

# **NSHSS Hong Kong/China Event**

## **The University of Hong Kong**

Sunday, March 26, 2017, 2:00 PM

The Large Moot Court, 2F, Cheng Yu Tung Tower  
Centennial Campus, The University of Hong Kong

### **THE “GOOD EARTH” S.O.S.**

**The Best Way to Universal Peace & Personal Happiness**

A Keynote Speech by Claes Nobel  
Co-founder & Chairman, The National Society of High School Scholars  
Founder & Chairman, United Earth  
Chairman, In Unison

**“GOOD EARTH” Most Distinguished University of Hong Kong President, Professor, Mr. Peter Mathieson and “GOOD EARTH” to you Most Honorable Dr. Isabella Wong, Associate Vice-President of UHK China Affairs. And likewise: “GOOD EARTH” Most Esteemed UHK Faculty and Administration Members. And “GOOD EARTH” as well ... to all the Very Smart University and High School Scholars and their families, friends and guest whose curiously listening ears ... and smiling faces, I see in this very important audience.**

**Most respected audience ... I greeted you all by saying “GOOD EARTH”. Soon I will explain the timely, World Transformative Power that this form of greeting contains. ... And, I will tell you why I did so.**

**My partner and dear friend, the President and Founder of NSHSS, Mr. Jim Lewis and his wife Mrs. Lee Lewis, hailing from Malaysia, who is our Director of International Relations, and our Director of Global Business Development Ms. Hailey Akins, and Ms. LaShandra Little, Director of University Relations ... plus I myself, are most grateful and very happy for having the opportunity to visit The Revered University of Hong Kong. Thank you for inviting us!**

**The five of us have crossed the vast Pacific Ocean coming from our headquarters in Atlanta, Georgia, USA for four major reasons ... being:**

- 1. To Introduce the programs and services of our Honor and Youth Service Society to the Universities and High Schools of Hong Kong as well as to other cities and nations in Asia.**
- 2. To Meet with Potential NSHSS Strategic Alliance Partners and Sponsors in this area, and beyond, in order to gain their support for the further education of young men and women in Asia.**
- 3. To Empower and Validate well educated, young Men and Women to take peaceful action for Genuine World Betterment.**
- 4. In Service to The Earth ... and For The Dignified Survival of Humanity ... to introduce, promote and inundate the world ... with the urgent S.O.S. message of "Good Earth".**

122 years ago, in Paris in the year of 1895 ... The Vision and The Hope for Massive World Betterment is exactly what gripped the heart and soul of my Great-Grand Uncle Dr. Alfred Nobel when he through his testament and last will established the Nobel Prize. And indeed, I am much inspired by his World-Renowned Legacy.

However, my personal Humanitarian Work is not only focused upon making the Lives of People Better. It is also focused upon securing Global Well-being and Respect for Mother Earth.

To Bring Worldwide LOVE, Attention, Support and Action for The Protection and Healing of Our Suffering Earth ... and to Stop Treating Her Like Dirt ... that is my life-mission as well.

In the best Alfred Nobel tradition for advancing the concept of "Peace on Earth" My NSHSS colleagues and I we are here to deliver

a timely and most urgent S.O.S message of  
“LOVE & UNIVERSAL PEACE” ... which  
hopefully will be heard and followed ... by the  
whole world. ... So, exactly what constitutes  
Universal Peace?

## “UNIVERSAL PEACE”

By Claes Nobel

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  
thought and feelings. Peace with our  
emotions. ... Having “Peace of Mind.”

2. Peace in our Personal Family. Peace  
with Neighbors and Colleagues. Peace in  
Workplace and Community. Peace among  
Nations.

**3. Peace with People ... of other cultures, ethnicity, race, religion, gender, age and political/social affiliation.**

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

**5. UNIVERSAL PEACE means to absorb into body, mind and "SOUL"... the wondrous, life-giving, soothing calmness and balance ... exuding from quality time spent in SILENCE and SOLITUDE with Animals, Flowers and Trees ... with Wilderness and Nature.**

**6. UNIVERSAL PEACE means to have Peace with God. Peace with Allah. Peace with The Infinite, Eternal, MEGA-INTELLIGENT ENERGY of "LOVE" that created and continuously creates The Cosmos.**

**7. The Best and Safest Way to obtain/establish UNIVERSAL PEACE is to zealously conduct Life and Living in The Glorious Sign of: PURE, UNCONDITIONAL “LOVE” ... like the “LOVE” a mother has for her child.**

**The University of Hong Kong established in 1911 has as its Latin motto: “SAPIENTIA et VERITAS” meaning “Wisdom and Truth”. It represents Lofty, Magnanimous Qualities, which, to my great concern ... and disappointment ... often are grossly amiss in today’s shady, selfish world.**

**Our organization: The National Society of High School Scholars is 15 years old. We have 1.3 million members in 160 nations. And, as you can see from the program ... the motto of NSHSS is: “LEARN, LEAD ... CHANGE THE WORLD.”**

**I think the mottos of UHK and NSHSS are highly commendable and they should be known ... and practiced worldwide. Especially so, today, ... in these chaotic and absolutely ... Crazy Times.**

**Our two mottos are like Clarion Calls and Blazing Road Signs. They outline the best way to experience: LOVE, LIFE, HAPPINESS and UNIVERSAL PEACE.**

**For hundred of years ships sailing the Pacific Ocean and the South China Sea have known Hong Kong as a safe harbor. During storms and pending ship disaster mariners took refuge here to save both ship and crew.**

**And from the open seas beyond the Hong Kong horizon ... since 1836, when the telegraph and the Morse Code were developed, the radio operator of marine vessels, when in great emergency and life-threatening distress ... started to tap in the three letters "S.O.S" ... "S.O.S" ... "S.OS" ... which**

means "Save Our Souls." ... "Save Our Souls."  
(Several times Claes Nobel taps audibly  
"S.O.S" on the podium)

They also sent out a "Mayday - Mayday"  
message ... which originally came from the  
French term: "Venez m'aider" "Venez  
m'aider" which means: "Come ... help me!" ...  
"Come ... help me!"

Dear audience, please, most seriously take  
to heart, when I state: "*Today, "Planet Earth  
and Humanity" are desperately struggling for  
their dignified survival. May our S.O.S.  
message of "Good Earth" help us."*

To have: "Peace on Earth ... and Quality of  
Life ... for all Forms of Life" is the self-evident  
dream and hope of all right-minded people.  
That means ... and is the same as ... having a:  
"GOOD EARTH".

The "GOOD EARTH" Greeting is a simple and yet very potent phrase. It is as powerful as the three, sweet words of: "I LOVE YOU."

Ladies and Gentlemen, now I have a very personal question for you: "Do you remember ... do you remember the mind blowing, exhilarating feelings rushing through your body ... when you for the first time heard your sweetheart whisper to you: "I Love You"? That was an incredible "WOW" moment. Right?"

Likewise: "Do you remember the heavy, nervous poundings of your heart ... when you finally dared to say: "I Love You" to the person of your love and desire? Do you remember? Do you remember those unforgettable moments?" Oh la la!

Well, I tell you, that's exactly how important and significantly powerful the words of the "Good Earth" greeting is. OK!?

**Planet Earth is like a spaceship. And “Right Now” both crew and ship are in the grips of a Deadly Disaster.**

**An ancient proverb says: “Where there is no vision, the people perish.” Today, human civilization and modern society is perishing. It is collapsing in pain and needless suffering. The Agony of People, Animals and Nature alike ... are now on an all time high. Consequently: “A New, Unifying World Vision Is Urgently Needed.”**

**On the delightful subject of “LOVE” ... 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.”**

My dear beloved friends, you see deep in the hearts of most humans there is rooted The Divine Seeds of LOVE. Unfortunately, this mighty power ... the Power of Caring, Unselfish LOVE ... is nowadays in short currency ... it is not sprouting in the fields of the world ... it is often not growing to its full majestic maturity.

Nevertheless, without a moments delay, we will together, "Right Here" and "Right Now" tap into the absolutely exhilarating, healing power of "LOVE" OK!

We will do so with the help of the two small MIND & WORLD TRANSFORMING words of: "GOOD EARTH". Please, say them quietly to yourself ... "Right Now" say: "GOOD EARTH" ... "GOOD EARTH" ... "GOOD EARTH" Taste these two words! Let your heart cuddle them! Feels good? Feels good? Right? Eh??

Let me further explain: “GOOD EARTH” is a transformative, positive, loving ... Greeting Phrase. It is a new form of salutation. Let the entire world hear these words! Say them often! ... Instead of saying: Hi, Hello, Good Morning, Good Night, Good Bye, How do you do and so on let us say “GOOD EARTH.” You see ... our purpose is: ... We want to have a “Good Earth” ... instead of its opposite: A Bad, Sick, Ugly Earth. Right???

Do you agree with me? Do you think the world at large want to have a “GOOD EARTH? Let me know! Yes? No? Let me hear! Loud and clear!

Good! Very good. We have a solid World Betterment team here. I’m delighted. Let us now go to work. We will work together for the noble cause of World Transformation and World Betterment. We will work In Unison ... shoulder to shoulder and heart to heart.

Now ... to all you good Earthlings and Human Angels in this hall ... I kindly request:

“Please stand up, please stand up ... and as you raise your arms ... as you spread your wings and make the “PEACE SIGN” like this. Together with me shout many times ... as loud as you can: “S.O.S. GOOD EARTH.” “S.O.S. GOOD EARTH.”

You see ... you and I will now together pump Love ... and Feel-Good Endorphin for: The Timely World Betterment Movement ... and The Great, Sweeping Wave of World Transformation.

OK! Now, shout loud and clear ... loud and clear! You see: We want the entire world to hear the Clarion Call of our Compassionate Voices of our Loving Hearts! We want to create a “Domino Effect” that changes and saves the world forever.

And, may our S.O.S. "Good Earth" distress signal be heard ... in Hong Kong, in Paris, in Peking, Rome, Rio, Tokyo, London, Stockholm, Moscow, Washington DC, Cairo, Seoul, Pyongyang and in Jerusalem, in Abu Dhabi, in Kuala Lumpur and so on and so on worldwide. I am counting on you guys! OK? Let's together jump into dynamic World Transformation action "Right Here" and "Right Now."

We will start at the count of three. Here we go! Here we go! One! Two! Three!

"S.O.S. GOOD EARTH." "S.O.S. GOOD EARTH."  
"S.O.S. GOOD EARTH." "S.O.S. GOOD EARTH."  
"S.O.S. GOOD EARTH." "S.O.S. GOOD EARTH."  
"S.O.S. GOOD EARTH." "S.O.S. GOOD EARTH."

"WOW!" Thank you! Thank you very much! Feels good! Right? Yes!

Now there is GOOD HOPE and GOOD NEWS for having a "GOOD EARTH." We did it!

**Thanks! Never shall we forget this golden moment in our lives.**

**Dear World Transformation Activists and Advocates, Brace Yourself! Because, I will now ... truthfully and much to the point ... tell you about some of the most frightening and ugly stuff that today threatens Life, Living and Quality of Life for all humans on Earth ... including you and me.**

**However, I will also give you A Sound, Doable Action Plan ... A New World View ... outlining how we all can gracefully ... get out of this global mess together.**

**“The Present Crises” Affects All Forms of Life on Earth ... whether we are Humans, Frogs, Orangutans or A Tropical Rain Forest. Never before has Earth and Humanity been facing a multi-faceted, global catastrophe like this. It is a systematic breakdown of our fragile Biosphere. Our Life-Support Systems**

**are collapsing! They need OUR HELP! We need Nature ... Nature does not need us!**

You should know that, many of my colleagues and I, who are actively involved in the rapidly growing field of **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 Business, Politics, Religion, and yes, even in Sports and Entertainment so often ostentatiously are displaying.**

Yes, I am sorry to say: It is a deplorable fact ... that nowadays: **Many of Our Leaders ... have become our Misleaders.** Via Mass Media, Social Networks and **Smart Phones for Dumb People** ... we are constantly ... on a daily basis hearing and seeing the horrors of:

- **School Shootings, Stabbing and Bulling**
- **Terrorism, Violence, Brutality, Rape, Human Trafficking, Drug Abuse**
- **Environmental Collapse**
- **Global Warming, Rising Sea Levels, Deforestation**
- **Extinction of Species**
- **Exponential Population Growth**
- **Hunger & Poverty**
- **Corruption, Oppression**
- **Cheating, Lying, Stealing**
- **War and Preparations for War**
- **Religious, Political and Financial Conflict and Degradation, etc., etc., ad nauseam.**

**It pains me very much to give you this Ugly Laundry List of Human Shortcomings.**  
The worst of them all being "**WAR**" ... which Alfred Nobel called:

**"The Horror of Horrors and The Crime of Crimes."**

**The crazy, horrific, sub-human killing-machines presently launched and ongoing in Gaza, Israel and Syria can they ever lead to A Culture of Peace? Or has the fuse of WWII ... possibly a nuclear war ... now been lit? One bullet in Sarajevo 1914 started WWI ... 16 million people were killed. Hitler started WWII 1939 by invading Poland. 60 million people were killed. Will one hellish, nuclear missile ... start WWII? If so ... all humanity might be plunged back into the Dark Ages.**

**The “Dirty Linen List” and “The Ultimate Human Stupidity” ... the possibility of A Nuclear WWII makes both you and I to cringe. However, in order for us to Change the World ... we must first have: The Courage To Face The TRUTH. Because ... as the ancient Proverb states: “The Truth Shall Set You FREE.”**

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 Horrid World Atrocities of our times, which all are caused by us humans: I think these scientists are dead wrong. ... A more appropriate name would be: "Homo stupidus, stupidus." Even Albert Einstein agrees with me when he said:

*"The universe and human stupidity are immense .... And, I'm not so sure about the universe."*

Most every honest and caring person in the world is today asking themselves: WHY ... WHY are these atrocities happening in our community, in our nation, in our world ... WHY, WHY? What is happening? Is there a reason ... and is there a solution? Has the

**entire world gone crazy? How and when can we have: “Peace on Earth?”**

**The Naked Truth and Answer is: We are seeing the devilish results of: WRONG THINKING and WRONG DOING. The root cause of these human inadequacies is our Fundamental Lack of: “EARTH ETHICS.”**

**Consequently, the solution to alleviate most all of human contemporary misery is to Educate The Children, The Youth, The Adults and The Leaders of The World in The Sublime Subject of EARTH ETHICS. And ... what is EARTH ETHICS?**

## **“EARTH ETHICS”**

**By Claes Nobel**

**1. EARTH ETHICS is an apolitical, non-religious, all-inclusive, unifying world philosophy created for the purpose of guiding and advancing the human race to its full benign potential.**

2. **EARTH ETHICS** addresses the way we humans, on an individual basis, rightly treat and manage our minds, our bodies, our attitudes, our beliefs, our feelings and our emotions. It teaches us how to become good, kind communicators ... and good, active listeners.

3. **EARTH ETHICS** is about how we interact with ... and relate to: our family, friends and associates. It is about our respect, right behavior and right relationship to other cultures, religions, races, and nations. It is about tolerance, patience, dignity and kindness extended to minority groups and to people of other ethnic backgrounds.

4. **EARTH ETHICS** is about our interacting and right relationship with all Nature. That means how we rightly treat the environment, the flora, the fauna, the air, the soil and the water. **Are we humans: The Destroyers or The Preservers of Nature?**

**5. EARTH ETHICS is about Reverence For Life & Reverence For The Creative Power in The Universe. It is about exploring, better understanding, and best efforts given ... to align ourselves with ... The Eternal, Infinite and Benign Energy of Creativity in Cosmos.**

**6. EARTH ETHICS is solidly founded upon the everlasting core values of Love, Wisdom, Compassion and Truth. Earth Ethics is like a kind of fertile soil where humanity can cultivate The Culture of Peace.**

**7. By having EARTH ETHICS jointly created by leaders in education, religion, business, and by scores of individuals and organizations of original thoughts, open minds and compassionate hearts, coming from all over the world, it holds the hope of becoming: The New, Timely Third Millennium Catalyst for Global Transformation.**

**8. EARTH ETHICS is A Blueprint for “Quality of Life for All Forms of Life”. It is “An Educational Curriculum” solidly based upon, Moral, Character, Virtue, Truth and Love. Earth Ethics teaches right human conduct and behavior in order to create “Sustainability for Earth and Humanity.”**

**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.**

**In honor of 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 Peace Panacea ... This World Betterment Remedy is based on: “THE SEVEN RIGHTS.” They are:**

## **“THE SEVEN RIGHTS”**

**By Claes Nobel**

**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 Dignity, Honor and “TRUTH” ... be the noble hallmarks of your character.**

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

**5.Right Livelihood. Step lightly on the Earth! Leave no footprints! Live Life Emblazed with: “Golden Thoughts & Green Thumbs!”**

**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! Dig Deep! You might find diamonds!**

**7.Right Now. Do not procrastinate! No more excuses like ... you have no time! Become an active and very busy person for World Betterment and World Change.**

**“The Seven Rights” constitute the brick and mortar of: Earth Ethics, Universal Peace and A 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! Please take to heart: “We are the ones ... we have been waiting for.”**

**NOW BE FEARLESS!**  
**LAUNCH THE “GOOD EARTH”**  
**DOMINO EFFECT!**

- **Yes! Go out in the world ... AND CHANGE IT!**
- **Challenge yourselves!**
- **Inspire others!**
- **And please: Learn to listen to the Inner Voice” ... that always speaks in The Silence of Your Heart! Yes, Listen to it! ... And, Follow it!**

**Finally in closing ... and in order to successfully shape A Future That Is Worth Having ... the inspiring, last verses from the**

American poet Max Ehrman's classical prose 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, "GOOD EARTH" ... to You All!

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