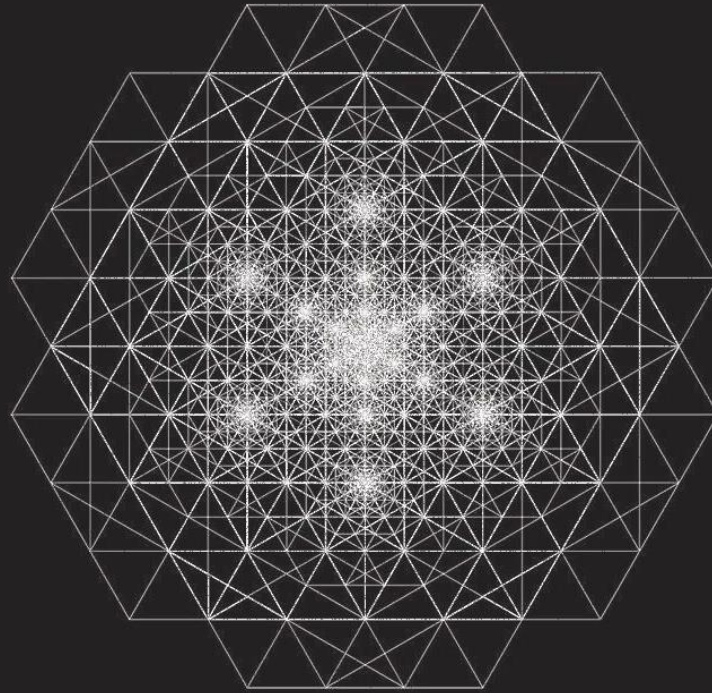


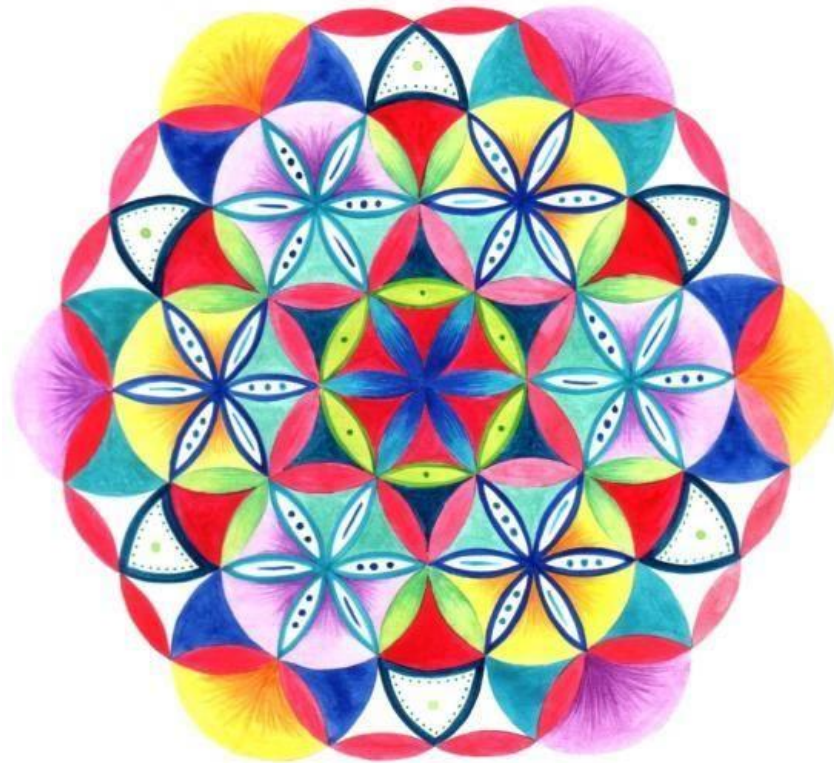
PROJECT 'CONSCIOUSWORLD'

A Visual Representation of the Conscious Future



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INTRODUCTION



EXECUTIVE SUMMARY

We find ourselves at a unique moment in the History of Consciousness, which we must turn to advantage ...

THE PROBLEM OF OUR TIME: The prevailing orientation to reality—consumptive, short-term, ‘numbers-maximizing’—has led to dangerous and unsustainable imbalances at the individual, societal and planetary levels

CIVILIZATIONAL RESPONSE: Yet there is evidence that the world is already changing—from within, from the ‘bottom up’—as influential stakeholders and individuals across society increasingly engage with diverse traditions of elevated consciousness and spiritual practice, both ancient and modern

- A different paradigm is rapidly emerging premised on a more highly “conscious,” “mindful,” and “spiritual” civilization. Unlike the subculture/counterculture movements of the 1960s/’70s, today’s developing paradigm and spiritual dissemination has integrated itself into mainstream institutions and processes

THE NATURE OF THE NEW PARADIGM: The paradigm emerging at the cutting edge of the contemporary sciences exhibits all things as interacting, interconnected and co-evolving elements of the larger and deeper reality of the universe. The re-emergence of this age-old intuition as an observation- and experiment-based concept in science tells us that it is the core insight we need to guide our steps in our epoch of mounting chaos and crisis, but also of unparalleled opportunity for transformation and renewal

THE PROJECT—“CONSCIOUSWORLD”: The Project seeks to exhibit, celebrate and encourage the achievements at the vanguard of both 21st century science and spiritual development. The Project will:

- Create a vision of an alternative future based on actual, inspirational examples from all domains of modern human civilization in which visionary leaders have already begun to embed “conscious”/“mindful”/“spiritual” processes and practices;
- Create a set of powerful resources, learnings, and tools to accelerate such change;
- Build communities of leaders in a variety of key areas (such as education, media, public health, business, etc.) to work together to embed such change in their respective fields

EXECUTIVE SUMMARY

We find ourselves at a unique moment in the History of Consciousness, which we must turn to advantage ...

PROJECT FEATURES:

- We wish literally to illustrate this emerging reality—this paradigm shift to the consciousness of our oneness and wholeness in our evolving world—through a **free-access, free content Internet web space**, which will also be available through a mobile app-based platform; **this web space will be organized at several levels:**

LEVEL 1:

- The evolution toward a conscious world is depicted as an **interactive multimedia honeycomb**, with each cell representing a distinct human discipline
- The **honeycomb will be populated with ever-increasing numbers of relevant and inspiring case studies of spiritual leadership in different disciplines**—initially by the project team with the expectation that others, through an open platform, would populate thousands of further cells via peer-to-peer engagement
- Post ‘site launch’, **any site visitor could open up a cell and populate the given web page**, which will be curated to ensure quality

LEVEL 2:

- **Learnings/resources/best practices** will be synthesized from the case studies in Level 1 and distilled into a “**Consciousness Library**”

LEVEL 3:

- **Communities of transformation** will be catalyzed to **embed conscious processes** throughout distinct spheres of civilization (e.g., business, education, health, etc.)

LEVEL 4:

- Various technology-enabled **spiritual tools and movements will be publicized/virally disseminated** through the web portal

PROJECT SIGNIFICANCE: The project intends to bring about cascading change throughout society by accelerating the shift to a new paradigm of wholeness and co-evolution...in which individuals and organizations can identify with their true selves, moving us into a balanced, abundant and sustainable world

CONTEXT & RATIONALE: TODAY'S PARADIGM IS UNSUSTAINABLE

- **Material gains reaped from the current paradigm have come at a high price**
 - The **socioeconomic changes** of the last two hundred years in the West **have increased income** and living standards at an unprecedented rate
 - Since WW2, **market-based capitalism** has spread first to Japan and NICs, then to China since the 1970s and to other emerging markets since the '90s. Today, this and associated socioeconomic structures are **moving to billions of people around the planet**
 - Whereas this model has significantly increased economic prosperity for many, at a deeper level it has been imbalanced, creating significant **environmental, social and political challenges**
 - One obvious example is the **alarming strain on all natural systems** around the world (climate change, water resources, biodiversity, etc.)
- **Imbalances will magnify as the present order spreads rapidly round the globe**
 - If heightened personal consumption by 1 billion has created such massive imbalances, **natural systems will soon face a severe crisis** in trying to cope with similar levels of consumption by today's 7 billion or 2050's 9-10 billion
 - **Similar imbalances** exist at the level of **society*** and of the **individual****
 - “Interlocked” nature of our social, economic and political systems—each one dependent on the other and vested in a short-term consumption-maximizing worldview—further entrenches a **paradigm** that **seems impregnable and unalterable**. *Can anything challenge this paradigm?*
 - Human society has produced technocratic and even structural responses (e.g., environmental movement), but the realization is dawning that **more fundamental solutions are required** at the societal and personal levels

21ST CENTURY CIVILIZATIONAL SHIFT IN CONSCIOUSNESS



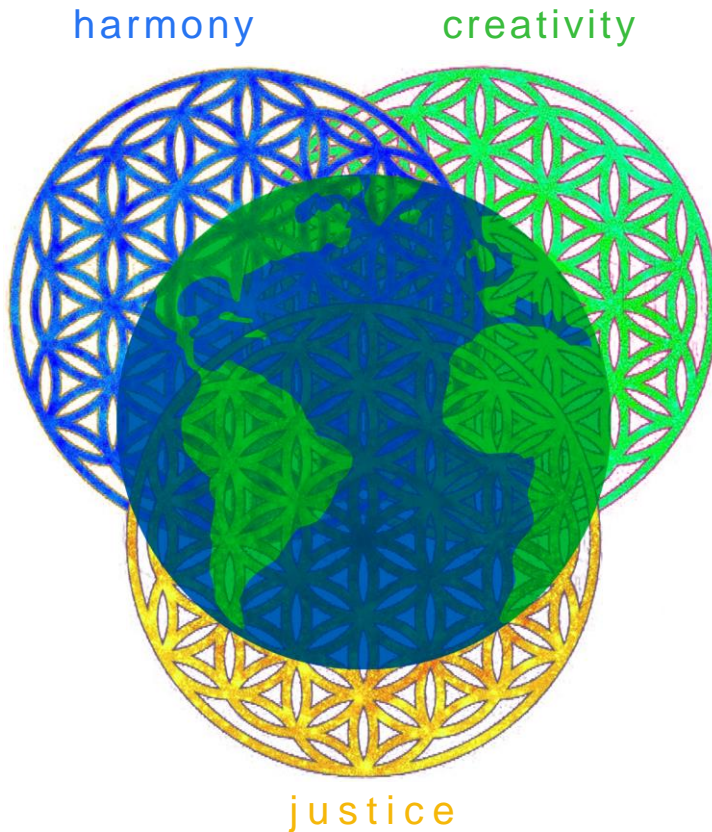
Fortunately, we seem to be entering a new chapter in human history, in the history of our evolution, development and collective consciousness. Many believe we are on the brink of a “global awakening”

Perhaps because symptoms of our imbalance as a species have become so visible in recent years—e.g., brutal wars, financial meltdowns, social injustices, and catastrophic environmental degradation—we are now in the midst of a quest for expanded consciousness; we are witnessing a renewed focus on realizing **Wholeness, Oneness, and Co-evolution**, leading to greater **Balance** in various realms:

- **Inner balance** (focus on individual **Purpose**),
- **Societal balance** (focus on **People**),
- **Ecological balance** (focus on the **Planet**)

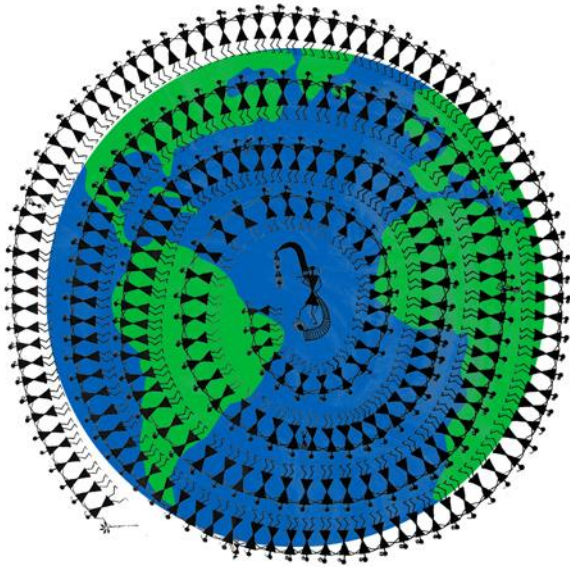
This rebalancing is catalyzing **a systemic shift in the way we live, work and relate** to ourselves, others and the environment. It is not an arbitrary or ad hoc movement based on intuition alone, even if sound and deep; it is based on a new view of the world: on a new paradigm emerging at the cutting edge of contemporary science

21ST CENTURY CIVILIZATIONAL SHIFT IN CONSCIOUSNESS



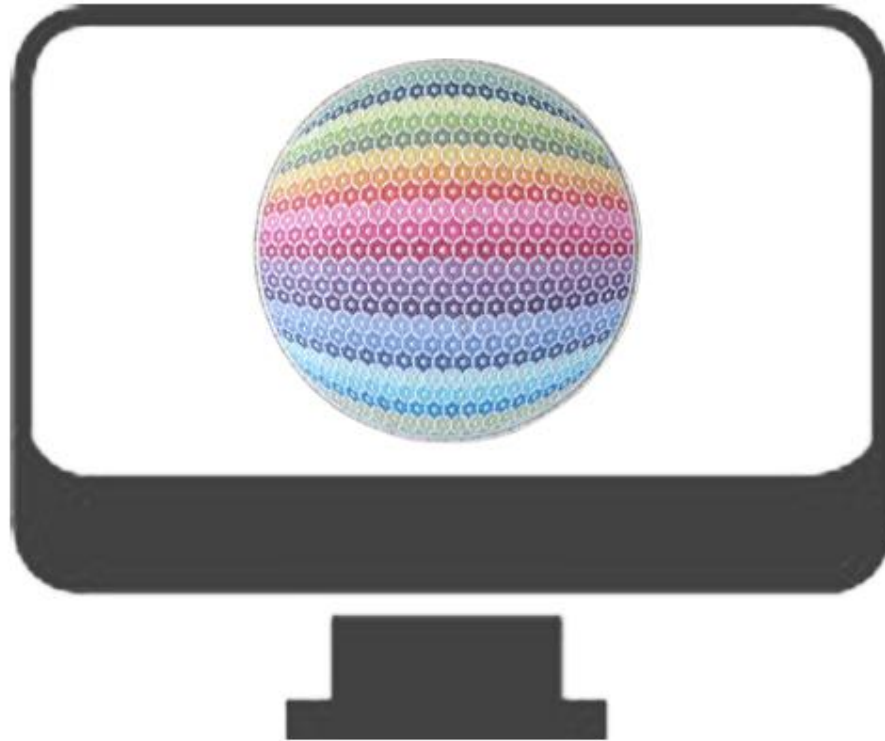
- The present challenge to the paradigm is occurring organically and being fueled by **people who are engaging with perennial traditions of consciousness** (often in modern forms and based on new insights) on the premise that consciousness is the ground of reality and hence **flourishing has an internal basis**:
 - Mindfulness, Buddhist, Taoist, Vedantic, Christian mystic, Kabbalist, Sufi, Yogic, and Shamanic traditions are spreading widely
 - New-paradigm research in the sciences, pioneered inter alia by the Laszlo Institute of New Paradigm Research
- Astonishingly, **as a result of this shift in consciousness**, we are starting to see across various fields of human endeavor and across all major social systems:
 - **More Harmony and Collaboration:** More 'win-win' attitudes and outcomes as we acknowledge and embrace our oneness; an increase in authenticity, intimacy and cooperation in our social relations
 - **More Creativity:** An unlocking of a flood of vitality, creativity and productivity as more people enter more deeply into conscious states
 - **More Justice and Sustainability:** A slowly emerging moral order as the definition of Profit/Success is broadened and recast, rewarding more inclusive, positive and productive efforts

THE PROJECT: ILLUSTRATING & ACCELERATING THE PARADIGM SHIFT



- **Sufficient vivid examples are already emerging** to validate this new civilizational paradigm that fosters creativity rather than consumption
 - Unlike the subculture/counterculture movements of the 1960s/'70s, today's developing paradigm is coming both from the human spirit and the sciences, and is already **integrating itself into mainstream institutions and processes**
 - This shift in consciousness is a systemic response throughout human society to the current threats and crises provoked by the aforementioned imbalances
- **We shall depict the emerging picture of** an abundant, integrated **reality visually**
- By illustrating and curating compelling examples of sectors and institutions that are leading this wave of consciousness and new insight — this project hopes to encourage the peer-to-peer engagement that generates thousands of other, similar examples
 - This would create a **vision of an alternative civilization** that flourishes by tapping into the core of consciousness that is the root and guarantor of its wellbeing and evolution
- The Project would then seek to convert this vision of inspiration into practical transformation throughout society via the provision of best practices and resources on the one hand, and the establishment of global leadership communities of transformation on the other

PROJECT CONSCIOUSWORLD



VISION AND PROJECT ARCHITECTURE: “CONSCIOUSWORLD” WILL BE STRUCTURED AND ORGANIZED AT 4 KEY LEVELS



L1: “THE HONEYCOMB”: INSPIRATION & COMMUNITY—Co-population of content following web mapping

Following initial content production by the editorial team, users will then be able to populate the website with their own case studies of spiritual / organizational leadership, leading to ripple effects throughout society as increasing numbers of people become inspired to engage in conscious activity

L2: “THE CONSCIOUSNESS PROCESS & BEST PRACTICE LIBRARY”—Synthesizing ‘best in class’ consciousness practices

Synthesis of case study learnings/best practices from Level 1 will be made available through resource bases relevant to different communities, which can be utilized by aspiring organizations in such communities wishing to embed processes/practices of transformation

L3: “COMMUNITIES OF TRANSFORMATION”— Convening communities of leaders in individual domains who can lead the transformation and enlargement of their respective sections of ‘the honeycomb’

Creation of a platform through which leaders in a field can be convened to exchange ideas and inspiration, to share consciousness best practices, and to research and implement spiritual/ mindfulness techniques within their respective communities

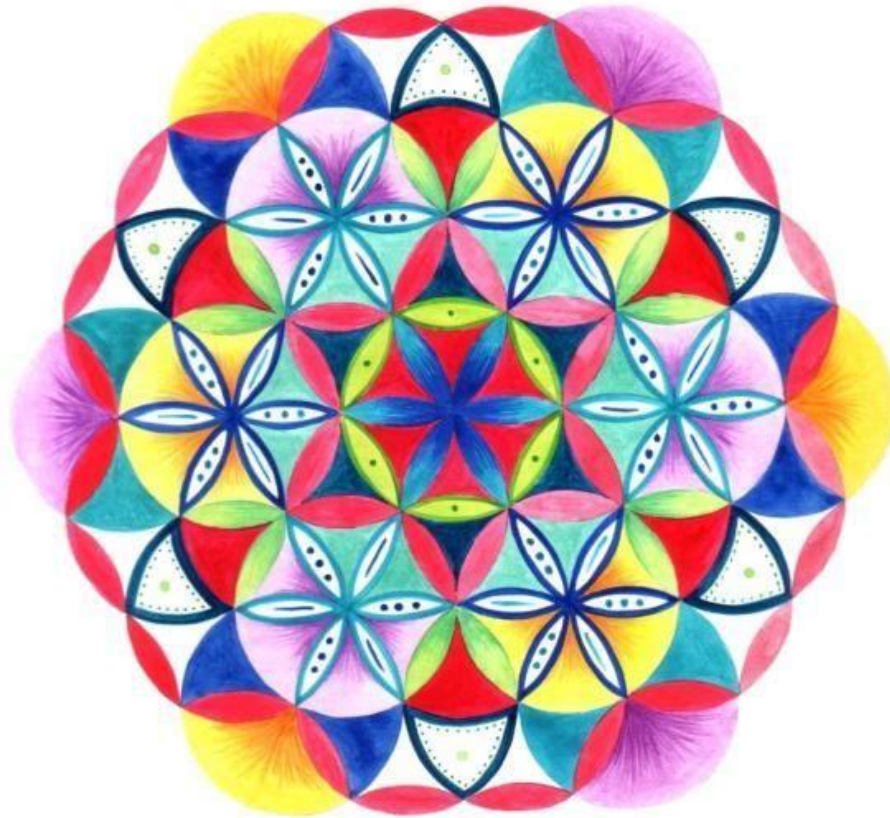
L4: “THE VIRAL HUB”—Viral spiritual movements and applications are spreading fast, not only within specific sectors but across them; Level 4 will aggregate partnerships that can help illuminate kindred technologies/movements and accelerate their collective emergence

The website will publicize and promote diverse transformative spiritual applications, tools and movements and provide a portal through which they can be disseminated globally

LEVEL 1: “THE HONEYCOMB”— INSPIRATION & COMMUNITY



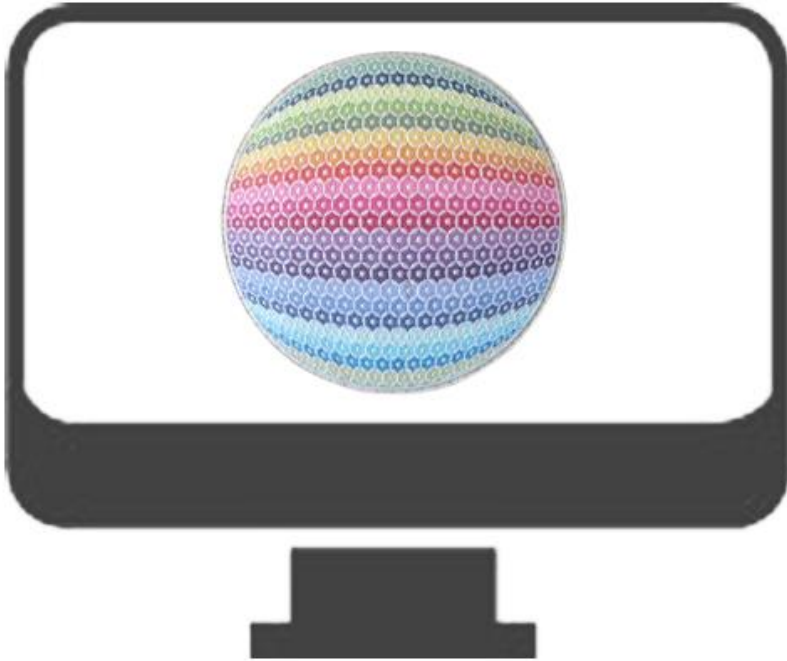
WHAT MIGHT THE NEW PICTURE OF REALITY— A CONSCIOUS CIVILIZATION—LOOK LIKE?



*If we are all points of consciousness coming together through meaningful engagement to form cells of consciousness —
themselves coming together to form a unified integrated consciousness-generating field —
then a mindful civilization might be likened to a quilt, or a honeycomb....*

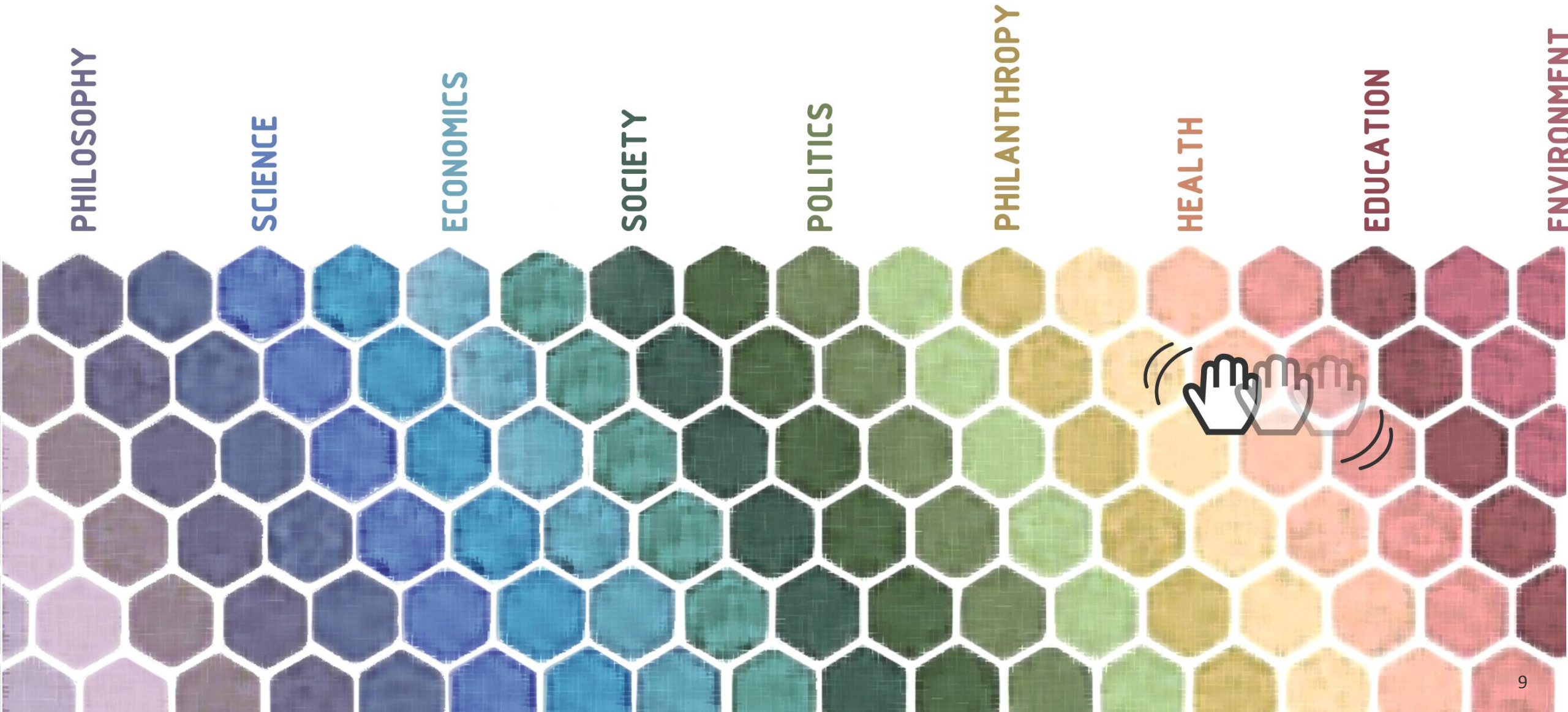


CAN WE ILLUSTRATE THIS CONSCIOUS FUTURE ON A WEBSITE?

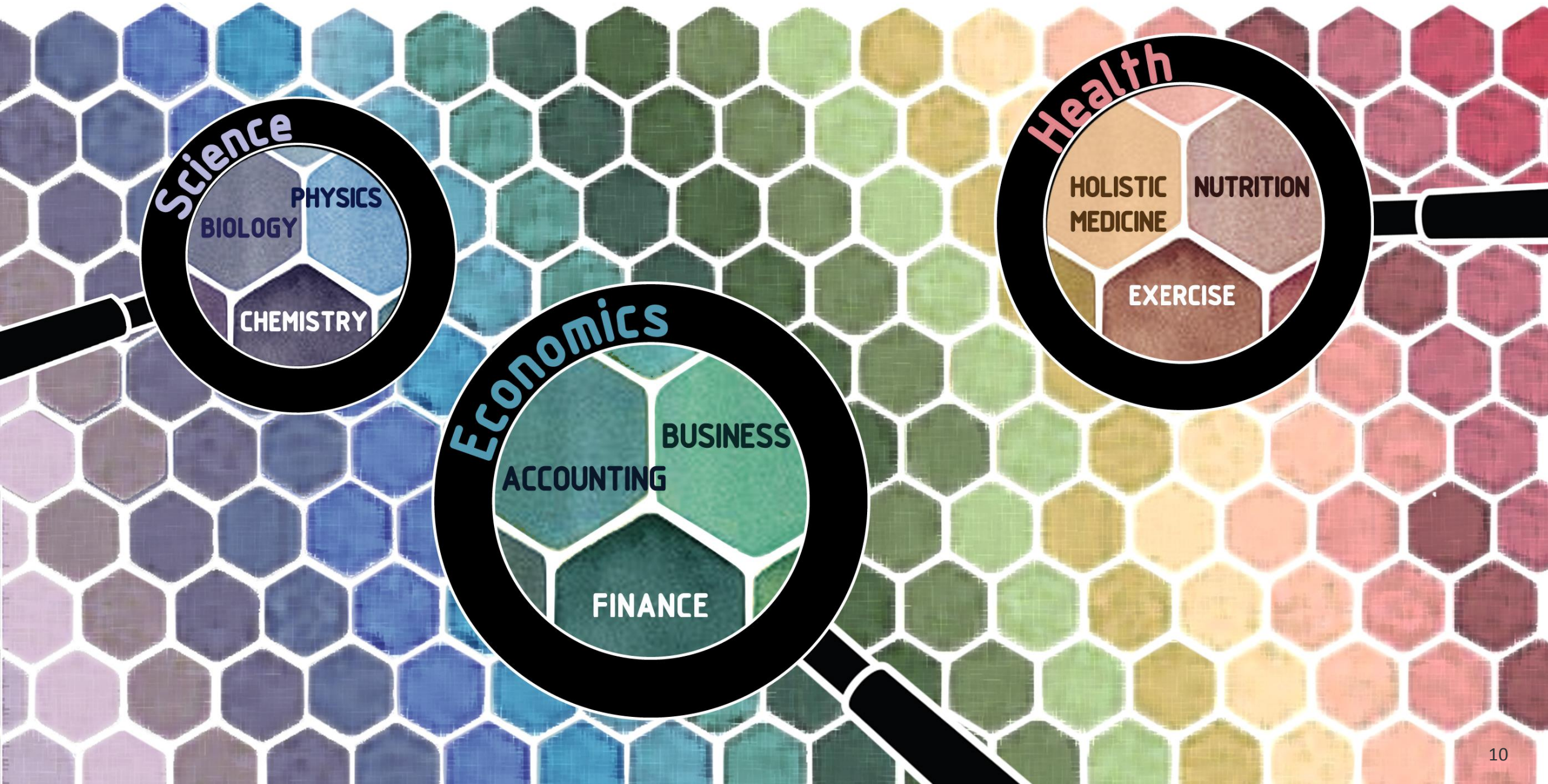


- Project ConsciousWorld seeks to **exhibit, celebrate and encourage** the achievements at the vanguard of **21st century spiritual development** by mapping leading trends and inspirational examples from all domains of modern civilization in which “conscious,” “mindful,” and “spiritual” objectives/processes are already fundamentally embedded
- We wish literally to illustrate this emerging reality—this paradigm shift to a more lucid consciousness—through a **free-access, free content Internet web space**
- The conscious future could be depicted as an **interactive multimedia honeycomb**, with each cell representing a distinct human discipline
- The **honeycomb would be populated with ever-increasing numbers of relevant examples and case studies**—initially by the project team with the expectation that others, through an open platform, would populate thousands of further cells via peer-to-peer engagement
- Post ‘site launch’, **any site visitor could open up a cell and populate the associated web page**, which will be curated to ensure quality

Imagine a universal web representation with areas of human society represented by colors in a honeycomb...



...With each cell within a colored segment (or “cluster”) signifying a particular sphere of human civilization...



...Concrete case studies now abound within various cells, across the spectrum of clusters comprising civilization...



Let's take "BUSINESS" as an example: click on the cell, pop it open, and click through a few case studies...





BUSINESS CASE STUDY

MAXIMIZING HOLISTIC HEALTH ACROSS SYSTEMS

PHILOSOPHICAL SHIFT:

- Whole Foods today recognizes the importance of **maximizing the health**—physical and spiritual—**of the entire organism**—whether individual, corporate, social or planetary
- **Takes a larger view of the corporation** (and of society and the planet) as a **‘Person’ with a soul and purpose**—as a locus of identity, meaning and world-betterment
- **Believes we all win when we recognize our Oneness**—that is, a ‘Conscious Business’ should be more aware of the interdependencies that exist across stakeholders, and hence should integrate the interests of all major stakeholders and harvest synergies rather than trade-offs



BUSINESS CASE STUDY

MAXIMIZING HOLISTIC HEALTH ACROSS SYSTEMS

IMPLEMENTATION:

- Co-CEO John Mackey is a pioneer of Conscious Capitalism
 - **Health of Whole Body:** First grocer to sell highest quality natural, organic foods; store discounts for healthy members; free wellness programs for unhealthy members
 - **Health of Whole Corporation:** Introduced wider success scorecard based on: *“loyal, trusting customers; passionate, inspired team members; patient, purposeful investors; collaborative, innovative suppliers; flourishing, welcoming communities; and a healthy, vibrant environment”*
 - **Health of Whole Society:** Serves and supports local and global communities; creates ongoing win-win partnerships with suppliers; promotes health of stakeholders through healthy eating education
 - **Health of Whole Planet:** First retailer to offset 100% of energy use with wind energy credits; implements ‘Reduce, Reuse, Recycle’ policy





BUSINESS CASE STUDY

“SEARCHING” INSIDE OURSELVES
TO MANIFEST CREATIVITY & CONNECTION

PHILOSOPHICAL SHIFT:

- Google—now aware that “greater complexity outside requires greater clarity inside”—is playing a major role in **mainstreaming mindfulness** by teaching “fitness for the mind”
- **Acknowledges that love is the engine of creativity.** Believes “the differentiating skillset of mindfulness opens the door to loving-kindness, which is at the heart of business success” and that “quiet contemplation” is the “new coffee” which unlocks productivity*
- **Appreciates the value of meaningful connectivity with ourselves and others,** and wishes to increase it with the help of its technology (such as collaboration-facilitating next-generation Internet and mindfulness apps)

* Google mindfulness guru Chade-Meng Tan



BUSINESS CASE STUDY

“SEARCHING” INSIDE OURSELVES
TO MANIFEST CREATIVITY & CONNECTION

IMPLEMENTATION:

- Ex-Google employee **Chade Tan** founded a **mindfulness training program** within Google and later spun it out into the Search Inside Yourself Leadership Institute
 - **2000+ Googler attendees** of 2.5-day intensive course (or 19 hrs in 7 weeks)
 - **12 other classes** (Neural Self-Hacking, Managing Your Energy, etc.) offered
 - **Neuroscientist co-instructor** explains mindfulness’s impact on brainwaves
 - **Key benefits** reported by Googlers: enhanced balance, insight, inspiration, big-picture thinking, creativity, self-mastery, resilience, wellbeing, leadership capacity, executive function, collaboration, intimacy, EQ
 - **Measurable change achievable in 100 mins**, meaningful change in 52 hrs
 - Ripple effects throughout Silicon Valley (Twitter, Facebook following suit)





BUSINESS CASE STUDY

TRANSFORMING THE WAY WE THINK
ABOUT MONEY AND SUCCESS

PHILOSOPHICAL SHIFT:

- RSF sees economics as “associative” and **money as the “circulatory system” of the social body**, “invented to connect human beings in relationships of service.” Strives “to realize the potential of conscious collaboration” and “social renewal” through its investments
- **Recognizes spiritual wealth as the root of material wealth.** RSF’s “innovative financial tools are designed to serve the highest intentions of the human spirit” so that humanity can prosper sustainably*
- **Has expanded and deepened the definition of profit**, endeavoring to create “financial, intellectual, social, cultural, emotional, spiritual, physical & ecological wealth for all stakeholders” and setting a standard in the impact investing community

* This is equally true of one of RSF’s principal funders, Armonia, which “uses multiple forms of capital (financial, human, network, intangible) to support systemic shifts towards harmony, to catalyze regeneration of soil, soul, and society...and to seed values of fundamental interconnection, well-being, and holism.”



BUSINESS CASE STUDY

TRANSFORMING THE WAY WE THINK
ABOUT MONEY AND SUCCESS

IMPLEMENTATION:

- **RSF, a leader in impact investing,** invests in Food & Agriculture; Education & the Arts; & Ecological Stewardship. Here are a few examples of their investments:
 - **Guayaki Sustainable Rainforest Products:** Imports certified organic tea with wellness benefits grown by indigenous farmers in the South American rainforest for sale in the US. "Market-driven restoration" model harnesses power of markets to provide financial incentives to restore the rainforest
 - **Equal Access International:** Uses media programs and community-mobilization to provide underserved developing world people with life-changing education inspiring them to overcome obstacles and injustices
 - **Lyme Timber:** Acquires undeveloped lands with unique conservation values and significant timber resources, and protects and enhances their ecological and social value while achieving attractive financial returns



BUSINESS CASE STUDY

LEADING WITH YOUR WHOLE BEING AND TRUE SELF

PHILOSOPHICAL SHIFT:

- Wishes to move global leaders toward a **vision of compassion and collaboration**
- WEF **recognizes that truly leading**—rather than passively following one's 'demons'—**requires knowing one's identity and purpose**
- Believes that to access one's true self and purpose, a leader must simply 'be' (open and present) and that **practicing mindfulness can help leaders 'be'**
- Recognizes that **mindfulness practice can help leaders perform their purpose more effectively** once they've found it—by helping them cultivate inner strength and wisdom in the face of crises
- Appreciates a global, unifying spirituality that fosters a world-centric perspective. Understands that **mindfulness helps us better see connections** in an increasingly interconnected world—such as between political, business and civil society



BUSINESS CASE STUDY

#4

LEADING WITH YOUR WHOLE BEING AND TRUE SELF IMPLEMENTATION:

- WEF Founder and Executive Chairman **Klaus Schwab** opened this year's forum by announcing that “**sharing and caring**” would be “**the motto of Davos 2015**”
- WEF introduced a ‘**Leading Mindfully**’ program this year with:
 - **6 sessions devoted to mindfulness** (and its impact on workplace harmony, productivity and management), with panels filled with renowned journalists, leadership gurus and scientists
 - Master Kabat-Zinn leading a **conference-wide meditation session each day**
 - M. Ricard (“the happiest man in the world”) urging “**heeding of the breath**”
 - A “Deconstructing Mindfulness” session exploring the latest developments in neuroscience, e.g., **what mindfulness looks like in the brain**
 - **Other mindfulness themes** spilled into sessions outside the program—e.g., using technology mindfully, instilling purpose in today's youth, refashioning the role of medicine from maximizing longevity to enabling wellbeing, etc.

WHY ILLUSTRATE CONSCIOUS CIVILIZATION IN AN OPEN ONLINE FORMAT?



- Presenting this positive vision of the future would aim, among other objectives, to:
 - Provide society and the individual with an **alternative map of civilizational reality**, a powerful source of inspiration and a resource for societal transformation
 - Initiate a **cascading wave of uplifting examples to effect a paradigm shift that accelerates change systemically**, not just individually
 - Help human beings across society to realize the deeply connected nature of things and achieve ever-deepening levels of **integration and compassion** in their lives

HOW TO TAKE CONSCIOUSWORLD TO SCALE AND DRIVE SOCIAL CHANGE

LEVEL 1: THE HONEYCOMB'



- **DEFINE**
 - Define 'Conscious Entity' (Person, Organization, System)
- **EXPLORE**
 - Explore various avenues and partners
- **IDENTIFY**
 - Identify and engage Conscious Entities
- **CONNECT AND BUILD**
 - Partner with previous *and* new paradigm influencers to develop content and experiences
 - Map Conscious Entities across spheres of civilization on a website
 - Web portal will connect Conscious Entities to each other and to society as a whole

LEVEL 2: 'THE CONSCIOUSNESS PROCESS & BEST PRACTICE



WHAT IS LEVEL 2?

A POWERFUL RESOURCE BASE OF CASE STUDY LEARNINGS, TECHNIQUES AND BEST PRACTICES INNOVATED BY LEADERS SHOWCASED AT LEVEL 1, WHICH CAN BE UTILIZED BY ORGANIZATIONS AND COMMUNITIES OF TRANSFORMATION

WHAT DO WE INTEND TO DO?

- Leaders and leading organizations showcased in Level 1 have innovated, adopted, and institutionalized a wide range of spiritual processes appropriate to their spheres of human activity; we shall aim to use this body of wisdom to:
- Evaluate, identify, communicate, and make universally accessible such 'best in class' tools/learnings from the various Level 1 case studies
- Evidence the benefits and positive outcomes of such techniques



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WHAT DO WE INTEND TO DO?

- **Synthesize and distill identified best practices into a ‘Consciousness Library/Resource Base’ (for the benefit of aspiring leaders and leadership organizations)**
 - ‘Tools’ and practices (e.g., Whole Foods’ procedures around practicing gratitude at Board Meetings) and other consciousness resources would be made easily accessible to relevant/appropriate communities
- **Steward through collaboration and catalyze partnerships with those who want to align**
 - Form partnerships with a range of ‘best in class’ organizations that could help communities of transformation embed conscious techniques and practices in their respective spheres
 - Serve as a nexus/platform where relevant tools (programs, activities, resources, etc.) are shared among Level 1 and Level 2 organizations that wish to continue their growth along various lines
- **Make Resource Base concrete and actionable**
 - As far as possible, the ‘library’ of tools/resources would be comprised of tangible and replicable factors/procedures/practices which Level 3 (or other aspiring) organizations can engage with, learn from, and grow from



HOW TO TAKE CONSCIOUSWORLD TO SCALE AND DRIVE SOCIAL CHANGE

LEVEL 2: 'CONSCIOUSNESS LIBRARY'



- **PROCESS**

- Evaluate and understand what constitutes 'consciousness best practice' and what are the primary ingredients, forms and patterns of this emergence

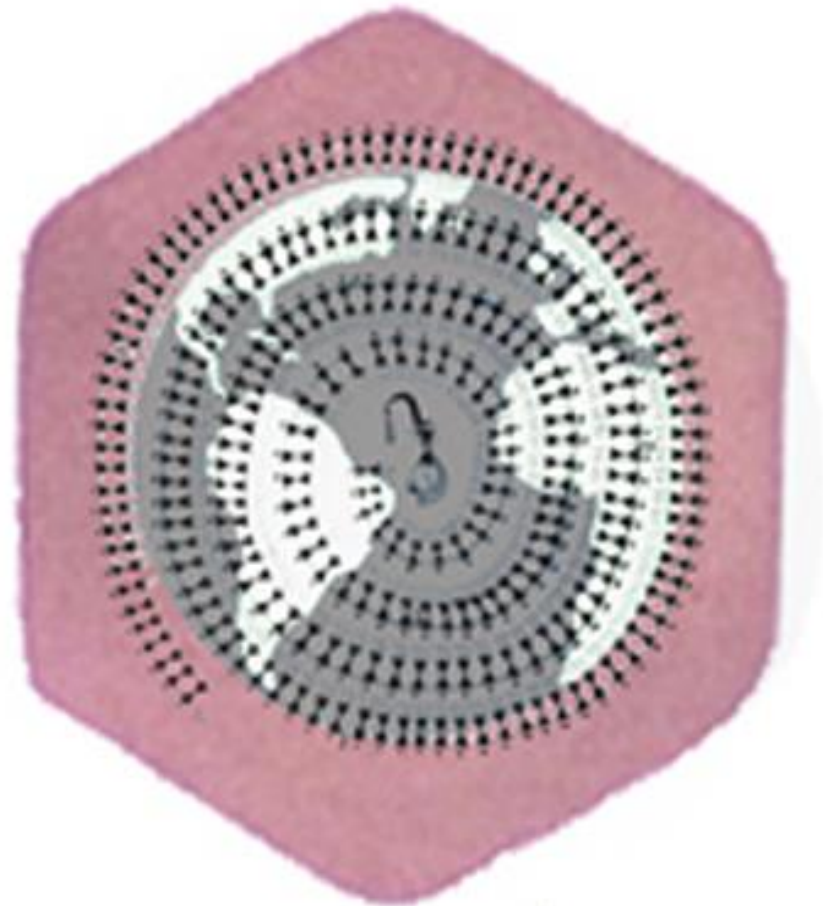
- **SYNTHESIZE**

- Identify, distill and cohere 'best in class' case study learnings
- Embed learnings in web mapping
- Respond to new learning by evolving project approach if/as necessary

- **PARTNER**

- Serve as a nexus of 'honeycomb'-wide conscious exchange, tool/practice sharing and collaborative engagement
- Partner with those entities that exemplify best in class practices and that could help communities of leaders embed conscious techniques

LEVEL 3: 'COMMUNITIES OF TRANSFORMATION'

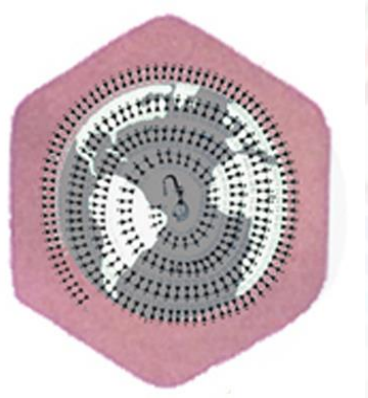


WHAT IS LEVEL 3?

A PLATFORM THROUGH WHICH COMMUNITIES OF LEADERS IN INDIVIDUAL DOMAINS CAN BE CONVENED FOR THE PURPOSE OF SHARING CONSCIOUSNESS BEST PRACTICES AND EMBEDDING SPIRITUAL TECHNIQUES WITHIN THEIR RESPECTIVE SECTIONS OF 'THE HONEYCOMB'

WHAT DO WE INTEND TO DO?

- Create/provide a shared platform for groups of luminaries within particular spheres of civilization who are dedicated to accelerating the emergence of the new paradigm (through the embedding of conscious practices) by organizing/hosting a variety of convenings—including symposia, conferences, workshops, seminars, leadership development initiatives, and other programs
 - **Live** — Organize physical gatherings for such communities of leaders where they can exchange ideas/inspiration/techniques, deepen relationships, and determine how to fundamentally and concretely transform their segment of society
 - Appoint honeycomb 'cell'/'cluster' ambassadors — identify leaders within the leader communities who wish to guide/mobilize the transforming process of embedding conscious techniques into their respective spheres
 - **Online** — Make the Level 2 virtual 'library' available to the communities of leaders of the various domains so they can share, discuss, innovate, refine, and collaborate further around consciousness best practices in an open and ongoing dialogue (through various web-based formats and fora)



WHAT IS LEVEL 3?

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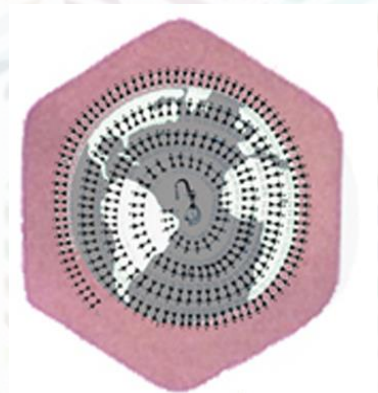
WHAT DO WE INTEND TO DO?

- In the “Business” sphere, for instance: we would convene communities of leaders across the field, globally, who wish to embed conscious business practices in their various organizations. We would provide a platform through which such leaders could share, discuss, refine and propagate best practices with a view toward co-creating systemic, evolutionary change. In the examples below, such an approach has been effective, causing new norms to percolate through the entire sphere:

- **Implementing Mindfulness in Business:** Leaders in the initiatives we cited earlier had focused on making business more mindful to solve key problems and enhance leadership; through ConsciousWorld convenings, such movements could be reinforced and accelerated and other such initiatives could be proposed, conceived and collectively implemented
 - 6 sessions at Davos 2015 were focused on ‘Leading Mindfully’
 - Whole Foods practices mindfulness and gratitude at every Board meeting
 - ConsciousWorld could implement ‘Consciousness Fellows’ programs, in which networks of spiritual trainers steeped in practices of mindfulness are mobilized and supported to catalyze a practice-driven culture shift within businesses

- **Broadening the Definition of Profit:** Businesses such as RSF Social Finance and Whole Foods and business networks such as the Aspen Institute, Global Impact Investing Network (GIIN), and Plan B for Capitalism are all focused on deriving/defining a wider scorecard for success; ConsciousWorld could convene such businesses/networks to further the dialogue

- In an analogous sense, **similar convenings and processes of transformation could be galvanized by bringing together leaders in other fields globally** (e.g., leading educationalists to think about spirituality in education, or health practitioners and policymakers to think about spirituality and public health)



HOW TO TAKE CONSCIOUSWORLD TO SCALE AND DRIVE SOCIAL CHANGE

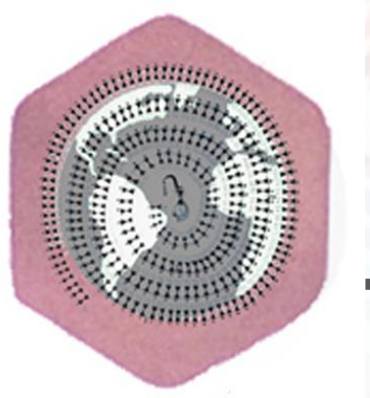
LEVEL 2: COMMUNITIES OF TRANSFORMATION'

- **NURTURE**

- *DEEPENING THE CONSCIOUS WORLD* by helping existing Conscious Entities to flourish
 - Establish *platforms* to facilitate exchange of inspiration, ideas, practices, infrastructure, mentorship, and patronage resources among profiled organizations, pioneering leaders, and individuals
 - The web platform would connect legacy leaders to the emerging leaders of the new paradigm, helping to usher fledgling Conscious Entities to success
 - Virtual and physical fora—workshops, symposia, etc.—would facilitate open dialogue/exchange among conscious leaders/citizens and catalyze conscious action

- **ELEVATE**

- *EXPANDING THE CONSCIOUS WORLD* by shepherding aspiring entrants into the new paradigm through a variety of innovative *programs* led by communities of transformation



LEVEL 4: 'THE VIRAL HUB'



WHAT IS LEVEL 4?

LEVEL 4 SEEKS TO CELEBRATE AND MAKE ACCESSIBLE A WIDE DIVERSITY OF SPIRITUAL TECHNIQUES, APPLICATIONS AND PROJECTS—OFTEN TECHNOLOGY-ENABLED—THAT ARE NOT CONFINED TO THE CLUSTERS SHOWCASED IN LEVELS 1-3. LEVEL 4 WILL HELP ILLUMINATE TOOLS/MOVEMENTS (SUCH AS THOSE BELOW), ENHANCING THEIR VISIBILITY, VIRALITY, EMERGENCE

- **MINDFULNESS APPS**

- **Equanimity**—a meditation journal that helps you meditate, www.meditate.mx/iphone
- **Headspace**—“a gym membership for the mind”, www.headspace.com



- **GIVING PLATFORMS**

- **Kiva**—an online microlending platform connecting lenders to marginalized entrepreneurs, www.kiva.org
- **Humanify**—allows you to earn social capital by giving your unique gifts to the community, www.humanify.co



- **SACRED SPACES**

- **ServiceSpace**—an incubator of gift-economy projects (e.g., Karma Kitchen), www.servicespace.org
- **Well-being in Business Lab**—aligning business with what makes us deeply well



- **SPIRITUAL CHALLENGES**

- **21-Day Kindspring**—group mindfulness/kindness/eco-footprint challenges, www.kindspring.org/challenge/



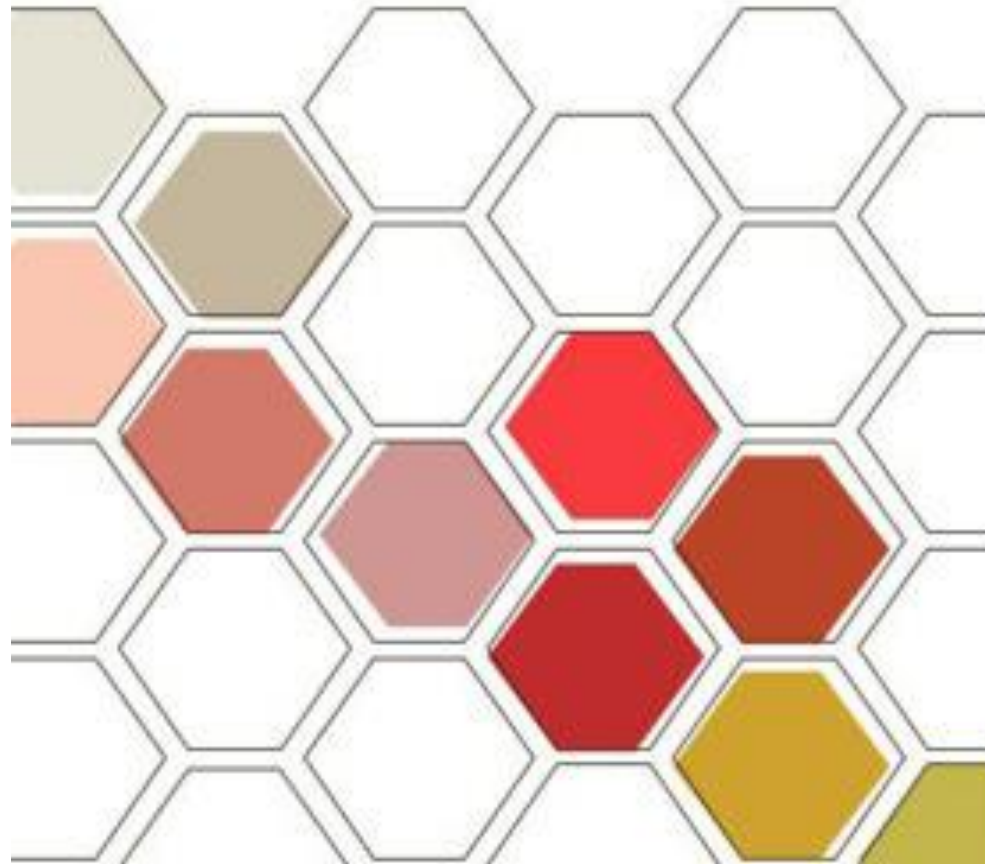
HOW TO TAKE CONSCIOUSWORLD TO SCALE AND DRIVE SOCIAL CHANGE

LEVEL 4: THE VIRAL HUB'

- **ILLUMINATE**
 - *Through the Web*
 - Form and aggregate partnerships with related spiritual applications, tools and movements to help kindred entities increase their visibility and virality and to accelerate collective emergence
 - Publicize and promote conscious entities/partners through our platform by expanding their digital presence
 - E.g., social media, UGC, online publication, etc.
 - *Through Physical Convenings*
 - Arrange public visits to sites of pioneering efforts around consciousness
 - *Through Television*
 - Aim to create a PBS miniseries around the members and partners of ConsciousWorld



OUR TEAM





FOUNDING CONSORTIUM MEMBERS

- **EMANUEL KUNTZELMAN** — Social Activist, Environmentalist, Co-founder of the Foundation for the Future in Spain, Founder and President of Greenheart International
Contact: ekuntzelman@greenheart.info
- **UDAY KHEMKA** — Managing Trustee of the Nand & Jeet Khemka Foundation and Member of the Global Philanthropists Circle Advisory Committee for the Spiritual Civilization Group
Contact: ukhemka@sungroup-global.com
- **ERVIN LASZLO** — Philosopher of Science, Founder of Systems Philosophy and General Evolution Theory, Founding Member of the Club of Rome, Founder and President of the Club of Budapest, Founder and Chairman of the World Wisdom Council, Two-time Nominee for the Nobel Peace Prize, Winner of the Goi Peace Award, Chancellor of the Giordano Bruno GlobalShift University, Author of 90 Books, Classical Pianist, Founder of the Laszlo Institute of New Paradigm Research
Contact: ervin@ervinlaszlo.it



PROJECT COLLABORATION

CONSCIOUSWORLD (CW) PARTNERSHIP WITH LASZLO INSTITUTE OF NEW PARADIGM RESEARCH (L-INPR)

LASZLO INSTITUTE*

Generates Consciousness research/Honeycomb
'cell' content



CONSCIOUSWORLD

Implements the research findings—used to inform Levels
1-3—and engages the world



* The Institute's objective is to research and develop the "new paradigm" emerging across various sectors (e.g., health, business, science, education), and to bring the results to the attention of the public.

L-INPR Honorary Fellows

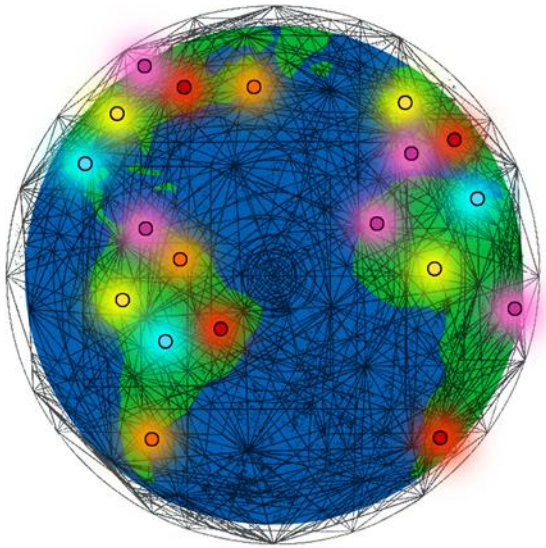
- Jane Goodall
- Jean Houston
- Deepak Chopra
- Duane Elgin
- Elisabetta Dami
- Zhi Gang Sha
- Pier Mario Biava
- James O' Dea
- Barbara Marx Hubbard
- Stanislav Grof





PROJECT TEAM

- **SHAMIK DESAI, PROJECT LEADER** — Stanford, Johns Hopkins, Morgan Stanley, Cisco Systems, World Bank, ShoreBank, Author
 - *Truth in Numbers* (2016) — Wrote a novel about the transition to the next stage of social evolution, in which freedom is rooted in consciousness and spiritual wealth is generated from within purposeful enterprises
 - Contact: +1.646.387.7930, shamik.desai2@gmail.com
- **JOE ST. CLAIR, HEAD OF CONSCIOUSNESS RESEARCH** — Author, Entrepreneur, Life Coach, Management Consultant at Logica, MD of Laszlo Research Institute
 - Contact: +44.7775.435729, jstclr@gmail.com
- **NORA CSISZAR, SOCIAL MEDIA PROMOTION & ADMINISTRATIVE SUPPORT** — University of Budapest (Psychologist), Project Manager at Laszlo Research Institute
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thank you