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human beings are selfish people," Yunus said. "In Adam Smith's language, 'self-interest' means 'selfish' so all businesses in the world became selfish businesses, to make money.

"That is a misinterpretation of human beings. Real human beings are both selfish and selfless together at the same time.

"If you can have a selfish business, you can also have a business based on selflessness where you are not interested in personal benefit but a collective benefit for the world. That is a social business. A non-dividend company to solve problems."

"Charity does not solve a problem. Charity only maintains the problem of poverty; it doesn't let it get worse. Elimination of poverty is about more than keeping people alive, taking care of them. You have to make them active so they can take care of themselves."

MUHAMMAD YUNUS

A hand up, not a hand out

The next part of Yunus' theory also chimes closely with the street paper model of giving vendors the help to help

themselves, but this mind-set can go much further so that everybody, instead of seeing themselves as job-seekers, finds ways to create their own opportunities.

"Poor people have skills, but they let them be used by the people who have the money, and they get the benefit," Yunus said. "It is assumed human beings have to work for somebody else. That's absolutely wrong. Historically we are independent people. When we were in caves, we were not sending job applications to anybody. We took care of ourselves and did that for hundreds of thousands of years. We have to go back to rediscover ourselves as creative people, entrepreneurs."

One of the keys to unlocking the enormous potential of a social revolution is highlighting the difference between social businesses and charity: "A charity dollar can be used only once, while a social business investment dollar is recycled indefinitely.

"People understand it very quickly; money never disappears," Yunus said. "People talk about poverty, governments are giving foreign aid, churches are devoted to charity. I wouldn't say there is not enough attention or resources, but it is not given in the right direction. Charity does not solve a problem. Charity only maintains the

problem of poverty; it doesn't let it get worse. Elimination of poverty is about more than keeping people alive, taking care of them. You have to make them active so they can take care of themselves."

Yunus is involved in many projects around the world that promote responsible economics, and he works with 45 universities that teach courses on social business. He is confident young people will steer the world in a different direction.

"The difference between older generations and this generation is that they have the tremendous power of technology at their fingertips," he said. "But the system doesn't tell them what to do with that; it only tells you to find the best job in the best company so your life is done. That's very unattractive for young people with so much power.

"They are looking for things to do, and being an entrepreneur is an option for them. They can create social businesses too. In that case, they use their talent, their creative power and technology to solve a problem. They feel they are not future leaders; they are leaders already!"

Courtesy of INSP.ngo / The Big Issue U.K. bigissue.com, @BigIssue

DJOKOVIC, from page 9

N.D.: They have all been lessons, and I would not change a single one of them. Everything always happens for a reason. I learned a lot from my defeats, as much as from the triumphs, and from the wrong decisions, as well as from the good ones. Every single one of them was a step towards the final goal, and they eventually brought me to it. Had there been fewer mistakes, perhaps it would have been a different path, and the question is where it would have taken me.

L.: *Since you spend a lot of time training, playing matches and traveling, what takes up the life of a professional athlete beyond sports? How much of your time is there for your family, for local community and, broadly speaking, for the society in which you live?*

N.D.: The last six months were primarily dedicated to my family, and that was the most wonderful period for us. Aside from that, I have transformed many of my interests into various projects I am intensively working on, so I do spend a significant amount of my time on planning, discussions with teams, and I find it all very fulfilling. And when we add activities related to my foundation and Unicef, for which I am a global ambassador, it is only then that we can talk about the lack of time, because tennis is taking all the rest.

"Tolerance is a result of several things – openness, love you carry within you, and the capacity to understand other people without being judgmental. Tolerance requires constant work; children look up to parents as models of behaviors, and if we are not open and tolerant, our children will not be either. But I also believe that things are changing and that people are increasingly more accepting of each other, regardless of their mutual differences."

NOVAK DJOKOVIC

Translation from Serbian to English by Mirjana Kosic. Courtesy of Liceulice / INSP.ngo

A Week of Silence

by Peter Salzmann

I don't want to get it out
But I don't want to lie
Nothing here to talk about
Just the clear, blue sky

The earth is flat and wide
And nothing else besides
It goes round and round and round
And always a low, drumming sound

A high-pitched crying
A warning warble
It thinks it is dying
It is so horrible

The people come, the people go
They are sad and they are cold
They are bought and they are sold
They only reap what others sow.

Think this, but don't think that
I'm sensitive about that fact
So please, please don't be a rat
And tell them all and ruin my act

So we tell each other lies
All sunshine and clear, blue skies
And as the earth goes round and round
We listen for that drumming sound.