



INSTITUTE FOR CONSCIOUS GLOBAL CHANGE

The Millennium Earth Project

“A Visual Solution to the Millennium Development Goals (MDGs)”

Fundamentally Changing the Way Humanity Lives and Creates Its Environment

Executive Summary

The Institute for Conscious Global Change, Inc. is a 501(c)(3) non-profit NGO registered with the Department of Economic and Social Affairs (DESA) of the United Nations. We are building a virtual globe “Millennium Earth”, a visual solution to the Millennium Development Goals using GIS technology. Our mission is to gather relevant data, in coordination with the Organization for Economic Co-operation and Development (OECD), United Nations Educational, Scientific and Cultural Organization (UNESCO), the Inter-Agency and Expert Group on Millennium Development Goals (MDGs) Indicators led by the Department of Economic and Social Affairs of the United Nations Secretariat, and other data gathering bodies. We are building a virtual globe called, “Millennium Earth”, which is a visual map of each country with accompanying detailed information to the Millennium Development Goals using GIS technology. Our aim is to create the virtual globe Millennium Earth making more visible the needs of each country – agricultural, medical, educational, and developmental – highlighting the problems in one main center so the solutions can be quickly sought and served. In this way the Institute will present a visual solution to the Millennium Development Goals, showing how we can fundamentally change the way we live in and create our environment.

Under the direction of Dr. Jeffery Sachs, the Millennium Project was commissioned to develop a concrete action plan for the world to achieve the Millennium Development Goals. In 2005, the independent advisory body headed by Professor Sachs, presented its final recommendations to the Secretary-General in a synthesis volume “Investing in Development: A Practical Plan to Achieve the

“We must not fail the billions who look to the international community to fulfill the promise of the Millennium Declaration for a better world.

Let us keep the promise.

-UN Secretary General, Ban Ki-Moon

Millennium Development Goals.” Contributions came from ten thematic Task Forces comprised a total of more than 250 experts from around the world including: researchers and scientists; policymakers; representatives of NGOs, UN agencies, the World Bank, IMF and the private sector. The virtual globe Millennium Earth will be an essential tool for all levels of education to inform and engage the people. It will be a tool in the use of geographic information systems (GIS), urban planning, sociology, agriculture, health, engineering, architecture, population science, design, mathematics, economics, business, sustainable development and more. Stakeholders will clearly see and study how all the systems are integrated and function in the country as a whole. Not only will users have an up-close view of the problems affecting people of all gender, age and race across developing countries, they will also become involved in the solution. Governments, civil organizations, teachers, businesses and individuals will use Millennium Earth virtual globe and the information found on it to collaborate in creating innovative solutions.

The Institute also sees this project as an essential tool to be used at all levels of the educational spectrum; to inform, educate and engage the youth and especially girls in the problems affecting peoples of all races, gender and ages. They will be able to get an ‘up-close’ view of the problems affecting humanity and become involved in the solutions. The objective of this project is not only to highlight the problems of each country, but to also provide strategic objectives for their solutions. When we are able to show young people a visual image of the better world they can hope to live in, then the motivational intent is strengthened for creating world change. This will be an inspirational force towards coming up with ideas for how they, the youth, can make a difference by contributing in their own unique way.

We will use this information to provide essential guidelines together with input from the many wonderful organizations like the United Nations, the OECD (Organization for Economic Co-operation and Development); Amnesty International, Oxfam, Human Rights Watch and many other NGOs. We will also consult private entities that have made vast contributions to these global needs. The Millennium Earth project will become a clearinghouse of information to provide up-to-date data and a visual solution to the issues in each country. It will, therefore, update contributing organizations on the current work that is being done and coordinate activities to avoid duplication of resources and efforts. We will draw on the data collected by these organizations, making sure at all times that the information is current and accurate.

*The Institute for
Consciousness Global
Change, Inc. intends to play a
significant role in helping to
eradicate the economic and
educational deficits, which
form the underpinnings of
poverty and war. We
humans are equal to the task
of ending global poverty and
I am convinced that to
change this reality we must
be able to “see” it. Making
these needs visible through
this computer generated
Virtual Global Project is a
significant step toward
achieving this goal.*

Millennium Earth

To achieve our mission we will:

- Construct a virtual globe, which will provide visual and written up-to-date information on each country, which will be accessible by all who require knowledge and information in order to assist alleviate the problems of that country. The final product will be a publicly accessible interactive map available online at www.MillenniumEarth.org.
- Work in partnership with the United Nations, the Organization for Economic Co-operation and Development (OECD), NGOs and local governments to make detailed assessments of the financial, economic, technical and manpower resources required to achieve the desired objectives.
- Assist and be proactive in directing the resources to each country to resolve to meet their developmental needs.
- Collaborate and coordinate with international organizations serving in each country to collect and upload comprehensive and relevant information to Millennium Earth
- Consult with in-country officials (in their own language if necessary) to verify and make current the data gathered and, where necessary, make corrections and immediately notify essential organizations active in these countries by the quickest method possible (Social Media, Web, Pod Casting, Video Messaging, Text Messaging etc.)

A virtual map of each country with accompanying detailed information will be available at the country's site on the Millennium Earth public website, www.MillenniumEarth.org, to be constructed by the Institute of Conscious Global Change, Inc.

The Institute for Conscious Global Change, Inc., located in New York, New York, is committed to the goal of making the needs of the poor and disenfranchised, as defined by the United Nations Millennium Development Project, more visible to the world. The resources needed to reverse these human tragedies are available, and the Institute for Conscious Global Change is to bring clarity to what is lacking i.e., a more organized presentation of the facts, the data and the proper strategies for concrete and economically sound resolutions. The Institute plans to assist in bringing greater attention to these needs through the visual presentation of the data on Millennium Earth.

This project will operate from New York, first virtually then when office spaces are secured, from New York City and Europe. The staff of the Institute will collect, coordinate, evaluate and verify the data of all the countries as grouped by the Millennium Development Goals(MDGs) and supported by United Nations Secretariat of Economic and Social Affairs. We will develop Millennium Earth: a collection of virtual country maps displaying developmental needs of the least developed countries, which will display all the countries in each of the seven regions. By clicking on each country, the most up-to-date information will be available and visuals of current state of the country and its needs will be available for review on the projects in development. The viewer will have information

Millennium Earth

on how one can contribute. Television spots will be purchased, and social media will be utilized to showcase the developing work in each of these countries, both inside the countries and around the globe.

The Institute requires funding of six hundred and thirty-three thousand and six hundred dollars (\$633,600) (see development budget on page 18 of the full proposal) for start-up personnel, software and equipment to set up the first three prototypes by May 31, 2012. The initial personnel will consist of the President, Vice President, and Chief Operating Officer who will communicate the vision for the Millennium Earth project and will oversee the development and implementation of the whole computer start-up project; a Research Director who, with the assistance of Research Interns, will begin to assemble initial research data for the project, a Geographic Information Systems (GIS) Director, with the assistance of GIS Specialists, will use the ESRI ArcGIS software to develop the country prototypes and then with the assistance of Web Developers will upload the completed country prototypes onto the Millennium Earth website. At the end of the start-up phase when the first three country prototypes for the Millennium Earth project are developed, we will secure office space in New York City.

The Institute plans to build three prototypes: one from each of the three regions that comprise the 48 Least Developed Countries (LDCs). We project a need of approximately five million two hundred and sixty-two thousand eight hundred dollars (\$5,262,800) in the first year to fully operate. An ongoing assessment will be made to determine our projected needs in a stepwise process over the next five to ten years. The Institute, however, while trying to acquire funding, will be attracting volunteer support from colleges and universities where the emphasis is to educate a more globally aware youth who are engaged in helping to solve the plights of the poor. Passionate, globally aware, bright young people are encouraged to apply to the open internship positions at The Institute. In addition, universities with an international development program have also been contacted to attract their support in building the prototypes for the Millennium Earth project with the goal of assisting the United Nations achieve its Millennium Development Goals (MDGs). An ongoing assessment will be made to determine our projected needs in a stepwise process over the next five to ten years.

Qualified staff with sterling, educational, professional and international experience in addition to a passion for making a difference and an intense humanitarian commitment will staff the Institute of Conscious Global Change, Inc. The funds needed to put in place the staff, is the present urgent objective of the Institute. The Institute will work closely with United Nations Non-Governmental Liaison Service, the Office for ECOSOC Support and Coordination (OESC), the NGO Branch Office to coordinate and seek support in order to fulfill the objectives of the Institute and the Millennium Development Goals (MDGS).

We hope your organization will partner with the Institute for Conscious Global Change to make this Millennium Earth project become a reality for humanity. It is a major goal of the Institute to have the Millennium Earth project completed in its entirety and available by 2015, the target date of the MDGs, and of having a completed mapping and development of all the least developed countries of

Millennium Earth

the United Nations showing virtually, the visual solutions to the MDGs for concrete implementation beyond 2015.

Etta D. Jackson, Founder/CEO
Institute for Conscious Global Change, Inc.
www.consciousglobalchange.org
virtualearthproject@consciousglobalchange.org