CENTER FOR CONSCIOUS CREATIVITY
Catalyzing Global Transformation through Authentic Self-Expression

Global Arts and Media Node

Recommendations for Millennuim Project

Millennium Project
Planning Committee
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Recommendations for Millennium Project

Node Management

Ideas for increasing coherence, focus and efficacy of nodes:

- Facilitated Communication between Nodes
  - Need for better coordination, communication, coherence
  - Possible solutions include newsletter, networking website, node laision
- Goal Setting and Tracking
  - Short and long term goals for nodes
- Annual Special Focus on Select Global Challenges
  - One Global Challenge is chosen for primary annual focus
  - Three to four Global Challenges chosen for secondary annual focus
  - Each node prepares report on selected challenges
- Standard Annual Reporting Template for Nodes
  - Goals and Accomplishments
  - Global challenges regional reports
  - SOF dissemination plan
  - Special Projects
- Quarterly Reports from Nodes
  - Informal reporting for newsletter or update report

Recommendations for Millennium Project

Standard Annual Reporting Template for Nodes

- Goals and Accomplishments
  - Last year's goals
  - Last year's accomplishments/status
  - Next year's goals
- Global challenges regional reports
  - Standard measure of global challenge impact, both present and future[1]:
    - Natural resources
    - Economy
    - Environment/ecology
    - Social/cultural progress
  - Survey of solutions, active programs and key decision makers
    - Technological/academic
    - Governmental/diplomatic
    - Corporate
    - Social/societal
- SOF dissemination and outreach plan
  - Translation
  - Printing and distribution
  - Transmedia properties
- Special Projects

1) Quadruple bottom line concept from Zhouying Jin's report

Recommendations for Millennium Project

Transmedia Projects for Millennium Project

A Variety of Media for Outreach, Communications and Influencing

- Print
  - SOF report adaptations and spinoffs
    - Multi-language distribution (existing program)
    - Overview for general public
    - Children's version
    - Youth version (graphic novel?)
    - Educator's guide (textbook?)
  - Papers, articles, etc.
- Web
  - Social network
    - Blog and forums
    - Crowdsourcing of solutions to global challenges
  - Video webisodes and viral videos
  - Educator's tools
- Television Series (Global)
- Film – Documentary
- Digital Dome/Planetarium Show (Informal Education)
- Serious Games
- Mobi/iPhone Apps

Recommendations for Millennium Project

Television/Webisode Series Concept

State of the Future

A forward-looking, youth-focused, multinational TV/web series focused on emerging solutions to global challenges and how they can be accelerated.

One episode per Global Challenge:

- Part 1. Introduce challenge
  - How serious is the challenge?
  - What regions are currently most impacted? What are the future forecasts?
  - What drivers or entities contribute most to or perpetuate the challenge?
    - Government agencies, corporations, social trends, environmental policies, etc.
- Part 2. Youth hosts review emerging solutions to challenge
  - Technologies, policies, educational programs, etc.
- Part 3. Youth hosts interview the heroes and villains and seek action plan
  - Who is working hard to provide solutions?
  - Who is blocking their path?
  - How can barriers to progress be removed?
  - What will it take to overcome challenge?
  - How can the viewer help?

Recommendations for Millennium Project

Serious Games

Games can range from very simple to extremely complex:

- Web Applet
  - Simple, inexpensive game for Facebook or other social network
  - Can propagate virally via social network
  - Allows teaching of simple concepts via "sticky" interaction
- Mobile Application
  - iPhone, Android, Blackberry, etc.
  - Capabilities include GPS, accelerometers, camera
  - Allows augmented reality, geotagging, gesture-based interaction
- Online Application
  - Widespread distribution possible
  - Increasingly complicated applications – augmented reality, etc.
- PC Game
  - Can play on any PC
  - Excellent quality
- Game Console
  - X-Box, Wii, Playstation, etc.
  - Excellent quality with additional capabilities (controllers, etc.)

Thank You!

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