World Brain Institute

Creating a Prosperous World at Peace

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Executive Summary

For several decades now, there has been growing concern about the growth of the military-industrial and other complexes (e.g. prison-slavery, pharmaceutical-hospital) that subvert democratic legislative processes such that taxes paid by individuals are ultimately spent in favor of special interests rather than the public interest. In dictatorships the means are different but the end is the same—wealth is concentrated among the few, and the many are deprived of the basics necessary for human existence and growth. Generally, the disconnect between the public (the many), the government (the intermediaries), and the elite (the few) has also been characterized by severe information pathologies beneficial to the few and confusing to the many. Both of these concepts are illustrated below.
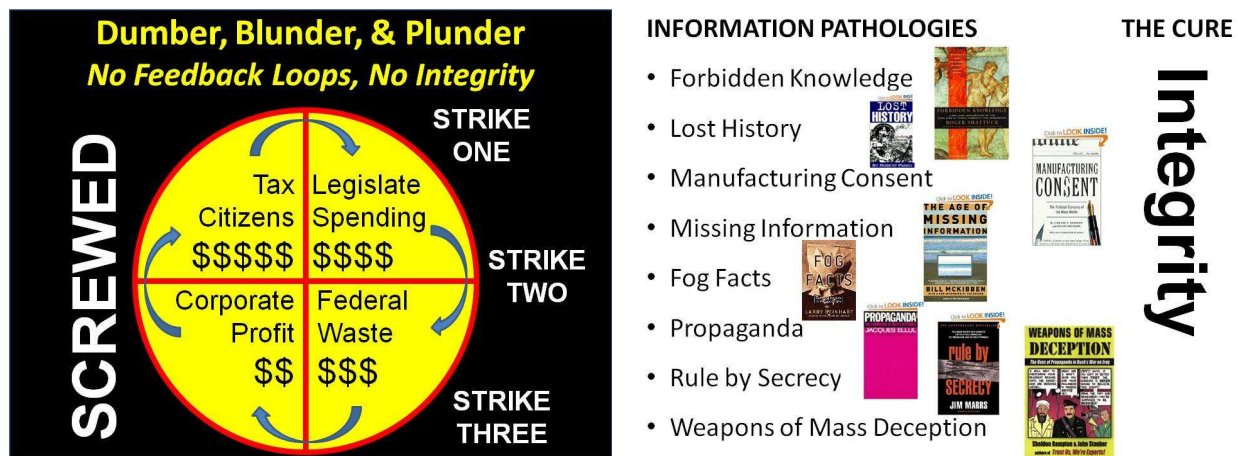
Coincident with the failure of the government paradigm as a vehicle for establishing ends, ways, and means suitable for the sustainment of the group being governed has been the fragmentation of knowledge by reductionism, bureaucracy, and in the case of commercial exploitation of universities, outright mis-direction to included fraudulent research. In the digital era this fragmentation of knowledge has been accelerated and made much worse because Information and Communication Technologies (ICT) were designed by engineers lacking in both librarianship and holistic investigative understanding—ICT became a force that isolated knowledge, building iron curtains between nations, bamboo fences between industries, and plastic curtains between individuals. Lacking is a means of integrating and making sense of all information in all languages all the time. These two concepts are illustrated below. Organizational Intelligence leads to Civilization Intelligence.

* Nokia phones charging on ambient waves. UNICEF expand RapidSMS to all UN/CA data inputs.
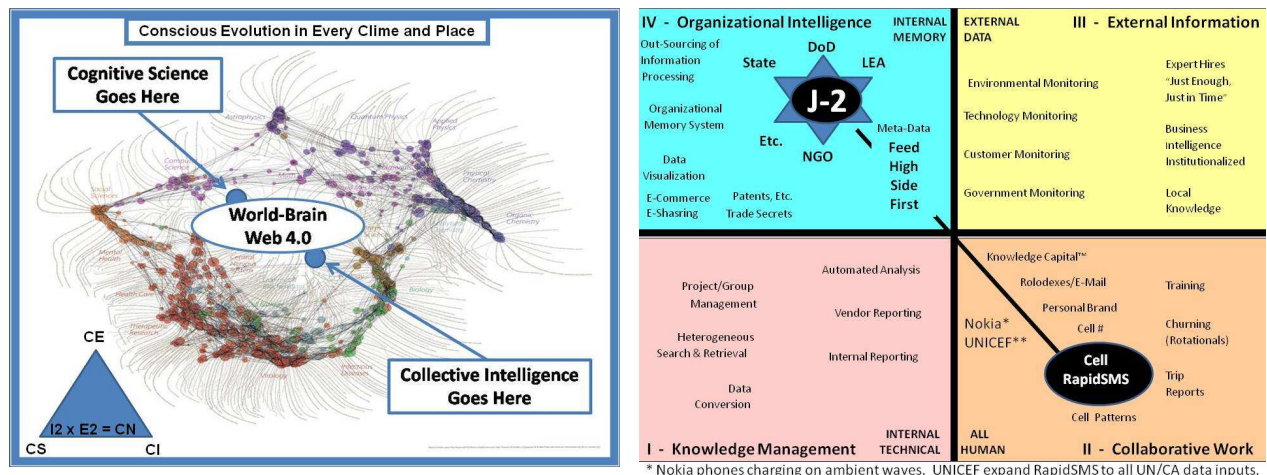
At the same time that knowledge has been fragmenting, cultures have been in turmoil as populations have been subject to a combination of imposed deprivations. We now have a global consensus of what the ten high-level threats to humanity are, listed below to the left. These threats occur in a larger context, the context of the cosmos, in which changes to the Earth that used to take 10,000 years now take three years, and there is a growing body of evidence—as governments worldwide declassify and make public their archives—that we are of concern to extraterrestrial intelligence as a species seeking to export bio- chemical and nuclear weapons into outer space. These two concepts are shown below.

UN TEN HIGH-LEVEL THREATS TO HUMANITY

01 Poverty
02 Infectious Disease
03 Environmental Degradation
04 Inter-State Conflict
05 Civil War
06 Genocide
07 Other Atrocities
08 Proliferation
09 Terrorism
10 Translational Crime
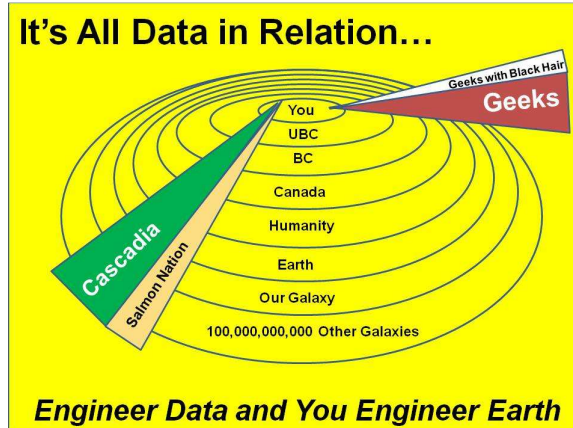
It is in this context that we—the twenty-four co-founders of the Earth Intelligence Network (EIN), a registered and accredited 501c3 Public Charity in the United States of America (USA), have concluded that a World Brain Institute (WBI) is needed, one that offers an infinitely scalable and ultimately free of cost global grid that enables self-governance at every level by making all true costs (including the costs of fraud, waste, abuse, and corruption) readily apparent. We know for a fact that what we spend on war—over $1.3 trillion dollars a year—is three times the cost of creating a prosperous world at peace. Below are illustrated our strategy for creating a prosperous world at peace, and the relative cost of war versus peace as documented by Medard Gabel, #2 to Buckminster Fuller.

Student Outcome: Strategic Mind-Set
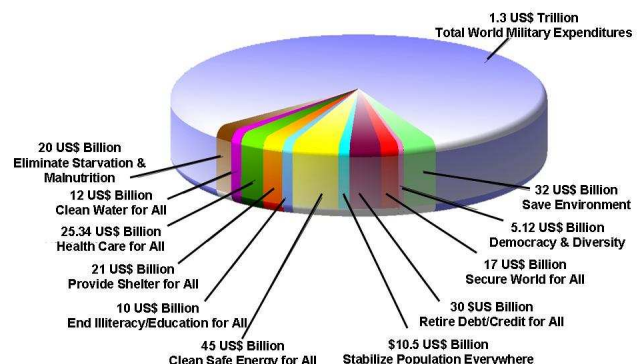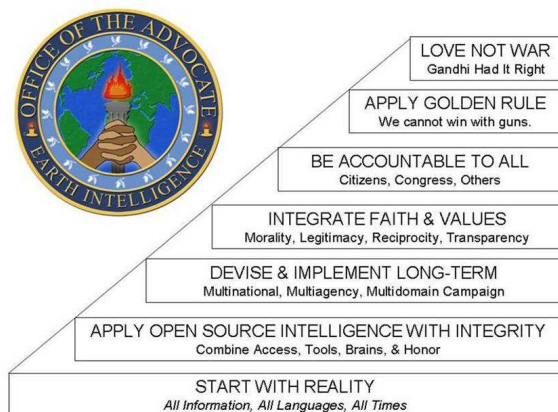
The above strategy cannot be stopped—the public is a power that cannot be suppressed. If we are successful in providing the public with the Free/Open Source Software (F/OSS) tools they need to create public Open Source Intelligence (OSINT), and we ensure that all of the tools and all of the data are infrastructure-independent by assuring Open Spectrum, we will create the World Brain and it will be effective. We have also planned for an embedded EarthGame™ in which everyone plays themselves at every level across all domains of interest to them as individuals. This makes the World Brain effective.

Statement of Need

Inspired by H. G. Wells' *World Brain*, it is our view that the only infinite renewable resource on Earth that matters is human intelligence, and that our first priority must be to harness in a positive manner the distributed intelligence of every human—all humans, all minds, all the time.

We preface our Statement of Need by identifying four books—*Infinite Wealth*; *Wealth of Knowledge*; *Revolutionary Wealth*; and *Wealth of Networks*—that together capture the concept that human intelligence and shared information can create infinite wealth. We specifically eschew any suggestion that a revolution in human affairs might seek to re-distribute existing wealth as there is not enough *existing* wealth to go around. The five billion poor are the center of gravity in both our Statement of Need and our Goals and Objectives: we seek to empower the five billion poor, whose overall economy today is four times larger than that of the Western one billion rich, in creating infinite *new* wealth.

There is a need for every human being to be connected to every other human being, to create the larger We that is necessary to achieve a prosperous world at peace. There is a need for every human being to have free access to education throughout their lifetime, and in the case of the five billion poor that are illiterate but not unintelligent—they think, speak, and interact as adults—to have access to education "one cell call at a time." There is a need for every human being to be able to contribute their knowledge—including direct observations—to the Commons so as to expand it and make it universal.
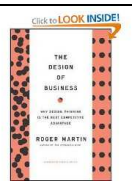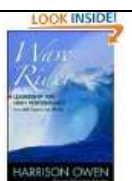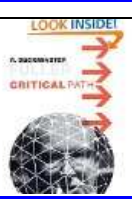
There is a need to achieve a capacity for Multinational, Multiagency, Multidisciplinary, Multidomain Information-Sharing and Sense-Making (M4IS2) so as to achieve universal economies of scale from the nano-level to the component level with Radio Frequency Identification (RFID) to the community level to the provincial, national, regional, and global levels. This is how we achieve citizen-wisdom and sustainable consensus on every topic at every level at all times—all of this transparent and therefore accountable. This need includes a need to be able to share information, including budget information, across the ten threats and the twelve core policies that can be harmonized in an open voluntary fashion simply by sharing information. Below are two illustrations.

Figure 3: Matrix for Achieving Executive-Engineering-Evangelical Wisdom
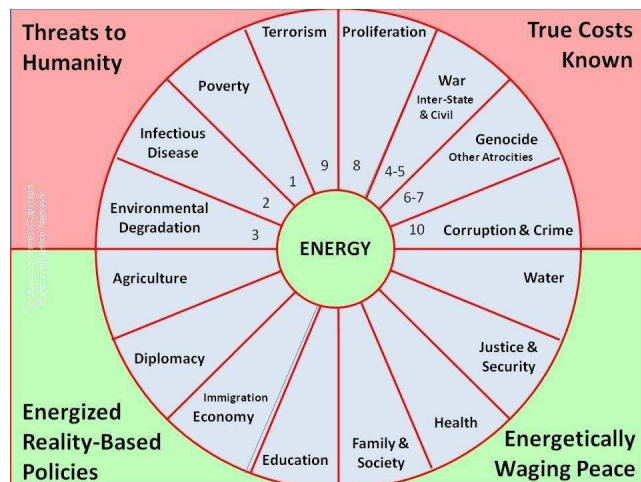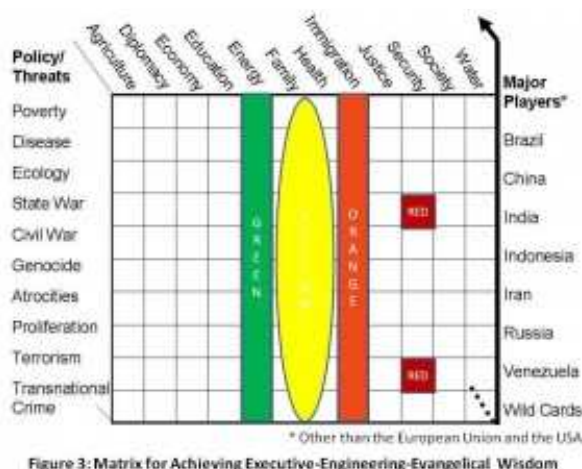
Energy is central. There are strong indications that energy concepts and capabilities able to free us from oil are being kept secret. This endeavor will yield rapid discovery in the public interest. Note that ANY threat (e.g. Terrorism) or other Policy can be made "central" and thus enhance overall understanding.

Here Comes Everybody—New Rules for Profit

There are at least three and certainly more dramatic changes being discussed in the non-fiction literature. The three we will discuss here very briefly are the emergence of Collective Intelligence; the recognition of New Rules for Profit; and coincident with the latter, the realization that Biomimicry and Sustainable Design are central to the education, policy, security, and prosperity. See All Reviews.

	Here Comes Everybody–The Power of Organizing Without Organizations Bottom line in this book: "the communal can be at least as durable as the commercial.		*Organizational Intelligence (Knowledge and Policy in Government and Industry)* …. Seminal work that puts knowledge management and other partial answers in their place.
	Groundswell–Winning in a World Transformed by Social Technologies The book's bottom line: it's about LISTENING to PEOPLE, not about the technologies.		*The Design of Business–Why Design Thinking is the Next Competitive Advantage* Wall Street was not designed to make money for its investors, only for its mandarins
	Smart Mobs: The Next Social Revolution Howard Rheingold has documented the next level of the Internet.		*Wave Rider: Leadership for High Performance in a Self-Organizing World* INVITE instead of command; CIRCLE instead of pyramid; PASSION instead of control; HELPLESS is good; trying to "be" in charge is bad
	Wikinomics: How Mass Collaboration Changes Everything 90% of most R&D is internal and therefore lacking in the diversity that might come from the larger open network.		Critical Path Money is an artifact of evil for the few; only time-energy accounting and "true cost" of goods and services should be used.
	The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations		*The leadership of civilization building: Administrative and civilization theory, symbolic dialogue, and citizen skills for the 21st century*
	One from Many: VISA and the Rise of Chaordic Organization Moral green open transparent memes are in overdrive. He describes non-monetary exchanges of value as the best possible foundation for what others call reciprocal altruism.		*Green Intelligence: Creating Environments that Protect Human Health* EPA studies and regulates "one chemical at a time," has absolutely no ability to contemplate combinations that are additive, synergistic, or antagonistic
	Collective Intelligence–Creating a Prosperous World at Peace 55 contributors, the first major book in the field.		*Biomimicry: Innovation Inspired by Nature* nature has over billions of years, figured out how to not only do stuff with energy efficiency, also with zero waste footprint.

21st Century Intelligence

Overview of Core Concepts

"Intelligence" is a process with an outcome: decision-support. The process includes requirements definition, collection management, source discovery & validation, multi-source automated and human fusion, evaluation, and integration, and timely, actionable, well-visualized communication of relevant findings & conclusions. The process and methods are open, public, and useful.

Mercyhurst College has pioneered the Intelligence & Research Analysis Program (IRAP), now the Institute for Intelligence Studies (IIS). Other universities, such as Johns Hopkins, are beginning to offer certificates and degrees centered on the intelligence profession, focused only on legal and ethical sources & methods. *No one has a center or a plan for taking this to next level of global capacity.*

In the 1950's, in the first issue of the *Journal of Conflict Resolution*, Dr. Quincy Wright called for a World Intelligence Center to support the deliberations of the United Nations and other peace organizations. That is now possible but in support of *Panarchy*—all minds focused on all problems.

Today, led by Dr. Loch Johnson, with contributions from many other scholars and practitioners, the profession of intelligence is now in need of, and ready for, a Center for Public Intelligence and a World Brain Institute. We need a legal entity, the Institute, to get the URL http://world-brain.edu.

Eight Constituencies
- Academia
- Civil Society
- Commercial
- Government
- Law Enforcement
- Media
- Military
- Non-Governmental

Process of Intelligence
- Requirements Definition
- Collection Management
- Discovery & Validation
- Multi-Source Fusion
- Analysis
- Decision Support
- Feed-Back & Follow-Up

World Brain Institute
- ✓ Weekly Global Monitoring
- ✓ WikiForum (Moderated)
- ✓ Free Distance Learning
- ✓ Virtual Library
- ✓ Shared Global Calendar
- ✓ Shared Global Directory
- ✓ Shared Global Budget
- ✓ Shared Geospatial "Plot"

High-Level Threats
- Poverty
- Infectious Disease
- Environmental Degradation
- Inter-State Conflict
- Civil War
- Genocide
- Other Atrocities
- Proliferation
- Terrorism
- Transnational Crime

Core Harmonization Policies
- Agriculture
- Diplomacy
- Economy
- Education
- Energy
- Family
- Health
- Immigration
- Justice
- Security
- Society
- Water

End State for Intelligence

How can we make the world work for 100 percent of humanity in the shortest possible time through spontaneous cooperation without ecological damage or disadvantage to anyone?

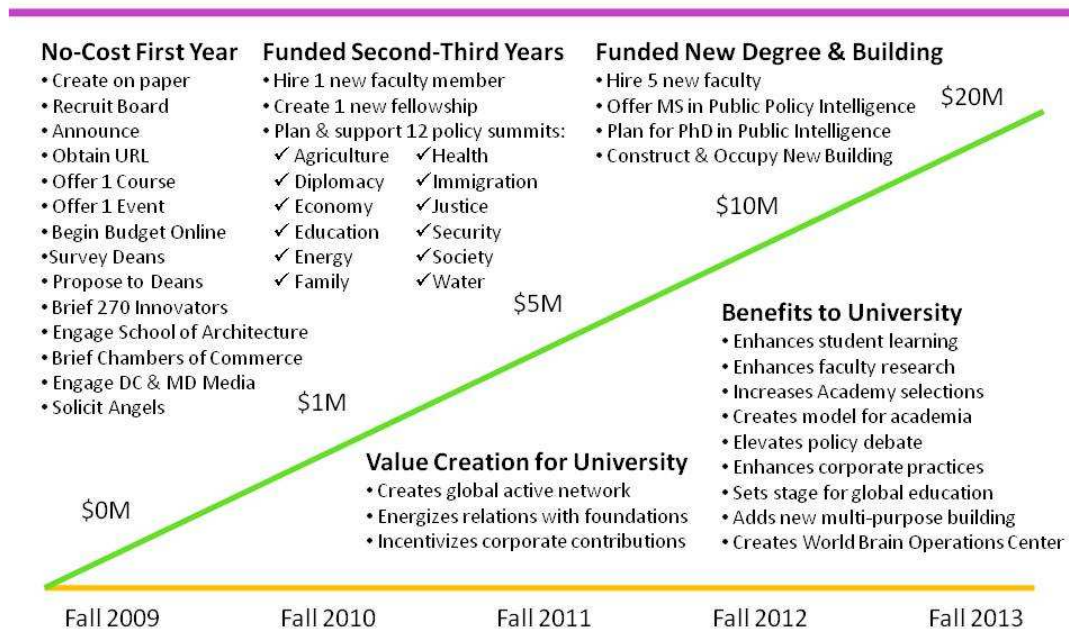Buckminster Fuller
(1895-1983)

20th Century Intelligence has failed because it sought to do things secretly, at great expense, under central control. The future of intelligence is not federal, not secret, and not expensive. With Nokia cell phones powered by ambient energy, and the Internet, it is now possible to create the World Brain.

World Brain Institute (One) & Center for Public Intelligence (Many)

Below are presented the essential concepts for creating a university-based solution.

Center for Public Intelligence & World Brain Institute

No-Cost First Year
- Create on paper
- Recruit Board
- Announce
- Obtain URL
- Offer 1 Course
- Offer 1 Event
- Begin Budget Online
- Survey Deans
- Propose to Deans
- Brief 270 Innovators
- Engage School of Architecture
- Brief Chambers of Commerce
- Engage DC & MD Media
- Solicit Angels

Funded Second-Third Years
- Hire 1 new faculty member
- Create 1 new fellowship
- Plan & support 12 policy summits:
  - ✓ Agriculture
  - ✓ Diplomacy
  - ✓ Economy
  - ✓ Education
  - ✓ Energy
  - ✓ Family
  - ✓ Health
  - ✓ Immigration
  - ✓ Justice
  - ✓ Security
  - ✓ Society
  - ✓ Water

Funded New Degree & Building
- Hire 5 new faculty
- Offer MS in Public Policy Intelligence
- Plan for PhD in Public Intelligence
- Construct & Occupy New Building

$20M
$10M
$5M
$1M
$0M

Value Creation for University
- Creates global active network
- Energizes relations with foundations
- Incentivizes corporate contributions

Benefits to University
- Enhances student learning
- Enhances faculty research
- Increases Academy selections
- Creates model for academia
- Elevates policy debate
- Enhances corporate practices
- Sets stage for global education
- Adds new multi-purpose building
- Creates World Brain Operations Center

Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012 | Fall 2013

## Preliminary Concepts for Future

PhD in Public Policy
- ✓ Accounting, Statistics, & True Cost Forensics
- ✓ Administration & Organizational Design
- ✓ Anthropology & Sociology
- ✓ Co-Creation & Co-Intelligence Methods & Tools
- ✓ Collective Intelligence & Cognitive Science
- ✓ Commercial Intelligence Sources & Methods
- ✓ Cultural Intelligence Sources & Methods
- ✓ Decision Support Sources & Methods
- ✓ EarthGame & Serious Games for Change
- ✓ Earth Sciences & Economics
- ✓ Emerging Markets & Bottom-Up Capitalism
- ✓ Foreign Studies (Brazil, China, India, etcetera)
- ✓ Geospatial Design, Science, & Technologies
- ✓ Global Gift Intelligence Sources & Methods
- ✓ Health Intelligence Sources & Methods
- ✓ Human Cognition & Psychology
- ✓ Information Operations
- ✓ Innovation & Applied Technologies
- ✓ Peace Intelligence Sources & Methods
- ✓ Theory of Change, Paradigms, & Revolution

New Green Building
- Growth on roof, sides, within atrium to project green inside and out, recycle all water within grounds
- World Intelligence Center 24/7 visible on webcam
- EarthGame Center (learning & development)
- World Brain Institute (inventory & connect)
- Public Intelligence Center with Help Desk
  - Maryland Citizens Services
  - Maryland Business Services
  - Maryland Government Services — *Focus on tangible measureable help*
  - Academic Migration Facilitator
  - National Support Referent
  - International Support Referent — *Focus on replicating model elsewhere*
- Offices (5) for each of 12 policy domains
  - 1 Faculty
  - 1 Fellow
  - 1 Visiting Faculty
  - 1 Student Intern
  - 1 Assistant
- Shared classrooms on lower levels
- UN-style video-teleconferencing auditorium
- Executive and cafeteria dining & catering areas
- Executive, staff, and bicycle parking

Smart Nations & Clever Continents

The concept of Smart Nations and Clever Continents dismisses the Weberian concept of bureaucracy as a means of controlling information, and rejects Voltaire's notions of scientific predominance over the humanities. Instead we adopt E. O. Wilson's vision for *CONSILIENCE: The Unity of Knowledge*, and strive to make the most of the knowledge that can be shared.
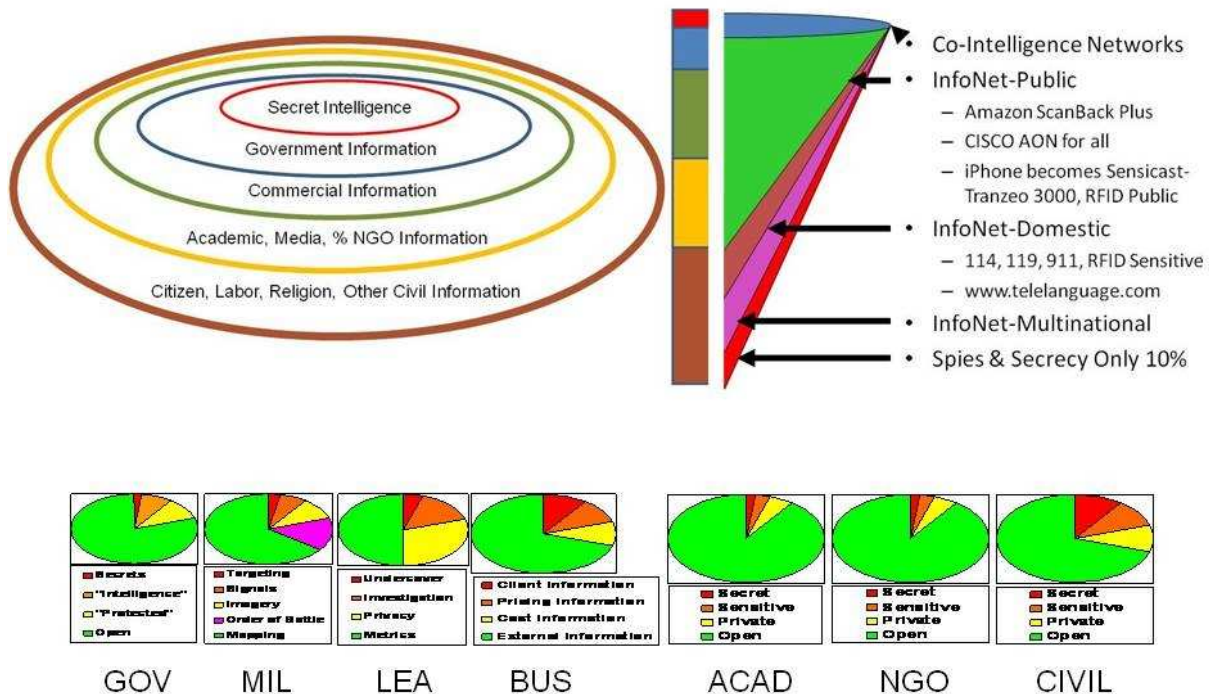
The implementation of this global concept is called M4IS2: Multinational, Multiagency, Multidisciplinary, Multidomain Information-Sharing and Sense-Making. In the secret world the "disciplines" are those of collection—Human, Signals, Imagery, Measurements & Signatures, while the "domains" are what the academic world traditionally call a discipline.

The secret world will naturally be concerned about losing its primacy. For this reason, the graphic here to the side shows how we can assure secret world support: by committing to the immediate (real-time and near-real-time) delivery of all unclassified information to the secret or "high" side, while retaining the original "outside the wire" under Academic and Civil Affairs control. This is the key difference—in the absence of a World Brain the only place where unclassified information could be made sense of was the secret world, which would never let that information back out.
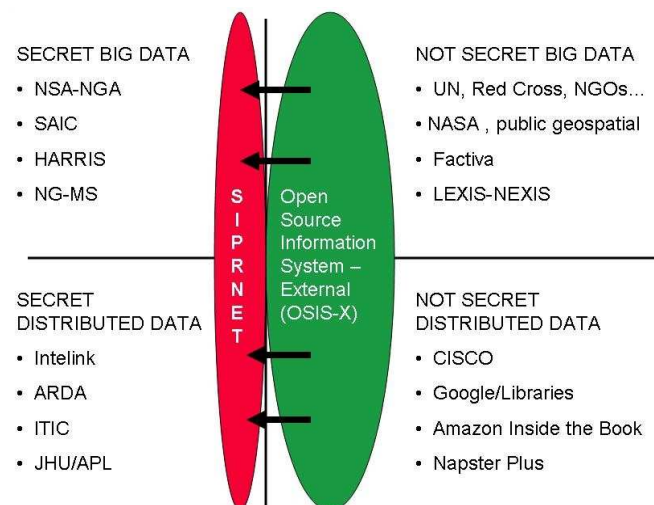
Goals and Objectives

Our goal is to harness on a local to global scale the potential of shared information and shared sense-making (leveraging the richness of diversity and avoiding any voices being lost) so as to create a prosperous world at peace. We are especially focused on the five billion poor, including the poor in the USA, because the Return on Investment (RoI) for empowering them with ICT cannot be over-stated. At least one study from the London School of Business has demonstrated that for every ten out of one hundred individuals that begin using cell phones, the Gross Domestic Product (GDP) rose one half of one percent. We believe that the rise in the Genuine Progress Indicator (GPI) is a multiple of that fraction because the spread of ICT has positive impacts across every aspect of society from education to family to health to water use. Cf. "Can the Cellphone Help End Global Poverty?" and "When a cell phone is like a cow."

Our earlier document, the ten-page EIN foundation document, contains additional details. Here we simply list in brief our three objectives and explain how we conceptualize the World Brain and the Global Range of Needs Table.

Objective 1: Expanding the Commons

At the low-end, free cell phones and answers on demand for the five billion poor, and at the high-end of organizations and nations, information-sharing treaties and agreements.

Objective 2: Saving the Commons

At every level, from local to global, enable the participation of every person who desires, to include all those able to contribute direct observations from the field via hand-held devices. Simultaneously, by nurturing the Open Source Tri-Fecta (F/OSS, OSINT, and Open Spectrum) we seek to make it possible for every individual to access all relevant information on any public issue, and engage in deliberative dialog such that public intelligence drives public policy.

Objective 3: Sharing the Commons

This is both an objective and an enabler. It is now possible using such offerings as Telelanguage, a F/OSS, to harness the language translation skills of millions of individuals willing to spend an hour a day or more helping translate text or voice "on demand." At national levels, and especially for countries like Brazil, China, India, and Indonesia where considerable numbers of poor pose a socio-economic risk to society, national call centers and national volunteer networks able to respond to the poor, to educate and inform "one cell call at a time," are recommended.

EIN is an educational charity and a service of common concern seeking to help humanity achieve its potential. The objective of the World Brain Institute and localized Center for Public Intelligence would be to implement the pilot project, demonstrate the viability of the concept, and then migrate the implementation to as many organizations as possible across the eight tribes of intelligence (Academia, Civil Society, Commercial, Government, Law Enforcement, Media, Military, and Non-Governmental Organizations). Those nations that choose to adopt these ideas will become "Smart Nations" sooner than all others, while also acquiring "soft power" that cannot be matched by "hard power" nations.

World Brain

Below are two illustrations, one of individually-oriented personal access to eight World Brain functions, the other a technical overview of how we see the concepts and the architecture developing as an infinitely-scalable free public network. We were inspired in part by J. F. Rischard's *HIGH NOON: 20 Global Problems, 20 Years to Solve Them*.

These eight functionalities have been distilled from many others and capture the essence of what any individual should be able to do in partnership with all others in any given group on any given topic. The shared calendar and budget are especially note-worthy. We believe that shared calendars will lead to increased collaboration and less replication; and similarly that shared budgets, especially among research organizations, will lead to improvements of harmonization. The word sharing here applies only to information and not to any imposed integration.

Below is the over-view diagram for a World Brain with an embedded EarthGame™, placing emphasis on the role of financial information, including "true cost" information, as a means of assuring public understanding of the relative merits of any given investment. With full transparency across all policy domains and all levels (local, provincial, national, regional, global) we anticipate that over time there will be very rapid reductions of waste, fraud, abuse, and individual corruption as the public money is accounted for to the penny in real time.
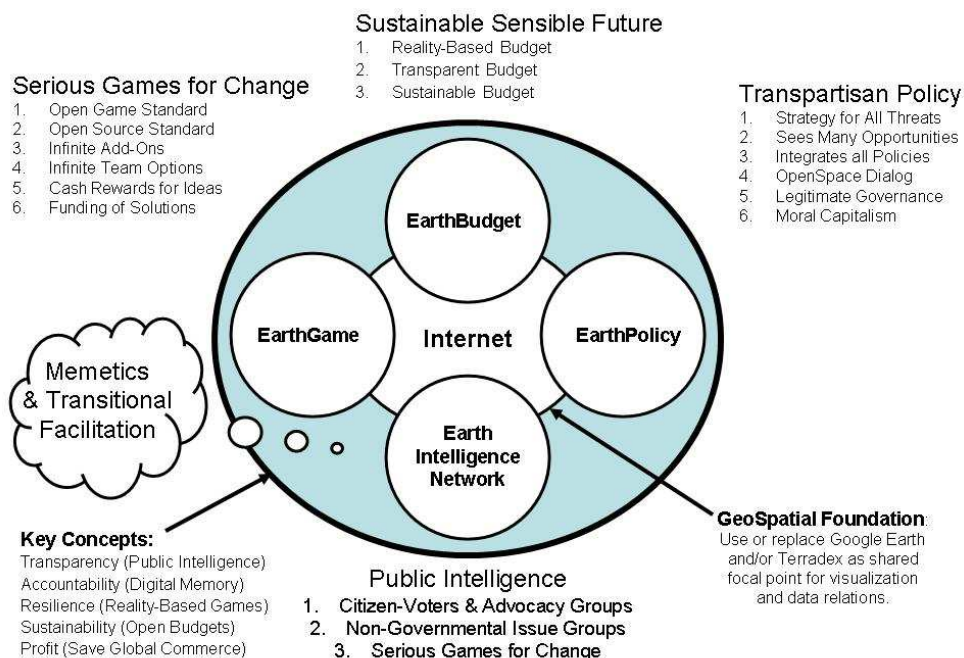
EarthGame™

Medard Gabel is the CEO of BigPictureSmallWorld and BigPicture Consulting, and is the author of six books on global problems, resources and strategies, the global energy situation, the global food situation, the U.S. food system, planning, and multinational corporations. BigPictureSmallWorld is dedicated to providing quality educational, training, and consulting programs that inform, inspire, and empower.

He is the former executive director of the World Game Institute, a UN-affiliated NGO. He worked with Buckminster Fuller for 12 years where he learned the power and utility of whole systems thinking, global perspectives, and a sense of humor. He has been designing, developing, and delivering experiential educational programs since 1970.

Medard authored *Energy, Earth, and Everyone: A Global Energy Strategy for Spaceship Earth*, *Ho-Ping—Food for Everyone*, *Planning Diseases*, and the innovative Amazon download *Where to find 4 billion new customers: expanding the world's marketplace; Smart companies looking for new growth opportunities should consider broadening their ideas about customers*; he coauthored *Global Inc.: An Atlas of the Multinational Corporation* and *Regenerating America: Meeting the Challenge of Building Local Economies*.

As a founding partner of Earth Intelligence Network, Professor Gabel created the preliminary architecture and cost plan for creating EarthGame™, a digital and infinitely expandable follow-on to the analog World Game that he helped Buckminster Fuller devise.

EarthGame™ 1.0 is:

- An online global problem-solving tool accessible to anyone in the world with Internet access where sustainable and affordable solutions to real world problems are envisioned, developed, costed out in all respects, and tested so they can be implemented as soon as possible.

- An online tool and game that provides "ordinary" people the opportunity and challenge of addressing real world problems in a way that builds knowledge, competency, and options for real world implementation.

- An experiential, interactive, and fun way of learning about the world, its resources, problems, and options that builds global capacity and alternatives for sustainable prosperity.

EarthGame Budgets and Timelines (Detailed Specifications Available on Request)

| In Escrow	Within this time	This deliverable
50,000	Six months	Complete design specifications including schematic diagrams
1,750,000	Ten months	Working prototype of EarthGame 1.0
2,200,000	Eighteen months	Final version of 1.0 debugged and fully functioning. 2.0 underway
1,500,000	Three years	EarthGame 2.0 operational and online
1,500,000	Four years	EarthGame 3.0 operational and online

Citizen Engagement & Empowerment

While there has been a great deal of progress in the past twenty years with respect to Citizen Wisdom Councils, Appreciative Inquiry, Deliberative Dialog, Participatory Budgeting, and in general, an increased appreciation for diversity, truth, and reconciliation, no one has yet created a concept or a means to fully engage citizens in a safe and flexible manner, with full access to the facts and shared access to a "toolkit" that can aggregate and compare viewpoints and their true costs so as to enable consensus about trade-offs, a consensus decision being the only one that is sustainable over time.

Below is our concept for a web-based policy-budget dialog and decision-support tool that any citizen can use via the Internet using either a standard computer or a standard cell telephone with web access. We have also thought about traveling enablers who brief the options to entire villages that then vote either via Rapid SMS, or by ballot certified by village elders and communicated to the national processing point.

The elegance of this concept is that it both enables anonymous citizen participation while also aggregating views by political affiliation and by location.
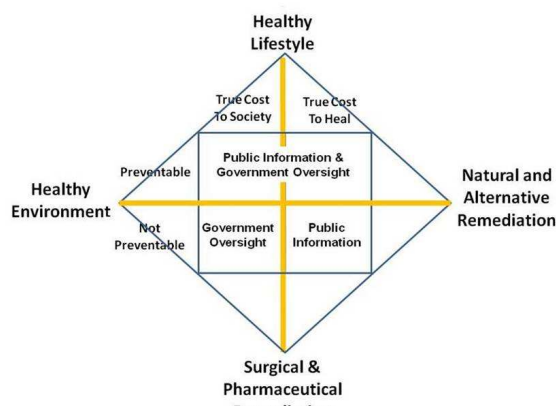
It also provides a means for citizens to upload "true cost" information and direct observations (e.g. Taiwan now pays for cell photos of active pollution)
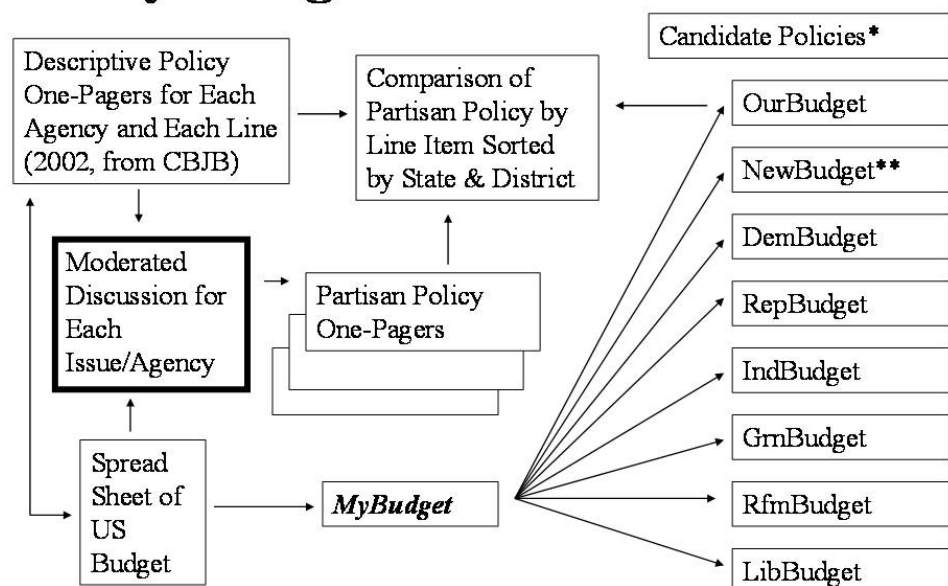
*Only the policy bosses for each candidate may upload these. **New voters, first-time participants in process.*

Health as the Person-Centric Policy

At the same time, we must help citizens demand "holistic" policy approaches that do not over-emphasize industrial investments. Below is a depiction of health policy done right—it has four parts. In the USA today, only the fourth part is being addressed, and addressed in a very corrupt fashion—the government is not allowed to negotiate Medicare pharmaceutical prices, and thus pays 100 times (we are NOT making this up!) the going rate for any given generic drug in the top 75 drugs. Instead of $600 in the USA, Canadians pay $60, and depending on the drug and the country, all others pay $6.

Open Everything—The 21st Century Path to Profit

The F/OSS gurus like to say "put enough eyeballs on it, no bug is invisible." This is the power of Collective Intelligence or aggregate "swarm" of human minds working together with virtually no barriers. There is now a literature on the wealth value of social collaboration—it turns out to be faster, better, and cheaper (often free) in relation to the industrial-era approach of structured command & control with attendant ownership, regulations, and profit-taking by the few at the top. An open system creates wealth for all of the stakeholders, all of the individuals producing value, not just the "owner" whose claims to ownership rarely justify total ownership.
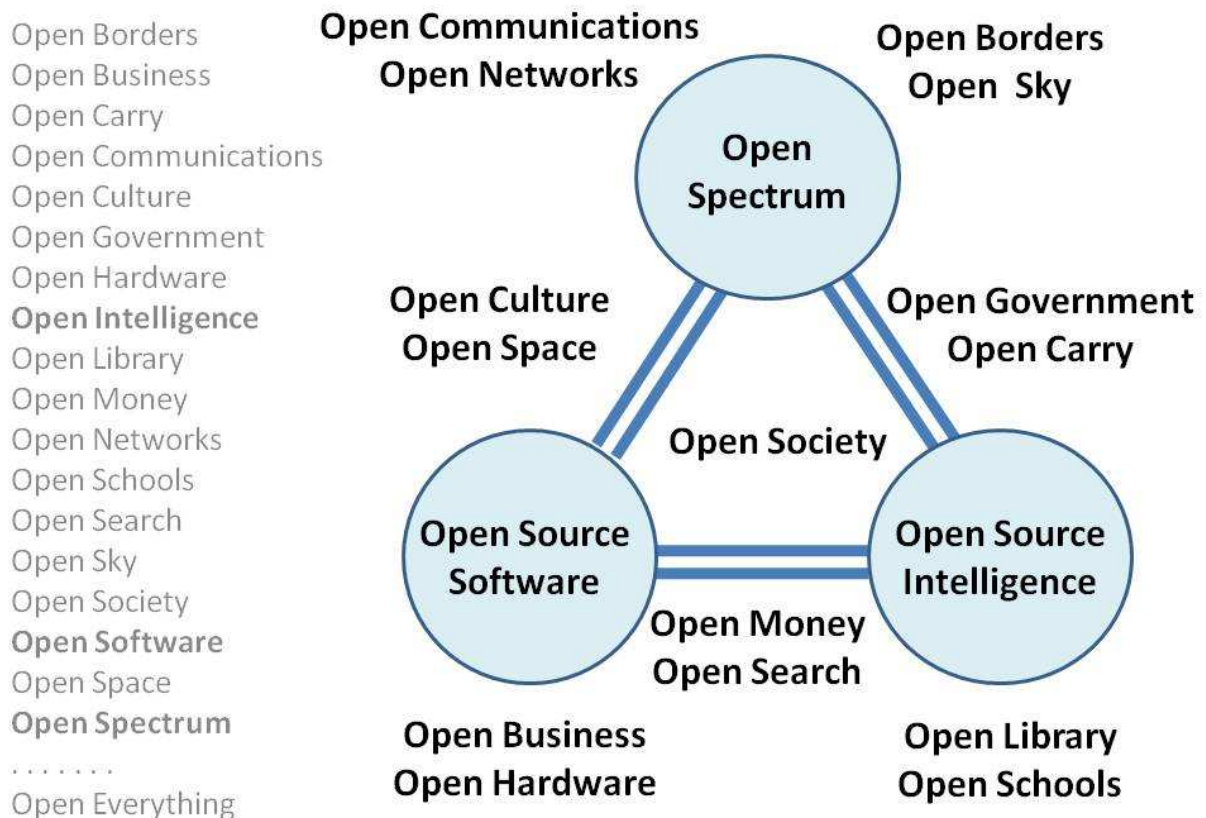
The term "free" or "open" does NOT mean free of cost, only free to be re-purposed, improved, re-mixed, or otherwise enhanced. Generally a Creative Commons copyright, to take one example, restricts commercial exploitation of one's work without one's permission, but leaves open all other creative possibilities.

In this Open Everything environment, profit is respected as earned profit, but usury, corruption, legalized theft, and other forms of depriving the many to create excessive wealth for the few are eradicated through accountability achieved with transparency. Financial profit will be joined by social profit and shared intangible profits including a dramatic increase in creative leisure time, assured incomes for every person, and an end to destructive capitalism including prisons, medical waste, and welfare bureaucracies.

Implementation Concepts

In keeping with our concept for a "Smart Nation" as the optimal intermediate network within the World Brain, we have equivalent concepts for each of the eight tribes of intelligence, three of which are discussed below.

Academic Hubs

The fields of Cognitive Science and Collective Intelligence are maturing rapidly. What has not matured as rapidly has been the Information side of Information Technology. As Peter Drucker noted in *Forbes ASAP* on 28 August 1995, we have spent 50 years on the T and now we need to spend 50 years on the I. We interpret that to mean that we must end the stove-piping and separation of knowledge. Universities, instead of creating smaller and smaller disciplines isolated from one another, must reinvent the integrative inter-disciplinary capacity, and in particular must integrate the Humanities with the Sciences and the Sciences with Humanity. The illustrations as the bottom of page 2 are relevant here. Universities must take the lead in applying both the humanities and the sciences to the needs of the five billion poor—as C. K. Prahalad points out in *The Fortune at the Bottom of the Pyramid*, the "poor" economy is four times larger than the "rich" economy—four trillion instead on one trillion—but that economy needs $2 solutions and human or renewable energy solutions instead of complex systems with multiple points of failure. See the Amazon Briefing and Engineering Briefing.

- Analytic Tool-Kits

- Critical Thinking

- Ethics & Philosophy

- Healthy Mind in a Healthy Body

- Historical & Cultural Context and Precedence

- Inter-Disciplinary Exploration

- Inter-Disciplinary Innovation

- Learning to Learn & Share

- Multinational Multifunctional Information-Sharing & Sense-Making
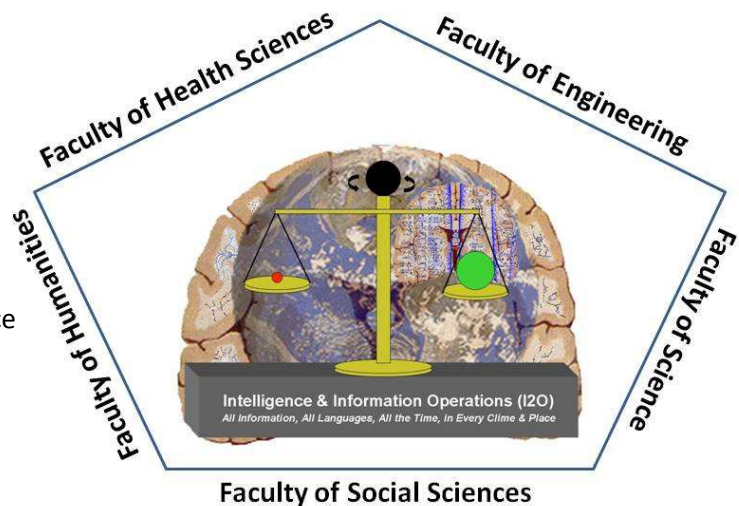
Too many universities have broken down, between the pressure to provide for faculty salaries and comfort, the manipulation of the fellowships as a source of cheap labor, and excessive attention to commercial funding that directs "pure" research in the wrong directions—still focused on the one billion rich instead of the five billion poor. All that is required is for ONE university in ONE country to create the new "gold standard" for properly educating an entire public. In combination with apprenticeships in the trades and professions, national call centers able to educate "one cell call at a time," and online distance learning that is free, it is possible for a single university to make a huge difference in an entire culture.

Military Channels

The military are generally the most disciplined, organized, and hence effective elements of any given society. Regardless of corruption or brutality, their structure and their capability to communicate, compute, and "do" intelligence as decision-support is a relative constant. For this reason we have concluded that the Nordic example of joint intelligence and operations centres, being studied by Belgium, The Netherlands, and Luxembourg (BENELUX) as well as in Central America and Asia, is a model that must be expanded to enable M4IS2 across every region, around the world, using the military as the "hubs" for both a service of common concern to their society (sense-making), and a service of common concern to the Earth (two-way reachback among all militaries). Eventually the other seven tribes will develop similar complementary capabilities, but for now, the military is the best starting point, not least because the US military is already conceptually prepared to allocate US$2 billion a year to a Defense Intelligence Open Source Program Office (DIOSPO). See the illustrations below, and two briefings, the Defense OSINT Leadership Briefing and the Defense OSINT Staff Briefing.
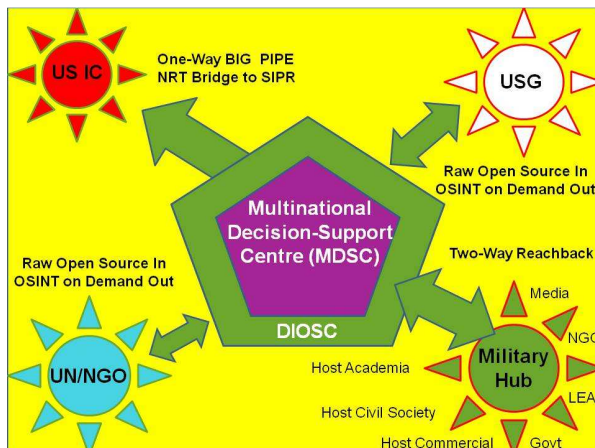

First, the simple concept. It is our view that a single Multinational Decision-Support Centre (MDSC) funded by the USA, could provide all of the Disaster relief, Humanitarian Assistance, and Stabilization & Reconstruction decision-support needed by all United Nations (UN), North Atlantic Treaty Organization (NATO), and all Non-Governmental Organizations such as the Red Cross and Doctors without Borders. If the US will not do it, then the Nordic countries should, and this will extend their influence over other people's money and how it is spent—with decision support, up to Euro one trillion a year can be influenced in the most constructive and non-intrusive manner conceivable. The second concept is more complex but perhaps even more rewarding—we must re-invent how we orchestrate our human assets, and create new methods of information-sharing and sense-making that make the most of our human resource, which is the one inexhaustible resource we have on the Earth—the human mind and its imagination.
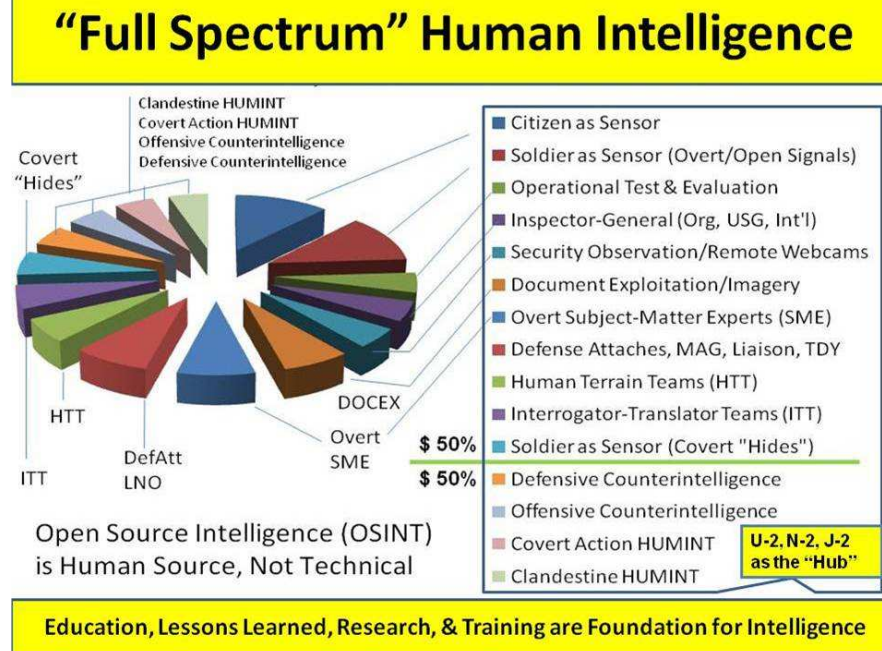
Regional Centres

Below are two illustrations. The first is the original strategic analytic model created for the Marine Corps Intelligence Center (today a Command) showing the value of integrated analysis; the second is a concept for a regional centre oriented toward the needs of governments and inherently capable of carrying out classified (secret and top secret) information-sharing and sense-making, as well as top secret multinational clandestine and covert actions. We include this graphic to make the point that the concept of the World Brain Institute is inherently favorable to government operations, both secret and public. The existence of the World Brain Institute will make governments more effective, not less, while reducing corruption, fraud, waste, and abuse.
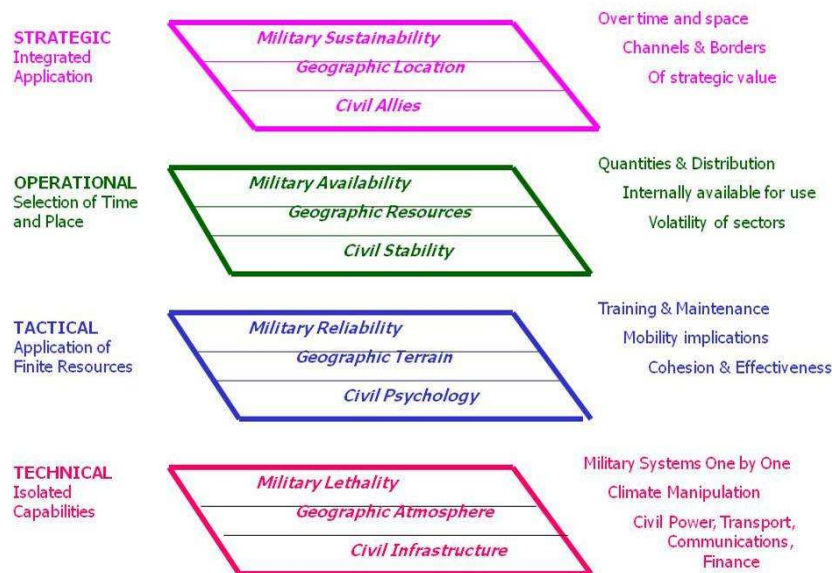
Culturally, historically, and strategically, such Centres can help all stakeholders—all eight intelligence tribes across all member nations—share information and reinforce one another's sense-making. The profit in thinking multinationally will quickly become apparent in terms of innovation, the sustainability of any decision based on consensus, and the savings from eliminated redundancies or reduced tensions. The intangible value of these Centres cannot be overstated.

At the same time the Centre can have an operational side—or a "sister" Centre with greater security and a focus on operational campaign planning and tactical execution, that helps governments in particular, but corporations and non-governmental organizations as well, orchestrate campaigns to eradicate the ten high-level threats to humanity. Government corruption and transnational as well as white collar crime are especially susceptible to detection and eradication by such a Centre. As the Centre achieves success, its influence will become greater, and the benefits to all also greater.
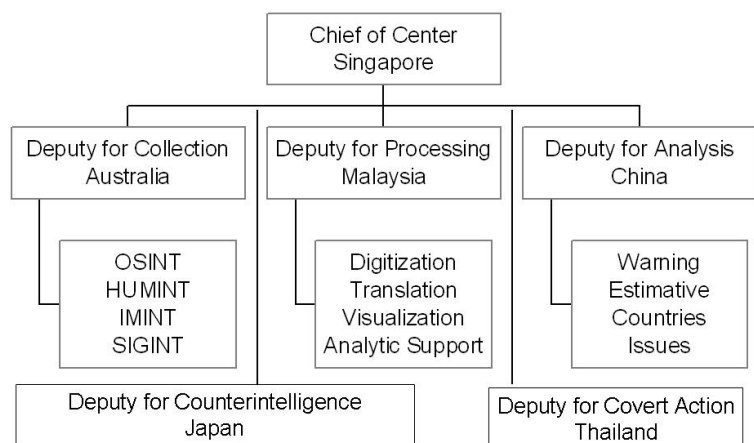
Software Implications

The world is desperately lacking the tools that could make possible collaboration across all boundaries. Although some efforts have been made, for example, TOOzl by the STRONG ANGEL team of the Defense Advanced Research Projects Agency (DARPA), no one has actually set out to create a F/OSS analytic and sense-making toolkit that anyone can use to study any problem. The provision of such a toolkit, free to the public, would be a major outcome of this endeavor. Below are four illustrations to communicate its potential.
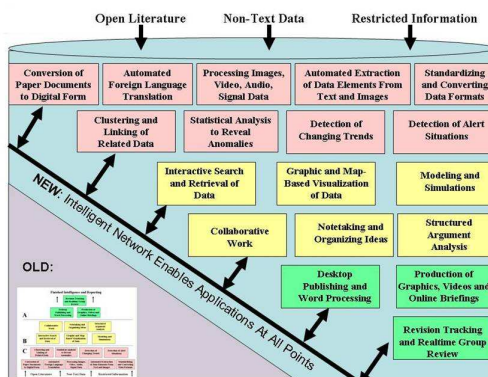
Steele's F/OSS World of Need I

Steele's F/OSS World of Need II

Needed Open Source SW Functions I

Needed Open Source SW Functions II

Collection
Copernic Pro (Internet search and download engine)
Teleport Pro (Internet spider)
Convera Spider (Spider -- downloads all or selected parts of a website)
Inxight StarTree / Crawler (Internet web site relationship mapper)

Process
Copernic Summarizer (Summarizes individual files)
SummIT! (Specialty summarizer embedded within Retrievalware and Semio)
Convera Retrievalware (Data indexing and free text search engine)
Inxight ThingFinder (Categorizing extractor, allows for determination of relationships between known and unknown entities)
Semio Taxonomy (Automatically put data into pre-determined taxonomies for methodological retrieval)
Apptek Machine Translation
Database (Ibase / Ibridge) ((database for analyst notebook))
Inxight Categorizer (Smart categorizer)

Analyze
Convera Retrievalware (Data indexing and free text search engine)
Inxight ThingFinder (Categorizing extractor, allows for determination of relationships between known and unknown entities)
Semio Taxonomy (Automatically put data into pre-determined taxonomies for methodological retrieval)

Visualize
Webtas (Allows you to put data into a timeline with corresponding map information)
Analyst Notebook (De-facto standard product for link product development)
Spire (Visualization application with "terrain" map view of data)
MapInfo (Mapping package)
ARCView / ArcIMS (Mapping package)
Propeller (data linages (primarily communications focused)
Intranet Brain (Web site mapping)
EnFish Onespace (Indexing engine for analyst pc's)

Data Entry has always been and will always be the "choke point" for collaborative work. The sole solution to this obstacle is the empowerment of every person so they can enter data in any medium, any language, and have it be both visible to and exploitable by everyone else (or smaller sub-set as set at the point of creation).

The other critical point to be made is that the hand-held, not the back-office server, should be the key node in creating bottom-up localized clouds (see Haggle). The human mind and its electronic assistant must be infrastructure independent. That is the only way to provide for both ubiquitous resilient computing, and democratic self-governance with bottom-up Epoch B leadership.

Specific and Measurable Outcomes

The measureables below are drawn from page 9 of the EIN foundation document where additional detail can be found. Here we provide only the Objective and Measureables for each of eight domains.

Leadership

Objective: Facilitate Epoch B Swarm or Collective Leadership
Measureables: Visits, pages, subscriptions, links, contributions

Fund-Raising

Objective: Create community networks able to impact on public policy
Measureables: Visits, pages, subscriptions, links, contributions

Intelligence

Objective: Provide public intelligence on all factors to support policy dialog at all levels
Measureables: Inputs to specific individuals and groups seeking public decision-support

Policy

Objective: Develop non-partisan policy to open local to global dialogs and make good decisions
Measureables: Documents, participant time, GAO/OMB and other national budget office relations

Open Money

Objective: Build the next global, free, peer-to-peer open source currency system
Measureables: Local to global wealth and quality of life indices including reduction in old money usage

Budget

Objective: Help each jurisdiction develop a sustainable balanced budget that provides for the future
Measureables: Number of jurisdictions aided in achieving objective

EarthGame™

Objective: Provide an online problem-solving and policy dialog tool for citizens that cannot be ignored
Measureables: Lines of code, players, scenarios, GAO/OMB and other national budget office relations

Memetics/Open Spectrum

Objective: Create a vibrant global conversation meaningful to all, create the We
Measureables: New Wisdom Councils, new inputs, local to global policy impact, eradication of threats

We are at the end of the Industrial Era paradigm, and no one organization—certainly not the United Nations—has brought forward a coherent implementable plan for entering the Information Era. We believe that we have a such a plan, and that its implementation will create a prosperous world at peace.

Budget

Below is a table of cost factors, along with proposed sums for a first year start and at full operating capability.

Element	Cost Factors	Year One	Full Capacity
Leaders	Minimalist infrastructure, EIN leadership, other leadership search & empowerment	62,500 5%	600,000 5%
Fund-Raising	4 people, servers, Amazon web services (cloud), license fees, commissions for open source software developers	125,000 10%	1,200,000 10%
Intelligence	Indentifying, recruiting, and tasking experts, training citizen intelligence minutemen, distance learning online, source discovery	250,000 20%	2,400,000 20%
Policy	Local, regional, national public policy summits, web broadcasting, other forms of information sharing and sense-making	187,500 15%	1,800,000 15%
Open Money	Start-up, then summits, global governance network creation, peer-to-peer monetary system with security, delivery channels	187,500 15%	1,800,000 15%
Budget	Acquisition and uploading of all budgets at all levels, provision for translation by volunteers, conversion tables	62,500 5%	600,000 5%
EarthGame	14 staff and related costs of facilities and infrastructures	250,000 20%	2,400,000 20%
Memetics/Open Spectrum	All forms of media-message communications, heavy use of volunteers	125,000 10%	1,200,000 10%
TOTAL	Initial Operating Capability (IOC) Full Operating Capability (FOC)	1,250,000	. 12,000,000

In the first three years, we propose to raise these funds by seeking Oversight Patrons, each committing Euro One Million for each of three years. They will also be the owners of the for-profit corporation, OSS.Net, Inc. in partnership with the founders of Earth Intelligence Network. All intellectual property and such elements of the program as must be proprietary to assure its global success, will be held in trust within the for-profit corporation so as to generate residual benefits for the Oversight Patrons.

In the long run and beginning immediately once the EarthGame™ is able to focus on specific localities (postal codes, municipalities, provinces, nations, regions), individuals among the one billion rich will be offered a subscription service where they have participatory standing (everything will be free and visible to those who wish only to have observer standing). As quickly as possible we will strive to create a public intelligence capability within a specific geospatial area or in relation to a specific policy domain, so as to bring together all stakeholders, provide them with actionable public intelligence, and demonstrate that a public armed with public intelligence can make better decisions than bureaucracies.

In the very long run, we anticipate an end to taxation, and the emergence of alternative currencies and means for achieving common goals that leave all of the power in the hands of the individuals who comprise each political-economic-cultural entity. *Profits will be public*.

Harmonization

We have taken the standard "Range of Gifts" concept that any university or other non-profit organization might use, and converted this to an infinitely-scalable sparse matrix that allows for the needs of any individual, neighborhood or other forms of organization to be entered and be immediately visible to the public.

This then opens the path for a combination of individuals from among the one billion rich (80% of whom do not give to charity now) to come together to meet a specific need, or for needs to be collated for being met by one organizations, or for multiple organizations to come together to meet a large need (e.g. a water desalination plant).   The way is now open for the harmonization—the voluntary harmonization—of spending by varied stake-holders who never before have had a means of being able to track, transparently and with validation provided—what all the other stakeholders are committing to pay, and actually pay.
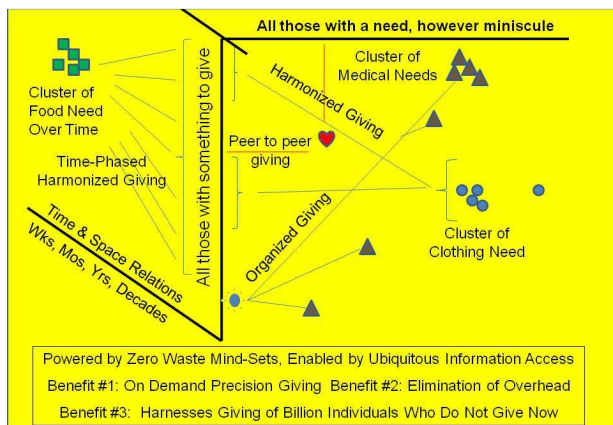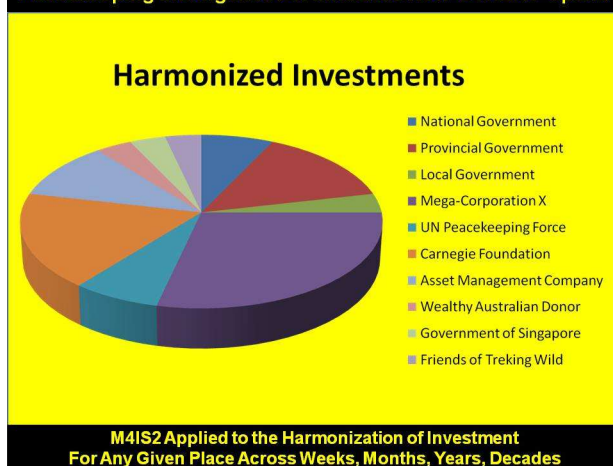
Information-sharing and sense-making are now ready to create wealth by avoiding fraud, waste, and abuse, by exposing corruption, and by dramatically reducing the costs of achieving shared objectives.
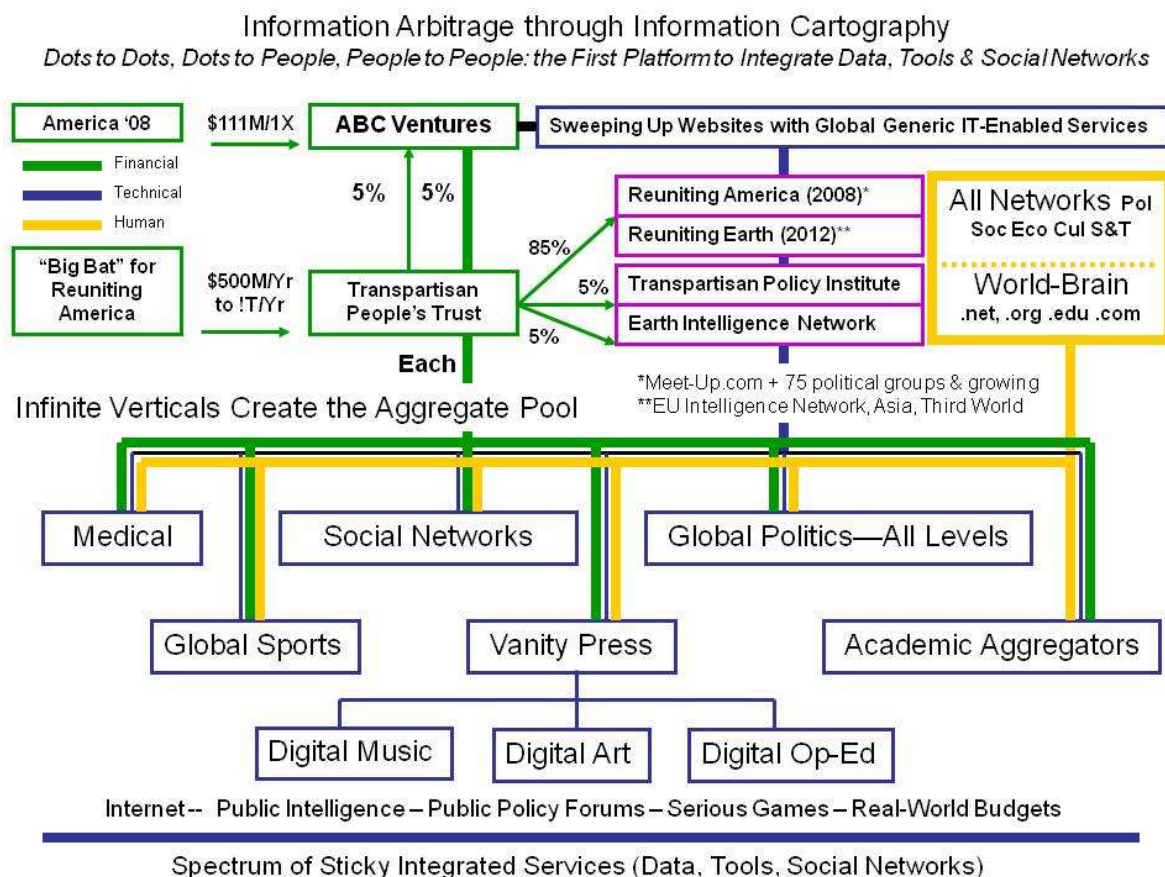
We firmly believe the both democracy and capitalism cannot make the transition into a new world of constrained industrial-era resources and exploding populations in Brazil, China, India, Indonesia, Iran, and elsewhere, without first implementing a World Brain with an embedded EarthGame™.

Sustainability

Imagine each of 300 million Americans paying $2 a year to "play themselves" as part of an EarthGame™. That is $600 million a year. Or imagine just 100 million Americans paying $10 each, with the other 200 million playing free. That is $1 billion a year. To this end, Joe Trippi, creator of the "Big Bat" for Howard Dean, was recruited as a member of the founding team, and he is prepared to re-create this fund-raising capability at a global scale, selling subscriptions that give voice to hundreds of millions.

Our concept for sustainability recognizes that before we can achieve universal "buy-in" we must have something to offer, and that something—the EarthGame™ within a World Brain requires at least $12 million a year for each of three years to develop properly, with open standards, so that it is infinitely scalable and repurposable by others once "launched."

Below is an illustration we created when we were planning to approach U.S. venture capitalists, before the financial meltdown. We believe that this enterprise, apart from being a tax-deductible endeavor for all those contributing, can in fact provide a return on investment in either cash form or tangible results form (the eradication of a specific threat in a specific area).

Information Arbitrage through Information Cartography
Dots to Dots, Dots to People, People to People: the First Platform to Integrate Data, Tools & Social Networks

The day will come when every person owns their own information, and legal ethical profit is created by individual working together in unison. This is what Collective Intelligence should be -- not about money, not about scarcity, and certainly not about secrecy. We can, we must, create the World Brain.

Web Sites

Robert Steele owns the following web site domain names:

http://www.world-brain.net

http://www.world-brain.org

http://www.world-brain.com

Missing from this group is http://www.world-brain.edu, which can only acquired if two conditions are met:

First, a legal entity with the name World Brain (e.g. World Brain Institute) must exist.

Second, the entity must be part of but not subordinate to an accredited education institution, otherwise they would say it should be treated as a subordinate domain, e.g. http://www.world-brain/univ.edu.

Below is Robert Steele's original vision for the four web sites working in harmony with one another.
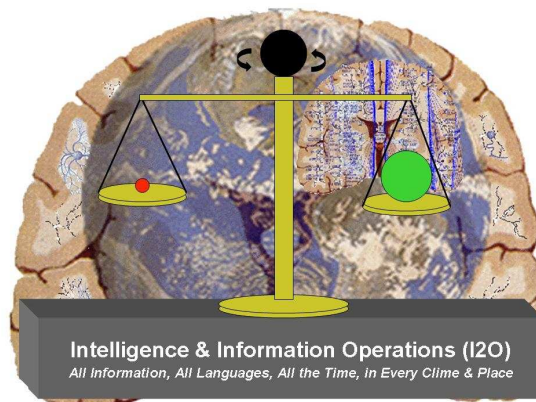

World-Brain.net
- Lifetime Email
- Member Directory
- Information Evaluations

World-Brain.edu
- Distance Learning
- Expert Forums
- Library & Links

Intelligence & Information Operations (I2O)
All Information, All Languages, All the Time, in Every Clime & Place

World-Brain.org
- Knowledge Gaps
- New Idea Forum
- Research Grants

World-Brain.com
- Global Coverage
- Help Desk & Experts
- Strategic Analysis

What Is To Be Done?

The Person

Robert David STEELE Vivas, with roots in the 17th Century in Spain on his mother's side and England on his father's side, is the one person who has dedicated the past 20 years to studying the problem and devising the solutions needed to create public intelligence in the public interest. He is the one person who fully embraces and integrates the wisdom of original past thinkers from H. G. Wells to Buckminster Fuller to others he does not know. The economic depression killed a pending sale of his for-profit company (for US$10M). He needs a "home base" with a "base salary" and other income totaling no less than US$90,000 net (after taxes). His normal past income has been between US$175K and US$219K gross. One possible approach would be to combine a PhD scholarship with a Program Directorship and supplemental income from a Spanish venture capitalist. Robert is married and the father of three boys—he has responsibilities he must fulfill regardless of how far away he might move in order to pursue his plan to create a prosperous world at peace by creating the World Brain with embedded EarthGame™. He is prepared to reside in Denmark and travel always.

The Program

If this presentation of the program makes sense, and the proposition that it is a program that will create profit for its contributors; then the first step is to create a program and acquire legal rights to the World Brain Institute, and then to obtain the web URL www.world-brain.edu. That is a "no cost" endeavor that can be accomplished within existing overhead.

The Fund-Raising

With Robert locked in and ideally with a Spanish venture capitalist as a partner, the University can invite the Provost of George Mason University (GMU) to become a "sister" location for the World Brain Institute, and give them the USA franchise. That will put both Senators from Virginia into play as champions for US funding of the Multinational Decision Support Centre (MDSC) to be located at GMU, while the University of Southern Denmark and the University of Madrid create academic (Denmark) and commercial (Spain) counter-part centers. Free access to the sources and methods of the MDSC will be a major "value" that can be offered to contributors, seeking no fewer than twelve, each for Euro one million per year for each of three years. Robert will divide his time between creating and earning the pilot PhD in holistic public policy; creating the local Center for Public Intelligence and the global World Brain Institute, and fund-raising. Under the guidance of the Dean and other appropriate officials, there should be a logical list of at least ten Nordic countries (some suggested approaches below, two per country):

Denmark	Finland	Iceland	Norway	Sweden
Danske Bank	Nokia	Landsbanki	StatoilHydro	Volvo
Møller-Maersk	Sampo	Exista	DnB NOR	Ericsson

Other companies would be identified by our Spanish venture capitalist who would have the lead outside the five Nordic countries and especially including all of South and Central America.

The Implementation

Just two words: "Do It." We will figure out the rest and report weekly in no more than one page.