

The weekly newsletter supporting SDG
June 10, 2020



CORONA PERSPECTIVES

CHALLENGES – CHANCES – LEARNINGS

What do we (not) see ?

How to judge ?

What can we do this week ?

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in support of

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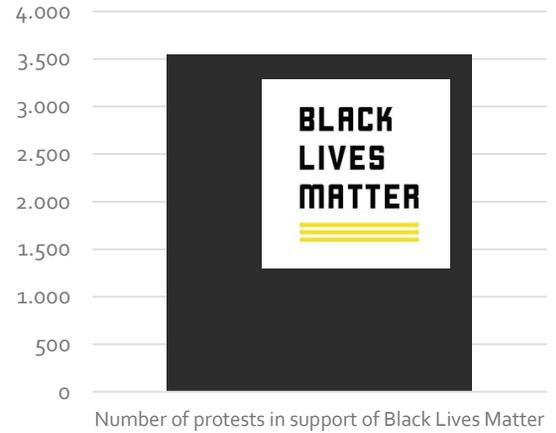
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What do we (not) see?

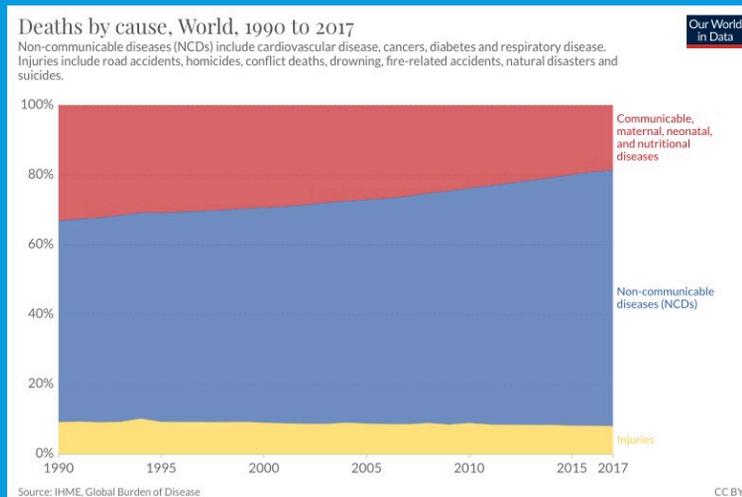
In addition to COVID-19, the world realizes that other viruses also harm societies. Protests against racism spread within 2 weeks as no society has managed to develop immunity against this ongoing disease. Protesters asked why they took the risk of catching coronavirus while taking a stand for human rights were clear: "I'd rather risk my health than continue turning a blind eye to the daily breach of the constitution," confirmed a woman to SRF Tagesschau on June 6. While COVID-19 took 2 months to become a global recognized danger to mankind, it took 10 days to send a strong signal to all in power that human rights are not negotiable. President Trump and his supporters now see it now every day as the mayor of Washington DC devoted the square in front of the White House to SDG 16.



Source: www.Elephrame.com

What about cancer?

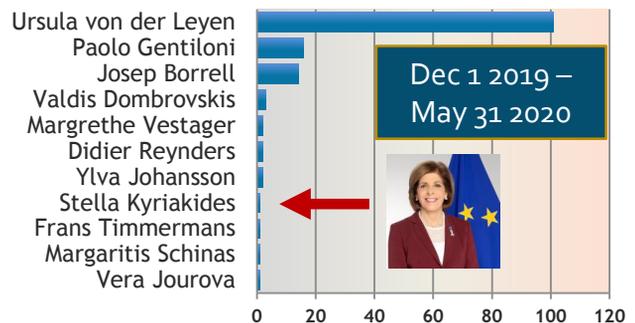
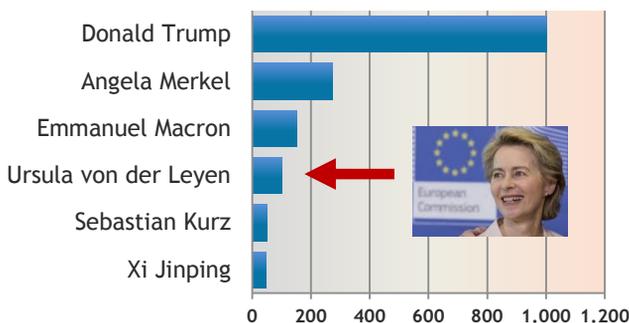
We have over 57 million deaths per year from non-communicable diseases (NCDs - cancer, Cardiovascular Disease, etc.). That total is 73% of all deaths per year. A recent WHO study has found that the COVID-19 pandemic has severely disrupted the delivery of services to prevent and treat NCDs. What does that mean for the future impact on treating NCDs? COVID-19 has caused over 28 million delayed surgeries and we currently have over 2 million deaths from errors yearly. Do we see the opportunity for SDG3 Good Health & Wellbeing?



The EU commissioner on health remains under the awareness threshold

Ursula von der Leyen is the new counterpart for the African, US, and Chinese presidents. She has been in office since 12/2019 with a promise to develop new, direct communication to those she represents (500 million citizens from Portugal to Finland). She managed to create global visibility right at the start by announcing the European Green Deal. Six months later, the first questions are arising as to whether her main goal (convincing Remainers of the value Brussels and Strasbourg provide to the 27 member states) can be achieved. The new president and her fellow commissioners have followed the path of their predecessors in thinking a difference can be made by talking to those already convinced (e.g., the Brussels community). Even with COVID-19 creating an additional awareness platform for related to health and finance nothing has changed. While everyone can spell the names of at least five virologists, who actually knows the name of the EU commissioner with the SDG3 portfolio?

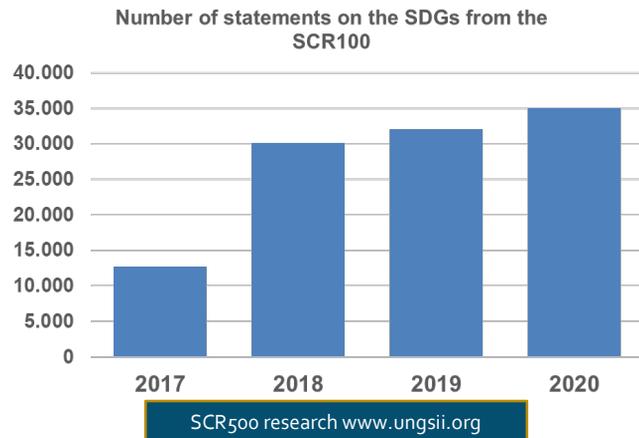
Media presence of selected politicians and the current EU Commissioners



Basis: Media Tenor International: 14,128 reports on protagonists, 144 reports on EU commissioners in 6 international TV news programs

How to judge?

The willingness to accept proposals from governments related to provide aid overcoming the consequences of the lockdown decisions shorten rapidly (the positive response to reduce the VAT tax by the German government from 19 to 16% lasted not even a week to become questioned regarding the substance of this 20 Billion “offering”). However, the willingness to accept the 17 Global Goals as new compass by the largest stock listed companies as grown steadily: the graph to the right illustrates how the top management of these companies increase since 2017 the volume of texts explaining how they spent their budgets in the past and what their future strategy is going to be along the 17 Sustainable Development Goals. SCR500 2020

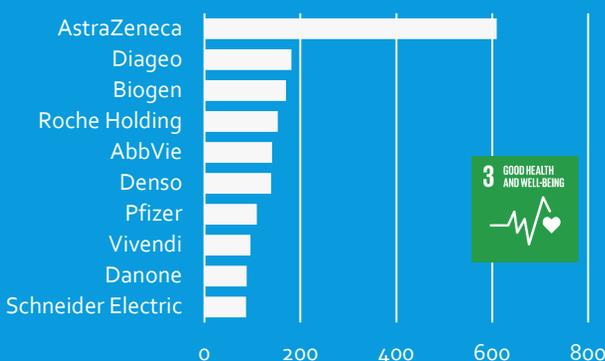


Judging from the past

Another donor conference to raise funding to develop a vaccine against COVID-19 taking place in Geneva in the first week of June added another billion amount to those already budgeted by each country across the world. In total, the amount has surpassed easily the US\$100 billion level – almost as a global united attempt to illustrate that realities from the past (the failure to provide a vaccine against the first COVID virus 9 years ago).

On the same day pharmaceutical company [AstraZeneca](#) announced it is aiming to produce 2 billion doses of a [coronavirus](#) vaccine, including 400 million for the U.S. and U.K. and 1 billion for those in low- and middle-income countries. It plans to start distributing the vaccine to the U.S. and U.K. in September or October, with the balance of deliveries likely to be made by early 2021, according to AstraZeneca CEO Pascal Soriot on a call with journalists on June 4, 2020. AstraZeneca said it had signed a licensing deal with the Serum Institute of India to provide 1 billion doses to low- and middle-income countries, with 400 million of those shots set to be delivered by the end of 2020

Most committed companies on SDG3 according to their annual reports filed 2020 (www.ungsii.org):



Judging for the future

“The ‘pandemicization’ of COVID-19 questioned us how human beings would be and imposed an unanticipated simulation of the end of nations and humanity. At this point (early May), we can't say anything by speculation, but one thing for sure is that the changes that had already occurred will accelerate with a sense of reality. In Japan, problems such as aging and a sharp decline in population, economic disparities, and the gap between generations are becoming more apparent.

The future of the knowledge-based society has a lot to do with cities. In the measures against COVID-19, the leadership at the city/municipal level was more prominent than the state. In the 21st century, we anticipate the concentration of population in cities. It is said that the era of cities has ended with COVID-19, but this is a premature judgment. Humans have historically developed in cities.

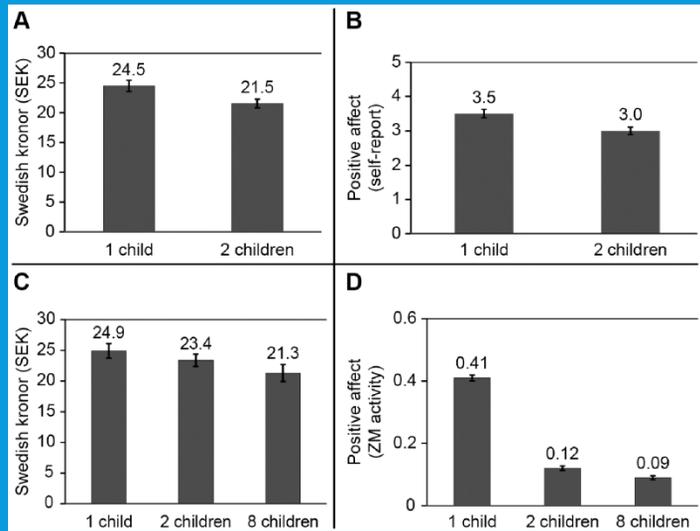
In the future, the urban place will change the economy and society; we should ponder on the size of a mega-global city comparable to that of a nation or a medium-sized one, and models like a circular city... At present, the means of producing value in our living knowledge society is not tangible assets such as land and equipment owned by capitalists, but intangible knowledge such as people's knowledge, intelligence, thinking ability, brain, emotion, and communication: assets and their network (ecosystem). If controlled, economic activity will stop.”

Noboru Konno, Ph.D.; Professor of Tama Graduate School, Japan

What can we do this week? 3 Suggestions

Objectively, life is just space and time; it is impersonal. Subjectively, our daily lives are built around social and cultural memes, which provide value and meaning to life. Within our society, values are placed upon behavior, deeming such behavior as appropriate or not. We are often unconsciously judging others by our own internal biases, but even then modern society tries to treat each person with support and compassion. Where has the compassion, the reasoning, and the sense of being together gone? Somewhere we lost perspective on our human values. The world has gone mad, what with these issues that now threaten civilisation. Historically, civilizations have risen and fell, each collapse preceded by a paradigm shift, which changes all memes, values, and our understanding of reality (See the writings of Jared Diamond). As we enter into a new paradigm, we must destroy the old. This is frightening to many. So, people continue to believe nothing has changed, but that there are sinister forces trying to change us. We must see how all this talk about freedom is its own prison, a delusion, an insanity. To become sane, one must recognize how insane we all are and how our current behavior does not work well. This 'reality' around us is about to collapse is challenging, and the sane see what is true, humbling, and adventuresome. Dr Manuela Boyle

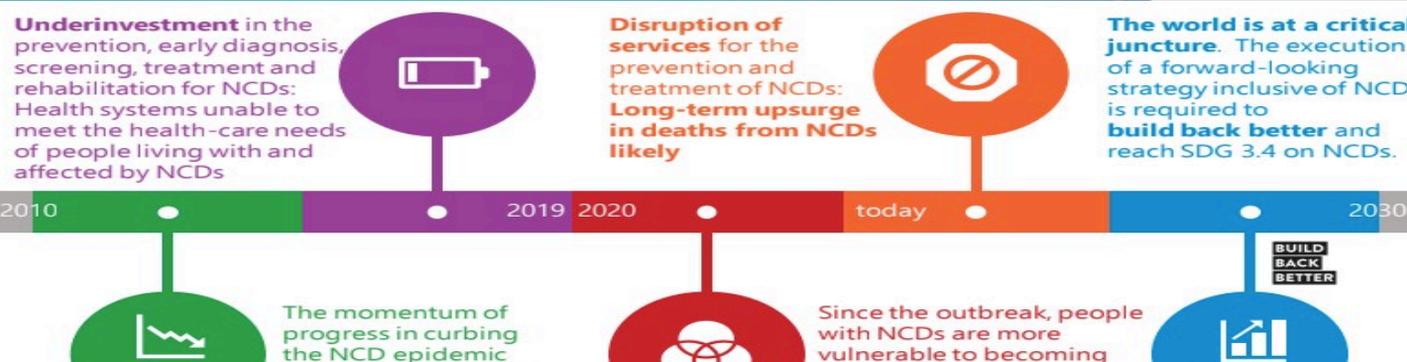
This week we can offer compassionate, curious enquiry about how our children feel, see behaviors as adjustments to the new environment, and be honest about it not being the return to "normal" they may hope for. We can encourage a sense of freedom of expression through art and music/noise making, physical energy-expending fun games and sports, as well as closely guiding some deep diaphragmatic breathing whilst they wrap or swaddle in blankets or towels which can compensate for being held to help them self-regulate. Soni Cox Dip Couns MBACP Accred FRSA UK; Compassion: <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0100115>



Rethinking the "Place" in City

The future of the knowledge-based society has a lot to do with cities. In the measures against COVID-19, the leadership at the city/municipal level was more prominent than the statelt is said that the era of cities has ended with COVID-19, but this is a premature judgment. Humans have historically developed in cities. In the future, the urban place will change the economy and society; we should ponder on the size of a mega-global city comparable to that of a nation or a medium-sized one, and models like a circular city. By the way, "Decameron" was a symbol of the time when Florence transitioned from a feudal city to a commercial city. What scenarios should Tokyo (at least for the time being) think of as the declining city where the Olympics have canceled? In particular, the design of urban resilience (resilience to climate change, disasters, and epidemics), commons (open place of knowledge), public spaces beyond single buildings and facilities, could be the focus. The Japan Economic Research Institute 2020 JUN Vol.504

Business as unusual: How the COVID pandemic and the NCD epidemic have brought about a deadly interplay



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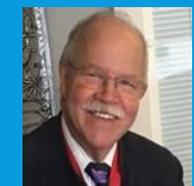
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