



The Sustainable World Project

A project which can solve all local, regional, national and global problems
creating a world that works for all people by the year 2050

5 YEAR PROJECT PLAN

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Illustration 1: 21 of our leaders in March 2020



1 PROJECT SUBMISSION FORM

Project Principal:	Richard Alexander, born 24th Aug 1969 in the Netherlands
Project Organization:	SustainableWorldProject.com, founded in the Netherlands and operating in India
Project Name:	Sustainable World Project
Project Type:	Humanitarian – Not for Profit
Project Duration:	From 2000 to 2050. Request for funding for 2020 to 2025
Project Funding:	One time grant of 7 million Euro
Project Location/Country:	Empowerment Camps: India, Peru, Brazil, Rwanda, Indonesia, Costa Rica Empowerment Tour, Empowerment Platform and THRIVE Empowerment Centers: 212 countries
Potential Impact:	The quality of life of 8 billion people
Organization's Websites:	www.SustainableWorldProject.com
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Mailing Address:	Richard Alexander SustainableWorldProject.com Disclosed on Request Bangalore 560082, Karnataka India
Passport # / Country :	BN4123CD9 / Netherlands / lifelong visa India (OCI card)
Expiration Date passport:	16-3-2025
email Addresses:	richard@SustainableWorldProject.com
Teaser video:	https://www.youtube.com/watch?v=g8wiQV8UuqM
Submitted to:	Ambassador Red Dragon Family / Deepdisclosure.com
Submission:	November 2015 / February 2019
Legal Advisor / Phone:	



2 Executive Summary / Abstract

The Sustainable World Project was started in the year 2000 by Richard Alexander. To launch we are repurposing our Dutch not for profit foundation. The Founder will be Richard Alexander. We have setup a collaboration with the Vidyaranya NGO in India in 2019. In 2020 and 2021 we will build a core team of 50 Primary Continent Leaders. Currently, May 2020, we have 11 Primary Continent Leaders and are interacting with nearly 16.000 youth leaders worldwide. <https://www.facebook.com/groups/YoungWorldLeaderProgram/>

The cause of all forms of violence (emotional, verbal and physical) is found in the mind. The violence we see in our world is a reflection of the mental violence in our minds. The cause of ALL problems worldwide is our default state of lower egoic consciousness. We can solve ALL suffering for ALL people by bringing the minds of a critical mass of people of the world population to a higher state of consciousness. Latest consciousness science and Ancient Wisdom from around the world informs us how a critical mass can change the collective consciousness. To increase our impact on the collective consciousness we will experiment with critical mass actions using pyramids, Sidereal time, thought coherence, heart coherence and more. References for scientific evidence and information are on the last page.

Our vision and objective is to create a world that works for all people by the year 2050. Our mission is to organize highly participative, authentic, empowering, interactive online and offline live community events where through participation in shared activities we connect the hearts and raise the consciousness of millions of people in 212 countries worldwide. Our founder Richard Alexander will teach a critical mass of 10.000 change makers worldwide to bring their minds to a state of unity or heart consciousness. These Sustainable World Leaders will connect to thousands of locations with millions of people through audio and video and bring the minds of our participating audience to a higher consciousness. This will cause a **sustainable** shift in the collective consciousness and solve the problem. The simplest way to understand our work is to wonder how the world will change when daily ALL people experience a true sense of connection to themselves, to each other, to their environment and life itself. When people daily experience universal love, joy and inner peace, how will that change their thoughts, feelings, communications and actions?

The Sustainable World Project has four elements:

1. An online Empowerment Platform
2. The launch of THRIVE Empowerment Centers
3. The Primary Leader Training
4. 16 Empowerment Camps

Richard Alexander graduated top of his class, Cum Laude, as Civil Engineer, was CEO of a European IT company, and is currently active as founder of the Sustainable World Project. He is joined by 5 Primary Continent Leaders. Download their introductions by clicking the next link: <http://www.sustainableworldproject.com/downloads/PCL%20Intros.pdf> We are in 5 different funding processes, one being self funded. The others via the Red Dragon family, Deepdislosure.com, 'the Sedona Connection' and companies like A.E.G. We are in the process of creating our collaboration with Humanity's Team, Heart Math, Ubuntu Contributionism, The Venus Project, Disclosure Project, Thrive Movement, the Art of Living and more. All these organizations have a global reach.

Future plans involve the facilitation of the Shanghai Act. This will be facilitated by Primary Continent Leaders worldwide and awaken 80 million people in 2028. This act will show our vision and explain in 50 steps how we will achieve it. This act will show the real past of



humanity, then will have an interactive dialogue with the Participating Audience worldwide and last it will show the wonderful inspiring future waiting to be claimed by humanity.

We will sustain the project financially through attracting funding for humanitarian projects and by inspiring a participating audience who will be paying a monthly subscription fee. Backup plans are in place if we do not reach our target numbers.

3 The Sustainable World Project

3.1 Introduction

The Sustainable World Project will instill higher consciousness values and skills through participation in online and offline local, domestic and international interactive events using guided dialogues, light, sound, movement and touch designed to transcend the Egoic conditioned mind. These sessions will lead to unprecedented experiences of unity consciousness in a critical mass of initially 750 and later 10.000 Sustainable World Leaders. These 10.000 leaders will bring the same unprecedented experiences to a participating audience of millions of people. As all consciousness is connected these experiences will bring forth new thoughts and new ways of being in the collective consciousness of humanity. This will lead towards new ways of communication, new types of action and new ways of collaboration. These new ways of collaboration will lead to a sustainable world; a world that works for all people by the year 2050.

3.2 History

Through many pilot projects the 9 transformational programs of the Sustainable World Project have been tested, evaluated, modified and re-tested over the last 20 years. In 2015 we started our 5 year soft-launch including the launch of our online Empowerment Platform. March 2016 the Founder Richard and one youth leader Saba took one year to lay down the foundation for the program.

June 2016 we started the first THRIVE Empowerment Center in Bangalore, India. May 2017 we started the first of 5 pilot Empowerment Camps. In 2018 and 2019 we reached out to more than 100.000 youth leaders and started the pre-selection process for finding Primary Leaders. February 2nd 2020 we started our 30 year worldwide implementation phase. We are currently (Feb 2021) interacting with nearly 25.000 leaders in our Facebook Group and we have selected 5 Primary Continent Leaders.

3.3 The Need

What is the Need

Billions of people are suffering on a daily basis. Humanity needs to be assisted to overcome this suffering. Humanity needs to be assisted to move from a young immature violent species, controlled and manipulated by secret rulers, fighting and competing for survival, to an awakened higher consciousness society thriving in abundance for all beings.

Why is there a Need

The world is currently in a phase where chaos, violence and suffering is waking up humanity. Technology has evolved faster than consciousness and secret rulers with insane agenda's have brought our world at the brink of destruction. As humanity awakens to unity consciousness worldwide, there is an urgent need for higher consciousness programs. These programs will



avoid further, possible severe, consequences coming from an old egoic mindset and will assist humanity to create a sustainable world.

What is the Problem that Creates the Need

The lower egoic consciousness is the default state of mind (also known as Beta state) for most people most of the time. The judgment, which comes automatically and frequently in this state of mind, brings an almost continuous, often subconscious experience of separation. The ongoing identification with painful, negative thoughts and feelings leads to unconscious violent communication and action. This is as well to ourselves, as to each other, as to our environment. It causes tremendous suffering for billions of people. It causes a world which does **not** work for all. **The lower (egoic) consciousness is the root cause of all problems worldwide.**

3.4 Seven Statistics that Support the Reality of the Problem

1. War - around 200 million deaths in the 20th century only
<http://necrometrics.com/all20c.htm>
2. Hunger – 805 million people go to bed hungry - (September 2014)
<http://www.trust.org/spotlight/Hunger-facts-and-stats>
3. Poverty- 2 billion people live in poverty - (July 2014)
<http://www.rt.com/news/175208-un-development-report-poverty/>
4. Crime – every minute someone is murdered in our world (2012)
https://en.wikipedia.org/wiki/List_of_countries_by_intentional_homicide_rate
5. Depression – more than 300 million people are suffering from depression
<http://www.who.int/mediacentre/factsheets/fs369/en/>
6. Suicide – yearly 1 million people commit suicide and 20 million make an attempt (2011)
<http://www.medicalnewstoday.com/articles/234219.php>
7. Environmental destruction – air pollution, water pollution, soil and land pollution, noise pollution, genetic modification, desertification, deforestation, loss of biodiversity, disposal of wastes, etc.

3.5 What Happens when this Project is Not Started

My personal experience and my research tell me that our world will awaken no matter what. Universal Laws governing evolution will take care of that. I believe it would be my ego talking if I said that without this project the world will not transform. However, I do believe that this project can support reducing the duration and the intensity of the transition. It will therefore reduce the suffering for billions of people. In this we find our purpose.

3.6 Solution

The solution to the problem is to shift the global collective consciousness from lower egoic levels to the higher levels where we experience unity consciousness. For this to happen we need to slow down the mind from the default state of Beta to Alpha, Theta or Delta. The Sustainable World Project will unite 10.000 Sustainable World Leaders. They will cause a sustainable shift in their consciousness and the collective consciousness in two ways:

1. Tangible: Through Worldwide Interactive Events on our Empowerment Platform, Sustainable World Leaders will impact the consciousness of millions of people on thousands of locations by inspiring participation in shared activities.
2. Intangible: The moment that we have a critical mass of Sustainable World Leaders experience a higher consciousness, (brain activity down to Alpha, Theta or Delta) then it will impact the collective consciousness as all consciousness is connected as one. This means that all people here on earth will instantaneously start experiencing a higher state



of consciousness. This is scientifically proven by the latest consciousness science and known under different labels like the meditation effect, extended Maharishi effect or the 100th Monkey Effect. This effect can be strengthened by the use of Pyramids, specific time slots like 1:30 Sidereal time, by using techniques, like from Heart Math and/or others, to create more coherent thought and heart waves. We are continuously doing research to find more and more effective distinctions to raise the collective consciousness. All these distinctions will be embedded in our 9 programs for radical transformation. More information on some of the above 'out of the box' solutions on the last page of this document.

3.7 The Four Elements of the Sustainable World Project

1. The online Empowerment Platform, which is hosting different interactive events for a Participating Audience by Sustainable World Leaders from each and every country worldwide.
2. The THRIVE Empowerment Centers, governed by the Sustainable World Leaders themselves, as a local structure to sustain the work after the camps.
3. The offline Primary Leader Training in Bangalore, India.
4. The 5 Pilot Camps and eleven 6-week long Empowerment Camps.

The online Empowerment Platform

July 2016 we hosted 10 weekly sessions on Skype and Zoom in our soft launch phase. The platform also uses Facebook and WhatsApp groups for leader selection. Currently we have weekly online sessions on Facebook to bring life changing value to our Sustainable World Leaders and our Participating Audience. The Platform will connect the THRIVE Empowerment Centers and the Empowerment Camps with a Participating Audience. For reaching 8 million people in 2026 the Empowerment Platform will use Zoom to host, will broadcast live, will use a global chat program to interact with all people and will use parallel Skype or WhatsApp Buddy calls for plenty of individual interaction. To understand our Empowerment Platform in the Soft Launch phase watch the videos of chapter 8. To understand the platform in the future click the following link: [Read PDF Vision 2026](#)

The THRIVE Empowerment Centers

After the training camps, the Sustainable World Leaders return to their home communities, where they are guided to establish THRIVE Empowerment Centers to sustain and springboard the work (and the new awareness that accompanies it) to the broader community and the world at large. THRIVE Empowerment Centers are places where members of communities come to empower and enable themselves. A place where one can discover oneself and one's purpose. We have observed that when one finds one's purpose – their authentic self-expression – they become a member of society who is playing an active role in the advancement of society. To understand THRIVE Empowerment Centers in more detail click the following link: [Read PDF](#)

The Primary Leader Training

The first Primary Continent Leaders have started their training on location in Bangalore, India. Boarding is included. By December 2022 we aim to have reached a total of 50 Primary Continent Leaders. They will play a key role in transforming our world.

The Empowerment Camps and Empowerment Tours

A total of 10.000 leaders from around the world participate in a series of camps where, for a period of six weeks, they live and learn together in environments which are conducive to activate higher consciousness leadership. Through the use of sound, light, movement, breathing, meditation and touch, they are taught how to return their minds to the natural state of



Alpha. They learn to dis-identify of negative thoughts and feelings and develop love centered habits revolving around 6 heart virtues - Appreciation, Compassion, Forgiving, Humility, Understanding and Valor.



Illustration 2: The Empowerment Camps and Empowerment Tours

After the camps there will be Empowerment Tours for the Primary Continent Leaders to give them additional exposure to the worldwide local communities, but also to meet with scientists, inventors and other people working on creating a sustainable world. In the Empowerment Tour we will visit our partnering schools, go to sacred sites to meditate, visualize and manifest a sustainable world. We will be online connected to our Participating Audience through the Empowerment Platform. Our Facebook Page with Participating Audience can be found by clicking the next link - <https://www.facebook.com/SustainableWorldProject>

3.8 Benefits of our work

Overall Benefits

Unprecedented experiences of oneness in the collective consciousness. In other words: unprecedented experiences of Love, Joy, Freedom, Full Self Expression, Playfulness and Peace of Mind for ALL people.

Six Specific Benefits of Being in a State of Higher Consciousness

When we shift to a higher consciousness, brain activity reduces. The state of mind will shift from Beta to Alpha, Theta or Delta. This will:

1. Relieve stress and promote a lasting and substantial reduction in people prone to violence and/or states of anxiety.
2. Facilitate a deep physical relaxation and mental clarity.
3. Increase verbal ability and also the performance IQ.
4. Better synchronize the two hemispheres of the brain.
5. Recall mental images live and spontaneous imaginative and creative thinking.
6. Reduce pain and suffering, promote euphoria and stimulate the release of endorphins.



Skills which will be Improved

The following skills will be strengthened in the consciousness of the Sustainable World Leaders.

- Non-Violent Communication Skills - Leadership Skills - Critical Thinking Skills
- Social Skills – Complex Problem Solving Skills - Non Judgmental Listening Skills
- Decision Making Skills - Observation Skills - Conflict Management Skills
- Reflection Skills – Non verbal Communication Skills – Manifestation Skills

Values which will be strengthened

The following key values will be strengthened in the consciousness of the Sustainable World Leaders. Acceptance, Authenticity, Compassion, Commitment, Courage, Faith, Initiative, Joy, Peace of mind, Self esteem and Playfulness. To see the full list of 106 values which will be strengthened in the consciousness of the Sustainable World Leaders click: [Read PDF all Values](#)

Benefits for our Partners

Through our online Empowerment Platform we will promote our partners and their missions to millions of people. This will forward the fulfillment of the objectives of all our partners. Worldwide exposure will accelerate all projects creating a world that works for all.

Benefits for Humanity

Every time we cause our critical mass of 10.000 Sustainable World Leaders to be in a state of higher consciousness, there will be a quantum jump in the collective consciousness. This means instantaneous improvement of quality of life for ALL human beings. Instantaneously all the above values, skills and benefits in the consciousness of the 10.000 Sustainable World Leaders will become available for humanity at large without tangible interaction.

3.9 Objectives

2022 => Five Pilot Empowerment Camps have delivered 50 Primary Continent Leaders. In camp P4 five Primary World Leaders will be chosen out of the 50 Primary Continent Leaders.

2026 => Six Empowerment Camps have delivered 936 Country Leaders. Camp 7 will facilitate a first 6 week long global critical mass action at Pyramid Valley at 1:30 Sidereal time to start shifting the global collective consciousness for 1 hour per day. Through Worldwide Interactive Events 1.596 Sustainable World Leaders are in unity consciousness for 1 hour per month on our online Empowerment Platform with 0.1% of the world population, causing these 8 million people to experience unity consciousness for 1 hour per month. Daily a growing 1600+ community of Sustainable World Leaders and Country Leaders impact the collective consciousness of 4 billion people for 1 hour during the 1:30 Sidereal time slot.

2028 => Five more Empowerment Camps have delivered 10.000 Sustainable World Leaders. Through Worldwide Interactive Events these 10.000 Sustainable World Leaders are in unity consciousness for 2 hours per week on our online Empowerment Platform with 1% of the world population, causing these 80 million people to experience unity consciousness for 2 hours per week. Daily a growing 10.000+ community of Sustainable World Leaders impact the collective consciousness of 8 billion people for 1 hour during the 1:30 Sidereal time slot.

2030 => Through Worldwide Interactive Events 100.000 Sustainable World Leaders are in unity consciousness for 2 hours per day on our online Empowerment Platform with 10% of the world population, causing these 830 million people to experience unity consciousness for 2 hours per day. Daily a growing 100.000+ community of Sustainable World Leaders impact the collective consciousness of 8.3 billion people for 1 hour during the 1:30 Sidereal time slot.

2035 => Through Worldwide Interactive Events, with 12 two hour shifts of 1.000.000 Sustainable World Leaders each, a total of 12.000.000 Sustainable World Leaders is in unity



consciousness throughout the day. On our online Empowerment Platform anybody in the world population who wants to 'recharge', has an opportunity at any location and any time to shift from egoic to unity consciousness.

2050 => a world that works for all people.

3.10 Methodology / How the Solution is delivered

As not all people are comfortable with meditation we have developed many different ways to facilitate the shift in consciousness. Here is a list of different activities we use on our platform to shift people's consciousness from the lower egoic range to the higher unity consciousness. As the amount of Primary Leaders is growing we will have more 'flavours' to offer. We can add programs revolving art, sports, cooking and more. Remember there is no 'right way' to raise our vibration. It is highly individual. People can choose any program they love, any program that resonates with their heart.

1. Transformational Interactive Dialogues. (TID) - 20 years of experience
2. A Rhythmic Movement Program. (RMP) - 25 years of experience
3. A Vocal Expression Program. (VEP) - 7 years of experience
4. A Healing Program. (HP) - 22 years of experience
5. A Wellness Program. (WP) - 24 years of experience
6. A Spirituality Program. (SP) - Breathing, Chanting and Meditation - 5 years of experience
7. An Awakening Program. (AP) - 6 years of experience
8. A Reconnection with Earth Program. (REP) - 6 years of experience
9. A Projects Program. (PP) - 22 years of experience

3.11 How does it Work and Evaluation

We will teach the leaders:

1. to not look at the outside world as an isolated independent system
2. to focus on the inside, which changes the outside
3. to focus on who they are being in the present instead of performing unconscious action to obtain material (money, car, house, partner, the right body) or mental positions (being CEO, being famous or being rich).
4. to work from inspiration instead of judgment. We stop launching projects because 'something is wrong'. We launch projects as an expression of love through the personal purpose of the Sustainable World Leader.
5. to focus on empowering non violent communication and non judgmental listening instead of reactionary (Egoic) intellectual and righteous talking.
6. how to unite the world by creating a 'bigger' context of a 'Sustainable World that works for all' (understand how this works by watching the movie Invictus where Nelson Mandela unites his country using the same principle)

Our continuous question 'What's present' creates an observer in the mind which brings out the thoughts in the conditioned mind. By non judgmental listening these thoughts are accepted and lose the power to dominate the mind. Unconditional acceptance is one of the key values of unity consciousness and through the process of asking this question repeatedly judgment reduces and the personal power (experience of oneness a.k.a. true universal love) starts to grow. The people will dis-identify from judgmental thought of their egoic conditioned minds. They become more conscious; they become self aware. By continuous repetition of this question, we create more coherent thought waves in large groups of people and shift the collective consciousness towards the experience of oneness.



In our Transformational Interactive Dialogue (TID) Program we use real life stories. These stories are delivered by our founder Richard Alexander who playfully creates a safe environment where insights bring subconscious belief systems to the conscious. There we can evaluate and make a new choice if a belief system does not serve us. Facilitating these stories online in Worldwide Interactive Events will impact the mindset of millions of people. Over time Sustainable World Leaders will take over the facilitation of this TID program and the 8 other programs for radical transformation.

The Awakening Program will awaken a critical mass of 10.000 Sustainable World Leaders to what has truly been going on in our world. This program will explain to them how we can overcome our worldly problems by shifting our consciousness. Latest consciousness science shows how we can transfer this awakening to the collective consciousness. Instantly people will know what has truly been going on without tangible interaction. This can be explained through the story of 100 monkeys. [Read the story.](#)

As all minds are being in a state of Alpha or higher, people will be inspired by the experience of unity consciousness. When we are BEING inspired we will think in positive, loving and constructive ways. These thoughts will lead to new dialogues, new collaboration and new inspired action. A critical mass of people taking inspired action will lead to worldwide projects created from a realm of unity consciousness. This will lead to a world that works for all.

Evaluation

1. We will measure the state of mind of the Sustainable World Leaders during the different activities. (Alpha, Beta, Theta or Delta)
2. When we start doing the critical mass actions and the larger interactive events we will measure the local, domestic and global decrease in the following six statistics. War – Hunger – Poverty – Crime – Depression – Suicide. We will also connect with the Global Consciousness Project and measure the impact we have on the collective consciousness.

3.12 Qualifications of the Organization / Why by us

Most programs have failed to uplift humanity in a sustainable way as they were still largely facilitated from the old lower egoic consciousness; a paradigm based on 'talking, words, doing and having'; a paradigm based on secrecy, separation, division, competition, comparison, winning, being the best, being special, entertainment without a context for enlightenment or entertainment without participation. A paradigm where people mostly operate from ego and identity as they do not feel safe enough to be their authentic selves. As people, with no doubt with wonderful intentions, are trying to do good work, but operate from lower egoic consciousness they still add violence to the collective and sustain an unworkable world.

Einstein said: "A problem cannot be solved with the same consciousness that created the problem!" This makes it clear that **FIRST** we need a shift in consciousness, next we can solve our worldly problems. **However, it is VERY difficult for people to get that the ONLY thing there is to 'DO' is to 'BE' in unity consciousness. People are addicted to 'DOING' and when we operate from lower consciousness we actually add to the problems in our world. First we need to create ongoing experiences of love, joy and peace of mind. This is what the Worldwide Interactive Events and Critical Mass Actions are for. A vehicle, a system that repeatedly (first monthly, then weekly, daily and finally ongoingly) brings people back to love, joy and peace of mind. From that space of higher consciousness action will start flowing effortlessly. This will produce unprecedented results.**



The unique skills of our founder Richard Alexander which he has acquired through his life experience play a major role in the beginning. He will inspire the Sustainable World Leaders to facilitate our events from a higher consciousness based on genuine, non-violent communication and non-judgmental listening. This will lead our participating audience to feel safe enough to transcend the old paradigm of egoic separating thought. They will start to experience how wonderful and powerful they truly are. They will start to experience true **unconditional** love, joy and peace of mind. (state of Alpha and higher) In a state of Alpha people automatically claim their power as they get connected to all that is. If we are connected to all that is, then we can influence all and therefore heal all and solve all.

4 The Company

4.1 Description and History of the Organization

Our Sustainable World Project aims to satisfy the demand of people to create a sustainable world by offering our online Empowerment Platform, our Empowerment Camps and our support for them to start THRIVE Empowerment Centers. The demand for change gets fulfilled by empowering and uniting the people so they transcend limiting Egoic thought and start relating to themselves as powerful non-violent change makers.

In the last 20 years various elements of our work have been governed from private limited companies and not for profit foundations. For our Sustainable World Project we are repurposing our not for profit foundation in the Netherlands and have created a collaboration with the Vidyaranya NGO in India.

4.2 Legal Structure and Articles of Incorporation

In 2016 the entity 'SustainableWorldProject.com' was started as a not for profit foundation in the Netherlands. The articles of incorporation are available on request.

4.3 Board of Directors Netherlands

1. Richard Alexander – Founder and Chairman
2. Simone Stegehuis - Secretary

Advisory Board

1. Sunitha Sridhar – Founders Friend - support with overcoming cultural differences in India
2. Ramesh Mandur – Founder Vidyaranya – our NGO partner for India

4.4 The Role and Value of the Advisory Board

Support with the implementation of the vision, branding, internet presence, marketing and communications. Coordinating operations in India. Guarding the quality of the work.

4.5 Employees

We aim for employees to work part time. This way people can reduce stress and spend more time in a state of higher consciousness (which is important in this project), spend more time with family, pursue other commitments and we avoid some of the ego clashes. Employees will be Primary Continent Leaders, Country Leaders and Project Leaders. As long as no external start-up funding is available or cash flows are too low we will use the Primary Continent Leaders as



volunteers to fill all the roles of the Core Team. With external funding we will start hiring 13 part time employees at the beginning of 2020 and expand to a total of 26 (2 people per role into 13 roles) people for the roles of the Core Team. The basic idea is 2 people working part time per role. Role number 6, Visionary and Training Facilitator is managed by the Founder Richard Alexander.

Core Team

1. Fund Raising & Financial matters
2. Project Manager
3. Marketing & Promotion
4. Sales Manager
5. Communication
6. Visionary and Training Facilitator
7. F&B Manager
8. Well-being Manager
9. Executive Assistant
10. Video Artist
11. Secondary Leader
12. New Technology / Website Manager
13. Organic Garden
14. Media

Local Support Bangalore

- Security Guard
- Cleaning Staff
- Office Assistant
- Driver

Primary Leaders

- 5 Primary World Leaders
- 50 Primary Continent Leaders
- 936 Country Leaders

4.6 Volunteers and Other Resources

We will use volunteers and/or Sustainable World Leaders for translation, support in producing the camps, facilitating the activities in the camps and/or Worldwide Interactive Events. We will hire local organizations for managing some of the company and legal matters, accounting, arranging audits and tax work.

4.7 Intellectual Property

There is no intellectual property as we strive to work in a 'higher consciousness' paradigm without ownership. There is no concern for organizations or people to (mis)use our 'material' as it is not our material which brings the unique value, but the intangible higher consciousness. This consciousness has come through the life experience of our founder. It cannot be replicated without going through similar processes. People with similar consciousness will always look to collaborate. People with lower consciousness will not succeed with our 'material'.

5 Marketing Plan

5.1 Industry Description and Outlook

Youth empowerment is a worldwide encouraged industry. Governments, the corporate world, other organizations and individuals all endorse to empower the young. However, due to a lack of exposure to truth, while being brain washed by our media, most people are not (fully) aware that 'reality' is a function of consciousness. Therefore most organizations are focusing on changing the external physical world while (largely) ignoring the inner world. Our niche is to change the inner world, in other words to shift the mindset or raise the consciousness.

As young people are revolting worldwide ([Read one example.](#)) it is the perfect time for us to step in and assist them in their awakening. Observing how many young people reach out to higher consciousness movements like the Thrive Movement, the Disclosure Project, Ubuntu Contributionism, the Venus Project, Humanity's Team and others, the outlook looks positive for



our 'Industry'. More and more youth have woken up to the control, corruption and manipulation by rich elite families. They are ready to cause change.

5.2 Sustainable World Leader Profile

Sustainable World Leaders are: English Speaking, age 18 to 35 years old (we allow all ages), having access to a fast internet connection, you are active, creative, rich in initiative, open minded, eager to learn, eager to change the world, interested in becoming a full time change maker and ready to embrace differences. (country, culture, religion) You want to be at service, you are self empowered, you have completed your schooling, are about to complete your schooling or are ready to switch school and complete your education at our THRIVE Empowerment Center in Bangalore, India. You are self educated or you are from a progressive school, a school which promotes meditation or a school which is active in creating and/or promoting a sustainable world in other ways. You are ready to spend **all** time up to the year 2050 to change the world, you are a child of awakened, active and supportive parents who respect your free will or you are strong enough to stand up for yourself.

5.3 What are their Critical Needs?

We identify 4 critical needs: Belonging, Mastery, Independence, Generosity.

Our Sustainable World Project addresses these 4 needs through offering the following 8 elements. [Read PDF Critical Needs Target Market](#)

5.4 Where are they Located?

We will find powerful youth in the world of music, dance, schools, colleges, universities, youth movements or any other group or community where young people are empowered. These youth are often a member of a family which has:

1. overcome difficulty
2. aware parents and/or grand parents
3. learned from mature teachers, masters or Gurus

We are finding youth through Facebook by sharing in youth groups and / or other (higher consciousness) movements around meditation, peace or sustainability. After 5 years of doing pilots at schools we will start approaching schools for long term collaboration in 2020. In these schools a self selection procedure will generate one youth per school with the potential to become a Sustainable World Leader.

5.5 Size of the Market and Market Share

- Around 12.7% of the world population is between 10 and 25 years old in 2015. <http://populationpyramid.net/world/2015/>
- Approximately 17% of the world population is speaking English. https://en.wikipedia.org/wiki/List_of_countries_by_English-speaking_population
- This gives a total size of the market of 157 million young people. With 4 billion internet users in 2018, we assume that most of these 157 million are already online. <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- Out of 160 students who volunteered to be part of our pilot in 2014 we identified 1 student who fitted the Sustainable World Leader profile best. This gives a final market of about 1 million English speaking, internet connected powerful young change makers between the age of 10 and 25.



Market Share

We focus on the most committed of the extraordinary youth. The 1 out of a 100 of the best. The ones with such a strong sense of commitment that they will dedicate their entire life to transforming our world. To find our 10.000 Sustainable World Leaders within 1 million powerful young change makers we will need to acquire a 0.85% of the market.

5.6 Unique Selling Proposition

1. Our context is not teaching anything which you can do right or wrong. Our context is focused on experience or in other words consciousness while being together in a shared activity. We inspire and impact through our being / consciousness.
2. Our ability to transfer higher consciousness values and skills through providing a non judgmental, non-authoritative, transparent, playful and genuine environment. It creates a safe and joyful space where (young) people open up, accept themselves and claim their power.
3. Our vision for a world that works for all is detailed till the year 2150.
4. A low entry barrier by having an average 5 Euro monthly subscription fee for the Empowerment Platform.
5. Our awareness that problems are NOT solved by focusing on them, talking about them, resisting them or fighting them. The only thing to 'do; is to create a shift in consciousness for 10.000 Sustainable World Leaders. As we do so we change the collective consciousness. All people's minds are connected to the collective consciousness. **This means that we will literally change the minds of people who previously caused 'problems' by their lower egoic consciousness without tangible interaction with them.**

5.7 Pricing, Positioning and Offers

To create a low market entry barrier we position our Empowerment Camps at a starting price of 25% of the net monthly family income. To cover the cost we use income from the monthly subscription of our Participating Audience. Over time we will increase the price of the camps to 150% of the net monthly family income so together with other revenue streams the camps will become sustainable within 5 years. To guarantee a specific budget for the camp, while providing equal opportunity, we will pre-define income groups so we know upfront how much income our camp will generate. For more detail please download our excel sheet and look at the page 'YWLEC Base Table': [Download Spreadsheet in Excel Format](#)
[Download Spreadsheet OpenOffice Format](#)

For the Participating Audience (PA) we position our Empowerment Platform at an average price of 5 Euro for the monthly subscription. To create equality in opportunity we will set the price using 4 categories of family income depending on the demographics of the participants.

For the Empowerment Camps and Empowerment Platform we can adjust the registration fee looking at our cash flow, the strength of our Sustainable World Leader brand and the average income of people in the targeted area.

5.8 Marketing Materials and Promotions

1. Sustainable World Project videos. See <https://www.youtube.com/user/GetaWorldYouLove/videos>
2. Sustainable World Project PDF's for promoters, participants, parents, youth movements, partners, schools and the public. See www.sustainableworldproject.com/download.htm



3. Web pages. See www.SustainableWorldProject.com

5.9 Competitive Analysis

As part of our work is the shift from competition to collaboration we see two possibilities. When other organizations are operating in the old paradigm, then we will attract our market by our unique ability to bring value. (See our Unique Selling Proposition). When other organizations operate in the new paradigm, then they will be happy to explore collaboration. For our competitive analysis we are looking at Youth Leader, Yes!, WE, Taking it Global, Roots and Shoots, Children of the Earth and Generation Waking Up. Download our initial 2 page research: [Read PDF Competition](#)

Based on the research that we have done so far it would appear that although some youth movements do focus on spiritual unity, it would seem they are more interested in launching projects and exchange dialogue, rather than getting a critical mass of youth into a ground state of unity consciousness, as we have planned. Another thing is that there are very few youth movements who have connections to organizations like the Thrive Movement, Ubuntu Contributionism, the Venus Project, the Sedona Connection or Deepdisclosure.com. This is going to be one of our advantages in moving forward. Another advantage is our miracle healing program and knowledge of ancient wisdom hidden for the mainstream. This will also give us an advantage over the competition as they focus mainly on externals instead of solving the true cause of all problems. The true cause of all problems stems from internals => consciousness!

5.10 Strategy

5.10.1 Broad Strategy for creating a Critical Mass of Aware Leaders

Through weekly sessions on our Empowerment Platform we empower our leaders. We start by focusing on the 50 Primary Continent Leaders, then the 1000 Country Leaders and 10.000 Project Leaders. Parallel we empower the students and other members of our Participating Audience.

People who would like to partner in creating a sustainable world can either take up a leadership role for at least 2 hours daily or they can take leadership by being part of our Participating Audience for at least 2 hours weekly. Our weekly sessions will evolve into our Worldwide Interactive Events which will reach millions of people. This will generate millions of leaders.

This process starts in our Facebook group -

<https://www.facebook.com/groups/YoungWorldLeaderProgram/permalink/2173053816082279>

5.10.2 Broad strategy Critical Mass Actions

From July 2026 onwards we use our critical mass actions to shift the collective consciousness. This shift will be brought directly through consciousness (the intangible way) and through the Worldwide Interactive Events (the tangible way). The 9 programs for radical transformation from chapter 3.10 will be used in this strategy. We will start by building a powerful, authentic, transparent relationship with our Participating Audience. This will create the 'space' to expand their awareness. Then we create awareness:

1. around the past corruption in the financial control systems and all other sectors in our world. (arts, environment, media, education, economics, pharmaceutical, government, energy, justice, relations, science, spirituality)



2. around the Deep State, trafficking, DUMB's and adrenochrome
3. around how our minds, brains and consciousness works
4. through programs that heal the past, invite you to live in the Now and Co-Create a beautiful vision for the Future.
5. through exposure to Thrive Movement, Ubuntu Contributionism, the Venus Project and more.
6. around the opportunity to move from scarcity income to basic income to abundant income to a moneyless society.
7. through disclosure of new energy solutions, new transportation solutions, Secret Space Programs, ET's and more. Steven Greer, Simon Parkes, David Willcock, etc.

5.10.3 Broad Strategy Healing, Disclosure and Projects

Abbreviation for programs are found in chapter 3.10.

2026-2028

Facilitate the 9 programs for radical transformation for 2 years for 0.1% of world population – 8 million people Participating Audience. The TID Program builds a powerful relationship. In that space we can disclose (Awakening Program) while heal (Healing Program, Spirituality Program, Transformation Interactive Dialogue Program, Rhythmic Movement Program, Reconnect to the Earth Program, Vocal Expression Program, Wellbeing Program) while fixing the world through the Projects Program. As funds increase we will bring UBI (Unconditional Basic Income) to these 8 million people spread over 50 countries and start pilots in all other countries, so in a slow guided process we transform our monetary system from scarcity to basic income, to decent, good, great and abundant income. Once people get abundant income they will naturally stop the process of trading services and goods for money as they have enough money. They will shift from conditional paradigm of exchange (money for goods and services) (scarcity, fear based) to unconditional paradigm (goods and services given without conditions) (abundance, love based)

2028-2030

Facilitate the 9 programs for radical transformation for 2 years for 1% of world population – 80 million people Participating Audience. UBI to 80 million people. The Unconditional Basic Income for the 8 million people from 2026 to 2028 becomes Unconditional Decent Income.

2030-2035

Facilitate the 9 programs for radical transformation for 5 years for 10% of world population – 830 million people Participating Audience. UBI to 830 million people. The Unconditional Decent Income for the 8 million people from 2026 to 2028 becomes Unconditional Abundant Income. The Unconditional Basic Income for the 80 million people from 2028 to 2030 becomes Unconditional Decent Income.

2035-2040

Starting Saturday October 6th 2035 6:00 pm IST. Facilitate the 9 programs for radical transformation for 5 years for the entire world population. UBI to the remaining people in our world. The Unconditional Decent Income for the 80 million people from 2028 to 2030 becomes Unconditional Abundant Income. The Unconditional Basic Income for the 830 million people from 2030 to 2035 becomes Unconditional Decent Income.

2040-2045

Facilitate the 9 programs for radical transformation for 5 years for entire world population. The Unconditional Decent Income for the 830 million people from 2030 to 2035 becomes



Unconditional Abundant Income. The Unconditional Basic Income to the remaining people in our world from 2035 to 2040 becomes Unconditional Decent Income.

2045-2050

The Unconditional Decent Income to the remaining people in our world from 2035 to 2040 becomes Unconditional Abundant Income.

2050

As everybody has abundant money, awareness has shifted. People realize money is not needed in a higher consciousness society. We enter the money less society. Non-Violent Decision making by consensus at community level.

In chapter 5.3 of the 'Game Plan' are some more processes described how we can shift towards a moneyless society. [Download Game Plan](#)

5.10.4 Broad Strategy for transcending identification with countries

1. Create Sustainable World Brand for companies with the highest levels of transparency, integrity and accountability.
2. Create life long Sustainable World Visa for Sustainable World Leaders in 212 countries.
3. Transform mandatory education system into voluntary global learning environment where all youth can opt to become Sustainable World Leaders. They get this life long visa.
4. Over a period of 30 years we get 500 million Sustainable World Leaders with life long visa.
5. Organically humanity grows towards all people having this visa in few generations time.
6. As all people are then free to travel countries can become provinces of our planet. People can live where they want. Passports and visas become obsolete.

5.10.5 Broad Strategy for transforming our money system

1. Through Critical Mass Actions inspire a new mindset for an Unconditional Basic Income (UBI) system.
2. We start with an BI or UBI for the Sustainable World Leaders, then expand to the Participating Audience so we shift slowly with the recipients spread over the world to avoid chaos by too extreme moves.
3. Over time we increase from Basic Income to Decent Income to Abundant Income.
4. As slowly more and more people will have abundant money, they will organically stop the conditional paradigm of Exchange and enter the paradigm of unconditional giving and receiving (True Universal Love)
5. As consciousness rises there will come a time that money is barely being used. It can be removed at that time. We have entered the era of moneyless societies.

5.10.6 Broad Strategy for Media

1. Create Sustainable World Media. Initially bring in much transparency to build trust. People worldwide can follow all that happens in the SWP online. There is an ongoing link with audio, video and info. Co-create with the world how we will design our world that works for ALL people. Every day inspire the world by seeding the consciousness with 'Day [number] out of 11.291 to transform our world.'
2. Training for how to be and what to say when you speak to large groups of people. Presence the extreme responsibility that comes with being in the public.



5.10.7 Detailed Strategy

Since 2019 Mahoro is in India on a long term volunteer visa. Currently (Feb 2021) we are preparing for the first Pilot Camp P1. Funds are getting in place through a combination of individual and group activities to raise funds, through selling of a property of the Founder in the Netherlands, through CSR Funding and through revenues generated by providing online weekly sessions for educational institutes. When self funded the Primary Continent Leaders take on the roles mentioned in chapter 7 as employees, otherwise as volunteers. The PCL's will inspire more schools, colleges and universities to register for weekly sessions.

Parallel we have reached out to hundreds of Facebook groups with youth movements, meditators, awakened youth (Indigo /Crystal children), young successful musicians or dancers, the network of partners and/or other (higher consciousness) organizations. This has generated a pool of more than 23.000 Sustainable World Leaders and people of our Participating Audience. <https://www.facebook.com/groups/YoungWorldLeaderProgram>

Through Welcome Packs (see <http://www.sustainableworldproject.com/download.htm>) we select the most committed leaders in a pre-selection process from our Facebook Group. These leaders will be invited in our official SWP Selection Group on WhatsApp. Next, through an Action Pack we filter out those who are ready to pick a role in our Program. Using Sustainable World Packs we guide our leaders and Participating Audience through the 50 steps to transform our world.

Next more educational institutions will be contacted. The speed of growth is as per SWP Base Table in the Excel sheet mentioned above. We will setup offline and online presentations at schools, colleges or universities. The institutes will be invited to join the Empowerment Platform with at least 800 students (or lesser students at a higher subscription fee), including the classes which are about to graduate. **We call these students 'Participating Audience Sponsoring Students'.**

With 2 hours per week we start providing value for the students. As we start interacting with the students we inspire them to reach out to their family, friends and others to enroll and register them into a paid monthly subscription becoming supporters of creating a Sustainable World. **We call them our 'Participating Audience Other'.**

We invite the students who are keen to play a key role in transforming our world to join the pre-selection process in our Facebook Group. Our aim is to select a minimum of one student per institute for joining a Empowerment Camp. Besides our regular marketing (mostly through Facebook) this will also generate participants for the camps. The camps will be a tool to empower youth to dedicate their entire life to transforming our world. Being a Sustainable World Leader becomes a paid position for them.

The family of the Sustainable World Leader will be paying a one time percentage of their net monthly income towards the camp to express their commitment to support their child. The Sustainable World Leader can be empowered to raise more money if our cash flows are still low. Basically their expenses for the camp should get covered by the 800 'Participating Audience Sponsoring Students' and the 'Participating Audience Other' on the Empowerment Platform. The 800 students will pay an average monthly subscription fee of 5 Euro. (400 Indian Rupees) As said before we call these students 'Participating Audience Sponsoring Students'.

Through our Empowerment Platform they will be connected online to the Sustainable World Leaders while the Camps are in progress. As the camps unfold, these 800 'Sponsoring Students' start to understand more of what we are aiming to accomplish and will experience



moments of unprecedented inspiration. This will have them start spreading the word and now any person of any age who gets inspired can subscribe to become a member of the Empowerment Platform. As said before these people will be called 'Participating Audience Other'.

At the end of the camp the participants will understand what it takes to become a Sustainable World Leader. It is at that time that they can claim the Sustainable World Leader title by committing their full time to achieving our objective of a world that works for all people by the year 2050. By making this commitment, they have now created a job as a Sustainable World Leader. A Universal Basic Income (UBI) will be paid to them on a monthly base.

Now per school we have secured a monthly budget of 800 students into 5 Euro. (5 Euro is 400 Indian Rupees) This monthly fee of 4000 Euro (Indian Rupees 320.000) of the 'Sponsoring Students' should be sufficient to cover the monthly expenses for one Sustainable World Leader and our operating cost at that specific time. As we grow in schools so can our operating expenses grow.

A 25% of the income of the Sponsoring Students will go to supporting partners. These partners will encompass the school, college or university itself (15%), an organization linked to a network of schools, the Art of Living, the Maharishi network or any other party connected to schools worldwide (5%) and finally for every country we will choose one NGO. (5%) The NGO Vidyaranya is chosen for India. NGO's will be chosen for their highest integrity, accountability and transparency standards. They will receive and distribute funds to NGO's nationwide and that way support the transformation of the nation.

In our Empowerment Camps we inspire the Sustainable World Leaders to start THRIVE Empowerment Centers. The THRIVE Empowerment Centers will be the physical location for Sustainable World Leaders of the same city to meet and share the value of our work with the local communities. Here also the impact for the rural communities will start. The centers will all be connected to the Empowerment Platform. The back bone of our strategy is the online Empowerment Platform.

Our team will optimize this process by taking the practical learning of facilitating a camp and connecting with an educational institute and bring this learning to facilitating the next camps and reaching out to the next institutes. We start with 5 smaller pilot camps to optimize the process. We use a Fibonacci natural growth process for the camp participants and schools throughout the entire project where we grow slow in the beginning and faster in the end.

5.10.8 Market Penetration

1. Use Facebook to reach out to leaders worldwide – This we already do and it works.
2. Connect with global (higher consciousness) movements who already have a network of schools. Maharishi, Art of Living, Youth Leader, etc. - We connected with the ISDC and this is currently in the pilot phase having visited a first college in Jan 2019. For other organizations we have made initial contact and with some more follow up we see this market penetration also happening.
3. Connect to governments through our partners like Vidyaranya, Art of Living and others – To be followed up upon at a later stage.
4. Backup option: Use our marketing budget to hire companies abroad with experience in marketing to schools so we assure working inside the local cultural paradigm. This way we use their expertise to penetrate the local markets abroad which will be foreign to us.



5.10.9 Growth Strategy and Communication Plan

Our engine is our active Facebook Group with leaders. Through social media marketing and later our collaboration with organizations with a network of schools, colleges and universities we will fill our online Empowerment Platform with youth. Initially, when there was no brand awareness, this required nearly two years. (2018 and 2019)

Every school with 800 youth will self select one Sustainable World Leader. This Sustainable World Leaders will have 800 'Sponsoring Students' who are on our online Empowerment Platform as 'Participating Audience Sponsoring Students'. These 'Sponsoring Students' will invite their best friends and family who will join our online Empowerment Platform as 'Participating Audience Other'. As schools get new students they will automatically enroll into the Sustainable World Leadership Program. As students leave schools they will mostly take up a membership as 'Participating Audience Other'. Therefore our total Participating Audience grows organically once we have registered the school. 'As our supporting community grows, our amount of youth leaders, students and income grows. It will become easier to facilitate the next camp. The above will lead to an organic growth of our work.

If we do good work at the first school, then this should also lead to an organic growth by word of mouth towards other schools. The result will be that more schools in the same city will register. As we maintain our value add we will be able to move from working with local schools in the same city to schools in the same state. Next our work can spread to other states and finally to educational institutes abroad. We ask our youth leaders to reach out to their Educational Institutes and currently in November 2019 we are communicating to 6 institutes.

By creating digital brochures, videos and web pages we will inspire more schools, universities and colleges into joining the Sustainable World Leadership Program. They will be attracted to this as it involves value for their students, teachers and staff. It will bring global media attention, strengthening of their brand and being a partner in creating a world that works for all by the year 2050. We will offer them the latest and the newest higher consciousness training they will not be easily able to get anywhere else. For schools it will be a very exclusive opportunity to have one of their students becoming a member of our 10.000 Sustainable World Leaders who will transform our world. We invite the schools to a landing page where through a Welcome Pack they can download detailed information on how to become a partner in creating a sustainable world. As we progress in time, schools and organizations managing a network of schools will be able to find us more easily. Through our online info they can include themselves in our program without much personal interaction from our side for this acquisition.

5.10.10 Channels of Distribution

Schools worldwide will send their most mature and awakened student to join the Empowerment Camp. Next we will use word of mouth, social media, alternative media, worldwide movements like Thrive Movement, Zeitgeist, Ubuntu, the Venus Project, the Disclosure Project and more. We will connect with well known people who promote youth empowerment or are active as change makers or truth seekers like Simon Parkes, Charlie Ward, Gene Decode, Sacha Stone, Steven Greer, Foster Gamble, Neale Donald Walsh, Dave Schmidt, Kev Baker, David Wilcock and more. Then we will reach out to their audience. We will also reach out to organizations promoting alternative or democratic education like AERO.



5.10.11 Sustainability

By January 2026 we have built a worldwide network of the first 1.596 out of 10.000 Sustainable World Leaders and we aim to create a participating audience of 6 to 10 million people. The monthly subscription fee gives the Participating Audience access to be a participant in all our online interactive events on the Empowerment Platform.

Initially we offer the camps for 25% of the monthly net family income. For making the camps sustainable we will increase this 25% to 150% during the first 5 years. This income together with the income of our participating audience is creating a strong cash flow and should be sufficient to sustain our work well within 5 years. (see our monthly cash flow)

In the camps we will identify the Country, Primary Continent & Primary World Leaders. They will empower all the Sustainable World Leaders to start THRIVE Empowerment Centers in their region and they will support us in terms of manpower to sustain the work on multiple locations worldwide.

A Sustainable World Leader gets his salary from the income of one school. The YWL is responsible to keep the school inspired. If the YWL does not perform and the school leaves our network the the YWL loses his job. The risk for our organization therefore is limited.

5.10.12 Backup plan

In case of not budgeted expenses our cash flow after 16 months should be sufficient to carry that risk for easily 6 months or more. At the same time we can create a plan to increase our subscription fee for our participating audience. That way we create a new monthly budget which includes these expenses. If this also does not work out then the Sustainable World Leaders will also have to raise funds for themselves until they are trained well enough to register schools in our program. Another option is to have the 10 THRIVE Empowerment Centers carry their own cost. To sustain the THRIVE Empowerment Centers we will also aim to detach as much as possible from the system. The Sustainable World Leaders at the centers can grow their own food, use rainwater harvesting and generate their own electricity.

If we are able to connect to companies like A.E.G. (or other producers of large scale live events) then we can setup a funding system through selling tickets / subscriptions for joining the worldwide interactive events.

6 Operations Plan

P0	May	2017	Bangalore, India - Pilot Camp for 5 Participants – Complete
PLS		2018	Setting up online Primary Leader Selection process - Complete
PLT		2019	Bangalore, India – Start Primary Leader Training 2 youth – Complete
P1	Aug	2021	Bangalore - Pilot Camp P1 for 10 Primary Continent Leaders
P2	Jan	2022	Bangalore - Pilot Camp P2 for 18 Primary Continent Leaders
P3	Jun	2022	Near Oxapampa, Peru - Pilot Camp P3 for 31 Primary Continent Leaders + Empowerment Tour
P4	Dec	2022	Bangalore - Pilot Camp P4 for 50 Primary Continent Leaders
1	Jun	2023	Rio de Janeiro, Brazil - Camp 1 for 38 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in South America.
2	Dec	2023	San Jose, Costa Rica - Camp 2 for 55 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in Central America.



- 3 Jul 2024 Bangalore, India - Camp 3 for 89 Country Leaders + 50 Primary Continent Leaders. Empowerment Tour in Europe for 75 days.
- 4 Jan 2025 Kigali, Rwanda - Camp 4 for 144 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in Central Easter Africa.
- 5 Jul 2025 Bali, Indonesia - Camp 5 for 233 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in the Pacific.
- 6 Jan 2026 Bangalore, India - Camp 6 for 377 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in India.
- 7 Jul 2026 Bangalore - Camp 7 for 610 Sustainable World Leaders + 90 Country Leaders + 50 Primary Continent Leaders. For 6 weeks we do critical mass actions
at Pyramid Valley. Empowerment Tour in US and Canada for 75 days.
- Oct-Dec 2026 First 3 larger monthly Worldwide Interactive Events hosted from 10 stadiums reaching up to 8 million people Participating Audience Other.

Note - the pilot camps require 3-6 months of preparation time as the amount of participants is smaller and/or we are at our home base location in Bangalore. The other camps will have a 12 month preparation time which will be extensively detailed in our handbook. [Download unedited PDF Handbook](#) We aim to identify all Primary Continent Leaders between 2019 and 2022. We aim to identify the Primary World Leaders at the ending of 2022 in Camp P4.

7 Management Summary

1. **Fund Raising & Finance matters** - Experience in fund raising. Contact for accounting, cost estimation, release of budget, bank work and all other financial matters.
2. **Project Management** - Planning and sequencing, defining scope, execution, monitoring, controlling, risk assessment, hiring and firing of employees, communication, progress reporting, team leadership, strategy, partners, scalability, quality control.
3. **Marketing & Promotion** - Continuously updating of our marketing plan, internal communications, oversight of media products and media actions, staying up to date of latest trends, managing brand perception. Manages sales objectives, sales planning, negotiations, reminding our customers of payment, internal communications.
4. **Sales** - For managing the final registration of the YWL's. Manages sales objectives, sales planning, negotiations, reminding our customers of payment, internal communications.
5. **Communication** – Managing all communications to Partners, Schools, Media, our Primary Leaders, potential Primary Leaders through the various WhatsApp groups.
6. **Visionary and Leader** - Ensures we work towards our vision, leads the Camps, hosts the Empowerment Platform, inspires youth to start THRIVE Empowerment Centers, facilitates internal training and does research. *Richard Alexander*
7. **F&B Manager** - Manages the food & beverages during the camp, the empowerment tour and at the Sustainable World Leader Training Center so all team members eat the most appropriate and healthy food for their well being.
8. **Well-being Manager** - Manages the well being of the visionary and team.
9. **Executive Assistant** - Documentation, administrative work, reporting, preparation, phone, research, compiling data, scheduling meetings, planning Camps and Empowerment Tours, meeting minutes, preparing correspondence, first point of contact.
10. **Video Artist** - Shoots and edits all photo and video material for marketing and communications.
11. **Secondary Leader** - Supports in managing the quality of the camp and the Empowerment Tour. Camp logistics, camp operations, communication to participants. Leadership support for the Coach.

12. **Innovator for New Technology / Web Developer** - Research into current, future and hidden technology needed for the Empowerment Platform and/or other aspects of our work. Managing our website.
13. **Organic Garden** - Growing organic fruits & vegetables, keeping bees, chickens, composting.
14. **Media** – All activities revolving the promotion of our work using the media.

8 Sustainable World Project Videos

Here is our play list with videos - https://www.youtube.com/playlist?list=PLY_y_fjWT51SpXfE3cQAF-hxaZjUoSFW

9 Financials

9.1 Cash Flow

Yearly Cashflow MM						
Cash flow if we get a Grant through Deepak/Inhouse						
	YWL => Young World Leader		YWL/EC => YWL, Empowerment Camps		PA => Participating Audience	
	TEC => Technical Empowerment Center		YWL/EP => YWL, Empowerment Platform		WR => Grant money via WR and WR's	
Cash flow(In Euro)	2020	2021	2022	2023	2024	2024
INCOME	Year 1	Year 2	Year 3	Year 4	Year 5	Year 5
Income						
YWL/EC Camp Income YWL Family	€ 26,072.01	€ 79,747.70	€ 69,200.00	€ 202,410.70	€ 673,010.00	
YWL/EP Subscriptions PA Sponsoring Students	€ 112,000.00	€ 344,000.00	€ 316,000.00	€ 1,072,000.00	€ 4,473,000.00	
YWL/EP Subscriptions PA Other	€ 112,000.00	€ 1,006,000.00	€ 1,582,000.00	€ 12,794,000.00	€ 219,403,200.00	
Grant WR	€ 3,500,000.00	€ 2,300,000.00	€ 600,000.00			
Total	€ 3,810,072.01	€ 4,369,747.70	€ 1,877,200.00	€ 13,408,410.70	€ 215,886,210.00	
EXPENSES	Year 1	Year 2	Year 3	Year 4	Year 5	
Capital Expenditure						
Young World Leader Empowerment Camps	€ 286,200.00	€ 712,275.10	€ 1,046,000.00	€ 1,060,111.00	€ 2,050,700.00	
Young World Leader Empowerment Tours	€ 53,915.40	€ 625,110.00	€ 427,715.00	€ 751,401.00	€ 670,402.00	
Capex Continental TC's	€ 100,000.00	0	€ 200,000.00	€ 500,000.00	€ 300,000.00	
Capex City Office		€ 100,000.00				
Patent Fees	€ 23,000.00	€ 60,000.00	€ 204,000.00	€ 400,000.00	€ 1,110,400.00	
Debt Retirement	€ 707,303.00					
Operating Budget						
Young World Leader Empowerment Platform	€ 14,500.00	€ 31,000.00	€ 30,000.00	€ 30,000.00	€ 30,000.00	
Universal Basic Income Primary Leaders	€ 602,000.00	€ 1,320,000.00	€ 1,320,000.00	€ 1,320,000.00	€ 1,320,000.00	
Universal Basic Income YWL + CL		0	€ 141,000.00	€ 662,000.00	€ 3,406,000.00	€ 12,824,000.00
Operating Expenses City Office	€ 120,000.00	€ 120,000.00	€ 120,000.00	€ 120,000.00	€ 120,000.00	
Operating Expenses Continental TC's	€ 120,000.00	€ 120,000.00	€ 200,000.00	€ 670,000.00	€ 1,190,000.00	
Personnel Core Team	€ 774,000.00	€ 960,000.00	€ 1,020,000.00	€ 1,102,000.00	€ 1,270,000.00	
Total	€ 3,036,868.40	€ 4,408,685.10	€ 5,563,465.00	€ 6,493,712.00	€ 26,967,342.00	
Cash-flow	€ 773,203.61	€ 961,062.60	€ 3,113,735.00	€ 29,114,698.70	€ 188,918,868.00	

See these numbers on the pages Yearly Cashflow MM and Monthly Cashflow MM in:
<http://www.sustainableworldproject.com/downloads/Process SWP 2021-2025.xls>
<http://www.sustainableworldproject.com/downloads/Process SWP 2021-2025.ods>



10 Resume Richard Alexander

Name Degenaar **Richard Alexander**
 Date / place of birth August 24th 1969 / Roelofarendsveen
 Country of birth The Netherlands
 Address India Available on request
 Zip code, city Bangalore 560082, India
 Cell / WhatsApp Available on request
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 YouTube <https://www.youtube.com/user/GetaWorldYouLove/videos>
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1988-1992 Completed Civil Engineering – Cum Laude
 1992-1993 Mandatory military service
 1993-1995 Junior Software Engineer
 1995-1996 Database Administrator & Senior Software Engineer
 1996-2001 CEO of European IT company DCSS with 10 employees
 1999-2002 Higher Consciousness Leadership & Communication training at LEC
 2001-2002 Traveling the globe preparing the start of the Sustainable World Project
 2002-2007 Starting and managing a Paying Guest business with 13 houses for generating passive income while pursuing the Sustainable World Project.
 2003-2005 Founder of pilot project for the first THRIVE Empowerment Center
 2006-2014 Part time trading on Indian stock market and currency exchange. Testing, evaluating and retesting all the transformational activities of the Sustainable World Project. Writing 450+ page interactive autobiographic workbook 1 for the Transformational Interactive Dialogues. (TID)
 2013 Performed a 900 hour pilot to test the full Sustainable World Leadership Program on Sunitha Sridhar of 30 years old.
 2014 Piloted transformational dialogue program on 20 students of 17 years old
 2015-2020 Soft-launch of the Sustainable World Project. Fund raising, team and documentation. Start Empowerment Platform and Camp Preparation. Pre-selection Primary Leaders. Start training of Primary Leaders

OTHER INFORMATION

I am someone who can make all people feel comfortable. I never give up on reaching my objectives. I have worked in teams in very professional environments as well as in informal environments as on my own. My passion is to awaken people and reduce suffering.

Strengths

Initiating, vision, connecting people, facilitating our programs and activities, research, eye for detail, non-violent and non verbal communication, non-judgmental listening, unconditional acceptance, being playful, genuine, an intuitive empath with high sensitivity.

Weaknesses

Grounding. Managing systems and structures, marketing, sales, daily repetitive work, the written word and project management. I can be overly sensitive and critical if I cross my boundaries.

The weaknesses can be taken care of by having the right team members surrounding me.



11 Last Words

What we do has never been done before. This does not mean that it will be difficult. It actually is not. The conditioned mind however will have difficulty as it will try to label it and fit it into any existing conditioning wired in the brain. The Sustainable World Project will not fit. The risk therefore is that the mind will reject it or judge it as not feasible.

To resolve this problem I will have to go beyond the conditioned mind of the crucial people who can provide resources for the Sustainable World Project. If I can give people an experience of what the project can provide then we have gone beyond the conditioned mind and an understanding will come through an experiential recognition of truth. Beyond a mere belief of 'this could work' now a knowing 'this will work' will be there.

Truth only lives in experience and therefore the impact of a written document like this and others I have made is limiting. The author Eckart Tolle says: "Words only point towards experiences. The words are not the experience itself!" I have learned that words and numbers cannot guarantee the transfer of the experience of what this project can provide for the people in our world. The conditioned mind of the receiving party will determine the perception.

Depending on your consciousness, for me to assure a sufficient understanding of the Sustainable World Project, I need to guide you to experience the power of our programs for radical transformation. Then a glimpse of the true potential of our work can be generated.

Be aware of our conditioned mind as it tends to judge and separate from what we do not yet understand. This project can have a tremendous impact on the quality of life of ALL people. I have spent more than 20 years to test and develop this program. In that process I have invested more than one million Euros and I am still nearly one million Euro in debt. I have been falsely accused, jailed, abused and threatened to be killed. I have been jobless, homeless, broke and suicidal. I have faced death 6 times, lost 7 houses, 3 cars, a marriage, my family, my country and sometimes almost my sanity. 😞 I do not mind as I am willing to give my life for something which can assist humanity to a sustainable world. Do give consideration accordingly.



11.1 Links to more information

1. Read a short life story on the author of the Sustainable World Project. [Download Short Life Story](#)
2. Get detailed info about all the homework done on the numbers through our excel sheet for the first 5 years. [Download Spreadsheet in Excel Format](#)
[Download Spreadsheet OpenOffice Format](#)
3. Understand how the personal experience of the founder changed his consciousness through his auto biography - Workbook 1 (450+ pages). [Download Autobio](#)
4. Understand more about consciousness and the Maharishi Effect. Link 1: <http://maharishi-programmes.globalgoodnews.com/maharishi-effect/research.html> Video 1: https://www.youtube.com/watch?v=vH7mjTynqlg&list=PL7LIbzozv_7QsbHZtEpi5EsfmZ-l4Nh8P – Link 2: <http://www.permanentpeace.org/>
Link 3: <https://www.mum.edu/about-mum/consciousness-based-education/tm-research/maharishi-effect/> Link 4: <http://purusha.org/index.html>
Link 5: <http://www.truthabouttm.org/> On coherent thought link 6: http://www.worldpeacegroup.org/what_is_world_peace.html
5. Browse through our Sustainable World Project Handbook. [Download unedited PDF Handbook](#)
6. Browse through the Game Plan, a document created by the Founder of the Sustainable World Project to inquire into what it takes to transform our world. <http://www.sustainableworldproject.com/downloads/SWP%20Game%20Plan.pdf>
7. Understand Sidereal Time by James Spottiswood and increased psychic abilities (ability to influence the collective consciousness) Watch at 10:00 minutes into the following video. <https://www.youtube.com/watch?v=HI2sf5fuIBA>
8. Understand the influence of Pyramids on meditation and consciousness. <https://www.gaia.com/article/can-pyramids-enhance-meditation>
9. Visit Heart Math website <https://www.heartmath.org/> World Peace is a reflection of inner peace and requires coherent heart waves. <https://www.heartmath.org/research/science-of-the-heart/global-coherence-research/>