

Here is the current description of the campaign and its goals.

Four Years. Go.

The next four years could shape the future of humanity for the next 1000 years.

“Four Years. Go.” is a global communication and awareness campaign to engage thousands of organizations and millions of individuals on a four year journey to create a better world. It is a campaign to bring forth and unite a worldwide surge of energy, enthusiasm and action to shift humanity to a sustainable, just and fulfilling trajectory by February 14, 2014.

Why Four Years? Because this is the time limit for action, within which humanity must radically accelerate its progress toward sustainability, or we begin to face unacceptable levels of risk of irreversible negative systemic change. Also, Four Years because it is enough time to act, even to transform ourselves. And “Go” because we must start now. We have time to act but no time to waste.

Four Years. Go. is not a new organization. Rather, it is a new initiative spearheaded by a growing worldwide coalition of leading organizations and individuals committed to building a sustainable, just and fulfilling society. The impetus and stewardship for this initiative comes from a core team made up of Wieden & Kennedy (the largest independent advertising agency in the world and creators of Nike’s “Just do it” swoosh and Lance Armstrong’s “Live Strong” yellow bracelet campaign), The Pachamama Alliance, P:5Y (a global movement to create a peaceful world), and The 2020 Fund.

The campaign’s basic premises are that:

1. Our planet is fast approaching negative ecological tipping points that if passed, could lead to an irreversible downward spiral that would alter life as we know it for all future generations.
2. We already possess all the technology and practical solutions required to resolve the ecological, social and economic crises confronting us. (As Al Gore points out in his new book “Our Choice” his research into solutions around the globe has convinced him that we have the tools to solve three climate crises, and we only face one.)
3. In resolving these crises lies the possibility of a societal leap that could free humanity from the curses of alienation and injustice and initiate a flourishing new relationship of humans to one another and to the Earth.
4. All that is missing is a universal sense of urgency and a collective will to act.

Four Years. Go. will provide the vehicle for galvanizing that collective will and for channeling it into focused, productive action on a global scale. Four Years. Go. intends to cause a positive tipping point in unleashing our collective will, and to do it soon, to do it in the next four years.

And out of that unleashing of collective will, a broad array of global projects and initiatives will be fulfilled such that by February 14, 2014 the predictable future for humanity—the most likely case scenario that any professional scenario planning organization would forecast—will be one of environmental sustainability, spiritual fulfillment, and social justice.

A moment would come in which people would be able to transcend that which divides and come together under a common vision. Teilhard de Chardin

Projected overall outcomes:

The purpose of Four Years. Go. is to produce society-transforming results by a five step process:

1. Engage people and organizations on a journey of inspiration and action.
2. Identify and broadcast the most inspiring 30 day to 4 year goals (whether from organizations or individuals)
3. Leverage individuals and organizations of all kinds to engage in effective actions to accomplish those goals
4. Celebrate wins and share best practices
5. Repeat.

When successful, Four Years. Go. will have accomplished the following results.

At least 15% of humanity (a billion people) will have enlisted in the campaign. Over a million organizations (a coalition of NGOs, corporations, governments, agencies and academic think-tanks) will have joined the campaign. Tens of millions of volunteers and hundreds of millions of dollars of funding will have been generated in support of projects and initiatives around the globe aligned with the Four Years. Go. campaign.

How the campaign will work:

Using the internet and social media networks, plus creative content from Wieden & Kennedy (and later from additional media specialists who enroll in the campaign), individuals and organizations will be attracted to a Four Years. Go. website where they will experience a compelling enrollment message. From there they will find user-friendly and effective invitations to action and commitment. They will be able to join with others to create measurable results that make a difference. The website will be designed to help each person find their specific area of contribution and interest including local and personal goals relevant to their community, the environment, war/peace, food, climate, gender, energy, oceans, equality, etc.. All will be included.

The website will display the growth and geographic spread of the campaign which will reinforce the campaign's momentum and attractiveness. The website will also offer a persuasive value proposition for being part of the campaign through the advantages provided by our Global Accomplishment Platform (GAP).

The GAP is a set of best practices and technologies, supported by our web platform, that provide participants in the campaign—individuals and organizations—tools to work collaboratively towards goals that they create for 2014. GAP allows them to efficiently recruit resources necessary to achieve those goals and to share accomplishments and experiences with others in support of their goals. For individuals a unique feature of the GAP will be that it will provoke 30-day cycles of commitments and actions, always linked to a "buddy", so that individuals experience urgency and success immediately.

Organizations are initially requested to join the campaign simply by acknowledging their support of the campaign and allowing their name to be included in lists of supporters. This also enables the organization to utilize and participate with the GAP. However, a second level of organizational involvement will be a primary objective of the campaign.

To get maximum value from the campaign, organizations will have looked at the work to which they are committed and make a bold declaration about what they will accomplish by 02/14/2014, the

accomplishment of which would be a clear signal that a fundamental, transformational shift in the trajectory of our species has occurred. For example, an initiative could be launched that, by 2/14/2014, genuine progress/wellbeing indicators (GPIs) will have supplanted GDP as the primary policy development and planning tool in at least 60 countries; or that, by 2/14/2014, world peace will be achieved as measured by all of the major armed conflicts taking place in the world (of which there are currently reported to be 15) have been reduced to the level of “safe” (or unarmed) conflict.

Four Years. Go. initiatives will cover a full range of key areas of global concern (world peace, protection of the oceans, gender equality, economic inequality, climate change, sustainable agriculture, etc.) and their cumulative effect will clearly signal a new vision and trajectory for humanity. GAP provides a mechanism for:

- 1) These initiatives to be highlighted and promoted;
- 2) These initiatives to be accepted/certified by the campaign participants;
- 3) Volunteers and funding generated by the campaign to be directed to the initiatives; and
- 4) Interim and final results to be tracked and celebrated.

We expect the campaign to resonate initially with “early adopters” and “sympathizers”. This group easily numbers in the hundreds of millions (200 million people worldwide participated in the most recent Earth Day celebration). By the half-way point in the campaign, the size and ubiquitous nature of the campaign should begin to break into mainstream consciousness around the world

A specific legacy of the campaign will be that by 2/14/2014 a Global Fund for Sustainable Earth will have been created that will be endowed with more than sufficient resources (billions of dollars, euros, sucres, etc.) to insure continued funding for the projects and initiatives that will implement the new path charted for humanity.

Milestones:

The campaign will roll out February 14, 2010. This means the website going live and a “marketing” video prepared by Wieden & Kennedy will be distributed over social media networks and by organizations and individuals who have pre-enrolled. The goal is to have at least one hundred organizations already endorsing the campaign by the rollout date and for those organizations to have placed Four Years. Go. “widgets” on their websites such that a network of aligned organizations is in place at the beginning.

Within one month of the rollout date to have raised \$500,000 to fund the continued expansion of the campaign and to have translated the website into multiple languages.

Within four months of the rollout date: to have version 1.0 of the GAP operational; to have an esteemed panel of international luminaries joined as Trustees of the campaign; to have raised \$3 million for the expansion of the campaign and support of Four Years. Go. initiatives.

Within nine months of the rollout date: to have version 2.0 of the GAP operational; to have enrolled at least 2 million people and 2,000 organizations into the campaign; and to have enrolled 50 organizations into creating Four Years. Go. Initiatives; to have a sustainable funding model for the campaign in place.

Organizational Structure:

Initially the campaign will function as a project of The Pachamama Alliance. Funds received in support will be held in a separate bank account and will be used for the expansion of the campaign. Any persons paid for working on the campaign will be compensated by The Pachamama Alliance. The budget that TPA has allocated for start-up costs for the campaign is approximately \$100,000.

As soon as sufficient funds have been raised and success achieved a new legal and organizational structure will be created that is independent of any of the founding organizations, that has an international presence, that allows for worldwide collection of funds, and that allows participants in the campaign to engage in decisions about how to allocate funds raised.

At that time a governing structure for the campaign will be established that combines elements of an internationally recognized and trusted group of professional overseers with a methodology for campaign participants to engage in shaping the character and direction of the campaign. We expect to be able to recruit a substantial amount of pro-bono professional support in the areas of legal and finance, marketing and media, and management.