

## **TEDxAmsterdam Award 2015**

### **#BigQuestions: Do you Dare to Answer Them?**

#### **What is the title of your project?**

What's in a name. I've got a working title: "plan A"

#### **What is the concept of your project?**

##### **Describe the idea behind your project (max 300 words)**

The concept behind it is that politics is a great opportunity for change and at the same time the single most frustrating obstacle.

There are a lot of alternative (beter) ways for the challenges we face today and in the future. But the individual alternatives are always compared to the whole of the current dominant system and how it could fit. That's an impossibility. So they are mostly ridiculed and seen as non-realistic or at best made to fit losing their transformative power.

I firmly believe that all the alternatives together will create the unified theory of the future society. Not as a leap of faith but grounded in a holistic view, combining science, ethics, morality, economics, humanity in the right context and situation. Creating the necessary stability, flexibility and social cohesion that is needed in a world in transition with enormous life treating challenges.

The model to use is the political program. In 7 steps we will create an open crowdsourced political program and in 12 we will change the world. Every step will be visible for everybody. Radical transparency is key for trust and growing insight for all.

#### **How far do you dare to go with your project?**

##### **Describe what you are willing to do to make sure your project becomes a reality. (Maximum 700 words)**

All the way! Otherwise why start?

For this to work I need time and the opportunity to talk to and co-create with the right people, experts, partners and society as a whole. From step 1 to 9 I will live it 24/7 and be owner of the complete proces not it's created content.

I see myself as initiator and facilitator of the process. What the political program will entail will become clear during that process. My role after version 1 will be determent by program and the swarm of people that will commit to it.

The steps identified so far:

1. Identifying all the pieces of the puzzle needed for a solid political program
2. Consulting experts for every piece of the puzzle
3. Put the pieces together and with experts make the program so it works as a whole
4. Crowdsourcing feedback with the Dutch society
5. Change it with the collected feedback. Mark version 1.
6. For every piece of the puzzle we will map what practically necessary to make the program a reality. What has to change? What are the crucial parameters of succes?
7. Find ways to calculate costs for this change. Long- and sort term.

8. Start a campaign for the necessary signatures stated by law and crowdfunding for financial means.
9. Be electable for the next election - create a swarm of people that can keep the promises of the program.
10. Campaigning with crowdsourcing and funding to make sure everybody in the Netherlands is aware of the alternative. One clear message: we strive without compromise for an absolute majority of the votes as a guarantee we can keep our promises stated in the program. If that doesn't happen the party will end too. The program will be open source from day one and everybody can use, change and refine it for the current or next election.
11. When it does happen: Without compromise execute the program.
12. Keep everybody in the loop. This will be a longterm experiment, there will be failures and great successes. It will be crucial that we share everything and be great communicators. Work on next iterations of the program due to experience. Ask the informed people for permission. It's an investment in the future. It will take more than 4 years to harvest the fruits of our labour.

**Why are you the right person/team for this project?  
Qualifications? Inspiration? Drive? (Maximum 500 words)**

There are quite some "never before attempted" elements in the total process. And then the program itself will be revolutionary.

So am I the right person? Really don't know. Do we ever? I know I want to. Badly. I see this project as a bare necessity to transform politics and society. And make politics part of the transformation instead of an obstacle.

Sure there are numerous things in the concept that I have personal and professional experience with. And I believe in the concept 100%. I'm also blessed with an extended network of people that will be willing to stand up and participate when I get the ball rolling. But bringing all the pieces of the puzzle together and make it dance... it will be the biggest challenge that I ever undertook and maybe ever will. Life changing. But isn't that part of the game when you answer big questions?

**What is the current status of the project?  
What is the status of the preparation and roll-out of the idea (max 100 words)**

It's still a concept that I've shared selectively with people. Almost all were enthusiastic and willing to participate in the future and gave me great feedback.

The past year I dedicated my time to Operation Education. Now it's time to make this happen. Helping all movements like Operation Education in the process. Let's scale up and dedicate my life to this with the prospect that it will change millions of lives for the better.

**How much money does this idea require to make it a reality?  
How much funding does this idea require, please specify (max 100 words)**

To get to step five (lots of research) mostly dedicated time is needed for a small team of 2 people. Minimum 40.000 euro a year.

We need a digital system that can facilitate the process so crowdsourcing will be possible in the right context. Minimum: 10.000 euro

From step 6 and beyond we will need expertise that can help with all the legal en financial and research aspects of it. That will be costlier. No idea how much. But I'm confident that we will find creative ways to find more funding without compromising our goals in any way.

**What can the TEDxAmsterdam community help with?  
Do you have ideas about what kind of help you need?**

Find ways to finance the first year and like a said earlier I need to talk to the right people to define and create the pieces of the puzzle and ultimately bring them together. This is a crowd effort. The TEDxAmsterdam community will be very important next to other personal and professional networks.

**What is the main purpose of the project?  
What goals do you hope to reach with this project? (max. 300 words)**

Ultimately change the economic and political model of the Netherlands. Making it an example country for the world where change, economics, humanity, inclusion, sustainability and moral choices work together in prosperity.

On a less ambitious level: change the political spectrum and game by creating a crowdsourced program that is open source and always evolving. This will ster debate and, like parties like the SP, PVV and Pvdd have proven, will rub off on the actions of the sitting powers. They will adapt their program and the way they operate to stay relevant and keep/grow their voters-base.

However it plays out in the end it will change politics forever. Obama successfully crowdsourced and funded his campaign. We're taking it one step further and are crowdsourcing the program itself to reflect the society we want and need. Society back in control. Bridging the divide that exists today between the people and the political system. Taking the first step to a new way of organizing a democracy where everybody is welcome and included. Planet, people, (yes I changed the order), profit.