*Conscience*LAND

The Blue Paper - an adventure into "Citizenship as a Service" (29pps)

ConscienceLAND SDG Embassy Node
Everest Base Camp
(5,364m / 17,598ft.)

ConscienceLAND / World Sustainability Project
McMASTER INSTITUTE for Citizenship as a Service
Sustainable Development, EARTHmobilization & Deep Adaptation
Hong Kong Society REF.CP/LIC/SO/19/23377
Unit C, 2/f, 728-730 Nathan Road. Mongkok, Kowloon, Hong Kong
Republic of Conscience
www.McMasterInstitute.com
contact@mcmasterinstitute.com
Understanding ConscienceLAND: https://youtu.be/yoRirfKMhTM
Report from COP24, Poland: https://www.youtube.com/watch?v=lxJcmEE6sdc

*Conscience*LAND's
Gaia Catalog

Getty Images - Jaime McCarthy

Related Sites:
https://www.facebook.com/ConscienceLAND/
https://twitter.com/ConscienceLand
www.SDGchallenge.com
www.EARTHmobilization.com

Apple Developer Team 8S53URGW6L
https://github.com/ConscienceLand/

Metaverse SDGtoken available at MVS.org
ERC20 SDGtoken available on BTCEXA.com

Contents:

Co-founders Letter
"Citizenship as a Service"

Philip McMaster Co-founder, ConscienceLAND

Dear friends, citizens, ConscienceLANDers,

It's been a long journey, with many, many years of attending conferences, meetings, proposals, discussions, pondering, testing and most importantly the hands-on, in-the-field investigation that has created **ConscienceLAND**. I've been listening to citizens of nations around the world describing their dreams and visions for their children's future. It's clear to me the political and economic borders only exist in our minds and any effort to correct the terrible wrongs must be "invited into being" by we, the people. We are one human family on this lonely planet, and we need to start protecting the Earth and solving the SDG's as a family, in our community of **ConscienceLAND**. As a young leader I met last year says:

"The answers will not be found within the politics of today" - Greta Thunberg

As a testament to the urgency and necessity of **ConscienceLAND**, the biggest city in the U.S.A., New York City, announced their **Climate Mobilization Act** on **CHANGE WEDNESDAY** June 26th, 2019, a fitting coincidence for **ConscienceLAND's** EARTHmobilization.com and in good company with more than 600 cities, countries and regions already declaring climate emergencies around the world.

People, Planet and Products
However, the work has just begun. As I've travelled around our beautiful planet, I've seen with my own eyes and felt with my own heart the pain that **People** and the **Planet** are experiencing, especially the difficulty and "Status Quo" resistance that the innovators, the sustainability movement itself and the difficulty in finding a "**L**ifestyle **O**f **H**ealth **H**appiness **A**nd **S**ustainability" (LOHHAS). We need to invent new **Products and Services** stop consuming the old destructive stuff and market ourselves as "Citizenship as a Service".

I've realized that as fragile humans, facing possible extinction from climate change, rapid loss of meaningful work due to **A-I and robotics** and seemingly unaware of our slavish reliance on an opaque economic house of cards, we find ourselves lost. Complicated by our unhealthy dependence on complex technology that may turn on us any day, it's clear we must rapidly simplify and take control of our lives, learn to consume less and do more for the health and security of our communities around the planet. That's why we need our own "Conscience PLOTS" - private, virtual places in the commons to do real "down to Earth" good.

As societies are simply problem-solving collectives that grow in complexity in order to overcome new threats[1], the potential collapse of our human civilization because we've lost our capacity to deal with reality is frightening. In **ConscienceLAND** we believe that by **embracing and focusing** on the **"17 Plus One" Global Goals** and by putting ourselves at the service of the planet, we will reduce our desperation and despondency; the need to look beyond our borders for "GDP" supremacy will fade and we'll finally return to the friendship and security of our local communities for comforting answers and real meaning.

Like water, the universal solvent, the answer to a successful future is "Individual Social Responsibility" (ISR). From the CEO to the floor sweeper, NGO to politician, the simple ACT of Responsible Citizenship seeking SDG solutions in **ConscienceLAND** will initiate *"Citizenship as a Service"* to the planet.

"The climate crisis has already been solved - We already have all the facts and solutions, all we have to do is wake up and change"
- Greta Thunberg

01

We now have all the technology and systems we need to promote and channel positive attitudes and behaviors without squeezing to death the natural resources of the planet. With the continuing help of science and global political will, the **ConscienceLAND** *ecosystem* is being developed to help guide and prepare **PEOPLE** for what's truly important for their lives and the lives of their children - a **Lifestyle Of Voluntary Effort** (L.O.V.E.).

---

[1] Luke Kemp, Centre for the Study of Existential Risk, University of Cambridge U.K.

Profits to the Planet
I envision **ConscienceLAND** as a community of emerging Earth Consciousness, online and offline, putting in motion an innovative "Trust-Tech" based, interoperable, cross-platform universe.

SustainaClaus in Piccadilly Circus, London. SDGchallenge.com Caring Currency and Lifestyle Of Voluntary Effort (@timbruijninckx ngage media Feb.2019)

Gamifying participation and solutions in a holistically connected world of PLOTS, points, tokens and badges, **ConscienceLAND** Citizens will voluntarily cause a new CARING CURRENCY to flow through their real communities, bringing benefit, reputation and real non-monetary value for all participants and their families.

Along with airdropping, face-to-face paying-it-forward and trading values to stimulate an exciting and meaningful new economy, Citizens of Conscience have a new, effective way to express heartfelt **SOCIAL VALUES**.

Together, we'll kickstart the ecosystem distributing **ConscienceLAND Universal Social Credit** (starting with the "SDGtoken of Appreciation"), awarded as a record for ISR contributions in solving the "17 plus ONE" SDGs. Next, a **Universal Social Benefit** (USB) will provide short-term benefits to keep citizens alive as we ramp-up our "profits to the planet" efforts and contributions and finally, as we solve the SDGs , we'll EARN BACK our portion of a **Universal Basic Income** (UBI) from the **SDG17index treasury** and fund the next generation of **Citizens Of ConscienceLAND**.

The *Triple-Bottom-Line?*… the world **NEEDS YOU** on the team - we need your conscience and soul to to Balance Society, Environment and Economy, to participate in the SDG Challenge and inspire the world with your 'Citizenship as a Service´.

It's time to #WakeUp2Reality, let's make the best of it (^_^)_\!/

Philip McMaster
(aka. SustainaClaus, Professor Planet, Blockchain Bethune and DaLong
PhilipMcMaster.com)
McMASTER INSTITUTE for Citizenship as a Service, Sustainable Development, EARTHmobilization & Deep Adaptation

02

THE CHALLENGE

What is the SDG challenge?
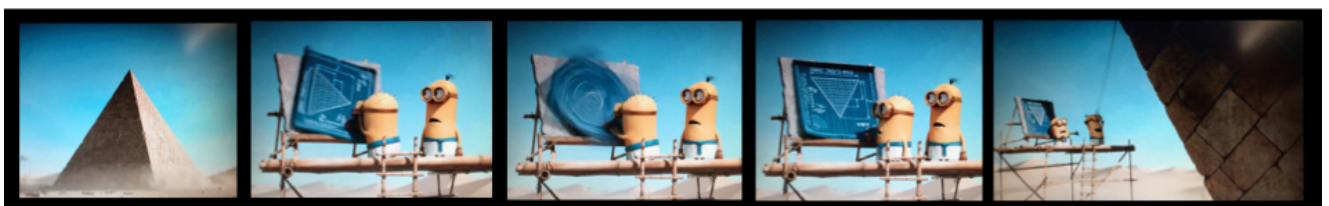
The 1% of humanity and the nation-states they control are maintaining an UNSUSTAINABLE level of trade and consumption growth - all based on energy use. Coal, oil and natural gas all have finite physical and economic viability on the planet - and because of the worsening climate situation - must be kept in the ground. Fossil fuel extraction is also being crippled through divestment, regulation, increased legal liability, carbon tax and lack of insurance. Smart, informed investment is moving away from fossil fuel energy and toward a *Post Oil Economy* of Low Carbon, SDG-based solutions. September 25th, 2015, 165 nations signed the United Nations Framework of 17 **Sustainable Development Goals** (SDGs) as the blueprint to achieve a better and more sustainable future for all.

The **Global Goals** are interconnected and address the global challenges humanity faces, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice. However, at the current level of interest, understanding, adoption and action - barring an alien visitation - there's almost no chance the 17 goals will be addressed, let alone solved by 2030.

At the Conference Of Youth (COY11) and UN COP21 in Paris 2015 "SustainaClaus" an Ambassador of **ConscienceLAND**, immediately began the promotion of the 18th (17+1) Goal - *Individual Social Responsibility* (ISR)_\!/ - bringing attention to the *only way* we will ultimately solve the SDGs.

By taking personal action and assuming personal responsibility for our actions (or inaction) - *"Citizenship as a Service"* - we throw off balance the current power structure of the corporations, media and governments thats distract citizens from their duties, and allow the 99% to "flip over the pyramid" and take control of our planet's destiny for the sake of our children, not short-term personal profit.

THE SOLUTION

The re-Evolution of a Community Concept

ETHICS and COMMUNITY MOBILIZATION - In the spirit of peace, harmony and balance, **ConscienceLAND** is conceived to do the impossible - *rapidly mobilize* the entire world's population (actually only 3.5% is necessary) to avoid a climate catastrophe. The goal is a conscious, adaptable and sustainable future in spite of political, cultural and economic divisions. Critical to the success of any endeavour of this audacious magnitude is the buy-in of the early adopters, the regulators, governors and enforcers. In this regard, the primary competitive advantage of **ConscienceLAND** and the revolutionary concept of an Open Source, non-money-based social credit ecosystem, follows many years of many sector presentations, shows, marketplace awareness activities and an existing public network through which the concept can be rapidly introduced. (Search "3FingerW" for a partial visual history.)

Within **ConscienceLAND**, "community" has meaning, purpose and place. **ConscienceLAND** is a virtual "EARTH mobilization" of **People** around the world recruiting themselves, family and friends to solve the SDGs. Nobody has to move anywhere. Citizens receive immutable reputation rewards for their good works (POSACTS) to openly transact through virtual **Places** listed in the **Gaia Catalog -** a global community of virtual but traceable 3m X 3m "stewardship" PLOTS. The virtual catalog and PLOT pages describe the histories, goals, solutions and pathways to a healthy, sustainable future. As we identify, donate, support, create and improve, our contributions toward social good are recorded on the append-only, indestructible constellation of **ConscienceLAND** affiliated blockchain platforms - the global ecosystem of ConscienceLAND.

ConscienceLAND will be built on this innovative, emerging, interconnected, distributed database of platforms, with token-deeded **Places**, community fundraising tools, value transfer systems and peer-to-peer platforms (Places) that allow contributors and donors across the globe to consciously *leave* the centrally controlled, money-based world and *enter* an emerging decentralized, distributed, non-financial universe. ConscienceLAND celebrates personal freedom and responsibility in a Social Currency ecosystem of faith, hope and trust. Any friend of **ConscienceLAND** with mobile access can select and contribute toward the creation of a fresh, fun new world, committed to solving the planet's most pressing issues. Citizen contributors using the **ConscienceLAND** SDG17index will be able to guide the direct delivery of their donation at 3 levels of comfort, confidence and peace-of-mind:

1.) Leaving the complete funding allocation decision to the curating wisdom of the **Council of Care** or "**CareCouncil"**, *(an informed, equitable and consensus structured fund allocation group, assuring a generally balanced distribution of funds among the 17 SDGs)*
2.)   Choosing the SDG sector that fits their personal passion and leaving the specifics to the CareCouncil or

3.)   Doing their own investigative work to identify specific charities, social enterprises, NGOs or even individuals listed in the **ConscienceLAND Gaia Catalog** that the donor wishes to support directly, helping solve that particular SDG.

03

ConscienceLand: Wake Up and Take Action!

The message of **Citizens of ConscienceLAND** is simple, **DO SOMETHING MEANINGFUL** and take your Place in an exciting, new, growing economy focused on **YOU** in **YOUR local community**. Opportunities in the old world are fading away - virtually EVERYTHING must be moved, re-invented and re-designed, but as long as the fundamentals are secure, that new world is also full of exciting challenges and opportunities for generations to come.

Everywhere **PEOPLE** like **YOU** are now becoming Part of the *Extinction Solution* - as **ConscienceLAND** Citizens, Coaches and Ambassadors, sharing a new Lifestyle Of Health, Happiness And Sustainability (**LOHHAS**) with the people who share **Caring Currency[2]** and **L.O.V.E.[3]**

"The one thing we need more than hope is action - once we start to act, hope is everywhere - so instead of looking for hope, look for action - then, and only then, hope will come"
- Greta Thunberg, 16 year old Swedish activist.

Adventurous Citizens, Coaches and Ambassadors of **ConscienceLAND** travel to the most affected areas of the globe through virtual "**PLOTTING**"[4] reducing poverty, pollution and climate change wherever they are able, building a global network of **People**, **Places** and sustainable ecosystem **Products** for the **Gaia Catalog[5]**. and taking strides to balance our Societies, Environments and Economies with the SDG17index.

*"Your window of opportunity is to invest **IMMEDIATE, DECISIVE ACTION** in yourself, your children and grandchildren with the **SDGChallenge -** build SDG status, own your own PLOT(s), and **Wake Up the World** with **YOUR SDG-FRIENDLY ACTIONS**. Altogether, we can take the SGDs to another level and help to realize their full potential before is too late. We believe that the only way to support '**taking action**' and achieve the '**17 plus ONE**' SDGs, begins with **YOU… WAKE UP!**"*

---

[2] **"Caring Currency"** are the basket of useful and meaningful virtual tokens, coins and currencies associated with, and competing in the ConscienceLAND SDG17index - Digital assets classified as "Caring Currency" contribute to and facilitate the Motivation, Actions and the Flow of rewards, values and recognition of citizen members in ConscienceLAND.

[3] **L.O.V.E.** = "Lifestyle Of Voluntary Effort"

[4] Virtual **PLOTTING** - Tokenized "Stewardship" DEED addresses, / VR Visualization with BlockchainVisualizer.com / AR Validation of SDG PLOT improvements /

[5] **Gaia Catalog** is the updated, interactive, virtual version inspired by (but unrelated to) the "Whole Earth Catalog" of the 1960's. The Gaia Catalog is a proxy for Mother Earth, featuring People, Places and Products that harm her the least.

THE ECOSYSTEM

Blockchain ONRAMP

ConscienceLAND´s platform and ecosystem is designed as a **"Blockchain OnRamp"**[6] to make it easy for non-technical, casual and new users, providing an easily-accessed, relevant, enjoyable and newbie-friendly "universe" within the **ConscienceLAND** ecosystem. In collaboration with an **affiliated constellation**[7] of purpose-specific, multi-chain "Caring Currency validated" blockchains, **ConscienceLAND** provides a *decentralized on-ramp* access point for citizen members, marketing and coordinating an engaging, exciting, efficient and meaningful experience to help develop the individual's *"Citizenship as a Service"*, self-leadership and decision-making role in society.

Expressing Individual Social Responsibility[8] (ISR), these people become the natural **Ambassadors** and **Key Opinion Leaders** of their own conscious communities as well as leaders in the world, best positioned as the generation to help solve the 17+1 Sustainable Development Goals.

By engaging the current blockchain community and other global citizens unfamiliar with the technology and incentivizing donors and 3rd Sector NGOs to act in **ConscienceLAND**, digital currencies can extend their purpose beyond a store of value or simple investment vehicle and become a dynamic tool to improve social welfare, allowing individuals, companies and 3rd Sector actors to act on their Individual Social Responsibility and advance the SDGs to save humanity.

ConscienceLAND´s SDG17index is a *solution platform* in the multi-chain universe, indexing and comparing competing mainstream "Caring Currencies", the select few, independent blockchains in the world that operate in alliance with **ConscienceLAND**, prioritizing SMART SOLUTIONS to the SDGs.

---

6 The idea of **Blockchain OnRamp** is borrowed from the early 1990's "Information Superhighway Onramp" describing how people, then unfamiliar with how to access the new "Internet", could imagine their car *getting up to speed* on an elevated highway by accelerating up a gently graded **Onramp**. Today, accessing the Blockchain presents an even higher technical barrier and difficult user experience, but **ConscienceLAND** provides no-risk, no-cost motivation to experiment as well as a competitive, "everything to gain" structured experience.

7 the **affiliated constellation** of blockchains is comprised of independent blockchain projects that share the goals of **ConscienceLAND**, to quickly solve the SDG17 +1 Sustainable Development Goals
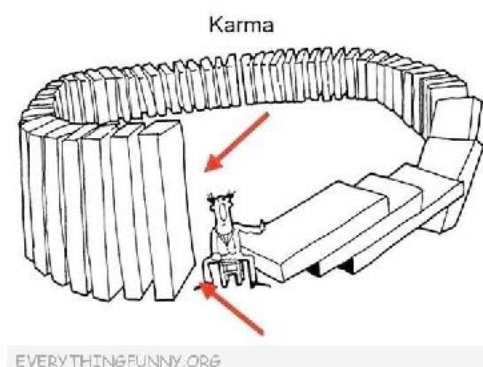
8 Individual Social Responsibility - "ISR" is the real measure of a unique individuals contribution to societies wellbeing. Not to be confused with CSR - Corporate Social Responsibility, which is often associated with charitable giving, or at worst "greenwashing" and recently deceiving and diluting the Global Goals by "SDGwashing".

What goes around, comes around - The Crypto-Shared Economy

SDGtoken, among the first of the Caring Currencies, introduces a radical new "class" of token into the ecosystem. A *social token* solely devoted to emotional sharing[9] and paying-it-forward, this minimal value token engages people in a way that is counter-intuitive to their entire Capitalist upbringing. With social harmony, wealth distribution and doing (and rewarding) good as its purpose, Caring Currency is not a settlement, tip, after-thought or compensation for systemic abuse. Although the "rewarded by sharing" (what goes around comes around) model is the antithesis of the existing Capitalist system, it recalls older social values while introducing a disruptive new form of ecosystem – *a Crypto-Shared Economy for Good* - because within the decentralized, autonomously distributed model, there is the opportunity and incentive to SEED a diverse and

Karma

EVERYTHINGFUNNY.ORG

widely spread out population (comprised from the 99%), not only for the short-term purpose of increasing general well-being, but for the long-term increase in the value of an ever-expanding, dynamic network of doers not hodlers[10]. The token itself is not the valuable "item", instead, the greater the flow of the various Caring Currencies, the more you, as a member of the network, can "take to the bank" or "bank on" the problem-solving relationships those transactions create.

Caring Currency

In **ConscienceLAND**´s universe, the SDGtoken is the first distributed and circulated Caring Currency. This first, urgent, "non-monetary" social benefit token is focused on solving the Sustainable Development Goals by 2030 (With reservations on SDG#8), the most important crisis of our lives. In the spirit of the #SDGchallenge , #EARTHmobilization, and #WakeUp2Reality , the SDGtoken is one of a suite of tokens in the ecosystem designed to help the over 600 cities like New York City (June 2019)[11] and countries like Scotland, the U.K. & Ireland (CHANGE

---

[9] Emotipoints (Emotional), Empapoints (Empathy) and POSACTS (POSitive ACTS) are non-monetary units of account calculating your "V2S" or Value to Society in the ConscienceLAND ecosystem.

[10] "Hodler" is not a typo, it's a term in cryptocurrency for those who hold, and seldom trade or use the currency.

[11] New York City Declares Climate Emergency https://kxlf.com/cnn-national/2019/06/27/new-york-city-declares-a-climate-emergency-the-first-us-city-with-more-than-a-million-residents-to-do-so/

WEDNESDAY May 2nd & May 9th 2019) that have already declared Climate Emergencies in heir urgent attempts to achieve a conscious, stable and sustainable futures for their citizens .

The SDG token - is a new kind of transaction: meaningful money in an "economy of one". SDGtoken provides an internal payment method and transaction engine within the **ConscienceLAND** ecosystem with the potential to repair our planetary ecosystem.

For the first time ever, self-sovereign individuals can be their own bank, payment processor and title registry without traditional bureaucratic friction and resistance. Within **ConscienceLAND**, and through the SDG17index, native and imported Caring Currency tokens create an environment of trust, cooperation and security the "outside" world is rapidly losing. The SDGtoken and all the Caring Currencies invited to **ConscienceLAND** are about creating a new Cooperative structure, profiting by "floating all the boats" and defending against inflation.

04

Gaia Catalog

Gaia Catalog is the updated, interactive, virtual version inspired by (but unrelated to) the "Whole Earth Catalog" of the 1960's. The Gaia Catalog is a proxy for Mother Earth, featuring People, Places and Products that harm her the least.

The objective of **ConscienceLAND** is helping to solve the SDGs before 2030. This might be perceived as an expensive proposition and almost impossible given the current inertia in socio-political and business structure. Truly a case of EARTH mobilization, to achieve the Global Goals in 10 short years the world will need ubiquitous, accurate, authentic, meaningful data on our problems, our actions, our improvements and our results.

Citizens of **ConscienceLAND** will change that dynamic by farming **"PLOTS"** and bringing to market their own high value **SDG DATA**. The opportunity to be Part Of the Solution, be recognized and rewarded for your contribution and being a "founder" of an *economy of care* that instead of worshiping money, values the POSitive ACTIONS and behaviours that bring us multidimensional wealth.
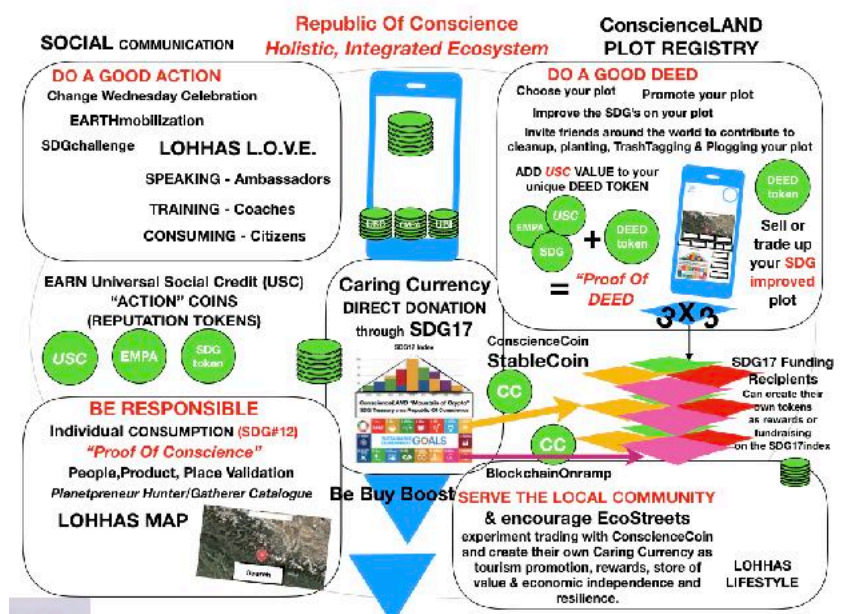
SECTION

#TrashTagging
9 PLOTS, many POSACTS, great DATA!

Citizens will receive reputation rewards for their good works (POSACTS) to transact through the Places listed in the **Gaia Catalog**, a global community of virtual but traceable 3m X 3m **"stewardship"** PLOTS - describing the histories, goals, solutions and pathways to a healthy, sustainable future. Illustrating and exercising our Individual Social Responsibility (ISR) by becoming stewards of our own virtual domains, the 57 trillion unique 3mX3m PLOTS on the Earths' surface are available as **ConscienceLAND Token DEEDS.** Coordinating our **Citizenship as a Service** on individual PLOTS identified and bound with decentralized Domain Name IDs[12], you will receive Caring Currency, Points and virtual certificates and tools, able to bind these virtual assets and blockchain services together and buy, sell, trade and gift as a self-sovereign, peer-to-peer, economy of ONE and an individual force multiplier for good.

The collection and redistribution of valuable, trackable, traceable and verifiable DATA is what **ConscienceLAND** data farmers, citizen scientists and KOL's will do in the **PLOTTING Game** of **ConscienceLAND SDG PLOTS** *powered by the SDGtoken*. The SDGtoken will also facilitate the tracking and capturing our attitudes, interests and behaviours as KOL's guide us toward a Lifestyle Of Health, Happiness And Sustainability (LOHHAS) across the blockchains of Conscience[ii]Council members.

As you contribute to the **ConscienceLAND** treasury and pay-SDG-forward toward social good (on any of the allied blockchains), your acts are recorded on the append-only, indestructible network of blockchain ledgers. As you donate, create and improve specific SDG PLOTS in the Gaia Catalog, your contributions are recorded and rewarded via the constellation of ConscienceLAND affiliated platforms.
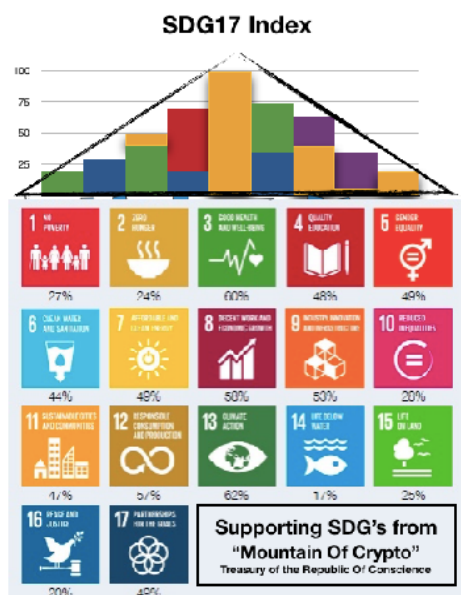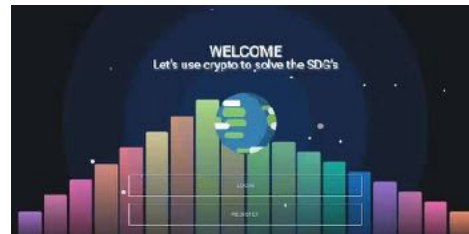

---

[12] Decentralized Domain services like Ethereum Name Service (.ETH) can bind and become unique identifiers of your home (SDGetp) DEEDED PLOT and special purpose SDG PLOTS.

SDG17index - a stake in the solution

The **SDG17index** has 3 primary functions:

1. The first function of the index is as a competitive leaderboard, displaying the shared stake that the top 17+1 Caring Currency tokens have in ConscienceLAND. Connected to one index, through coinwrappers[13] the different **Conscience[i]Council** members act in co-opetition (competitive cooperation) to publicly commit their resources to solving the SDGs. Each SDG17index wallet (and its representative column) illustrates the total "CSR SEED[14]" capital investment made by each Conscience[i]Council CSR member, plus the competitive "topping up" by supporters and fans of that particular token. All contributions to and from the multisig wallets are in the name of the common effort of the industry to solve the 17+1 Sustainable Development Goals (SDG's) and the profits go to improving the planet (PLOTS) and citizens' efforts (USC,USB,UBI). To arrive at the peak position, tokens and coins on the index compete for their **ATH[15] Peak Currency Value,** measured against a Bitcoin standard and shifting their token wallet position towards the centre peak position based on the token's percentage of the entire Mountain of Crypto Treasury / SDG17index value. *(NOTE: the Tokenomics and Ethics of the Treasury are overseen and managed by Conscience[i]Council).*

2. The index also reflects citizen activity and **Care[ii]Council** decisions that bring attention to the specific Caring Currency tokens which have successfully generated the most impact on solving SDG problems. Tracked by the **Direct Donation** activity through the index to the PLOTS (and resulting feedback DATA), the index reveals **Funding Flows** which benefit the greatest number of PLOTS among the 17+1 SDG classifications. Comparing with the **Funding Volumes** through the classifications and specific PLOT projects, DATA will emerge in ranking and "best of classification" PLOT stories and most effective SDG solutions. *(Funding allocations and analysis are overseen and managed by Care[ii]Council)*
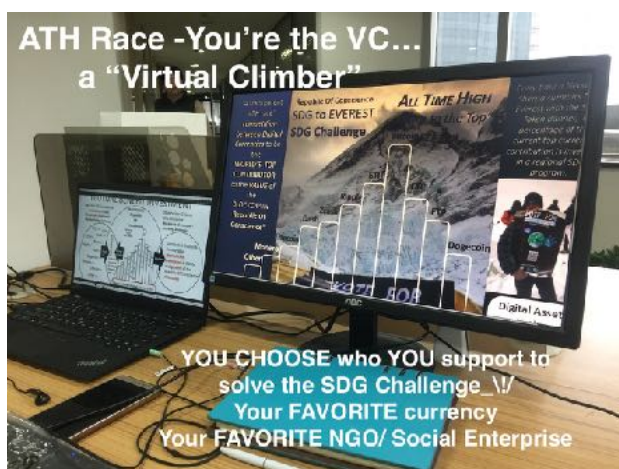
Youtube VIDEO Re: UNICEF Innovation Fund - https://youtu.be/C0b-jtW5_z8 https://youtu.be/2GfE4tI1wsU

---

[13] "Coinwrappers" capture the wallet balances for display on the SDG17index. https://github.com/ConscienceLand/

[14] A CSR SEED is the first foundational deposit in a "Caring Currency" defined token wallet by its *Conscience[i]Council* representative. To grow its ranking status and evidence of use to do good, token fans "Top Up" the wallet in efforts to be Peak Team #1. The foundational deposits will be kept in offline (Unhackable / disconnected) but updated cold wallets.

[15] ATH = All Time High

3. Finally, a ranking index of worldwide SDG PLOTS listed in the Gaia Catalog, featuring "Best of Class" SDG Solutions and comparing which PLOTS received the most and least attention / support / votes / funding. (This index also reflects the hands-on gamification and *"Citizenship as a Service"* , where the most popular and effective *PLOT stories, DATA collection by contributing "Citizen Scientists" and general PLOT content are promoted by the* popular vote of the Consensus[iii]Council citizenry).

04

In effect, the identification of recipients and re-distribution of Social Capital in the form of SDGtokens / Caring Currency is similar to a UBI, or USB welfare support, except it's only valuable and tradable between citizens within the crypto ecosystem of ConscienceLAND citizenship. This enhanced level of direct action utility to the conscious individual empowers the **self-sovereign citizen member** *to decide their own direction and level of participation in the "Game".* There are no upper limitations to actions, but non-participation / inaction is clearly not rewarded.

Fundraising for **ConscienceLAND PLOT** holders[16] can be assisted by the SDG17index in several ways. Firstly, the SDG17index Treasury provides an ever-increasing pool of cryptocurrency assets to directly fund PLOT-based, Gaia Catalogue listed solutions to the SDGs (People, Places, Products), with the treasury providing resource stability and backup for **SDGlaunch PLOT** project tokenization and fundraising.

Secondly, the **SDG17index** *levels the playing field* by enabling commercial entities of all sizes and types to compete in a traceable, reputation-enhancing form of Corporate Social Responsibility (CSR) independent of their power base, and third, the different **Caring Currencies** offer individuals, especially youth forming value relationships, an avenue to compete for recognition based on the expression of their own social responsibility (ISR), increasing their presence, peer recognition, active participation and the opportunity to build an admirable reputation in the cryptocurrency space. Finally, the **Caring Currency SDG17index** yields an innovative solution to the aforementioned collective good problem by offering an innovative, attractive and efficient structure to fund and reward the urgent attainment of the SDGs.

---

[16] and ''Planetpreneurs'' coached by eco-entrepreneurs serving People, Places and Products in ConscienceLAND

Universal Social Credit Leaderboard powered by the SDGtoken

The records of Universal Social Credit transactions of each "citizen" actor are recorded on the Blockchain DEEDED TOKEN PLOTS of the Gaia Catalog.

When a citizen from any PLOT makes a donation to another, they receive a Caring Currency credit into their wallet (eg. an SDGtoken), and eventually exchangeable in the form of a ConscienceCoin StableCoin.

Donations by PLOT resident citizens of **ConscienceLAND** can be offered:

1. **DIRECTLY to any another PLOT** token address listed in the Gaia Catalog under any SDG, 1-17 or 18 (as a citizen-member of the Consensus[iii]Council)

2. **GENERALLY to any SDG category 1-17 or 18** (and carefully distributed to 3rd Sector / NGO / Social Enterprise PLOT addresses by the Care[ii]Council),
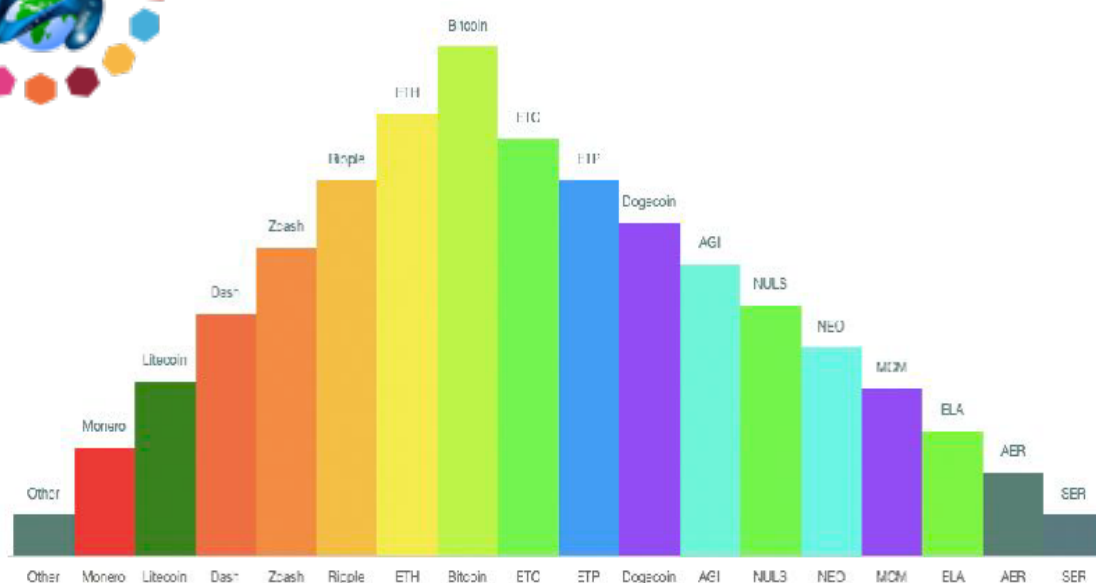
3. **To the SDG17index / treasury / GENERAL FUND** (and distributed from the Conscience[i]Council to the guidance and placement expertise of the Care[ii]Council),

Upon transaction validation, the transacting **ConscienceLAND** Stewardship Councils [17](Conscience[i], Care[ii] or Consensus[iii]) will eventually issue / distribute a ConscienceCoin / StableCoin / utility token to donation recipients based on donor / receiver preferences.

SDG 17 Index

---

[17] There are 3 **ConscienceLAND Stewardship Councils -** Conscience[i]Council (Finance & Ethics), Care[ii]Council (SDG experts) and Consensus[iii]Council (voting population with Individual Social Responsibility)

SDGTokenomics

SDGtokens

The Conscience Council of the **ConscienceLAND** project and ecosystem has begun issuing SDGtokens on the blockchains of the SDG17index. This document will concentrate on just 2 SDG tokens[18], the METAVERSE token for SDG PLOTS SDGtoken (DEEDS) and the ERC20 on BTCEXA for network-building and Pay-it-Forward tracing of a Universal Social Credit SDGtoken.

"SDGetp"

Issued and currently under development on the Metaverse Blockchain, the SDGetp token will be associated with:

SDG PLOT

SDG Spot

-The registration and payment for the "DEED of Conscience[19]" token representing the unique 3mX3m PLOTS of the PLOTTING project,
-tracking and "monetizing" SDG POSACTS[20] DATA from the PLOTS and,
-offering custom MIT (Metaverse Identity Tokens) as customized fundraising assets or tokens of appreciation for **ConscienceLAND PLOT** owners establishing SDG improvement projects (NGO's, Social Enterprises, Not-for-Profits, Charities or even Individuals in **ConscienceLAND**).

Distributed by and for the operations and growth of the Care[ii]Council, the SDGetp **SDGtoken** is an experimental, non-monetary "Token Of Care" for management, transfer and tracking and (non-A-I) oversight of PLOT status, as well as one of the Caring Currencies available for PLOT funding from the SDG17index and Treasury. "Best of Class" Caring Currency inter-operable affiliated blockchains will be utilized to power the Gaia Catalogue, LOHHAS map, Point of Sale (PoS) systems, PLOT Domain Registrations, and ConscienceLAND Internet of Things (IoT). Financing the operations of the Care[ii]Council and SDGetp is proposed through Private Token Placement among **ConscienceLAND** Coop citizen members.

---

[18] the 2 tokens discussed in this paper are classified as SDGetp (Metaverse/PLOTS) and ERC20 SDGeth (BastionPay/ BTCEXA /Etherium) tokens , the paper primarily discusses the tokenomics of the now openly tradable ERC20 SDGtoken available on the BastionPay wallet.

[19] "DEED of Conscience" is the registration of the unique 3X3 DATA PLOT by a Citizen of ConscienceLAND. Citizens will also be able to create Etherium "domain names" to identify and promote their deeded PLOTS.

[20] POSACTS = POSitive ACTions, resulting in SDG valuable DATA.

The token currently available as an "ERC20[21]" on a global exchange is the **SDGeth** version of the **SDGtoken** residing on the BTCEXA exchange in Australia. The SDGeth **SDGtoken** is an experimental token, intended as a pay-it-forward "Token Of Appreciation" distributed by and for the operations and growth of the SDG17index, overseen by the Consensus Council of **ConscienceLAND**.

05

Distribution

The "Pay-it-Forward" token of **ConscienceLAND** is seeded with 333,333,333 SDGtokens, representing approximately 3.5%[22] of the expected world population by 2030, as well as the percentage of non-violent population required for revolutionary change.

The tokens have been issued with the object to create

1.) **Universal Social Credit** (USC) scheme - a **means of account,** recording POSitive ACTs (POSACTS) of **Individual Social Responsibility** (ISR) to solve the SDGs and guide citizens towards living a LOHHAS lifestyle.

2.) a medium of **beneficial compensation** (**Universal Social Benefit** - USB) a type of short-term welfare to sustain **ConscienceLAND** citizens while they are devoting their time to solving the SDGs, and

3.) a way to calculate **Universal Basic Income** (UBI) as the "working life" of the citizen is rewarded with a stable, long-term insurance / pension type income. (Nos. 2 & 3 will involve other tokens on numerous blockchains in the **ConscienceLAND** alliance)

The SDG token is only intended to be the means of tracking flow, growing relationships and the "shape" of network. It is a RELATIONAL TOKEN, NOT a store of value , has little initial utility, and can be imagined as a *"Token of Appreciation",* a certificate, medal, or star for good behavior. The SDGtoken is intended to break the cryptocurrency greed paradigm where instead, the more you "Pay-Forward" the SDGtoken more "points" and abundance you receive and your "cup"[23] is ever-filled by **ConscienceLAND**.

Until the Conscience[i] Council and Care[ii] Councils have quorum, the McMASTER INSTITUTE will take initial responsibility for the Councils in the sourcing, testing and initial assembly phase of **ConscienceLAND**. As more Conscience[i] Council and Care[ii] Council members join, the scale and capacities will increase and budgets will be revised based on council expertise.

---

[21] "ERC20" is a fungible (divisible) token smart contract issued on the Ethereum blockchain.

[22] Erica Chenoweth, (Harvard University) confirms civil disobedience is not only the moral choice; it is also the most powerful way of shaping world politics. http://www.bbc.com/future/story/20190513-it-only-takes-35-of-people-to-change-the-world
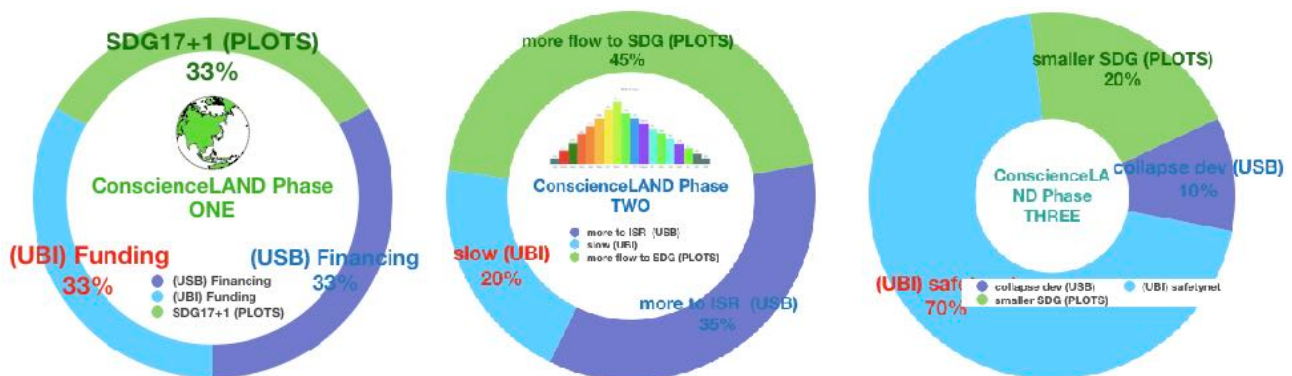
[23] "*my cup runneth over* is the King James Version Bible Psalm 23:5.

SECTION

With a total of 333,333,333 tokens in the treasury, An extremely conservative approach will be taken, to basically wait until industry experts are in place and in anticipation of the ten year campaign of EARTHmobilization to solve the SDGs before 2030, 2/3 of the available tokens will remain untouched until the 3 Councils ([i,ii,iii]) of **ConscienceLAND** are in place, functioning and the ecosystem is achieving its intended short-term goals and long-term track.

This initial "non-monetary" token, operating outside the realm of the traditional "money-mind", will allow us to test, refine and update the **ConscienceLAND** platform and ecosystem, providing valuable feedback to our partners and allies, improving the Blockchain Onramp[24], shifting the dialogue away from greed and accumulation and toward harmony, resource sharing and real problem-solving at a global scale.

Three "Donuts" above show the percentages of a growing membership and financial volume pie, illustrating 3 potential phases and shifting percentages of funding allocation through the SDG17index overseen by the Conscience[ii]Council between now and 2030.

Starting with 33% of the Caring Currency allocations shared equally between;
- supporting the development team through Universal Social Benefit (USB),
- supporting social entrepreneurs on their SDG PLOTS with Donations, Grants and Awards and
- kickstarting the "War Chest" of (UBI) for citizens' futures.

The second phase slows UBI funding to 20% of the allocation, increases the critical "SDG Solution-making" to 45% and maintains a 35% portion of a growing "pie" (or mountain) for development.
In the latter phase, most of the allocation goes to supporting the SDG contributing "citizen heroes" of ConscienceLAND - 70% of an ever-increasing pie to their UBI payments, with a minimal 10% to maintenance of the ConscienceLAND (USB) administrative and development system (by now largely DAO/A-I operated) and a smaller percentage of the growing treasury, 20%, to finance new or non-revenue producing PLOTS.

05

ConscienceLAND has allied with BastionPay and the BTCEXA exchange platform for the initial phase and airdrop of SDGeth (ERC20) SDGtokens. In discussions now, all global exchanges and their native tokens will be welcome partners in the global Conscience[i]Council - listing their Exchange Token on the SDG17index and giving the SDGtoken exposure on their respective

---

[24] The entire ConscienceLAND project and ecosystem is a "Blockchain Onramp" - helping simplify and give meaning to using an immutable, decentralized, distributed database for social, economic and environmental good.

exchanges, to promote daily, weekly, "Top Of Mind" MEANINGFUL ACTION on the Sustainable Development Goals. This changes everything.

To accomplish the urgent and critical EARTHmobilization.com , the blockchain industry must take take the lead. No other industry is in the advantageous position to gain from the wholesale transition to a sustainable world. The market is waiting, but the mindset and offering hasn't arrived yet. When members of the Conscience[i]Council begin to lead the way, illustrating the BENEFITS of CHANGE - showing how the positive actions and effects of involvement, participation, exchanging, sharing and earning a new kind of credit benefits their customers as well as positively influencing all the new token projects competing for a world of good on the SDG17index - the index of Conscience[i]Council ACTION in ConscienceLAND.

Beginning with the SDGtoken as a tracking / tracing token, the SDG17index will evolve to a globally decentralized index and catalog of SDG-friendly projects and tokens, not only promoting the top 17+1 Caring Currencies listed on participating exchanges, but as a "funding funnel" and "LaunchPLOT"[25] for SDG related projects launching their own tokens.

This open-source, decentralized catalog of KOL individuals, SDG projects and their tokens will be released into the mainstream, co-creating a new "Caring Currency" to make the world a better place. In coordination, cooperation and partnership with the global exchanges of Conscience[i]Council members, **ConscienceLAND** will eventually establish a native token (stablecoin) for use on the index. Again, focused on solving the SDG's while providing citizen stakeholders additional value, increased liquidity, discounts and providing exclusive treatment and sense of community , speed and privilege for ConscienceLAND citizens to reduce their KYC[26] and KOL[27] processing and devote more time to taking POSitive ACTions and earning Universal Social Credit (USC).

In the next (2020) phase of **ConscienceLAND**, the development of a SDG specific stablecoin and Inter-Exchange Token will draw the attention of both investors and non-crypto supporters of the SDGs through ExtinctionSolution.com, smoothing the process of fundraising and the support of the SDGtoken rated initiatives. Potentially modelled after Binance Coin (BNB), Huobi Token (HT) and KuCoinShares (KCS) and others, it's noteworthy that the method of using Initial Exchange Offering tokens to launch new projects and new tokens is so popular that Binance had to initiate lottery draws[28] with participants to limit concentration and hoarding by using their BNB token along with a lottery system.

Practical projects solving the SDG's need this kind of enthusiastic investment, in the case of the SDG projects in **ConscienceLAND**, we want to avoid "Pump and Dump" behaviour, manipulation by whales and purely speculative investment in projects for monetary gain. In ConscienceLAND we need solutions and we want to create a secure, Open-Source atmosphere that matches "users" with a real need with "SDG projects and products" that serve that need, launched on cooperatively managed, individually initiated SDG Launch PLOTs listed on the SDG17index and in the Gaia Catalog.

---

[25] SDGLaunchPLOT is the same as a Launch Pad - except we use token deeded PLOTS to solve the SDG's.

[26] KYC is "Know Your Customer" an anti-money-laundering regulation. As ConscienceLAND citizens earn Universal Social Credit (USC) in their Safety Deposit Block account, an authentic, non-invasive, secure KYC process is created.

[27] KOL is "Key Opinion Leader" in ConscienceLAND, individuals leading SDG solutions from their "PLOT" platforms.

[28] To avoid whales, "Pump and Dump" behaviour and purely speculative investment in projects, SDG LaunchPLOTs
https://cryptopotato.com/binance-just-announced-its-4th-launchpad-sale-for-2019-and-the-format-is-changed/

Allocation

Supporters, Friends & Ambassadors of ConscienceLand

In the startup, initial testing stage approx.. 33M SDGtokens of the initial 1/3 tranche will be allocated by the **Conscience[i]Council** to conscious managers, developers, coders, marketers, writers, promoters etc. who have actively provided support of the **ConscienceLAND** project, (even just one time) over the years. This small percentage of the Treasury will include tokens to all team members also included in the SDGchallenge.com mailing list that have been clearly working and contributing to the project in the past and present.

NOTE TO FRIENDLY READER: *Please share this with any friends that you know who have helped projects like this in the past and encourage them to join the mailing list.* Conscience[i] Council will also allocate tokens from its budget to other resources that will be required to update and improve the platform and ecosystem.

The **Care[ii]Council** will further authorize approximately 111,111 SDGtokens on select CHANGE WEDNESDAYS, awarded to early adopters, new citizens, effective ambassadors and anyone who may have supported, financed, promoted and/or participated in any and all events or ecosystem network building activities leading to the success of this project. The door is open, we want to welcome everyone, (even the original doubters) to benefit from friendship and citizenship in **ConscienceLAND**.

The rest of the weekly SDGtoken budget will be allocated for airdrops and 3finger matching[29], putting seed voting tokens into the wallets of new Consensus[iii] Council citizen members around the world as Active Ambassadors building the community and Blockchain Onramp to **ConscienceLand**.

Marketing

The Care[ii] Council will distribute up to 33M SDGtokens (representing approximately 1/3 of the 2019 token budget) to be used to update / recreate the Visual Identity Program, ConscienceLAND website and create various **ConscienceLAND** APPs and promotional swag, including a distribution system and production of the Patented Low Carbon Panda mascot and A-I-Panda and Sustainies[30] mascots and develop the PLOT registration service. Marketing programs to establish the Gaia catalog and LOHHAS services to Friends, Ambassadors and Citizens of **ConscienceLAND** will ride on the PAY-Forward Reward program. This tranche will also be used to create awareness through off/on-line media, social media, Key Opinion Leaders, sustainable celebrities and the Hand of Gaia Selfie / Selfie3 identity programs.

Treasury

The remaining budget of the SDGtokens will return to the Conscience[i] Council managed treasury, in the short-term to ensure continued growth and smooth transaction processing as well as the development and testing of an automated A-I enhanced Decentralized Autonomous Organization (DAO) to handle the rapid scaling of processes and demands on the **ConscienceLAND** Treasury.

---

[29] "3 Finger Matching" will attempt to find the email of those who have shared the #3fingerW meme in the past, invite them to become official Citizens of ConscienceLAND and award them with SDGtokens.

[30] "Sustainies" are the mascot characters of ConscienceLAND www.Sustainies.com

Inflation

Future allocations of the SDGtoken (the first of the Caring Currency tokens openly distributed by the Conscience[i]Council) and the initial Inflation of the token will mainly go to grow the marketing and distribution of SGD PLOTS and the encouragement of our community as a global solutions project.

The value of the SDGtoken is intended to reflect and reward the Individual's Social Responsibility (ISR) function and their Value to Society (V2S[31]), measured in POSitive ACTions or "POSACTS".

The more valuable to society the positive, constructive behaviour of **ConscienceLAND** citizens, the higher the value of the representative "Token Of Appreciation". The potential inflation of token value will reflect the value and desirability of being part of the community network and the network the token represents has a value because it has a meaningful and useful non-monetary function.

The function of the network is to **SOLVE THE SDG**s and build a friendlier planet for ourselves and our children to live a Lifestyle Of Health Happiness And Sustainability (LOHHAS).

In order to avoid speculation and devaluation of the intrinsic value of the SDGtoken, the Conscience[i]Council will establish and manage a top cap value and a minimum and maximum annual inflation. The key purpose is to keep the token value within the means of the poorest on Earth, as they are the ones that need ConscienceLAND the most.

Independent Consensus[iii]Council citizen members and distributed,decentralized Embassy Nodes[32] will also dynamically propose, vote and participate to create different new pools to allocate SDGtokens that will go to promote SDG Plots, Gamification Programs, the A-I Panda platform, User engagement Rewards, Celebrity KOL Rewards, Hand of Gaia "Selfie3" Content Rewards etc.

---

[31] V2S describes your "Value to Society" an expression of your Individual Social Responsibility (ISR) and ConscienceLAND calculation of your social worth.

[32] Embassy Nodes are gathering and service PLOT locations around the globe where ConscienceLAND Ambassadors interact with local "Consensus[iii]Council" citizens. Initially, Embassy NODES are physical assembly PLOTS, decision-making and distribution points for Caring Currency, SDG Awards , swag and information sessions regarding ConscienceLAND.

Getting SDGtokens

As an individual citizen member, there are 4 ways to get **SDGtokens** into your wallet so you can "Pay-it-Forward" to others:

1.) WAIT around until someone recognizes you doing cool stuff and gives you a token_\!/

2.) EARN your **SDGtokens** by sharing the SDGchallenge.com or EARTHmobilization.com with your family and friends

3.) SUBSCRIBE for a daily, weekly or monthly "topping up" of Caring Currency tokens into your wallet

4.) Acquiring the (SDGeth / ERC20) **SDGtokens** from the BTCEXA.com exchange. (SDGetp PLOT DEED tokens will be available in ETP at MVS.org)

In **ConscienceLAND**, Ambassadors with an excellent track-record have the power to distribute to any group of individuals they think are helping solve the SDGchallenge. If you are now or are soon becoming an Ambassador, you can start the process of getting more Caring Currency tokens for re-distribution by establishing an Embassy Node. (see Appendix)

05

Governance

ConscienceLAND is being created as a **Stewardship Council** led, **Cooperative Consortium** of solution-providers, with the stated and explicit objective of solving the Sustainable Development Goals (SDGs) before 2030.
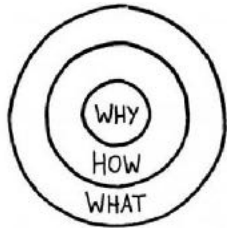

ConscienceLAND is a "Sustainability Machine" of balance and harmony created and driven by our mind, heart and soul. The ecosystem we are assembling is a tool, not separate from ourselves, but as a return to the common balance of the natural system and becoming Part Of the Solution (POS). To accomplish the "impossible" goal of an **Ecological Civilization** we must govern ourselves accordingly. The balance and harmony we seek in our existence on Earth comes from our actions, not our grandstanding statements, opinions or wishes. The tools and technology we seek to fix the outside world also apply to ourselves, internally.

The true governance of **ConscienceLAND** is our Individual Social Responsibility (ISR) to solve the SDGs in our everyday lives and to live a Lifestyle Of Health, Happiness And Sustainability (LOHHAS). Although the scale and objectives of our community project are easily overwhelming on a personal scale, the reality is we are the problem. Waking up to this realty means we must

deal with our problems individually and collectively. There are no "easy fixes" for the current and disintegrating state of the world - no one is going to "ride to our rescue" at the last moment.
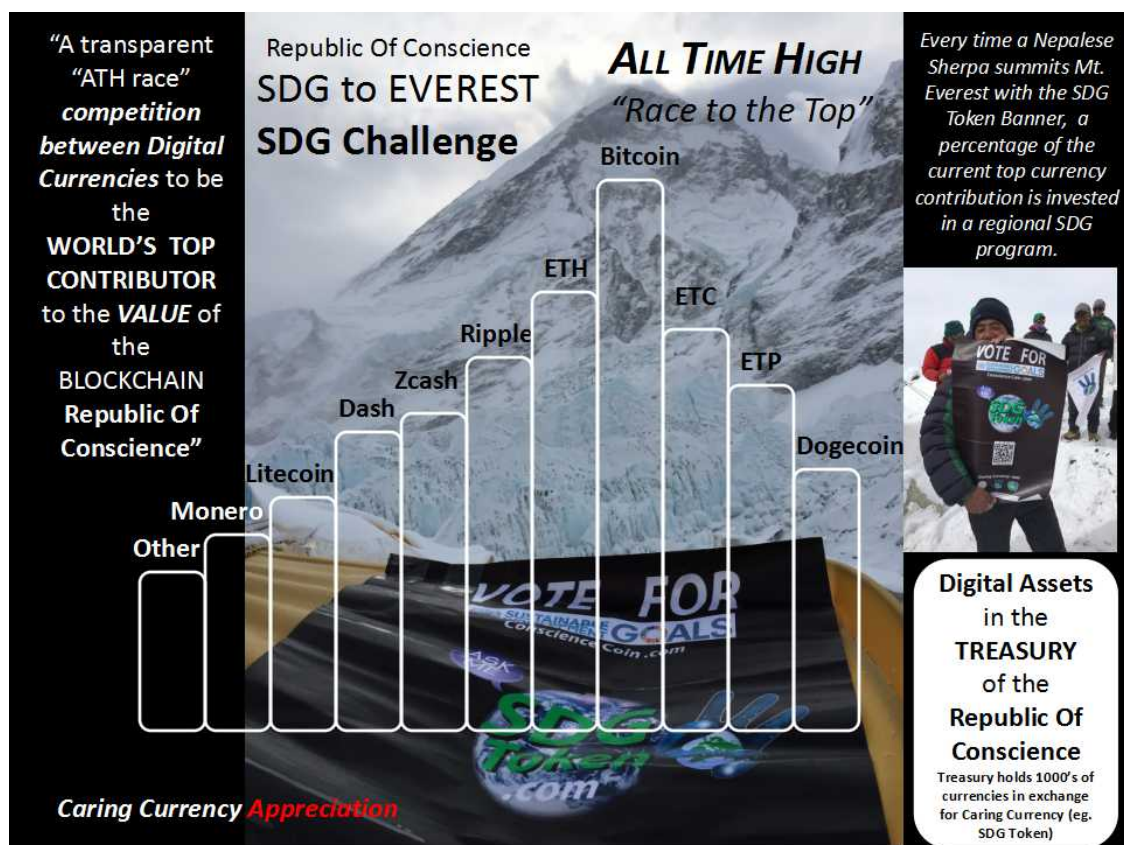

In spite of the fact that our human governance systems are generally failing us, we can't give up and let our children's children suffer. We need our families, friends and loved ones to take immediate and urgent action today. If there is an **Extinction Solution**, it's most likely through the step-by-step teaching of each other as well as modelling for the emerging Artificial Intelligence (A-I) systems the WHY, HOW and WHAT to make sustainable decisions with compassion and empathy. The key to the successful growth and governance of **ConscienceLAND** and its citizens will be offering the world an alternative, sustainable set of structures, systems, behaviours, products, services, aspirations and affiliations where we can achieve our Global Goals and survive within planetary limits.

ConscienceLAND has a plan and basic governance structure for data-driven, scientific, democratic and decentralized governance, seeking the common good and accomplishing the 17+1 tasks and responsibilities.

Through 3 concentric, nested circles of participation, cascading decision-making and voting that informs the 3 Stewardship Councils on governing **ConscienceLAND.** They consist of the central and innermost circle - the Conscience[i] Council, the overseeing human "Conscience" of the DAO[33], managing and protecting the financial and ethical "WHY" engine of **ConscienceLAND**. Between the guiding core and the wider world population is the Care[ii] Council (SDG experts "HOW" we fix problems) and Consensus[iii]Council (voting population with Individual Social Responsibility to determine "WHAT" we want).

---

[33] Once the human governance system is in place and performing it's oversight duty, as ConscienceLAND scales globally and complexity increases, much of the basic administration, SDG allocation decisions and governance must be taken over by Artificial Intelligence and a Decentralized Autonomous Organization - a "DAO".

Clearly **ConscienceLAND** contains many new and confusing concepts, names and references. A glossary and guide will be assembled and updated soon. In the meantime, to avoid confusion and create instantly recognizable wordmarks, the 3 stewardship councils of **ConscienceLAND** are differentiated from each other with roman numerals in superscript (i, ii, iii). The first Council, **Conscience[i]Council** (i) represents a single conscience. The second council **Care[ii]Council** (ii) represents different approaches to expert care and L.O.V.E.[34] for one another, the numerals looking like a small group people. The word mark of the third council, **Consensus[iii]Council** includes (iii), illustrate a larger group of people which represent all the individual citizen voters of ConscienceLAND.

On the financial side, governments, banks and corporations are finally relenting and "accepting the new rules of the game" (transparency and accountability). In this evolving social environment, traditional 3rd Sector actors will be heavily incentivized by the existence of **ConscienceLAND** to shift and eventually forgo traditional centralized and politicized fundraising channels. Powered by a completely new group of blockchain savvy, mostly young cryptophilantropists, looking to differentiate themselves, build authentic reputations and do good in the world.

Conscience Council (i)
With funding resources provided by members of the **Conscience[i]Council**, (through the cooperative SDG17index), all citizen members will have the new-found ability to tap directly into the resources available in the crypto space asset base of ConscienceLAND Treasury funds. **Conscience[i]Council** members will manage, defend and secure "their" ***"Proven and Accepted"***[35] Caring Currencies within cold and hot multi-sig wallets[36] of the distributed Treasury, processing and releasing fund allocations directly or through the **Care[ii]Council.**

Care Council (ii)
ConscienceLAND, through the actions and management of its' **Care[ii]Council**, provides enormous value to the planetary community. The **Care[ii]Council's** ability (according to public policies, transparent regulations and open agreements), to distribute general donations equitably to each of the 17plus ONE Sustainable Development Goals and their associated PLOTS, will ensure that each goal funded by **ConscienceLAND** progresses at the urgency of its immediate and projected need. As volumes of complexity, decision-making and consensus-reaching increase, the **Care[ii]Council** will opt to transfer more and more SDG grid balancing to smart contracts, A-I and eventually the ROCDAO[37] as the technology improves. However as learned from the DAO, the human oversight and decision-making element, especially in the critical area of SDGs will avoid any run-away problems and reduce fraud.

Consensus Council (iii)
The **Consensus[iii]Council** is comprised of ALL voting citizen members of ConscienceLAND. This is "Citizenship as a Service" - participating and becoming involved; utilizing Caring Currencies,

---

[34] L.O.V.E. = Lifestytyle Of Voluntary Effort

[35] "Proven and Accepted" refers to tokens listed on the SDG17index, "Proven" to have utility in solving some aspect of the 17 SDGs and "Accepted" by the 3 councils of ConscienceLAND - Conscience / Care / Consensus.

[36] A security feature applied to all treasury funds, "Multi-sig" wallets require the multiple signatures of Consensus Council members to open and manage "Hot" or active, online trading wallets, as well as "Cold" inactive, offline wallets.

[37] ROCDAO is the Republic Of Conscience Decentralized Autonomous Organization (DAO) proposed in 2016

experimenting with new systems of relationships, one person, one vote, assisting with the Blockchain Onramp, influencing family and friends, growing the community, establishing Global Citizens Assemblies and a new form of problem ownership and stewardship of a solution using Conscience PLOTS to take responsibility and make a difference all over the planet, and not least proposing SDG solutions in the Gaia Catalog and taking action - these are the heroes of the 21st Century. This is "Citizenship as a Service".

06

Road Map

2013-2018

ConscienceLAND has been promoting the SDGchallenge from Beijing to Edinburgh, Addis Abba to Amsterdam, New York to Nepal and the U.N. COP 21 Paris, 22 Marrakech, 23 Bonn, 24 Katowice, and #ExtinctionRebellion #FridaysForFuture in London. With the support of the world and in the Hand Of Gaia, the SDGtoken even reached an All Time High on Mt. Everest.

Q2-3 2019

Now we open the community to the world - beta testing to gather interest and build up a community of conscious people, "Friends of **ConscienceLand" through the SDGchallenge, WakeUp2Reality and Pay-it-Forward.** An airdrop campaign within the blockchain community and as a Blockchain Onramp effort to distribute and circulate SDGtokens. Assemble the ConscienceⁱⁱCouncil alliance to create the SDG17index and establish the ConscienceLAND PLOTTING database for SDG data analytics.

Q3-4 2019

Assemble cooperative team members and co-owned enterprises to develop, launch and market the core "PLOTTING Game", apps, coop-exchange and DLT / Data Catalogue Platform Technology. As members of the ConscienceLAND community generate sharable revenue streams from public participation premiums, merchandise, education sales, partnerships and co-promotion.

Additional Blockchain value generation through collection, transfer and trade of individual members' Caring Currencies (including the SDGtoken) and through a member managed SDG17index coop-exchange.

A-I-Panda enhanced education, reporting, analysis and validation of People, Products and Plots in **ConscienceLAND**.

SECTION
Q1 2020

Launch 3 tier human-council governed **DAO**, to manage funds distribution, automate registration of **3mX3m** "ConscienceLAND SDGplots", accelerate the trading, rewarding and channeling of member generated behavioral change and "citizen science" DATA.

2021-2030

Urgent, systematic realization of the SDGs, roll out of a Universal Social Credit ecosystem with data value income and sharing in the managed growth of the ConscienceLAND treasury, supporting medium-term Universal Social Benefit (USB) and long-term Universal Basic Income (UBI) pension based on citizen-member contribution.

Background NOTE:

A BACKGROUND NOTE about Key Opinion Leaders (KOLs) Global Movements, Citizenship as a Service, associations, involvement, leadership and the context and "nature of ConscienceLAND":

#FridaysForFuture - Youth "Citizenship as a Service"
In this document, I quote Greta Thunberg extensively. There's a reason.
I met Greta and her father Svante in Katowice Poland when she spoke at the U.N. in December 2018.
It was initially suggested by a Swedish activist from PUSHsweden (who learned about ConscienceLAND in the local hostel) that "SustainaClaus" should meet this amazing young girl from Sweden. But I'd never heard of her, the emails were mixed up and the arrangement never came through. A week later, by chance I attended one of her talks, met her, and much later took a number of photos with her dad, Wednesday the Low Carbon Panda and Roger the Reality Rooster.
We all met again in London (where I had participated in the organizing video conferences on SolutionZone TV and attended almost every #FridaysForFuture event at Parliament Square since the BBC actions in December), and in April 2019, made a live #WakeUp2Reality video with Greta here: https://www.youtube.com/watch?v=Hp9trfewEto
I have been an (old) FAN and supporter of Greta and #FridaysForFuture ever since I met her. Greta gives ConscienceLAND a motivation, a purpose and a face. If you watch the videos of Greta Thunberg where she urges Members of the European Parliament to 'panic like the house is on fire', you'll understand better why ConscienceLAND is so happy for Greta's "Conscience" and Global Citizenship.
https://youtu.be/14w8WC1I3S4   https://youtu.be/bFvXc14g3AQ   https://youtu.be/sVeYOPJZ8oc
https://www.eesc.europa.eu/en/news-media/videos/speech-greta-thunberg-climate-activist

#ExtinctionRebellion - "Citizenship as a Service"

I first learned about #ExtinctionRebellion (XR) from ConscienceLAND friends and colleagues at SolutionZone TV in London while I was attending the United Nations Climate Change Conference in Poland, COP24. I soon met with (XR) representatives who had traveled to Katowice and after understanding what they were doing, made a supportive speech at the end of the historic citizens march and later an impassioned video about the experience. https://www.youtube.com/watch?v=IxJcmEE6sdc

Along with the "meteoric rise and recognition" of Greta Thunberg, Extinction Rebellion was a new and emerging Global Story of a non-organization that fit perfectly with the ConscienceLAND narrative. A decentralized, leaderless organization rebelling against the Status Quo, in a world that wasn't listening to the science. It was suggested that I get to London for a demonstration outside the BBC asking to "Reclaim the BBC" and get the media giant to "Tell the Truth". The video is here https://www.facebook.com/search/top/?q=sustainaclaus&epa In London, where I was fortunate to meet many of the founding "non-leaders" at various offices, locations, demonstrations and events over the holidays it became clear that ConscienceLAND was the potential Extinction "Solution". ExtinctionSolution.com Through the Spring Uprising and beyond the historic weeks in April, conversations with Roger Hallam, Dr. Gail Bradbrook and many others from the core group who created Extinction Rebellion have influenced the content of this project as the logical next stage, once the rebellion has had its effect, people are woken up and the hard work of incentivizing the world to solve the SDG's has begun.

Let's not let Kurt be right…
"We Could have saved the world, but we were too cheap". - Kurt Vonnegut

ConscienceLAND - ISR > CSR > SDG

The Stable Solution Banner of ConscienceLAND - **I**ndividual **S**ocial **R**esponsibility (ISR) is greater than > **C**orporate **S**ocial **R**esponsibility (CSR) to solve the **S**ustainable **D**evelopment **G**oals (SDG).
Invert the pyramid - Eliminate the businesses, the tools and the lies of those who will destroy us all.

07

A Tiny Glimpse of Our Global Community…

Many, many more images by searching "3FingerW" or visiting
www.SustainableCelebrities.com

08

Appendix
Embassy Node Ambassador Application

1.) Send an "application" to EARTHmobilization@gmail.com:

a. Your Name, your "registered" email and your referral link to EARTHmobilization.com - If you already have one or attach 3 finger Photo (i.e. http://www.SustainableCelebrities.com/) it will speed your application.

b. name and short description of the group you represent with useful social media links

c. Physical address of your group, (where you can receive mail, packages and promo swag)

d. a responsible contact name at your group

e. The contacts SMS/phone number (including area code)

f. purpose of your group,

g. how you think the group can help achieve the 17+1 SDG's before 2030 and "Your favourite SDG(s)"

h. how many individual members you have (with emails) etc.

i. If you would like to speed up the priority of your group, attach a photo of your team, and/or an event where people are sharing the 3 Finger Sustainability Symbol of Citizens of ConscienceLAND. The clearer and more impressive the effort of the photo, the higher priority and quantity of Caring Currency given. (The photo shows you are serious about ConscienceLAND and are doing your best to EARN your Caring Currency).

2.) Sign up to EARTHmobilization.com get your referral code (link) and send it to your mailing list of members for them to also sign up and be associated (linked) with your group. You may want to split this list up among a few people in your "embassy" team, so you develop many coaches and ambassadors in your core group.

3.) Make sure to send EARTHmobilization@gmail.com your referral code(s) and your name and organization as soon as you get it, so when we see how many people actually signed up from your group (and have downloaded the 2 airdrop wallets) , we can also send you extra bonus SDGtokens that you can personally distribute to your members as you like.

4.) You can choose to send the tokens to your own group equally, randomly, or selectively and in any amount for special "SDG-friendly" efforts. Reward your members for or as incentives to take action... It's up to you… and please make suggestions to help us figure out the best way to start up and expand this SDGtoken distribution effort.

5.) I will personally give you the bonus tokens for free, but you may need to purchase a little bit of Etherium (ETH) "gas" to put in your wallet and power the distribution of tokens to your friends and members.

How you can help grow ConscienceLAND:

Participate in the "Pay-it-Forward" circulation and distribution of the SDGtoken the link is here SDGchallenge.com

You can subscribe to **support** the fledgling McMASTER INSTITUTE a not-for-profit society, and help our efforts to pay a few bills and quickly attract and assemble Stewardship Councils and a development team. Sign up for the newsletter / subscribe to support ExtinctionSolution.com

(At $3, a month, week or even day, we're not likely to pay any salaries, however the moral support, and chance to buy a few fair-trade coffees from local eco-entrepreneurs is much appreciated, plus as a subscriber, you'll get "Tokens of Appreciation" to in your wallet to "Pay-Forward" to more friends_\!/.)

If you really want to help, you can, of course, make a **larger one-time** or **series** of donations, it's all about showing that there is support out there from the community. www.paypal.me/philipmcmaster

And of course we're building the **ConscienceⁱCouncil** and invite you as an individual and business leader to show that your organization is on the right side of history. We're building a mutually supportive community to solve the greatest problem humanity has ever faced - profit by making your enterprise part of the ExtinctionSolution.

If you don't feel you can afford ($3?) or are not willing to directly share or participate in ConscienceLAND at this time - for the sake of our children's children - *please don't let this effort die in your mailbox* - pass it along to a friend who is truly concerned for the world - *it's their world too* - and although this may not be a perfect plan, ***it is a plan***, and we've already included thousands of people and accomplished a few notable efforts ***in basically the right direction.***

I'm confident you have a conscience too. Let's reward it.

Cheers,
Philip McMaster
contact@mcmasterinstitute.com
ConscienceLAND