

ROTARY WORLD PEACE CONFERENCE 2016

Creating a Culture of Peace

Ontario Convention Center
Ontario, CA, USA
Saturday, January 16, 2016, WC 3058

“LOVE & EARTH ETHICS” **THE GREAT GATEWAY TO** **UNIVERSAL PEACE**

Saturday, January 16, 2016
Plenary Lunch Session
A 23-Minute Keynote Speech by Claes Nobel

Co-Founder & Co-Chairman, World Peace One Foundation
Co-Founder & Chairman, The National Society of High School Scholars
Founder & Chairman, United Earth

Esteemed Rotary World Peace Conference 2016 Delegates, Most Honorable Fellow Peace Activists and staunch Advocates for Peace ... I greet you by saying: “LOVE & GOOD EARTH” ... to you all.

**In my early childhood my grandfather said:
“Claes ... Your Time on Earth is a loan.
Use it well!
In Heaven ... you shall account for each hour.”**

My allotted podium-time is approximately 20 minutes. I intend to use every second ... very well. I will give you a kind of PSA ... for the wellbeing of Earth & Humanity.

(Claes Nobel's cell phone rings. Two signals.)

“What??? A collect call from Heaven? OK! Yes, I will accept the charges. Hi Grandpa! Yes, I can hear you. Yes, I will use my time well. Yes, of course ... I will tell the Rotarians The Plain, Unvarnished Truth ... of course ... To The Point ... yes, I know: “The Truth Will Set Us Free” ... yes, OK, OK ... will do. Bye!!!

So, we now have divine, direct contact with Heaven! Hum! Smart phones for dumb people! Thanks, Steve Jobs!

My Rotary plenary speech is titled: “Love & Earth Ethics ... The Great Gateway ... To Universal Peace.”

But first a few delightful, personal confessions: Between birth and death ... we fill the pages of life. I do so by travelling ... and by going to school. Sometimes I'm a teacher ... but most often I'm a curious student ... in The School of Earth. 86 times I have travelled around the Sun. Some Knowledge, Truth and Wisdom I have gained.

Now the moment in my life has come ... when a portable teleprompter, a wooden cane and Marcus my son have become my invaluable friends. You see ... during travels and speaking activities, they protect and

prevent me from committing painful... **“Operator Errors.”**

I love this phase of my life. My eyesight is getting weaker, but still I see clearer. I see clearly: **The Shape of Events To Come ... and The Purpose of Life on Earth.**

And ... the chatter and noise of the world ... is gradually fading out ... but fortunately I hear very well ... **“The Voice of GOD”** ... that constantly roars ... in the silence of my heart.

Yes ... you heard me correctly! A few minutes ago... I greeted you by saying: **“LOVE & GOOD EARTH.”**

You see, that unusual, mind-opening greeting phrase ... those four small words of **“LOVE & GOOD EARTH”**... they hold the wonderful potential of becoming a very important, catalyst for **World Transformation.**

Instead of saying: Hi, Hello, Good Morning, Good Day, How do you do ... and so on, and so on ... I urge all people, who wish for swift, genuine **World Betterment** to start greeting each other by saying: **“LOVE & GOOD EARTH.”**

The **“LOVE & GOOD EARTH”** salutation is a simple ... yet very potent phrase. Yes, I say, it is as powerful and emotionally loaded as the sweet words of:
“I LOVE YOU.”

Just think about the euphoric feelings that flooded your heart ... when you for the first time dared to say: **“I Love You”** to the person of your ever so intense and secretly **Burning Love**. Remember? Indeed, that was a genuine **“WOW”** moment! Right?

Of course ... even more delightful than that ... was the moment, when your ears heard those wonderful words coming ... to you ... from the lips of your beloved one.

Good Vibes ... and The Power of Love launched you then ... into Cloud Nine. Remember? What a heavenly moment of pure delight!

“LOVE & GOOD EARTH” is a phrase that in a Thousand and One Ways reminds and urges: All The Good People on Earth to do THEIR level best ... to: “Change The World.” To change it from what it is ... into what it could and should be.

That means to take on the Herculean job of changing a sick, crazy world ... into A Kind and "GOOD EARTH" ... full of LOVE & RESPECT. To change it into: A New World ... A New Epoch ... New Times ... hat reflect: Peace, Harmony, Happiness and Earth Ethics.

In the same manner as the falling drop hollows the rock ... let us together make the Love & Good Earth phrase into The Great Gateway Mantra ... that forever changed The Individual & Collective Mind of Mankind into its full potential ... where all humanity is Caring & Sharing. That means ... to live by: The Virtues of Earth Ethics.

The Presently Ongoing Third Millennium Crisis is extremely severe! It affects all Forms of Life on Earth ... whether we are Humans, Frogs, Orangutans, Fish, a Coral Reef or a Tropical Rain Forest. It is Worldwide! The Impending Emergency is Massive! THE BRUTAL, NAKED TRUTH IS: WE HUMANS MUST CHANGE ... or ... WE WILL PERISH!

Dear audience, the God-given birthright of every human is indeed to have a A GOOD EARTH and not the opposite ... An Ugly, Sick, "BAD EARTH."

Unquestionably, in view of today's absolutely absurd world conditions, when as examples: ... an airplane with a bomb in its cargo crashes down in Egypt's Sinai Peninsula, killing 224 innocent passengers ...

And, when crazy, bloody bullets ... filled with hate and mayhem ... darken the sky in Paris ... The City of Love and Light ... killing at least 130 innocent people ...

When daily, the world is inundated by apocalyptic News Media reports of bombs, shootings and stabbings in schools, mosques, churches and public places ...

Yes, then the job of: Changing A Sick, Bad World into A GOOD, KIND ... CIVILIZED WORLD requires some Heavy-Duty Lifting ... "Right Now." OK? I hope you all feel likewise!

Many cosmologists, philosophers and scientists in the fields of astrophysics and nuclear physics think that "LOVE" is the benign, intelligent "Energy Force" that is behind ... the creation of the entire universe.

After having studied Comparative Religion and Creative Philosophy most all of my adult life ... so do I think as well.

Therefore, conduct and Live your life guided by The Noble, Divine God-Essence of LOVE. By so doing you will soon discover that the LOVE & “GOOD EARTH” MANTRA will become more life-important to you ... than your most trusted friends ... or money in the bank.

In order to ever know “Peace and Harmony on Earth” all humanity ... young and adults alike ... of every religion, every race, every culture, every social stratum and every political affiliation need Deep Knowledge and Widespread, Veracious Education in the vitally important moral subjects of:

Consciousness, Compassion, Altruism, Gratitude, Righteousness, Kindness, Patience, Respect, Honesty, Spirituality, Tolerance, Ahimsa, Non-Violence and all the other forms of Virtue as contained in The Moral Ideal and Truthful Teachings of “Earth Ethics” ... and likewise contained in the incredibly, powerful and most beautiful word of: “LOVE.”

And then, one day, hopefully sooner than later, most all Humans will master these life-essential virtues and graduate from “The Earth School” with: “Magna Cum Laude.”

I fully agree with the French Paleontologist and Jesuit Priest, Pierre Teilhard de Chardin, when he said: “The day will come ... when, after harnessing space, the winds, the tides, and gravitation, we shall Harness for God ... The Energies of LOVE. And on that day ... for the second time in the history of the world ... we shall have discovered fire.”

Now, ... kindly allow me to give you a brief sales pitch about “The Earth School.” Yes, I think Earth is a school! We humans are here on planet Earth to learn ... The Lessons of Life. These Lessons are Mandatory ... and They Are Tough. The Curricula and Syllabuses are established and governed by The Eternal Laws ... of The Universe.

We humans ... the students ... are taught many Subjects ... of both Positive and Negative Nature. This Cosmic, Dualistic, Good/Bad Form of Education will in time develop our full Human Potential in areas where we presently have great shortcomings.

As you know ... our species is named Homo sapiens ... the knowing, wise man. Now, in view of our many technical and medicinal breakthroughs, some scientists suggest we should be called ... Homo sapiens, sapiens ... the doubly wise man.

Well, in view of the many Horrorific Atrocities presently done by us humans ... both to fellow humans ... and to Nature as well ... I think these scientists are dead wrong. ... A more appropriate name would be: "Homo stupidus, stupidus."

Even one of the smartest scientists of our time, Dr. Albert Einstein, recipient of the 1921 Nobel Prize in Physics, and best known for his development of The Theory of Relativity and Quantum Mechanics, agrees with me ... when he said:

"The Universe and Human Stupidity ... are immense. And I am not so sure ... about the Universe."

Dear Rotarians and Esteemed VIP Guests: Please, fully realize ... that in your good hands ... you hold the precious gift and the threefold power of:

First. To Create: Universal Peace.

Second. To like the Watchman of olden days ... to give the entire world a life-saving Wake-Up Call.

And Third. The Ways and Means to tell the people and the leaders of the world that they have inadvertently created:

"A Fool's Paradise!"

Yes, encourage world leaders and the general public alike to remove their Rose Colored Glasses! Tell them "Loud and Clear" that humanity no longer wants to live in A Phony, Violent World: ... of Lying Tongues and Greedy, Bloody Hands! A World Of Empty Stomachs and Families Without Homes! Be brave! Tell them The Unvarnished TRUTH!

Inspire All Mankind to peacefully Advance and Manifest: "Common Sense ... and Common Action ... for Our Common Future!"

Like nightingales Singing for Peace ... from the throats of the world ... encourage and allow the harmonious songs of Good Will, Good Hope, Good News & Good Earth to be the ones that forever will silence the heinous, hellish sounds of today's twisted minds and absurd, despicable killing machines.

In the squares and streets of the world, may people soon peacefully shout: "No More Lies ... Just Plain Truth!" ... "No More Lies ... Just Pure Love!"

Also, MAY as of this New Year of 2016, the peoples of the world be inspired by, participate in ... and dance and sing to the soon forthcoming "Peace Tunes" of: WORLD PEACE ONE.

Without doubt, this Genesis Organization holds the hope of ushering in The Great Crowning Point of The Human Race ... Which is to create and secure ... The Grand Epoch of Universal Peace, Environmental Sustainability & Living by The Moral Laws of Earth Ethics.

Together with United Earth ... World Peace One will gradually introduce to the schools of the world Earth Ethics Education. This so far missing educational curriculum constitutes the Foundation of Universal Peace.

You should know: Universal Peace stands for much more than the mere absence of war. It stands for The Totality of PEACE, which means:

1. Peace within ourselves ... Peace with our feelings, Peace with our emotions and Peace of Mind.
2. Peace in our family, Peace with Neighbors and Colleagues. Peace in workplace and community.
3. Peace with People ... of other cultures, ethnicity, race, religion and political affiliation.

4. Peace with The Environment. How we treat and respect: The Flora, The Fauna, The Water, The Air, The Sun and The Soil.

5. It means to absorb into body, mind and soul the wondrous life-giving qualities from time spent in silence and solitude with Animals, Flowers and Trees ... with Wilderness and Nature.

6. Universal Peace stands for Peace with God.

7. Universal Peace means to zealously practice and live by the noble Nobel maxims of "The Seven Rights."

Also, to Bring Worldwide Attention, Support and Action for The Protection and Healing of Our Suffering Earth ... and to Stop Treating Her Like Dirt is one of the main, priority missions of World Peace One. World Peace One intends to create: "Quality of Life for All Forms of Life."

A handful of World Peace One principals are here today. We look forward to include you in our family of: Love, Light & Peace.

Ladies and Gentlemen, please know ... There is **“Only One Earth”** ... and this Blue Pearl in Space ... Our Celestial Home ... is unique ... she harbors **“The Miracle of Life.”**

Abundantly, we find this God Created Miracle in: The Flora, The Fauna, The Water, The Air and The Soil. These elements are Holy! Together with the Rays of the Sun they constitute our life-support systems! Without them we cannot live! We would not exist!

Furthermore, for the good sake of **Peace on Earth**, you should know that, most all of my colleagues and I, who are actively involved in the rapidly growing fields of **World Betterment and World Transformation**, we are all profoundly opposed to ... and extremely ashamed by ... the **Ugly, Human Mind Monsters of:**

Greed, Ignorance, Selfishness, Vanity and Lust for Power ... that many of Our Contemporary Leaders in Politics, Religion and Business, yes, even in Sports and Entertainment so often ... ostentatiously are displaying.

Ladies and Gentlemen, I ask you, please be brave, please be truthful ... and please dare to ask yourself these three **Absolutely Nightmarish** questions:

1. Do you think there a smidgen of realistic hope ... that the crazy, horrific, killing-machines presently launched by: inflamed hate, sub-human brutality and the monstrous cruelty of ISIS and the contemporary ongoing battles in Gaza, Israel, Palestine, Ukraine, Russia, Iraq, Iran, Syria and hostile, insane brinkman war activities in other places of the world ... can it ever ... can it ever lead ... to A Culture of Peace?

2. Has The Fuse of WWII ... possibly a nuclear war... now been lit?"

3. If so, God forbid, do you think humanity will be plunged back into The Dark Ages?

I say: "We should heed the warning of Mahatma Gandhi when he said: *"The principle of: "An Eye for An Eye" ... will someday make the whole world blind."*

Now, in an "Educational, Best-Practice-Manner" I will give you the really most potent "WORLD BETTERMENT REMEDY" of all. It is a powerful, fail-proof prescription for Universal Peace, Environmental Sustainability and Great Personal Happiness. It is Good Medicine ... for A Sick World. Yes it's ... Chicken Soup for A Sick World.

In honor of my relative Dr. Alfred Nobel, I call it: **“The Dynamite Medicine.”** **When diligently and constantly used ... this stuff can ... will ... and shall “Change the World.”** And, not only that, it will also keep you out of jail. How about that?

This Universal World Betterment Remedy ... This Peace Panacea is based on: **“THE SEVEN RIGHTS.”** These **SEVEN RIGHTS** constitute the bricks-and-mortar of Earth Ethics. They are:

1. **Right Thought.** **Your mind is a dynamic “Master Builder.”** **It creates reality!** **Dream lofty dreams!** **Thoughts materialize!** Everything in our universe, in the world, in this building, in this room ... yes, even each and every person in this audience ... it ... and you ... all originated first in thought. **Just think about that!**
2. **Right Word.** Words are most powerful. Once a word leaves your mouth ... not even the strength of 10,000 elephants can pull it back again. Consequently: **Watch Your Tongue!**
3. **Right Deed.** Stop talking ... start walking! Let **Love, Dignity, Honor** and **“TRUTH”** ... be the noble hallmarks of your character.

4. **Right Attitude.** Smile, laugh ... and be: kind, positive & helpful to all. Be: A good listener! **Listen with your HEART!**

5. **Right Livelihood.** Step lightly on the Earth! Leave no footprints!

6. **Right Here.** You do not have to go to the faraway corners of the world. Start World Transformation and World Betterment in your own community. Start digging right in your own backyard! **You might find diamonds!**

7. **Right Now.** Do not procrastinate! No more excuses like ... you have no time! Like, you do not care! Become an active and very busy person for **World Betterment and World Change.** Create: **“THE NEW WORLD & THE GOOD EARTH”!**

Ladies and Gentlemen! To have a Future Worth Having ... or not? That is Our Choice! By the Power of God we have been given A FREE WILL. Together We Can Change The World! Change it now! We are the ones we have been waiting for! What are YOU waiting for?

In closing, and in order to guide us all how to successfully shape A Future Worth Having, the inspiring, last verses from Max Ehrman’s classical poem called DESIDERATA, which means Things To Be Desired.

(Quote:)

***“You are a Child of the Universe.**
***No less than the trees and the stars;
 You have a right to be here.
 And whether or not it is clear to you,
 No doubt ... the Universe is unfolding as it should.****

***Therefore, Be At Peace With God,**
***Whatever you conceive Him to be.
 And whatever your labors and aspirations,
 In the noisy confusion of Life,
Keep Peace with Your Soul.****

***With all its sham, drudgery, and broken dreams,
 It is still ... A Beautiful World.**
Be cheerful! Be happy!” (End of quote)*

May it so be! Thank you! Thank you very much! And,
“LOVE & GOOD EARTH” to you all!

This speech or parts thereof may be published by other sources ... provided that proper attribution is given to the author Mr. Claes Nobel. Bold text and underlining are: **“Eye Magnets”** ... prepared for presentation purpose.

[Claes Nobel, Co-Founder & Co-Chairman](#)
[World Peace One Foundation](#)
E-mail: cnobel@worldpeaceone.com

[Claes Nobel, Founder & Chairman](#)
[United Earth](#)
E-Mail: claes.nobel@unitedearth.us

Claes Nobel, Co-Founder & Chairman
The National Society of High School Scholars
1936 North Druid Hills Road
Atlanta, GA 30319
E-mail: claes.nobel@nshss.org

Speeches: [ROTARY](#)
[Love & Earth Ethics - The Great Gateway to Universal Peace](#)
WC 3058