To:

Dear

As a supporter of your organisation, I whole-heartedly support the aims of fair trade, reducing poverty, promoting human rights, combating WMD and saving the global environment.

Due to the way the global economy works, however, it seems to me that attempts to get the government to change its policies can only be partially effective. This is because the substantive measures needed to really solve global problems will inevitably cost UK businesses more. Significantly tighter emissions regulations or higher environmental standards, for example, would only see existing business, jobs and investment move to less costly countries - which is why the government takes only inadequate action. Pressuring the government to take substantive and immediate unilateral action is thus asking it to make the UK uncompetitive – something politicians can and will never do. That's why I'm concerned that your current approach is likely to succeed only in getting relatively minor changes which, although important, may nevertheless prove inadequate.

Likewise, trying to get the government to impose UK laws or standards on our companies operating abroad would only make them uncompetitive with foreign companies not subject to the same standards. And even getting the EU to do this would still leave EU companies at a competitive disadvantage with non-EU companies. These approaches are thus likely to meet with only partial success, so a far more comprehensive, coherent, and global approach seems to be vital.

I therefore wonder if you're aware of the Simultaneous Policy (Simpol) campaign at www.simpol.org? Simpol is a range of far-reaching global policies to fully tackle problems such as global warming, excessive corporate power, pollution and poverty. But it is to be implemented *simultaneously,* ONLY when all or sufficient governments have first pledged to do so. In this way, the far-reaching policies needed to *really* solve global problems can be implemented *without* any nation, corporation or citizen suffering a competitive disadvantage. Simultaneous implementation removes every nation's risk – and, with it, all the usual excuses for inaction and delay.

But supporters of Simpol do not *ask* politicians to sign up. Instead they *compel* politicians by telling them they'll be voting in future national elections for ANY politician or party – within reason – that has signed the Pledge to implement Simpol alongside other governments or they encourage their preferred party to support Simpol. By signing the Simpol Pledge, politicians risk nothing because Simpol is only implemented when sufficient other governments have also signed up. But if they fail to sign up, they risk losing their seats as Simpol-supporters vote *en bloc* for candidates who have. With many parliamentary seats and even many national elections being won or lost on fine margins, relatively few citizen-supporters are needed to make it in the vital electoral interests of politicians and parties in all democratic countries to support Simpol. To date, over 24 MPs from all the main UK political parties have signed the Pledge, as have some MEPs and parliamentarians in other countries.

Your support for Simpol would not only help *drive* politicians towards global co-operation, supporting it also permits your organisation to feed your policy expertise into the process of formulating Simpol's global policy agenda. The result of such a partnership would also highlight which policies could be implemented unilaterally by nations and which must be implemented simultaneously, thus advancing action on both. So by supporting Simpol, you would show me and other supporters that you have an effective, democratic and practical strategy for meeting the competitiveness objection, so hastening the implementation of truly substantive solutions.

If we are to solve global problems, I believe it is vital that different campaigns work together for a holistic solution. I therefore look forward to hearing whether you are prepared to support the Simpol campaign.

Yours sincerely,