



IT'S   
OUR  
TIME

*This is the*

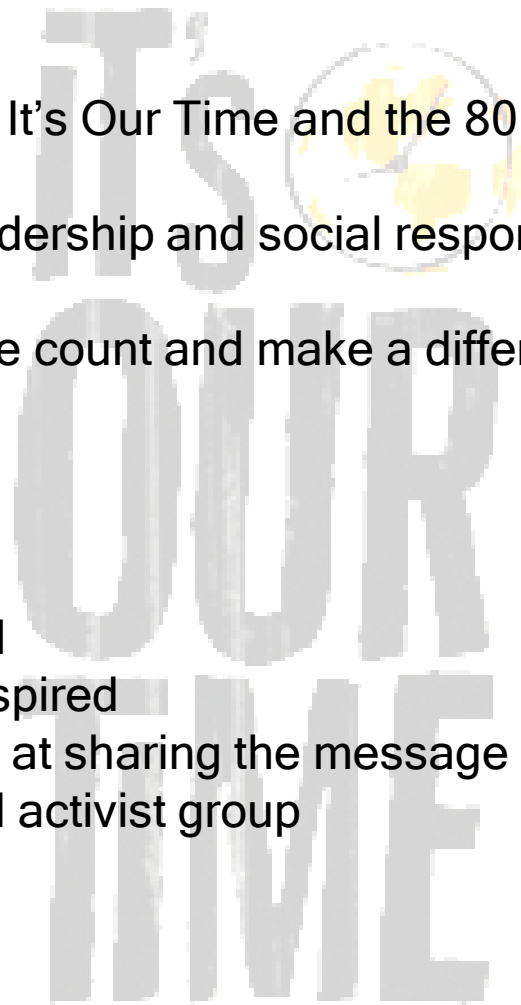
**80 MILLION  
PEOPLE PROJECT**

## Today's Purpose

- First public unveiling of It's Our Time and the 80 Million People Project
- The complexities of leadership and social responsibility are appreciated
- Right here, right now we count and make a difference

## Outcomes

1. Your interest is piqued
2. Your imagination is inspired
3. You help me be better at sharing the message
3. You're the core, digital activist group



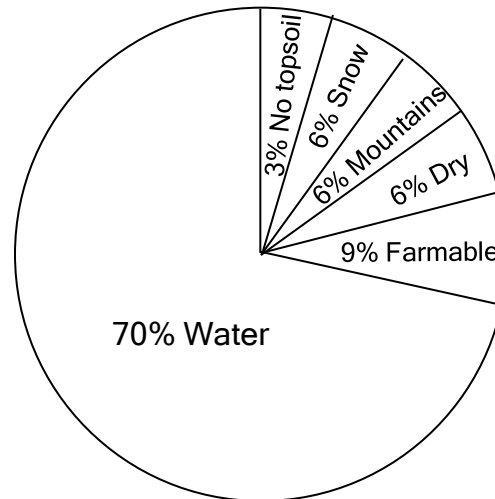
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“If everyone lived liked an American, it would take 6 planet earths to support us. What will people do when they realize they can’t have what we have?” - Alden B. Davis

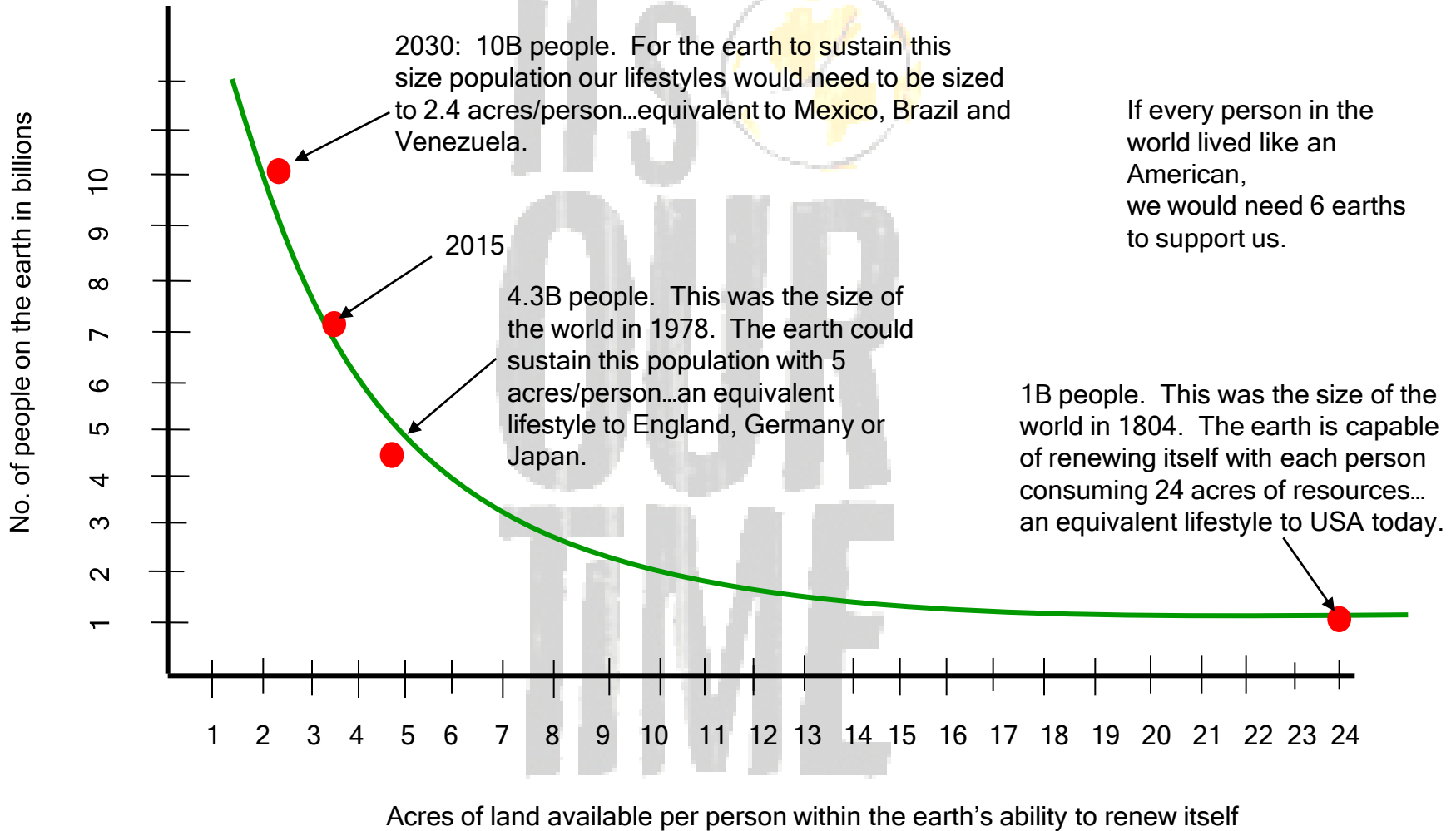


Here is what happened at Denny's in Chicopee, MA just a year ago...over maple syrup!

Roughly 21-37 billion acres of the earth's surface, 9%, is biologically productive...farmable.

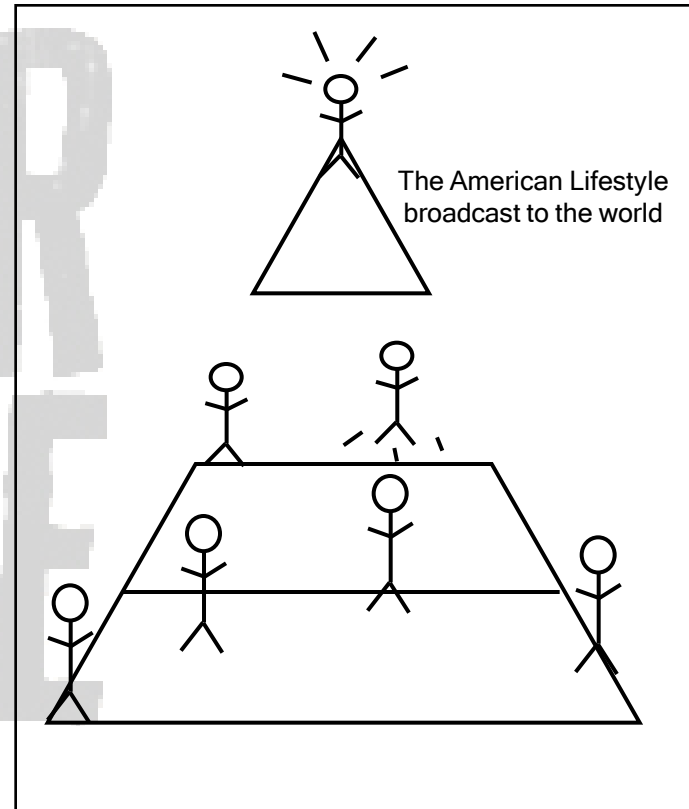


# "Another African Land-grab"



**Philosophy:** A sustainable future, peace-in-the-world and resource utilization are linked.

Here in the US, we make up only 5% of the world's population, but we consume 44% of the global gasoline, 25% of global energy & 30% of the world's resources. If you add in the folks in Europe and the other wealthy people around the world, 20% of the world's population consumes 2/3 of the world's resources and generates 75% of the world's waste.

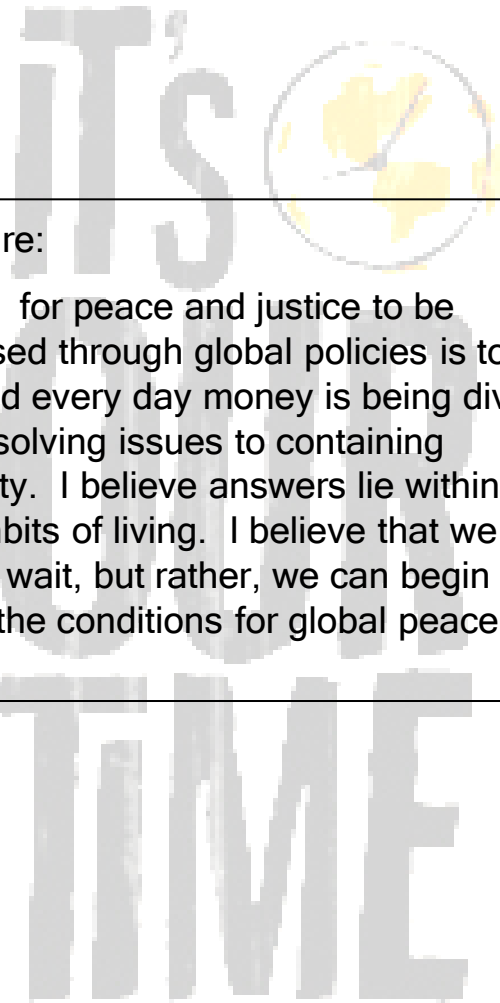


**Mission:** Mobilize people to stop the advance of hostilities and violence occurring as an unintended consequence of our lifestyle behaviors, while contributing to a sustainable future for our children.

**Beliefs:**

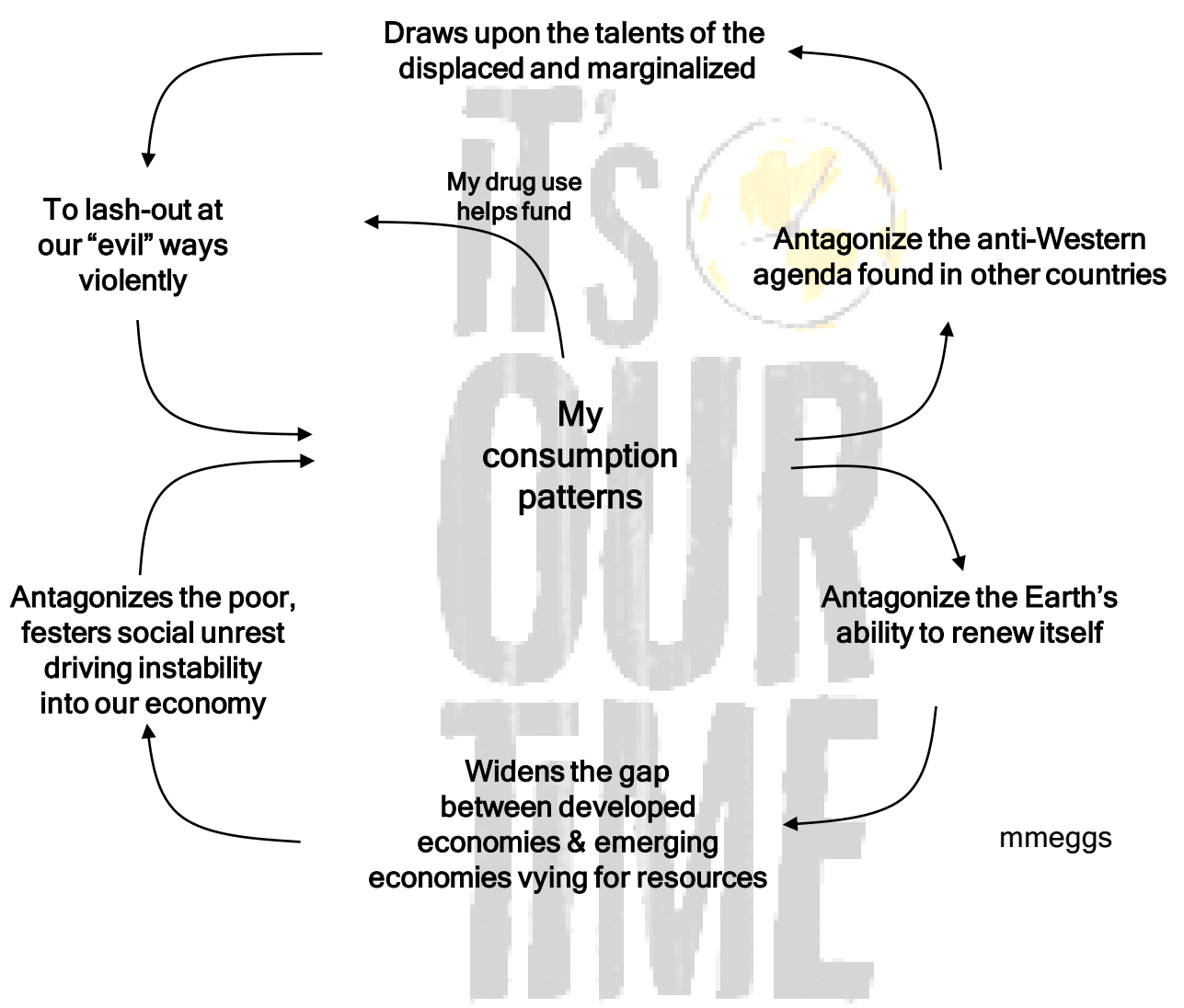
- *Counterintuitive:* The more people there are, the more important my decisions become
- People's short-term self interests can be at odds with long-term group interests and common good.
- Resource control equals wealth and power, which can be divisive to peace.
- Vying for scarce resources can lead to hostilities, bloodshed and violence in a world of limited resources.
- The sum of individuals' self-control serves both the group's and individual's interests.





My desire:

Waiting for peace and justice to be addressed through global policies is too slow and every day money is being diverted from resolving issues to containing instability. I believe answers lie within my daily habits of living. I believe that we don't have to wait, but rather, we can begin setting the conditions for global peace today.



11%  
1oz

33M  
\$300/oz



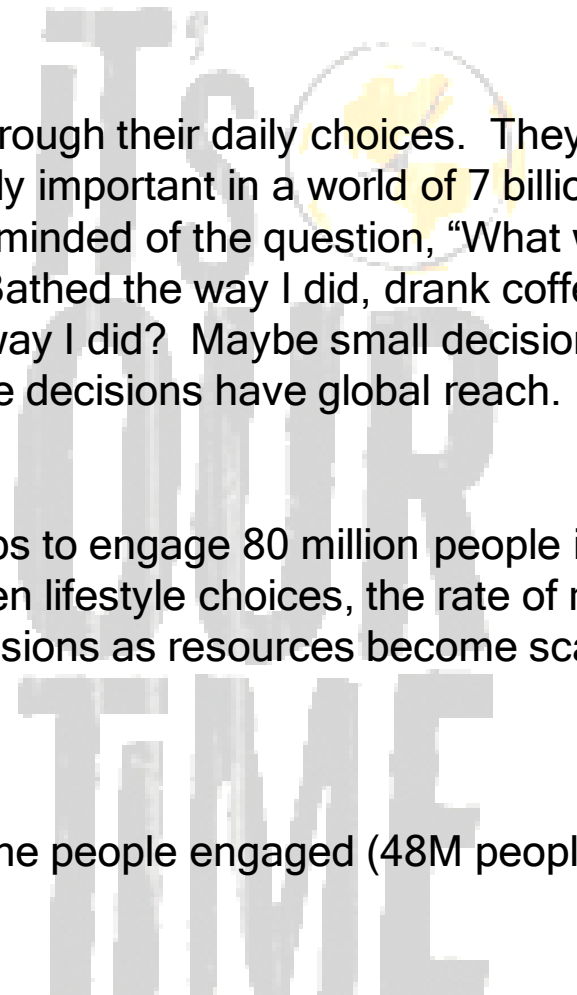
\$10B / \$200B

4,500 since 2003

15,000 in 2010

3 in America (+ 2 more) = 5

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**Vision:** People take action through their daily choices. They understand that individual decisions become increasingly important in a world of 7 billion people. As a person goes through their day, they are reminded of the question, “What would happen if all other people did what I just did?” Bathed the way I did, drank coffee, drove, threw-away items, left food or used energy the way I did? Maybe small decisions for me but when added to millions of other people, these decisions have global reach.

**Objective:** Use Learning Maps to engage 80 million people in small group conversations exploring the linkages between lifestyle choices, the rate of resource consumption and the implications for increased tensions as resources become scarcer and concentrated in fewer hands.

**Goal:** Inspire at least 2/3 of the people engaged (48M people) to make little lifestyle changes by year-end 2014.

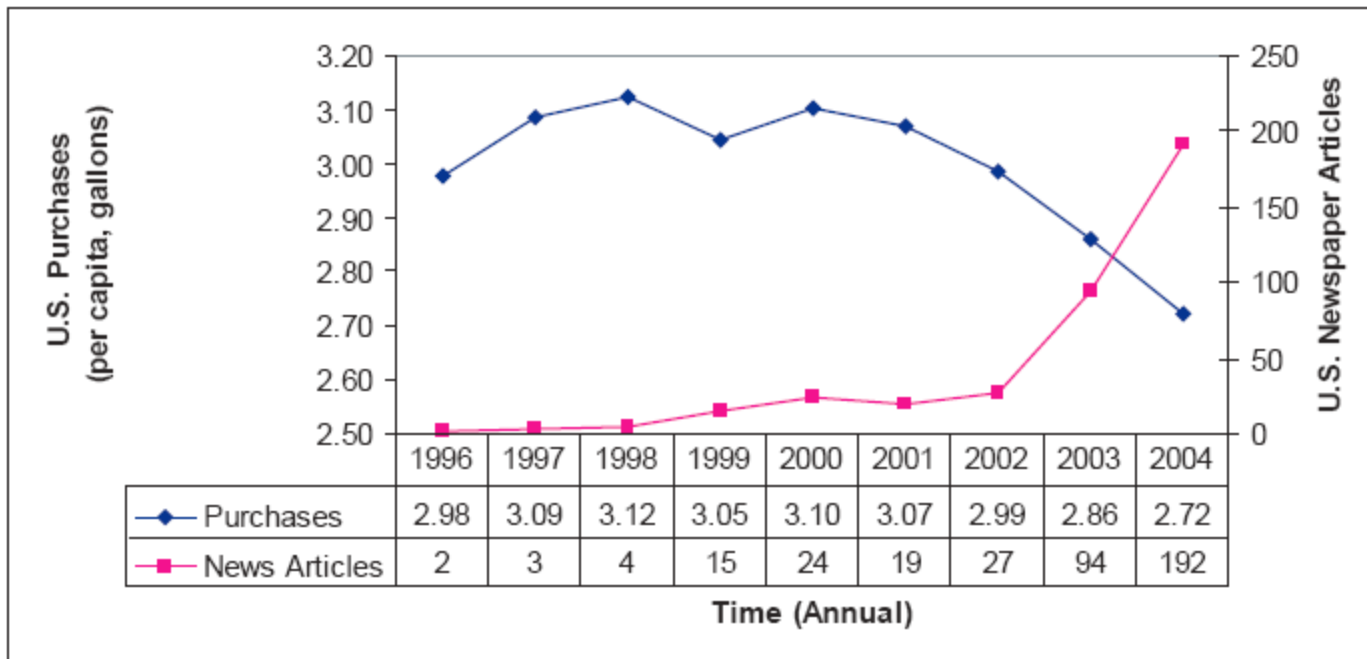
## Krispy Kreme: Diets hurt doughnuts

Chain operator says low-carb craze eats into demand, sees 2005 profit 10% below forecasts.

Shares of Krispy Kreme Doughnuts Inc. (KKD: down \$8.19 to \$23.61) tumbled 18 percent Friday after the doughnut chain operator warned that its first-quarter and full-year profits will come in below Wall Street's estimates, saying low-carbohydrate diets such as Atkins hurts demand for doughnuts.

"This [low-carb] phenomenon has affected us most heavily in our off-premises sales channels, in particular sales of packaged doughnuts to grocery store customers," CEO Scott Livengood said in a statement.



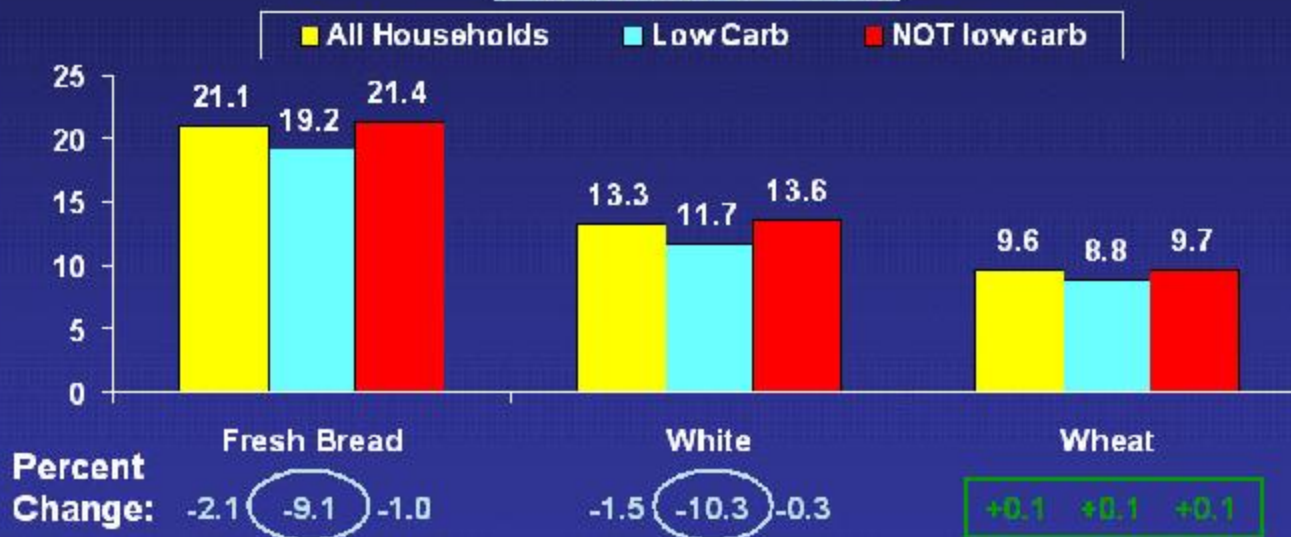


**Figure 1. U.S. Per-Capita Orange Juice Purchases (As Reported By ACNielsen) and Newspaper Articles on Low-Carbohydrate Diets and Dieting, Annual Totals 1996–2004.**

## Buying Rate

- Low-Carb diet households do purchase less bread – including Wheat
- Buying Rates showing greater declines than Penetration – most notably among Low-Carb diet households and White bread

### Pounds per Buyer



6 months 11/03 Vs 11/02

Source: ACNielsen Homescan

Sept. 15, 2003

Sept. 15 - When Unilever PLC, the British food giant that owns **Slim-Fast Foods**, announced in July that **U.S. profits had dropped 23 percent**, it quickly pointed an accusing finger at the Atkins diet, the trendy weight-loss plan high in protein and low in carbohydrates. Atkins, Unilever's chairman explained, has set off shock waves in consumption that have cut Slim-Fast's profits, and **there's no way to fight a fad**.

SUDDENLY, WALL STREET is blaming the diet craze for all sorts of economic upheavals, and the deafening buzz is almost enough to drown out economic sense. *Time*, the *Economist*, *USA Today*, and countless media outlets – marveling at the idea of slimming pork chops and heavy cream – have touted the commercial impact of the Atkins plan. **The diet has been blamed for falling wheat prices and booming beef sales**.

Three months ago, the British Federation of Bakers made headlines when it announced that **bread sales have declined 2 percent** per year since Dr. Atkins' book was re-released in 1997. Wheat consumption has dropped from 147 pounds per person to 139 pounds in the past six years. And in May, the Tortilla Industry Association held a high-profile seminar titled **"An Industry in Crisis: The High-Protein, Low-Carb Diet and Its Effects on the Tortilla Industry."**

### WHERE'S THE BEEF?

Atkins-friendly foods, on the other hand, are booming. News reports have credited Atkins for an **increase** in U.S. beef sales in 12 of the past 14 quarters. Prices on cattle futures have climbed from 65 cents per pound in 2001 to 82 cents per pound today (suggesting the beef market has grown by \$3 billion in 3 years). Consumption of bacon and eggs are at **10-year highs**. Beef jerky sales are up more than **40 percent** in the past two years, and pork-rinds have tripled their market share to \$496 million per year.

"It's rare that a diet will have an impact on national trends," said Harry Balzer, the author of the annual *Eating Patterns in America*. "Atkins is the exception."



## The 80 Million People Project:

- Educational initiative

People all across the county will sit in small discussion groups around the Learning Map examining data and sharing stories as they explore their lifestyle choices, the rate of resource consumption and the implications for increased tensions as resources become scarcer and concentrated in fewer hands.

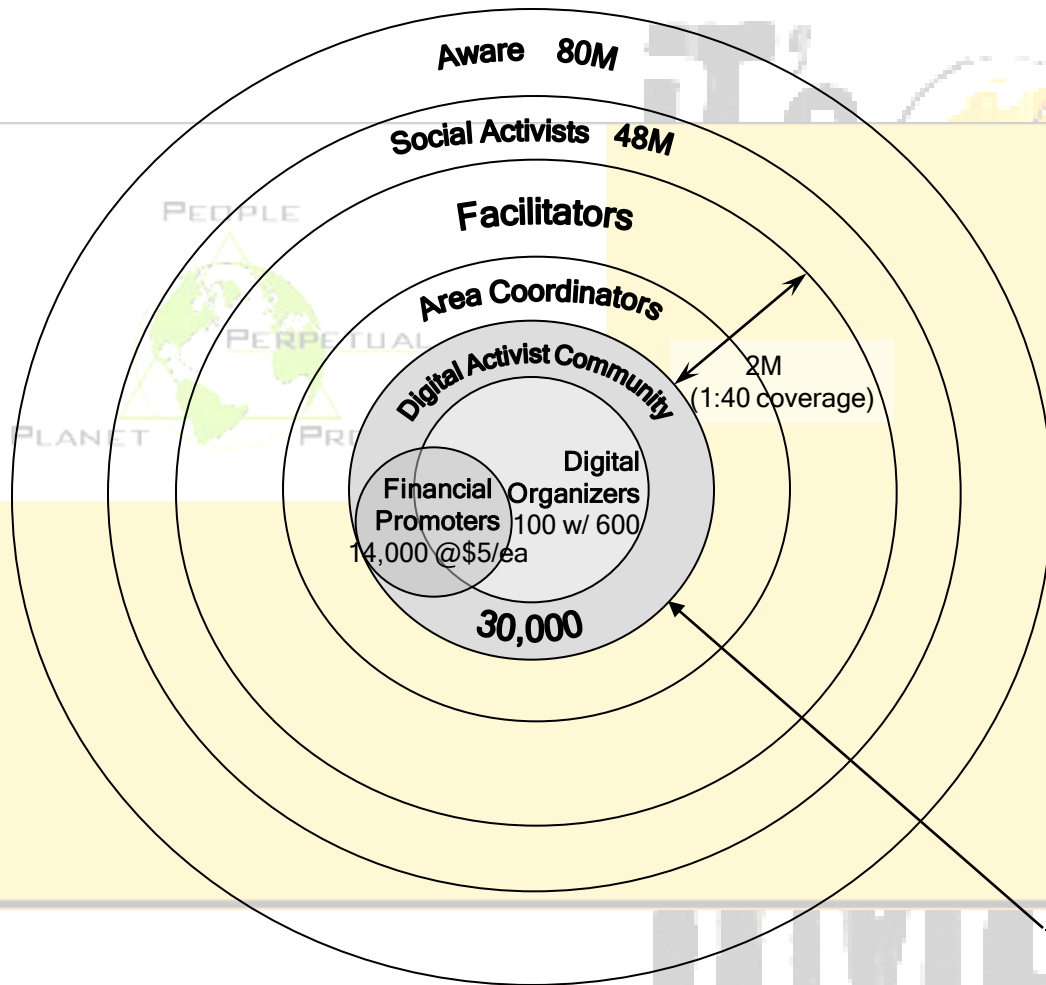
- Silent revolution

Engage 80 million people in North America in small group learning events focused on linking personal, daily choices with setting global conditions for peace... calling the question, “Is peace important enough to me that I would be choiceful about my consumption habits, assumptions and behaviors?”

Just because I can, does it mean I should? For people who have not traveled outside the country it is easy to become isolated and unaware of the global situation and how rapidly the world is changing. When living in the “land of plenty,” it is sometimes hard to understand what living responsibly means. At the end of a learning map experience, participants will walk away with the following:

1. Realization: conscious that I personally impact world peace through my daily behaviors and choices;
2. Personal implication: a pursuit of peace will cause me to be choiceful about my consumption habits, assumptions and behaviors;
3. Ownership: as a citizen of a developed country I am important to the future;
4. Affirmation: peace benefits me directly and indirectly (especially in my pocketbook);
5. Decision: converging on peace in the global community requires effort, work and purposefulness toward a higher cause. Would I do anything different than I am today because peace is important to me?

# Requirements to organize this effort



## Organizing Effort:

1. 100 Digital Organizers with 600 friends
  2. 30,000 Digital Activist Community
  3. 14,000 Financial Promoters @ \$5 ea
  4. 2 million Area Coordinators and Facilitators (1:40 people coverage rate)
  5. 48 million Social Activists
  6. 80 million people Aware
- Annotations for the list items:
- 50% Accept (between items 1 and 2)
  - 50% Accept (between items 2 and 3)
  - Funds map (between items 3 and 4)
  - Learning Map Created* (between items 4 and 5)
  - 60% Live it (between items 5 and 6)

Core Activists of the 80M People Project.

This group of people is...

- the foundation of the entire movement;
- the engine that drives the reclaiming of our future;
- the heart, energy, passion and motivating force.

Change comes from participation,  
not observation.

Connect on-line to on-land.

## Email

- Directs people to the story
- Updates
- Case studies
- Encouragement
- Activist network

## Web Site

- Base-camp for It's Our Time
- Fund raising
  - automated receipts
  - thermometer
- Information
- Map ordering/admin
- On-line map version

**YouTube**  
Messages to the  
activists

## Twitter

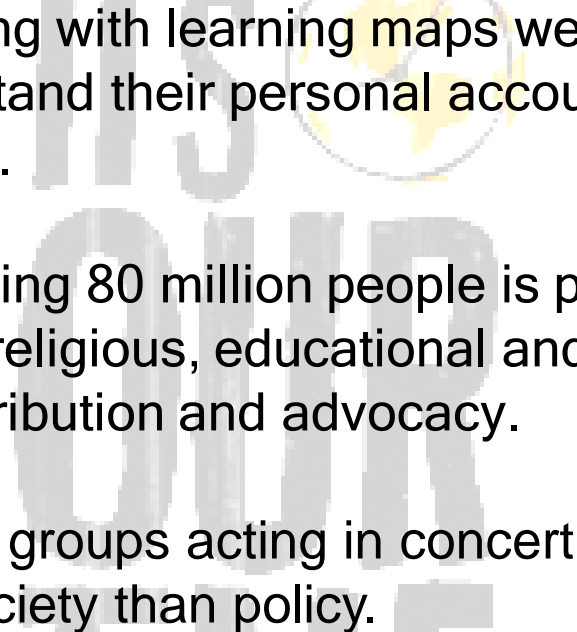
- Op-in updates
- Who is doing what

## Blog

- Discussion of map roll-out
- Discussion of topic

## Facebook

- Base camp for the group
- Personal association with group
- Community of activists

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- I believe that starting with learning maps we can get North Americans to understand their personal accountability in contributing to peace.
  - I believe that reaching 80 million people is possible by working through the religious, educational and civic-club infrastructure for distribution and advocacy.
  - I believe that small groups acting in concert have a much greater impact on society than policy.

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