

THE BRAND home planet



The marketing campaign:

The HEART OF AFRICA



Puerto Penasco embraces the
World Peace Posse



The logic base: The one liner!

The Heart of Africa represents the awakening of compassion in the creative city; beyond triple bottom line accounting principles as we move into the era of holistic thinking.

Memo commentary:

Compassion does not allow us to see happiness as an individual accomplishment because our experience is so intimately interconnected with all living beings. We need to look directly in to the nature of our experience, to look within, and by so doing to awaken from the illusions that entrap us. Compassion means listening to the cries of the world

Dualism causes us so many problems.. This lays the groundwork for the understanding of the tool PO. Each of us has the potential of seeing our world entirely differently. At any moment each of us has the possibility of awakening. The above is the philosophy of moving from the FIGG (fear, ignorance, greed and guilt) paradigm more into a love paradigm.

The program is called Heart of Africa. It is based upon the fact that 27000 children die every day of preventable causes. Our program is to have one of the following components.

- 1) Date: October 24, United Nations Day
- 2) Place: World wide: acknowledgment at City Halls Worldwide
- 3) Showcase: renditions of the Heart of Africa in: Song, dance, PHOTO, poetry, Painting, Collage, music - highlighted by a 24 hour Drum Circle in cities worldwide
- 4) Who: Teachers Without Borders through the World Peace Posse in concert with local groups taking the lead role, including United Nations organizations, and other socially minded organizations
- 5) promoting the UN Global Compact, the Millennium Development Goals and the Earth Charter.


The official visual logo of the Event is the Sculpture: Heart of Africa, and the Homeplanet Brand.

- 6) . Your company /organization can participate in a number of ways:

Have a photo/ art, theater, music, poetry, (artistic expression) project showing interpretations of the Heart of Africa:

Appoint a co-ordinator: Link with our network'

Develop a Promotion including your suppliers.

Talk on the issues brought forth by this initiative.

Trust this works for you. Let us know your thoughts

P.S This document is being sent to City halls around the world, and we will be organizing with other groups as we develop.

And other EVENTS:

such as the H20 Event June 21 World Peace and Prayer Day:

Promotion of Puerto Penasco through the efforts of the World Peace Posse:

The June 19,20, 21 H2O Event:

Three Days -

Day One Opening Ceremonies of the Traditional peoples - education and training

Day Two - business showcase – green, environmental, state of the art possibilities, school presentation of their preferred world View

Day Three - Ceremony

all three days will have entertainment presentations of some sort – integrated into the International Event

all of course depends upon budgets.

Beautification of the Water front.

The first project will be to beatify and make safe the harbour docks.

Secondary:

An international invitation challenge for wall painters will be set out – inviting artists to come and paint the walls of the City. This painting project will be attempted for the June 21 event with a view to having it as a memorial for the Day.

Premises will be leased and staff retained in order to organize effectively.

Discussions have been explored in a number of areas and we are open to take direction from the community as to where this office should be located.

However:

We have discussed participation with the Teacher of the Tuesday and Thursday Guitar class at the local library – they have agreed to come and play on that day – they can become our ongoing PR campaign

Young (10 year old Salma) – already recognized as a promising entertainer – will be our headline show and we will be looking to invite Santana – to support her.

The indigenous community (35 tribes) will be asked to hold a three day gathering to prepare themselves for participation in the world water “intention” event.

This aspect of the event will be our main focus – exploring the message of the Eagle and the Condor, and sharing the 16 Principles of the United Indians organization.

Our program and process will be a model for community development. Physically, mentally,

emotionally, and spiritually.

We will also be concerned with the economic realities, ethics, how we use our energy and other, and our health (PMES).

Our World Peace Posse , initiating in Puerto Penasco will become the story of our day – built upon the Legend of the Iroquois Peacemaker – we cannot fail – and we must not compromise our values at any time as we engage in this ground breaking , leading edge, community development.

With appropriate budgets we will do a video documentary story on our activity. Documentary will be stand alone or value added for other film documentaries being done on the theme of the Eagle and the Condor.

1) Restaurant Participation in the Puerto Penasco H2O and the H2O Event:

- 1) Restaurants will participate in the marketing and the promotion of the H2O Event.
- 2) Participation Fee will be :
based on the number of seats in Restaurant:
- 3) Fee = \$1 per seat per month / one year contract / three month fee in advance with option to cancel contract on three months notice (this means your coming in commitment is at least for six months notice having to be given by June 30th of intention to cancel commitment.
- 4) Further participation in the Toronto Dollar Program. The Toronto dollar is valued at a Canadian dollar less 10% if the money is returned to Toronto. Used here, it will be fully exchangeable with the “to be developed” Puerto Penasco Peso. This is an option only an the PPPP Peso can be initiated using the Gold Mine situation as collateral for issuing the PP Peso. **THIS IS A BIG IDEA AND DEMONSTRATES HOW COMMUNITIES WITH RESOURCES CAN DEVELOP THEMSELVES.**
- 5) The PP Peso will be administered by PIR and will be developed in conjunction with their good offices.
- 6) An office for the Restaurant Association with secretarial support, and communications will be maintained along with the Toronto Dollar Program
- 7) Participating Restaurants will purchase an opening inventory of Toronto Dollars in addition to their participation fee. The inventory will be at the discretion of the Restaurant and the restaurant will be permitted to sell the Toronto Dollar at what ever price it chooses – either as a collectors item framed – with slogans like:
“How we made Peace in Puerto Penasco.”
“Peace money” thinking outside of the box”
“Toronto Dollars working in our Puerto Penasco community”

In addition to the Toronto Dollar Program we will begin in the schools a program teaching Homeplanet Chess and PO.

Restaurants will participate in this program by:

- 1) having a chess board with story in their establishment
- 2) having at least one day per week a tournament offering a prize of a meal / or some

other such benefit – perhaps a Toronto Dollar Prize – or gifts from local retailers promoting their wares.

- 3) This promotion will go forward when we have contracts with at least ten restaurants in the program – and 3 schools learning Homeplanet Chess
- 4) Boards will be produced under license by Mexican manufacturers and will be priced by them to the Restaurants.
- 5) Literature will be developed by the WPP for the program in the restaurants.
- 6) Systems will be developed to administer these programs effectively

Growing Program – food and Trees

We will institute a program to growing foods in local homes (sprouts, etc) and planting trees and gardens as part of a Beautify Puerto Penasco program

Water Program

We will institute a Water (alkaline water) program in the city.

We will investigate the state of the art desalination program (see University of Ottawa's recent discoveries.

Energy: We will develop solar energy in the community as much as we can.

We will explore the use of the Tide as an energy producing technology. Our High tide, while a boating challenge provides the opportunity to explore its use.