

“There is nothing more powerful than an idea whose time has come.”

Victor Hugo



“ Gold is the timeless classic in its function as a medium of exchange, a means of payment and a store of value. Today’s money isn’t backed by any tangible assets. Banknotes are printed paper, the euro is printed cotton.

Jens Weidmann, chairman Deutsche Bundesbank, 2012

Is the fluctuating price of gold a problem for the Gold Coin Initiative?

No, on the contrary. If the price of gold would not fluctuate, there would be no need for the Gold Coin Initiative. The price of gold reflects the confidence in the paper money system. In the nineties, this confidence was high, the price of gold was low. The financial crisis is a crisis of the global paper money system and lead to an increased gold price. Gold is and remains the best-known hedge against the uncertainties of paper money system. He who holds a portion of his cash reserves in the form of gold coins, thereby acquires more financial security and a nest egg in times of crisis.

“A franc-gold combination would bring more security”

Prof. P. Bernholz



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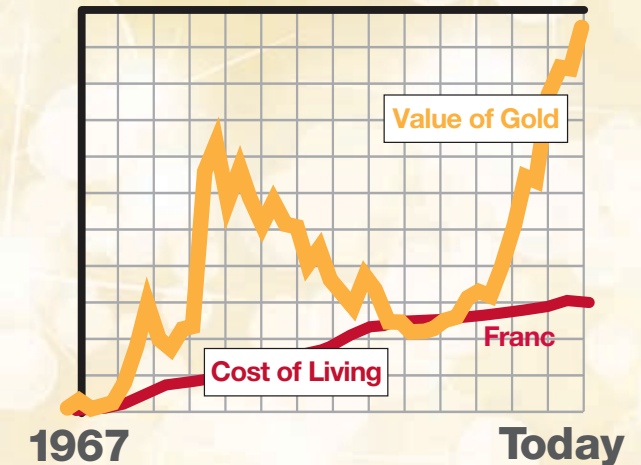
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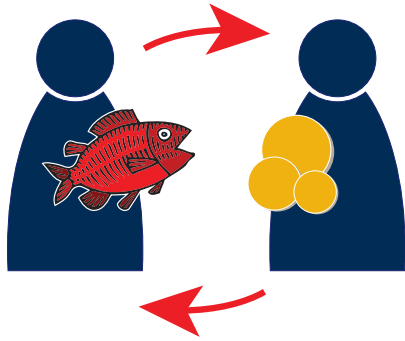
Why Gold?



Initiative to introduce constitutionally protected private gold coins

From Gold to Paper Money

1. Coin money, from 700 BC

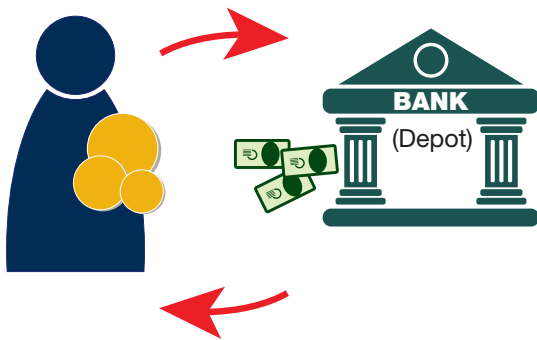


Precious metal coins have evolved over thousands of years as the most suitable medium of exchange (durable, divisible, transportable, etc.). This is still true today and gives gold a unique (monetary) quality among all commodities.

“ Gold still represents the ultimate form of payment in the world. Fiat money, in extremis, is accepted by nobody. Gold is always accepted. ”

Alan Greenspan, then Fed Chairman, 1999

2. Bank notes from ca. 1500



The first banknotes were warehouse receipts, the storage houses were called deposit banks. Bank notes were practical but the storage of gold and the use of paper money was costly.

“ The previously dominant western economies have attempted to dismantle the yellow metal’s monetary role, and - for a variety of reasons - this has comprehensibly failed. Gold thus stands ready to fill the vacuum created by the evident failings of the dollar and the euro, and the not-yet-required ambitions of the renminbi. ”

OMFIF, Official Monetary and Financial Institutions Forum, 2013

The essence of the Gold Coin Initiative




We want neither to assess nor change the paper money system... We simply want to create the legal framework for a commodity money system, side by side from today’s paper money. Technically it is about the norming of the gold trade and the protection of today’s tax and trade freedom for gold.



“ Taxes on the exchange of gold coins against Swiss francs should be abolished, because it is an aberration. Gold is not a commodity like copper or lead Gold has a monetary dimension. Gold has been used as currency throughout the world for many centuries. It is interesting to note that the Federal Constitution requires the Swiss National Bank to hold a portion of its reserves in gold. The public should be able to do the same, without any hindrance. ”

Ulrich Kohli, former chief economist SNB, 2011

3. Gold standard until 1914




Assets	Liabilities
Gold	Bank Notes
	
+ promissory notes	+ Konto/Buchgeld („Sichtguthaben“)
	Amount limited by right to convert to gold

The “classical gold standard” meant that the notes could be exchanged for gold at any time and free of charge. However, more bills were printed than gold was available and the additional bills were sold as loans.

“ Gold may regain its monetary role in the future. One cannot exclude that ten years from now, there may be a globally accepted gold currency. If Switzerland introduces a second currency based on gold coins, this globally accepted gold currency will bear the Swiss cross. Otherwise, it will be inscribed with Chinese or Cyrillic letters. This is a unique opportunity that Switzerland should seize. ”

Caesar Lack, Economist, 2012

4. Since 1971: fiat money backed by debt

Assets	Liabilities
Promissory notes + Bank notes + currency(= foreign liabilities) Gold not necessary	Bank Notes + accounts/ book money
 	
No right to convert, No quantitative limits	

For the first time in the history of mankind, the world has only paper money systems: These are not bound to a limited good and they can increase the money supply arbitrarily.