

ONE SMALL TOWN – Will Change The World



Implementation Plan

MARKETING & PR

The OST strategy will only succeed if it is driven by the Mayor, supported by the council and a critical mass of people from the community. The Mayor must become the voice and face that drives the initiative in the local media and on social media as strongly as possible. This should include regular articles in local press and weekly video updates on YouTube, of successes and achievements, and planned activities. In a world of constant bad news, depression, financial crises and war, this will be one of the only channels that carries positive messages to the people of the community, and the rest of the world. From our first OST, we are already experiencing an unimaginable wave of support from people all over the world, including investors that have begun calling the Mayor.

Here is a bullet-point sequence of events to help participants crystallise the vision and adapt it for their specific situation.

ONE SMALL TOWN - Implementation - In bullet point

1. Find a conscious Mayor who resonates with the plan and strategy.
2. Mayor wins the support of the council.
3. Mayor shares his/her plan with conscious and influential members of the community to get initial support.
4. UBUNTU introduces Mayor to our energy partner to plan electricity installation and finding solutions for possible obstacles.
5. Launch of FIRST PR campaign in local media – outlining the plan, calling for community participation and introducing the Electricity component.
6. Mayor calls community meeting in town hall to share his/her plan – explains the benefits to community and implementation.
7. Explains the plan for installing own electricity supply.
8. The main benefit of Contributionism is that everything we grow, create or manufacture, in the community projects/businesses belongs to the investor and people collectively – managed by the council for the people, by the people. This means that everything is made available for free to those who participate as a reward for participating.

9. Mayor and council to analyse industrial potential of the town and area – factories, buildings, farms, resorts, etc – that are standing idle – that used to be part of the economic pulse of the town.
10. Mayor identifies key business/community projects to include in the launch and ongoing plan.
11. These should include diverse activity like industrial / agricultural / educational / tourism / healthcare / engineering / food production / construction / technology / forestry – etc.
12. Analyse the needs and consumption of the community – e.g. How much corn do we consume per annum, water, electricity, bread, milk, cheese, cabbages, potatoes, mushrooms, beds, computers, healthcare, etc.
13. SECOND ROUND PR – Sharing list of planned projects and short-term and long-term benefits, etc.
14. Draw up preliminary budgets, to launch and run the projects.
15. Write a plan of action for the launch of each project. Whatever project is launched must produce at least 3 times as much as the community needs to consume. Here-in lies the profit structure. While we produce everything we need for ourselves, we sell the excess to customers.
16. The customers could be the people in our own town who do not participate in the projects, retail stores, restaurants, hotels, export, etc.
17. Analyse the people and skills potential of the town who could manage and run the various projects.
18. Each project is to be well managed and coordinated by an appointed team of experts in that field – a master/subject specialist and project manager.
19. THIRD ROUND PR – invite investors using proposed projects as attractions and the benefits of investing in a Contributionist community.
20. The benefits are: Full support of the community; no competition; free electricity; free labour – except the main management team of each project; free components where possible; investor retains 1/3 of the profits.
21. The other 2/3 are shared between the participants/people and the council – for maintenance of existing projects and funding new projects.
22. Invite all existing industry and factories to become part of the Community Projects - and benefit immensely from: free electricity; free labour cost, free components and an increasing supply of free components as the projects become integrated and start to supply each other for free.
23. Mayor invites inventors, healers, engineers, artists, food growers, etc, to our town – to add their talents to our knowledge pool and transfer their skills to our community - with the intention to create and make possible everything that will benefit the community.
24. The people of the town are asked to contribute 3 hours per week to these projects.
25. Tasks are allocated by a central project coordinator.
26. In return, everyone who contributes 3 hours per week receives **free electricity** - this is the primary benefit to those who participate.
27. Follow up benefits for participants are – they receive everything we grow or create in the projects for free.

28. Those who do not participate, continue to pay for electricity and other goods or services.
29. The voluntary participation turns our town into a powerful labour force, doing everything for ourselves, creating abundance for our people.
30. A town of 5,000 people will have 15,000 hours of labour per week
31. The money from the projects is distributed the following way: **a:** One third to maintain and launch new projects - **b:** One third to the investor - **c:** Final third of money is distributed equally to everyone who contributes 3 hours weekly.
32. As the projects expand, no corporation can compete with us because we provide the labour for free ourselves - and we supply an ever-increasing percentage of raw materials and components, as we manufacture or invent more.
33. Eventually, everything we do becomes a part of the Community Projects activity - like horse riding, healthcare, building, wood craft, hiking, art, shoe-making, etc.
34. An additional benefit is that people learn new skills for life while doing community projects.
35. This leads to restructuring the education system to teach our children and adults real skills for life that benefit the whole community - rather than getting a certificate with which they go looking for a job.
36. In a few years we have a well-trained and highly skilled community where everyone can do everything - and loving it.
37. Out of 168 hours per week, we only have to contribute 3 hours towards allocated projects - the rest of the 165 hours per week people can do what they love to do.
38. People will naturally gravitate towards the things they love to do - engineering; horse breeding; musical theatre; healthcare, material science; etc
39. This means that we will contribute and create much more than three times what we need - because of the individual passions of the people
40. ONE SMALL TOWN is all we need - to lead by example to all other mayors and create the domino effect across the world.