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To: "Dr. Baruch Fischhoff - Chair, National Academy of Sciences Study on Social & Behavioral Science and Improving Intelligence for National Security" <baruch@cmu.edu>

From: Lloyd Etheredge <lloyd.etheredge@policyscience.net>

Subject: World Human Potential

Dear Dr Fischhoff and Colleagues:

Concerning recommendations from the National Academy of Science: It would be interesting for the Director of National Intelligence/National Intelligence Council, as part of its \$75 billion/year budget, to conduct a special assessment of World Human Potential to accompany its Global 2025 forecast. The focus will be a forecast of the *unrealized* human potential over the next fifteen years.

Soft Power & American Progressive Leadership

American public concern for this human potential, on a global scale, can stimulate thoughtful discussion and be an inspired investment in Soft Power by the Obama Administration. It also will emerge - if we take a fresh look - that the new global Internet can support new projects and make more rapid progress possible than is currently recognized.

Definition and Dimensions

At a minimum, human potential can be defined as the potential that we know how to realize. For example, in three areas:

1.) Global health will be a major component. The Gates Foundation and other members of the Global Health Council, and the new Smart Global Health Commission at CSIS, are assessing part of the challenge. The new global data-banks with millions of electronic health records for rapid learning - being supported by the Obama Administration and NIH - will expand our knowledge and vision of what is possible.

2.) Education. We know how to educate almost everyone in the K-12 subjects; and, also, how to teach practical and vocation skills. And perhaps - for an unknown percentage of the population - how to develop levels of skill in the visual and performing arts. It will be straightforward, for example, to place curriculum

materials online, for science and math education, K-12, so that teachers anywhere in the world have Internet access and curriculum materials for their students that is equal to the best in the world.

3.) UDC Youth employment and marketable skills. It also should be possible, and affordable, to provide initial employment and training in marketable skills to UDC youth. Using the model of the CCC in the United States (discussed earlier) basic food, shelter, healthcare, worthwhile work, training in marketable skills, and a very modest wage can be provided to unemployed youth across the world's UDCs. It would be worthwhile to inventory the current lost human potential, and the costs of these solutions.

- Now that America has a President who is willing to think rationally, and take a long term view, the US might be able to move the discussion to a new level. The Davos system, for example, includes (according to Huntington) the people who control the world's economic and military resources - thus, with this light touch of high-level leadership, we might discover that a new level of intelligence, rapid learning, and far-sighted policies is an emergent property of our global system.

These, and other inventories, should supplant the UN Goals projects, which - I think the National Intelligence Council will agree - are too modest and not visionary enough about what can be accomplished if we can achieve the emotional consensus that is needed.

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