

the events, ideas, decisions, ideologies and inventions that define the complex world we live in today shape the world tomorrow

1905 Einstein's theory of special relativity $E = mc^2$ formula of equivalence of matter and energy created

1917 Russian Revolution

1918 End of WWI: The War to End All Wars. History's first truly global conflict began with a minor assassination

1921 Communist party founded in China

1928-1929 The stock market crash and the Great Depression

1945 Atomic Bombs end WWII. Human loss to war 72 million people, the most destructive war in human history. UN founded same year

1947 Bretton Woods & Marshall Plan create new global economic system and the plan to rebuild post war Europe

1950 Schuman Declaration creates a blueprint of the European Coal and Steel Community (ECSC), the forerunner of what is now the European Union (EU)

1953 Discovery of the DNA double-helix structure by Dr James Watson & Professor Francis Crick

1960 Several African countries gain independence from colonial rule

1962 Cuban Missile Crisis. Later Kennedy described his vision for world peace in an age of nuclear threats

1969 Man on the Moon 'One small step for man, one giant leap for mankind'

1970 First Oil Crisis

1973 End of the Vietnam War

1975 Apollo-Soyuz rendezvous demonstrates that the United States and Russia can cooperate in space

1976 The first commercial Concorde flight takes off

1977 First public telephone call placed on a portable cellular phone

1978 George Orwell's Nineteen Eighty-Four novel about an authoritarian future regime does not become reality but his theme is used by Apple computers to launch its first Apple Macintosh

1978 First 'test tube' baby born. Louise Joy Brown was the world's first successful test tube baby made possible through 'in vitro' fertilization

1980 The Cable News Network (CNN) is officially launched and the Sony Walkman is introduced

1981 First case of AIDS reported

1983 Sustainability era starts. The United Nations' World Commission on Environment and Development determines that it is in the common interest of all nations to establish policies for sustainable development to 'meet the needs of the present without compromising the ability of future generations to meet their own needs'

1984 The Supreme Soviet meets and formally dissolves the Soviet Union

1989 First Gulf War

1989 The Internet created with first successful communication between an HTTP client and server via the Internet

1991 The Kyoto Protocol is adopted by a UN committee

1992 Rio Earth Summit delivers 27 principles to guide future sustainable development around the world

1993 Billions are spent to fix the approaching MILLENNIUM BUG problem

1993 Intel's new microchip quadruples processing power of computers

1995 WTO Created

1997 Asian Financial Crisis

1997 The first Toyota Prius hybrid vehicle comes to showrooms in Japan only

1999 Dolly the sheep is cloned

2001 September 11th attacks. US invades Afghanistan. Al Qaeda (The base) becomes new brand of world terror

2002 EURO currency coins and banknotes introduced

2003 A complete working draft of the Human Genome project released

2003 Iraq War (Gulf War II) based on intel of weapons of mass destruction

2004 NASA's Exploration Rovers land in Mars

2004 Darfur's Commission of Inquiry launched by UN

2005 World Health Officials warn flu pandemic can kill between 5-150 million people

2006 Euro overtakes the dollar as largest reserve currency in the world

2006 Russia cuts natural gas to Ukraine over a price dispute

2006 Ice shelf bigger than Manhattan breaks off an island in Canadian Arctic

2007 EU enlarges to 27 countries generating 30% of the world's nominal gross domestic product (US \$16.8 trillion in 2007)

2008 Oil prices reach all time highs nearing \$150 a barrel. Global economic crisis due to high oil prices, high food prices, global inflation, a possible US recession, and a substantial credit crisis

2008 Google founded in 1998 reaches US \$179 billion market cap

2009 44th US President takes office

2010 NASA's Voyager 1 and Voyager 2 spacecrafts continue their journey of discovery where nothing from earth has flown before escaping the solar system at a speed of about 3.6 AU per year

2100 Massive gain in life expectancy with average human life span of 108.7 years compared to 65-82 years in 2008

IMPROVING GOVERNANCE FOR THE NEXT 100 YEARS

1900 1920 1940 1950 1960 1972 1975 1978 1980 1984 1989 1992 2000 2003 2005 2008 2010 2100

TIMELINE 1900-2100

our participation in world affairs is focused on advancing governance and visionary leadership

The first decade of the new millennium is showing us that in this age of globalization we face similar challenges and uncertainties to the ones we faced in the first decade of the last century. Since 1961, Gold Mercury has focused on contributing to world affairs by progressing governance and peace. Gold Mercury and Corporate Vision Strategists work towards producing and disseminating foresight ideas and strategies that guide decision making to achieve what we call 'visionary leadership'. Our mission for the 21st Century is to deliver a new mindset of global citizenship for sustainability and peace.



CREATION BUSINESS PARTICIPATION KEY ACTOR IN WORLD AFFAIRS EUROPE VISION CONSULTANCY IMPROVING GOVERNANCE FOR THE NEXT 100 YEARS

1970 First Gold Mercury Conference for International Cooperation held in Rome at Campidoglio Palace under the auspices of Italian President Saragat. Several governments take notice of initiative and request to host future conferences

1962 Gold Mercury creates International Awards for 'Visionary Leadership' in several areas

1961 Aware of growing world tensions, Gold Mercury is founded in Rome to 'promote international co-operation through peace & productive trade' to pioneer the 'GLOBAL GOVERNANCE' dialogue between governments and business

1971 HE Gustav Heinemann, President of the Federal Republic of Germany receives Award for economic development

1975 World business leaders support Gold Mercury's goals. Organisation becomes global with committees and advisors in over 100 countries

1972 Encouraging European integration, Gold Mercury grants Award to Jean Rey, First President of the European Commission

1971 French President Georges Pompidou, receives Gold Mercury Award for European cooperation

1977 Gold Mercury Peace & Cooperation Conference held in Belgrade, Yugoslavia. 1000 people from 100 countries attend

1976 HM King Juan Carlos I receives Gold Mercury Award for Peace

1979 The International Red Cross receives Gold Mercury Award for its humanitarian missions around the world

1979 The 1979 Gold Mercury Peace & Cooperation Conference in Cairo, hosted by President Sadat and then Vice President Mubarak 'initiates discussions about 'global complexity and future governance' issues

1985 Gold Mercury initiates Pan African Peace & Cooperation Conference in Togo, Republic of the Congo, Ethiopia, and Gabon. Starts discussing economic and social development and Africa's debt trap

1984 Reform minded Zhao Ziyang General Secretary of the Chinese Communist Party wins Gold Mercury Award for Peace

1984 Robert Gallo Gold Mercury Award laureate publishes paper arguing that HIV retrovirus causes AIDS

1981 Gold Mercury Award laureate President Sadat of Egypt assassinated

1980 Gold Mercury Moscow Peace Conference was one of the biggest ever with over 2000 attendees from all over the world

1980 Leonid Brezhnev awarded Gold Mercury Award for Peace for SALT treaty, freezing the build-up of certain US and Soviet weapons systems

1989 Camilo Jose Cela, Gold Mercury Award laureate wins 1989 Nobel Prize for Literature

1991 Ronald Reagan receives Gold Mercury Award for Peace for negotiating a treaty to eliminate intermediate range nuclear missiles

1990 After 30 years of contributing to world affairs Gold Mercury promotes importance of VISION and ETHICS as key components of improving governance towards sustainable development

1993 Corporate Vision® strategy framework is created and trademarked. Initial clients include governments and industrial corporations in transition to privatisation

1992 The European Parliament commissions Corporate Vision Strategists to review the image of the EU in preparation for the launch of the EURO and future enlargement. Corporate Vision Strategists deliver warnings about EU being 'very distant' from its citizens

1992 Gold Mercury creates Corporate Vision Strategists to assist leaders and organisations on long term vision strategy development. Consultancy led by Nicolas De Santis, internet entrepreneur and global branding expert

1997 Corporate Vision Strategists launches Captain Euro®, a superhero character research project to test feelings towards EU identity. The project attracts the Wall Street Journal and global news media

1995 Nelson Mandela takes over as President of South Africa. Corporate Vision Strategists win project to create new vision and brand to relaunch country as a modern and open nation to foster inward investment and tourism. South Africa becomes leading tourism and business destination. Later wins bid to host 2010 FIFA World Cup

2004 Nicolas De Santis appointed as new Secretary General of Gold Mercury. Creates organisational goal of 'improving governance for the next 100 years'. Founder Eduardo De Santis becomes Chairman

2003 Iberdrola power utility launches a new vision of 'sustainable energy' developed by Corporate Vision Strategists. Later acquires Scottish Power and several energy companies to become 5th largest energy company worldwide and a leader in renewable energy and wind power

2006 Gold Mercury launches GLOGO governance research initiative to deconstruct global complexity and link its effects to global sustainability

2005 The Consultative Group on International Agricultural Research of the World Bank receives Gold Mercury Development Award

2005 Globalisation and complexity become core areas of study. 'Global Citizenship' and values to be promoted as part of 'improving governance for the next 100 years' sustainability drive

2008 After 2 years of research about how to measure complexity and global governance Gold Mercury delivers 'The Global Governance Monitoring System'

2007 Gold Mercury reorganizes Visionary Leadership Awards for 2005-2007 to respond to major Global Governance Challenges

2007 The National Institute for Research Advancement of Japan (NIRA) selects Gold Mercury as one of the world's top think tanks

2007 H. E. Ellen Johnson Sirleaf President of the Republic of Liberia receives Gold Mercury Peace Award

2010 Corporate Vision® 3.0 book to be released

2009 Launch of -The Global Governance Monitoring System Online Platform planned

2010 Corporate Vision Strategists to launch GEOVISION™ a framework to develop urban strategies and increase the value and sustainability of territories, cities and regions

2010 Gold Mercury and Corporate Vision Strategists to launch EU Vision project about the future identity of Europe