the sharing of human resources, which all serve to broaden the dissemination of successful strategies as well as lessons from problems encountered. AAA various partnerships, go from local to global including with UNAIDS, Batonga Foundation, CPC, USAID, CIFA, Governments' institutions, Private sector, Mayors, village Chiefs, Nurses and Medical doctors. We sign

conventions with local communities to ensure that they do their part.

To conclude, we would like to draw attention on 2 ideas that are at the centre of AAA actions: a) "The doctor of the future will give no medicine but will interest his patients in the care of human frame, in diet and in the cause and prevention of disease", by Thomas Edison; b) "Most intimate aspects of development are virtual and impalpable like happiness, health and joy" by Prof. Joseph Kizerbo.

*Ruth Engo Bamela*



**School children drumming on the Day of the African Child!**