

Promoting a Moral Society Through the Moral Credit System

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ABSTRACT

The promotion of a moral society through the Moral Credit System aims to explore methods for fostering ethical behavior and implementing the Moral Credit System in practice. Data were collected through interviews with individuals possessing direct experience or expertise, as well as those with relevant publications in organizations and communities engaged in promoting moral values. The findings indicate that the Moral Credit System is founded on ethical behavior, emphasizing the reward of individuals for virtuous actions. This system encourages participation in acts of kindness and facilitates positive social transformation. However, challenges and criticisms have arisen regarding its implementation. A key concern is the potential shift in individuals' motivations from genuine moral behavior to a focus on accumulating points, with actions prioritized based on point acquisition rather than intrinsic goodness. Strategies and considerations for implementing the Moral Credit System include the following: **(1) Principle of Justice:** The system should be reasonable, clear, and concretely defined. **(2) Principle of Comprehensiveness:** It should encompass both national-level and localized dimensions, establishing a uniform standard of moral values nationwide while allowing localized contexts to define suitable moral values based on their specific circumstances. **(3) Principle of Transparency:** The system must be verifiable, with all processes clearly explainable and accountable to society. **(4) Principle of Sustainability:** Implementation should consider the dynamic nature of society and ensure long-term sustainability. **(5) Principle of Unity:** The system should promote unity both within its framework and across the broader society. **(6) Principle of Creativity:** It should foster creativity by emphasizing positive characteristics and expressions of goodwill.

Keywords: Moral Society, Moral Credit, Ethical Behavior, Social Transformation