

# Call to Action Going Deeper

## The Global Challenge

### Initial Call

During the last two years we have been giving shape to The Values Foundation, focused on catalyzing transformation in large organizations' via a human-centered, emotional and experiential systemic approach, serving the commons and the greater good.

Given the current escalation of global disruptions, we have surfaced the following design challenge:

*How might we shift 7 billion people - at the speed of an Internet-based viral event- on a core individual, collective and global basis- to a human-centered, values-centered, commons-centered, and eco-centered collective awareness and enactment.*

We envision a “Manhattan Project”-like gathering of a handful of experts as a virtual global think tank to develop what we envision as a socio-technical catalytic initiative. We believe your work, perspective and expertise is both consonant with and foundational to this undertaking.

We hope to have the opportunity to share our work and hopefully enlist your participation. We do feel confident that you would find our effort substantive, meaningful and relevant.

### Four Project Domains

Tech/Platform/Services/Distribution/Facilitation

Catalyst Design

Cultural Adaptation/Customization

Values Underlying New Paradigm, and expressions of value

## Tech/Platform/Services/Distribution/Facilitation

- Global registration database

- CMM affordances

- Individual network interface device

  - Biometric ID

  - Wireless

  - One button decision making mechanism/affordance

## Catalyst Design

- Universally shared human experiential response

  - Play

  - Arts

  - Music

  - Stimuli/Emotional response evocative

## Cultural Adaptation/Customization

- Recognition of diverse cultural frames

- Recognition of linguistic requirements

- Recognition of non-verbal body language

## Values Underlying New Paradigm, and expressions of value

- Sensing and recognition

- Attune and acknowledge

## TVF proposed prototype elements

- Values Manifesto (values based catalytic transformation)

- Authentic/Lean Philanthropy/Altruism

- Return on Attention and Time

## Project contributors to invite (12 member design ecosystem)

- Google, Cisco, AWS

- Stanford, MIT Media Lab

- USC, Disney, Niantic, Holochain

- TVF