

Jnana Australia

Press Release

New economic system one step closer

An e-exchange using complementary currencies, contributing to more equitable and sustainable livelihoods, and stability in the economy is one step closer to realisation.

Sydney, 18th April 2011: Jnana Australia Pty. Ltd. launched the development phase of its e-exchange project today.

One year ago Jnana commenced preliminary studies into an e-exchange concept using complementary currencies.

Complementary currencies can be interest-free. Interest-free currencies have shown to contribute to poverty alleviation and greater equality by providing greater liquidity in, and having a stabilizing affect on, the economy, particularly during economic downturns.

Preliminary studies have shown the concept to be feasible, have potential to make a genuine impact in society by creating more equitable and sustainable livelihoods and contribute to developing a more sustainable economic and political system.

The e-exchange will be a directory of information on, and marketplace for, products and services, and offer standard buy / sell and other transactions.

"I am excited about the e-exchange, I believe it will be a tool of change in our society".

Karel Boele, Director, Jnana Australia

Jnana expects to launch its e-exchange within two to three years.

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