



PROMOTING LEADERSHIP OF THOUGHT
THAT LEADS TO ACTION

THE WEALTH OF NATIONS REVISITED

CADMUS

A papers series of the South-East European Division
of the World Academy of Art and Science (SEED-WAAS)

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The CADMUS Journal

The acronym of the South-East European Division of The World Academy of Art and Science – SEED – prompted us to initiate a journal devoted to seed ideas - to leadership in thought that leads to action. We put this sentence as a motto, but we realize that we need a name for the journal. For our website it was easy to decide on www.seed-ideas.org, but name of a journal is more demanding. Several suggestions were made: Mercator (Gerard Mercator born as Gerard de Cremer in 1512 in Rupelmondanus - a Dutch mathematician, astronomer, and best known as a cartographer, professor at University of Leuven, He signed his work with Gerardus Mercator Rupelmondanus. Indeed, we are trying to provide maps) and, following the example of Daedalus, used by the American Academy of Arts and Sciences for its journal, Cadmus. Cadmus (or Kadmos in Greek and Phoenician mythology) was a son of King Agenor and Queen Telephassa of Tyre, and brother of Cilix, Phoenix and Europa. Cadmus is credited with introducing the original alphabet – the Phoenician alphabet, with “the invention” of agriculture, and with founding the city of Thebes. His marriage with Harmonia represents the symbolic coupling of Eastern learning and Western love of beauty. The youngest son of Cadmus and Harmonia is Illyrius. The city of Zagreb, which is the formal seat of SEED, was once a part of Illyria, a region including what is today referred to as the Western Balkans and even more.

Cadmus will be a journal for fresh thinking and new perspectives that integrate knowledge from all fields of science, art and humanities to address real-life issues, inform policy and decision-making, and enhance our collective response to the challenges and opportunities facing the world today.

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CADMUS: The Personality of a Journal

by **T. Natarajan**, President, The Mother's Service Society, Pondicherry, India

At great moments, great movements arise. Life makes history memorable by its revelation at such moments. Military movements were led by generals, political movements by great personalities. After the war, leadership of such movements was offering itself to great international organizations. Initially the UN responded to the mature moment. The world has been waiting for one organization or a group of them to accept such a leadership. It is a leadership of thought. Several organizations sprung up and played active roles. They often go into dormancy, while their original ideas organize themselves more solidly below the surface of life. When they resurface, they emerge with a greater effectivity and a compelling force for effectuation. They usually do so at the time of great anniversaries.

The world needs political direction with a realistic economic content to organize itself as a global eminence. Democratic liberties become real to the society when they are based on economic equality. Seminal ideas about service economy and unmonetized economic activity broaden the base of economic science, so that it may play a more energetic role in the affairs of the world. The spirit of the times recognizing the value of great ideas and the significance of the evolutionary movement seeks a forum for expression. As organizations followed outstanding leaders in the post war period, journals offer themselves as vehicles of leadership.

It is their personality. Britain, which went in search of trade, was offered an empire in the 18th century. America, which was isolationist, in the 20th century was offered world leadership, as she had that immense capacity for production. Trade alone was the creator of great wealth in the 18th century. Hence empire came to Britain.

The essence of today's world leadership appears to be economic but, in truth, it requires political maturity to express it. Political inspiration that underlies economic realities qualifies for leadership in today's world. Such a leader may, in time, offer helpful ideas to the world that is beset with problems. Great ideas are preceded sometimes by great crises, as if they are seeking redress. The 50th anniversary of an international organization is a ripe moment for its founding ideas to reemerge with greater vigour and a self-effectuating capacity. A journal with a personality can carry out that mission successfully.

SEED

South-East European Division of The World Academy of Art and Science

The Board of Trustees of the World Academy of Art and Science (WAAS) established its South-East European Division (SEED-WAAS) in 2005. SEED-WAAS includes fellows, associate and junior fellows of WAAS from South European countries, i.e. from Portugal and Spain to Greece and Turkey. Since 2005 membership of SEED-WAAS has more than tripled. SEED-WAAS is a member of the Central-Eastern European Network of national academies and of the ALLEA - association of all European academies. SEED-WAAS cooperates with The Club of Rome and national associations of the Club, with the Pugwash Movements and its national associations, and with The Balkan Political Club. Many fellows of SEED-WAAS are also members of these organizations.

Together with its partners SEED-WAAS has organized numerous international conferences, sessions during international conferences and meetings, including events at Barcelona (2010), Ljubljana (2008), Zagreb (2006, 2007, 2008 and 2009), Banja Luka (2006, 2010), Sarajevo (2006), Dubrovnik (2009), Podgorica (2009) and Istanbul (2006 and 2009). Proceedings of some of these conferences are published and distributed to Fellows of WAAS and to participants. One remarkable achievement worthy of specific mention was the initiative by Orio Giarini, Fellow of SEED-WAAS and Member of The Club of Rome, who initiated and now for more than five years successfully directs the journal "The European Papers on New Welfare - The Counter-aging Society". That journal served as a foundation and inspiration for the launching of CADMUS.

SEED-WAAS members are actively engaged and have initiated several recent and on-going programmes of the World Academy, notably the Initiative for Abolition of Nuclear Weapons, Global Employment Challenge, The Evolution of Individuality, From Crisis to Prosperity and Limits to Rationality. Other notable SEED activities include: a bilingual English-Croatian website www.vrijemeje.com (it is time!) publishing articles on economic and related issues by SEED-WAAS fellows and serving as a platform for interaction with the public; formulation of long-term energy strategy; proposals to raise employment in the region; and a proposal to declare SE Europe as a nuclear weapons free zone with guarantees for peace and security under the umbrella of NATO.

Ivo Šlaus, President
