

*“Today, facing the tragedy that humanity is living, we have to come together to recover, to create, a new narrative that includes all of us in a family of humanity. Because if the origin of ethical behavior is within me, its fulfillment is not, ethics belongs to the other. And this is not optional. ....We must give space again, in the soul of the people, to a utopia that encompasses values like love for the human being, justice, a sense of honor and shame, honesty, respect for others and the search for the sacred meaning of life.”*

**-Excerpts of words pronounced by Ernesto Sabato at the opening session of Peace in Peacetime (August 2002) when the idea of the Alliance was born-**

# **Alliance for a New Humanity**

**Action Plan 2007-2008**

**(April 10 2007)**

*“Dream no small dreams for they have no power to move the hearts of men”.*

**- Johann Wolfgang Von Goethe**

## **Introduction**

1. The purpose of this document is to frame the actions that the Alliance for a New Humanity will be undertaking in 2007-2008, establish priorities, identify timetables, resources needed, and the legal, administrative and financial measures that must be instituted to support these actions.
2. The Plan reflects an integration of inputs coming from the many voices of the Alliance resulting from a wide consultation amongst stakeholders during February-April 2008.
3. No doubt as many more join in and express their diverse points of view the implementation context will become further enriched. The Alliance is, by itself, a congregation of people who are becoming aware of a shared vision of the unified field of humanity, and are beginning to structure new relationships and architectures to act in their respective spheres of interest, based upon this common awareness.

## **Essence and process**

4. The essence of the Alliance is to bring together people who are becoming intuitively conscious of the unity of humanity, and the interconnectedness of everything. The new world culture will emerge from such integral awareness. This awareness is strengthened when shared with others, and its collective energy can then be applied, providing a unique point of departure to enhance the transformation of individuals, their communities and eventually the world. The transformed individual and collective consciousness creates a new story for humanity, a story that portrays and makes real, a compassionate, just, peaceful, and sustainable civilization.
5. We envision, initially, connecting thousands, then millions. of people that share this awareness of humanity's interconnectedness. Attracted by the emerging worldview of integral vision, they will come together and communicate, creating new relationships and partnerships at individual, community, and international levels, that will celebrate life and influence policies, to bring wars to an end, to overcome injustice and oppression, and to stop the destruction of earth's ecosystems.
6. The Alliance has to be both a vibrant network and an encounter point, where people can find each other, both physically and virtually, and advance their personal development, where they can connect, to share the emergent awareness, and, on this basis, form new partnerships for launching heart-based, tangible, actions to transform the world.
7. To carry out its catalyst role, the Alliance needs to fully develop, and widely publicize, its virtual community network internet site, as well as a series of worldwide events to be held at local, national, regional global levels, called Human Forums. The site and the Forums will offer participants ways of forming new relationships of deep value with other participants from all parts of the world
8. The virtual communications and the gatherings will follow an adaptable format that would offer:
  - **inspirational settings** (through meditation, artistic expression, self-inquiry) emphasizing the awareness of the unity of humanity, an integral vision of the world, and a sustainable approach to living in harmony with nature

- **opportunities for open-hearted communications** amongst participants (an open exchange of their dreams and values)
- **presentation of personal development and service to others transformational opportunities** in which participants are or can be engaged
- **discussion forums on how to mutually support each other**, how to propagate actions inspired on the integral vision worldview; how to generate the critical mass to scale-up policy and heart changes, and how to strengthen the New Humanity Alliance.

### **Becoming the Change; thoughts on the Fellowship**

10. The Alliance has to be an open-hearted, enabling and empowering, open, decentralized core group at the service of a broader human network. Its values should therefore, embody the change it wishes to bring about in the world through the pursuit of its mission and vision. The design of the Alliance's governance structure, management systems and processes and implementation activities needs to reflect this culture and incorporate these values.
11. To achieve this, the Alliance as a facilitating tool for a movement, needs to transition from its present traditional nonprofit structure to a more inclusive participatory model that enables the emergence of a global council of constituents participating in the Alliance.
12. The ownership of the Alliance has to be absolutely distributed because the significance of the Alliance is to bring together people who share the awareness of one humanity so that we can make it better for all. The Fellowship of those who guide the process, is based not on leading, but in proper reading and following of the yearning that brings us together.
13. The Alliance is a service to a movement that lies beyond any of us. We are just connectors not transformers. The transformation takes place by itself, and the connection enhances the transformational energy.
14. We must design our governance structure (or rather our Fellowship Council) as a flexible tool a series of concentric circles where communication allows interchanges amongst the circles as the energy of the moment demands. Where the conservation of friendship and trust and feeling, becomes as important a driving force as budgets and strategic planning.

### **Poised for a New Phase**

15. The Alliance is poised today, just three and a half years after its formal establishment, to make a great leap forward. We have forged new networks of friendships, and a fellowship of trust and a powerful vision are gradually emerging. The instruments for communication are now solid, we have an important website and an internet based social network, a newsletter published monthly and available in 7 languages, friends of the Alliance groups emerging in Ireland, Colombia, Mexico, California, Australia, Netherlands, UK, Japan etc. We now have more people connected through the Alliance than ever before, an incredible leap since last year. In our website we have gone from 800 to more than 8,000 registrants.

## **Program elements 2007; the Beginning of a New Phase**

16. The **program elements for 2007** of the Alliance are further development of the **Alliance Internet Network**, the development and promotion of local, national, regional and global Human Forums, and the dissemination of the Alliance message and the new story of humanity. The specific components are presented in the first section below.

### **Program Component I Public Outreach and Cyber Networks**

- a. **Development of a user friendly interface for Alliance Network developed to guide a virtual continuous human forum in the ANH cyberspace** reflecting the three axial columns of the Alliance; inspiration for personal transformation; connectivity through sharing of stories; and identification of social action service platforms to attract to them partnerships, support, as well as to offer opportunities to those who want to help with skills and resources.
- b. **Web site offered fully in at least four languages** starting with English and Spanish.
- c. **Alliance network to carry driving blogs from Alliance key personalities** i.e., Deepak on personal transformation, Betty Williams (on the plight of children); Ashok Khosla or Satish Kumar on issues of sustainability.
- d. **Finalization of Global Giving Exchange module** with incentives for subscribers to become contributors to the Alliance in exchange for opportunities to acquire discounts, volunteer opportunities, access to ethical marketplace, and inspirational materials from the Alliance.
- e. **Establishment of partnerships and revenue sharing agreements with personal transformation providers** to populate the ANH website with both electronic content, and a referral system to localities offering personal development activities, for a fee to subscribers thus generating income for the Alliance.
- f. **Create one or two cyberspace Human Forum “events”** bringing together inspirational moments, change agent stories, and interactive conversations stimulating partnering and joint actions on social transformation activities.
- g. **12 Monthly Newsletters issued in 2007 in 7 languages.** To be distributed in HTML format to least 50,000 people through partnerships with regional organizations. The Newsletter should have a better developed interactive section which should be operated from within the ANH website in Spanish and English.
- h. **Design and implementation of an internet viral messaging campaign** in Flash and PPT formats as well as and PSA radio capsules (English/Spanish/Hindi/Japanese/Dutch/French/etc.) with the essential silent message “because we are only one humanity-Alliance for a New Humanity”
- i. **Design of Alliance brochures that would be distributed in appearances of Alliance spokespersons** throughout the world (Deepak being a salient one) providing directions to connect to the Alliance network and to the existing national Alliance focal points.
- j. **Strategic partnerships established with regional organizations** in North America, Latin America; Africa; Middle East; Europe; Australia and Asia to retransmit the messaging of the

Alliance and to develop materials in the respective languages and support the realization of regional events.

- k. **Global consultation on Alliance theme and symbolism** with the end of adopting a universal symbol associated with the Alliance vision.

### **Program Component II . Human Forum and support for affiliates and members**

- a. **Have two/three regional events in 2007-2008. One for Latin America (in Colombia) two in Europe (in Barcelona and Oxford) and one in the mainland United States or Canada.**
- b. **Identification of venue, theme and sponsorships for a Global event** to be held in early 2008.
- c. **Provisions of guidelines and collaboration with local focal points** (Alliance Ambassadors) in the development of local events based on the Forum format of inspiration/gathering of change agents/interactive conversations to foster partnerships and joint transformational actions.

### **Program Component III Revenue development**

- 17. The Alliance is now poised to expand its activities significantly. Whereas in the past phases it focused on the convening of a global human forum in Puerto Rico and the development of instruments for outreach and interactive communication, now it has these instruments, and it has a significant global and cyberspace scope. Therefore, the next phase of the Alliance contemplates a scaling up of outreach a full use and development of its cyberspace potential and the provision of human forum opportunities at regional and local levels, in addition to the global level.
- 18. What this means is that we are going to need financial resources to support the new level of efforts, we are going to need more staff, consulting and volunteer resources, and more strategic partnerships with existing organizations. To frame this into a coherent operational structure we would need to develop and streamline our administrative measures, and establish clear operational policies for recruitment, financial management, travel, etc.
- 19. For the new phase of expansion of the Alliance, it is essential to set up a strategic development plan to attain sustainability through basic approaches like: expanding the base of large donations to create a development fund; developing professional materials for the campaigns; well-planned fundraising events; expanding the base of grassroots participation so as to create a sustainable flow of income; and exploring revenue yielding services and products that can be offered broadly. The above would require the recruitment of experienced staff, consultants and/or volunteers to manage effectively and professionally the development activities.
- 20. The activities identified below recognize the need for an overall strategic development plan but at the same time address the immediate need for resources and pose a few initiatives that could be launched in parallel while the development plan is set, and agreed to. It is expected that all these activities would be, for the sake of coherence, incorporated into the plan.
  - a) **Creation of a Circle of Visionaries for a New Humanity** to raise 1 million dollars by first quarter of 2007. The Circle of 30-40 individuals would convene for a personal transformation visioning week under the guidance of Deepak once a year in a place like Sedona. Each member of the circle would be asked to contribute at least 30,000 USD.

**b) Preparation of overall strategic development plan**

**c) Design and preparation of Alliance presentational portfolio (electronic and printed)** including a general financials module, to facilitate outreach and fundraising activities

**d) Realization of one or two concert/special nights private functions with Lorin Hollander playing the piano and Deepak giving an inspirational talk.** The concerts would aim to convene 200 people in a private setting aiming with a donation of 2,500- 5,000 per person yielding half a million to one million each function. One function is being thought of to be held in New York another in San Francisco.

**e) Expanding Bridge to the Future campaign** (which last year yielded approx. 25,000 USD with 90 people giving an average of 277 USD per year or about 23 dollars per month). Our target to have by the end of 2007 5,000 people that have contributed 200 per year yielding a total of one million.

**Supporting Measures; Enabling the steps forward**

21. To achieve its stated goals for 2007, the Alliance would require an overall governance and procedural context in place, representing its stated mission and vision as a global networking consciousness movement which provides tools for personal transformation, opportunities for service and deep valued relationships. The following points just mark some of these needed changes.,

a. **Finalize structuring a Board of Directors** that has diversity of global representation but is built upon a culture based on consciousness of the unity of all humanity; a heart-based true fellowship of trust and friendship.

b. **Adopt a set of norms of principles and modus operandi** for the Board to function that supports and strengthens the culture of fellowship and trust including its openness to renewal and inclusiveness.

c. **Review and clarify the functions of the Executive Committee, Board and Management.**

d. **Establish a fixed timetable for Board meetings** at least twice a year.

e. **Set in motion a management architecture which reflects in action the principles** and norms embodied by the Alliance and its Board; a collegiate team of individuals which through mutual respect and abnegation strive to collaborate to build the Alliance convergence platform and disseminate its call of togetherness and inspiration.

f. **Identify and invite to join the Alliance authentic spokespersons** that represent the new story of humanity, not necessary celebrities but people with recognized authenticity that want to endorse the Alliance and form part of a “Circle of Elders” for the Alliance.

g. **Establish clear roles within the context of the fellowship culture** to include the participation of the Board of Advisors in an active and involved role.

h. **Extend the culture of fellowship and trust to staff and volunteers** working to carry on the programs and activities of the Alliance, ensuring that deep rooted mutual respect for each one’s humanity becomes a primordial factor in staff relations.

i. **Conduct reflective retreats of Board, management and advisors to revive the agreed culture of Governance.**

- j. **Explore the most cost-effective and efficient mechanisms to manage the Alliance accounts.** The present system is untenable. We need professional bookkeeping and accounting as well as accessibility to the accounts by the finance managers.
- k. **It is essential that the Treasurer of the Alliance be designated as a separate officer from the Chief Operating Officer** we need a clear separation of the certifying and approving functions of authorized expenditures. The bookkeeping and accounting facilities need to be either co-located with the COO or Treasurer or an electronically equivalent modality needs to be set in place.
- l. **Establish a transitional architecture from January-April 2007,** to clean and close 2006 operations and set the stage for the new emerging phase.
- m. **Prepare alternative budget schemes** to support the implementation of the programmatic components on a priority modular basis as resources become available.

## 2007-2008 Deliverables

1. **User-friendly interface** to guide a virtual continuous human forum in the ANH cyberspace reflecting the three axial columns of the Alliance: inspiration for personal transformation; connectivity through sharing of stories; and identification of social action service platforms to attract to them partnerships, support, as well as to offer opportunities to those who want to help with skills and resources.
2. **Expansion of registration** in Website to at least 50,000 members.
3. **Website offered fully in at least four languages**, starting with English and Spanish
4. **Global Giving Exchange module** with incentives for subscribers to become contributors to the Alliance in exchange for opportunities to acquire discounts, find volunteer opportunities and inspirational materials from the Alliance, and gain access to an ethical marketplace. The **Bridge to the Future** campaign will be expanded, with a goal of at least 5,000 people contributing \$200 per year by the end of 2008.
5. **Partnerships and revenue sharing agreements with personal transformation providers** to populate the ANH website with both electronic content, and a referral systems to localities, offering personal development activities, for a fee, to subscribers, thus generating income for the Alliance
6. **12 Monthly Newsletters** to be distributed in HTML electronic or in printed format to least 50,000 people, through partnerships with regional organizations
7. **Design and implementation of an internet viral messaging campaign** in Flash and PPT formats as well as and PSA radio capsules
8. **Strategic partnerships established with regional organizations** in North America, Latin America, Africa, Middle East, Europe, Australia, and Asia to transmit the messaging of the Alliance, and to develop materials in their respective languages, and support the planning and conduct of regional events. Examples of these partners would be IPS, Arias Foundation, and Resurgence Magazine.
9. **Two/three regional events in 2007-2008**. One for Latin America (in Colombia), two in Europe (in Barcelona and Oxford), and one in the mainland United States or Canada
10. **Global event** to be held in early 2008 in San Jose, Costa Rica.
11. **Establishment of Alliance affiliates** in at least 50 more localities by the end of 2008, in addition to the 15 that are presently operating
12. **Develop Guidelines for** the production of local events, based on the Forum format of inspiration/gathering of change agents/interactive conversations, to foster partnerships and joint transformational actions.
13. **Develop a comprehensive and strategic Fundraising program**
14. **Establishment of rigorous financial processes and procedures**, ensuring compliance with all laws
15. **Revised By-laws**

## ANNEX I. Timetable of Activities 2007

Program element/ Activity	Timetable 2007											
	J	F	M	A	M	J	J	A	S	O	N	D
<b>I. Public Outreach and Cyber Networks</b>												
<b>User friendly interface</b>												
Constitution of a working group												
Presentation of Prototype												
Implementation of improvements												
<b>Web site offered in at least four languages</b>												
Spanish site becomes fully operational												
Negotiations with regional partners /languages												
Development of translations by partners												
<b>Alliance network to carry driving blogs from Alliance key personalities</b>												
Recruitment part-time experienced webmaster												
Development and design of blog spaces												
Launching of first Alliance topic blog												
<b>Global Giving Exchange module</b>												
Implementation of Destination rewards module												
Development of marketing concept for website												
Implementation of marketing concept												
<b>Create cyberspace Human Forum "events"</b>												
Development of a concept paper for the design												
First cyberspace Human Forum												
12 Monthly Newsletters issued in 2007 in 7 languages												
Partnerships to expand circulation												
Language PDF format transferred to HTML												
Interactive section within Newsletter												
Design series of short visual messages												
Development of first flash spots for Internet												
Development of first video clip.												
Design of Alliance brochures												
<b>Component II Human Forum and support for affiliates and members</b>												
Negotiations with Fundación Nueva Colombia												
Determination of date, venue, sponsors, theme												
Final consultations ANH /Fundacion NC												
Celebration Human Forum Colombia												
Negotiations with the Barcelona group												
Identification of date, venue, national sponsors												
Identification of date, venue, sponsors US Site												
<b>Identification of venue, theme and sponsorships for a Global event</b>												
Criteria for selection of venue												
Exploration with potential venues												
Preparation of alternative cost-benefit analysis												
Decision by Board on venue, date and theme.												
<b>Guidelines and collaboration with local focal points</b>												
Creation of a discussion group												
National groups opens space in ANH Network												
Convening of local one day Human Forums												
<b>Program III Revenue Development</b>												
Creation of a Circle of Visionaries												
Prep. overall strategic development plan												
Concert/special nights private functions												
Expanding Bridge to the Future campaign												

