





# Collective Awareness Platforms for Sustainability and Social Innovation

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Have you ever thought about how to make something?

If you want to build a house, you have to study to become an engineer, if you want to heal people, you have to study to become a doctor in medicine.

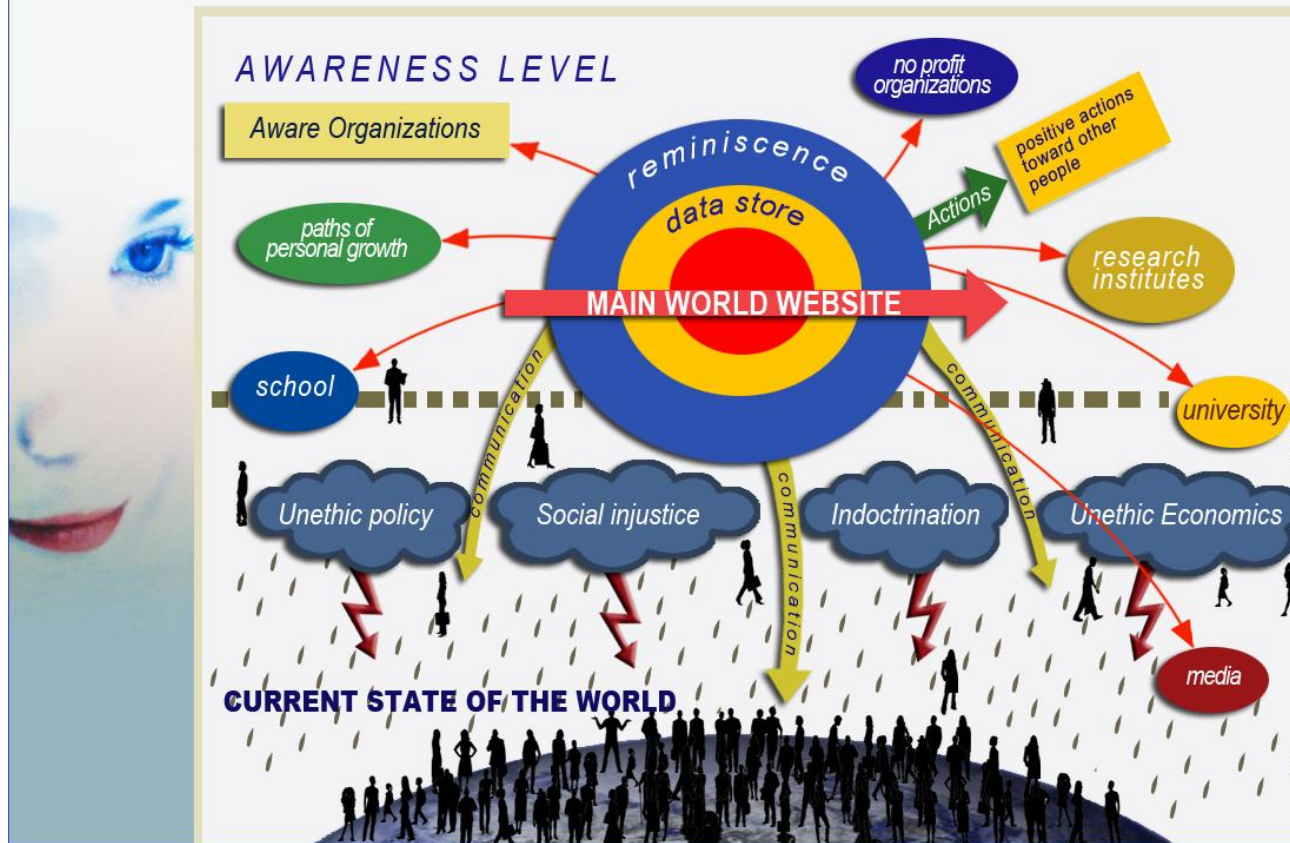
However, if you want to change the way, you build a house, or you treat someone, you must develop a deeper insight, than knowing the methods, of doing such things.

Suppose we want to change the World, no more wars, social unfairness, poverty and the destruction of our environment.

To do so, we should know much more than the processes that made it the way it is : we should be more aware.



# ENLIGHTENMENT LEVEL



## The three levels of awareness.

There are three levels of awareness.

The first one is called ENLIGHTENMENT, perhaps only people such as Christ and Buddha have reached it.


The second level is the AWARENESS, where men and societies act in the interest of the community and develop a deeper insight.

Under this level there is the CURRENT STATE OF THE WORLD, where people act, in their own interest and not ethically.

These people are influenced, by the economic and political indoctrination of the society, driven by ignorance and the Ego.

For the evolution of the society, it is necessary that enough people, go ahead of this level of awareness.





People have to understand the “cause-effect” process: “If you act in a certain way, that consequence will be unavoidable”, even at thousands of kilometers apart or in hundreds of years.

It is necessary, for people, to understand that, what happens in the world, is a reflection of both, individual and collective actions.

To make such a change happen , there should be a **collective reminiscence**.

This phenomenon allows information owned by individuals, or the community, to cluster in such a short time, that an irreversible change occurs.

In front of such a situation, you say: “**AH! THIS WHAT HAPPENS!**”

This is what happens to those who come through tremendous disasters: “They know, because they have experienced”.

Main World, is based on personal and collective decision-making, that create an open source of knowledge, and information, about the way the World works, expanding collective intelligence, showing how events, and the decisions, and needs of the populations, are linked together, and depend one on the other, promoting reminiscence, creating new values for the future generations.

Then, if people decide, become responsible, act ethically and are able to create values for the future generations.

All this in a relatively short time, just a click away.







**Now some slides to understand what Main World does.**

This map, shows the way, in which Continents make decisions, for topics proposed by another Continent.

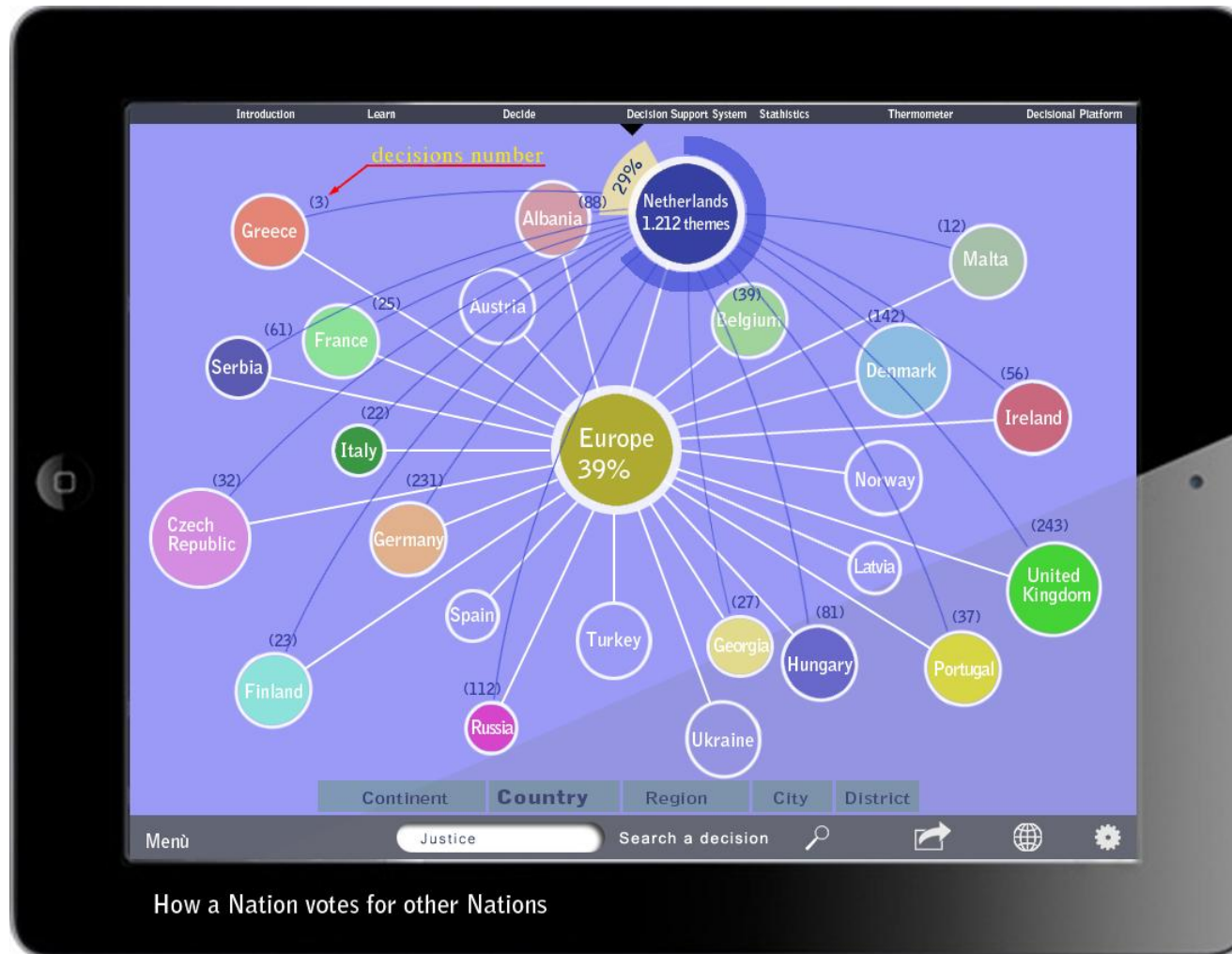




For example clicking on Europe you can view a bi-dimensional map that shows five data:

- 1) The speed at which people vote as soon as they receive an email, from the website (x-axis);
- 2) The percentage of voters (y-axis);
- 3) The number of thematic areas;
- 4) The interest shown, by the inhabitants of a specific Continent, regarding the decisions related to other Continents;
- 5) How deep a Continent, go into a decision content.





Selecting Europe, you can view how a single Nation, make decisions, regarding other Nations and a wide range of data relating to individuals and organizations.

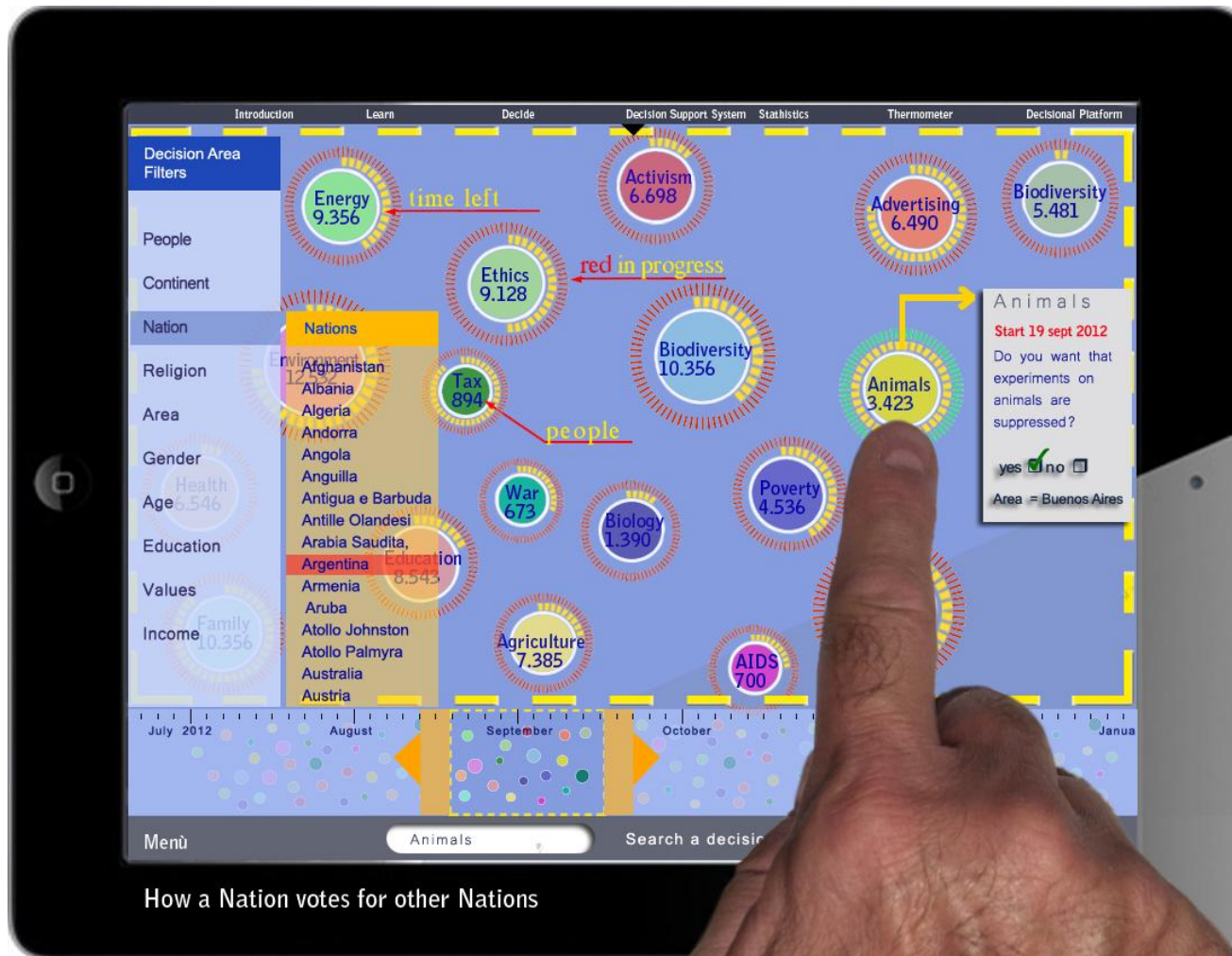




How a Nation votes for other Nations

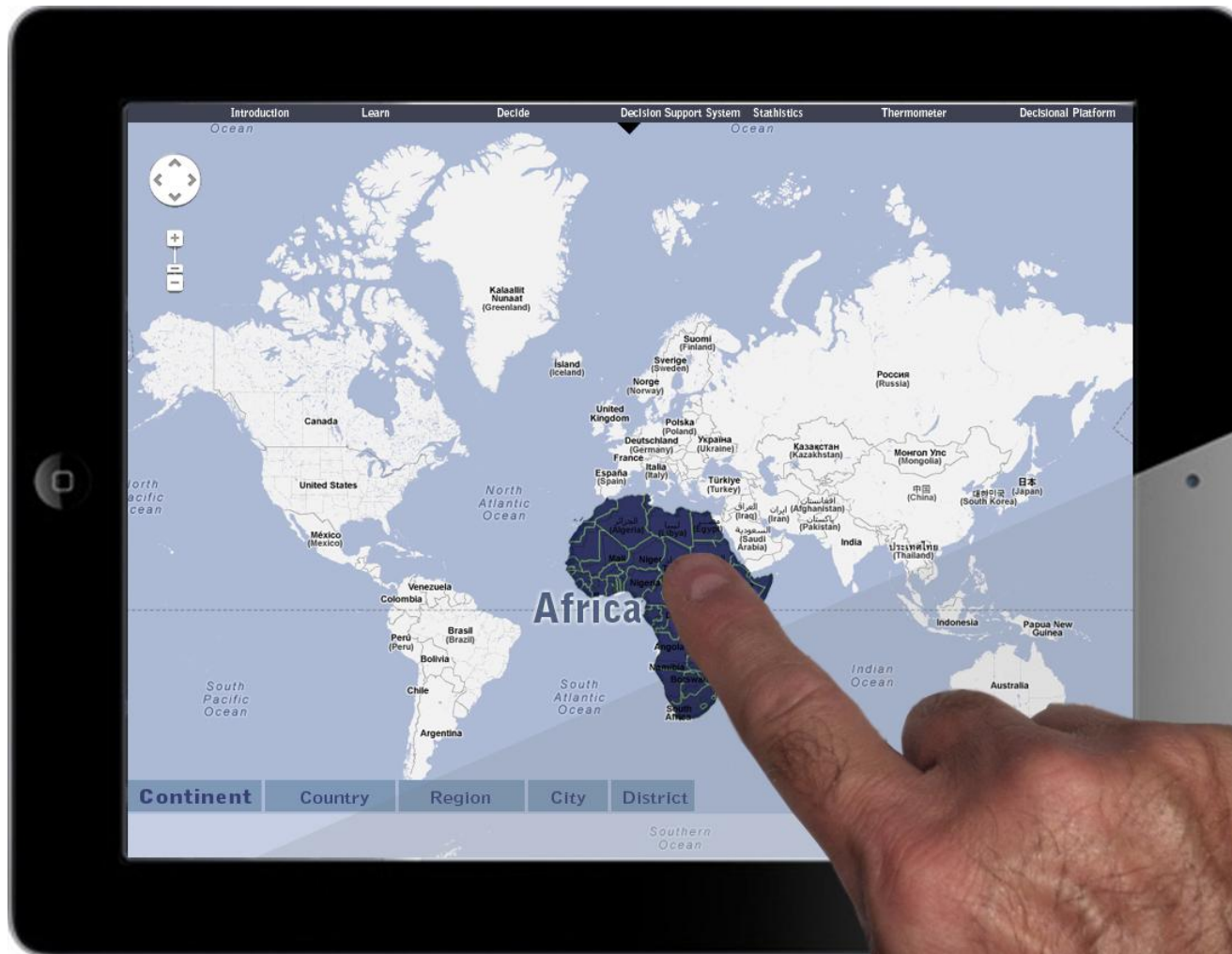
If you wanted to vote, you would find a dedicated page with the ongoing and out-of-date decisions.





Clicking on the circle you can see the content of said decision.





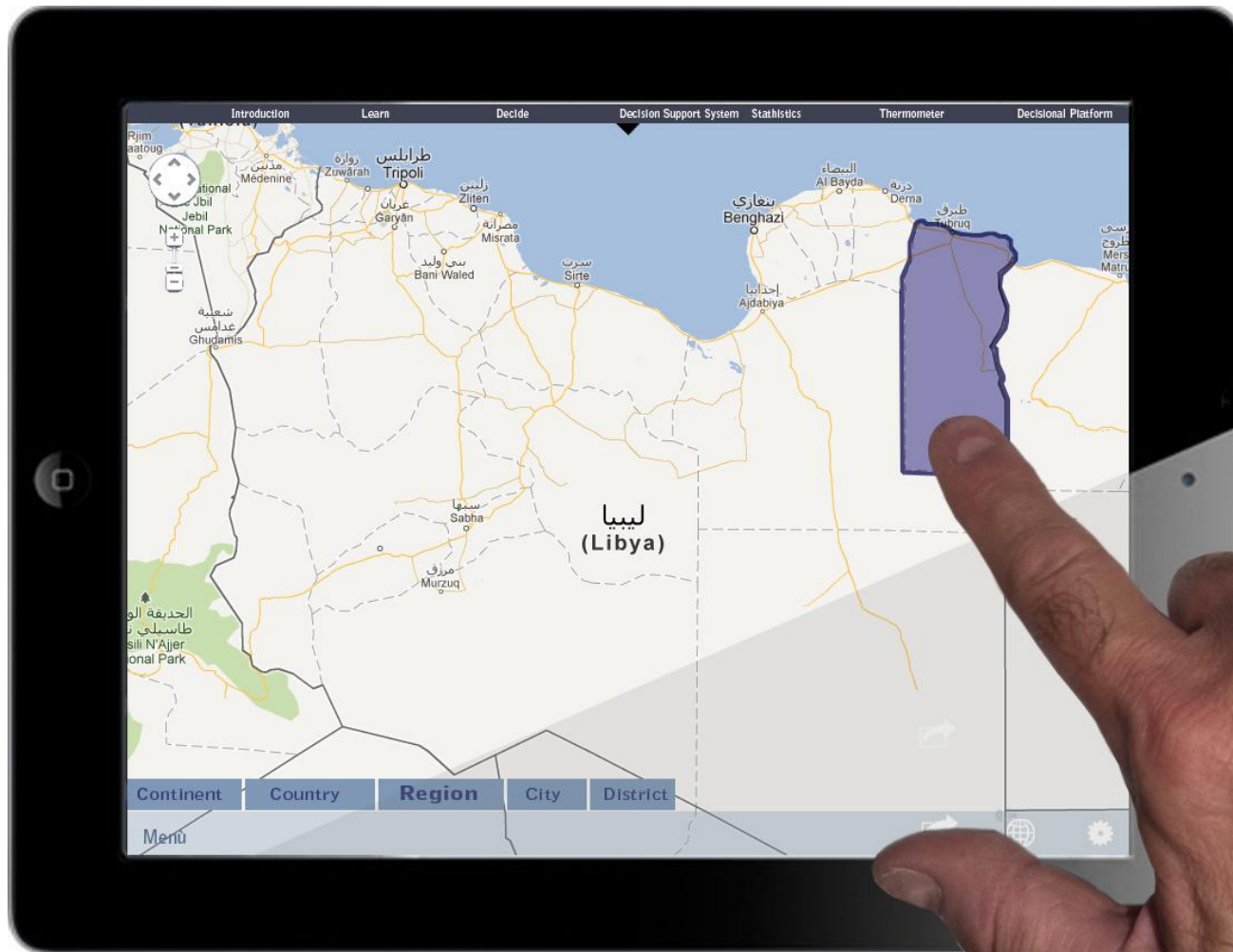
For example we want to know what is happening in Africa...





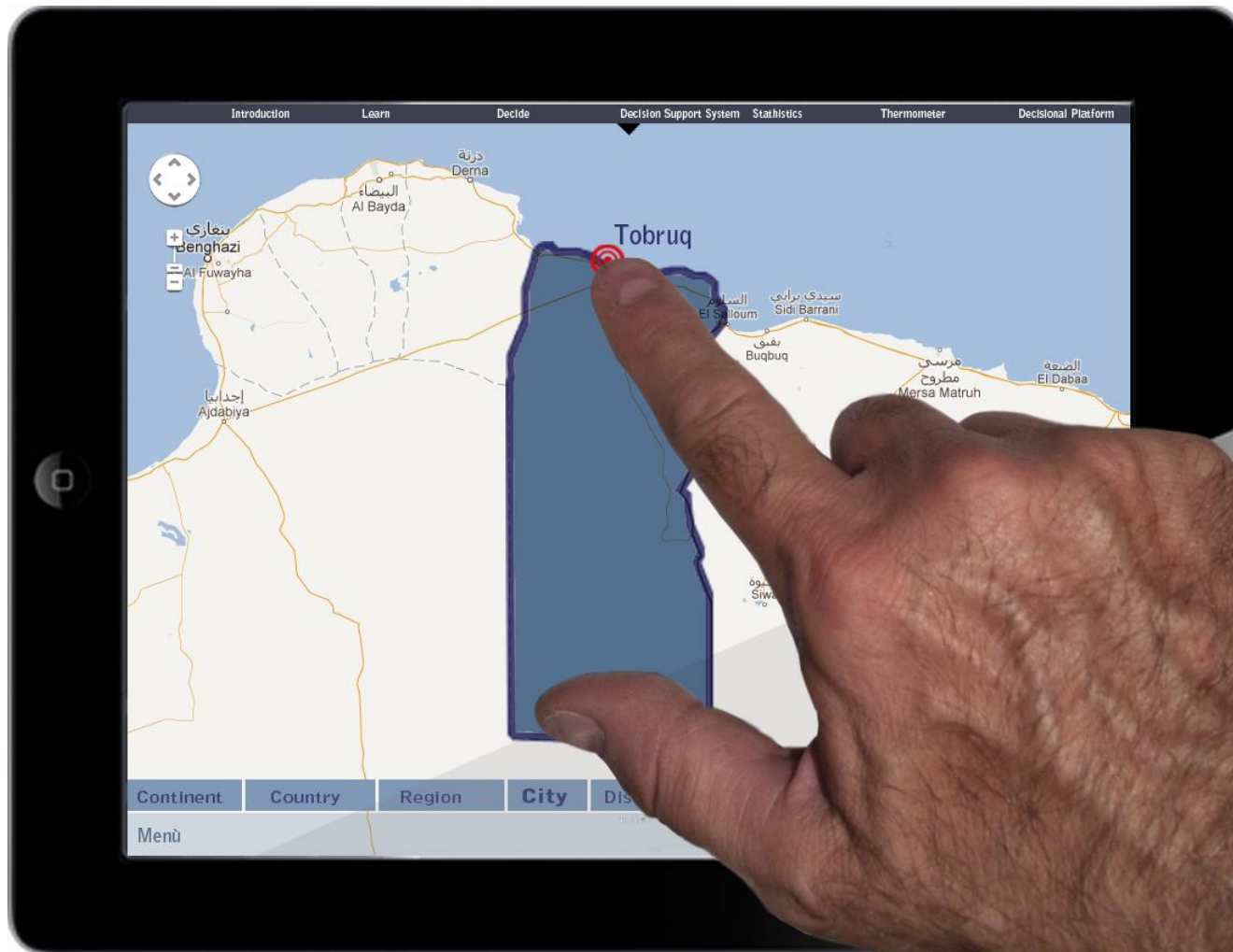
...in Libya...





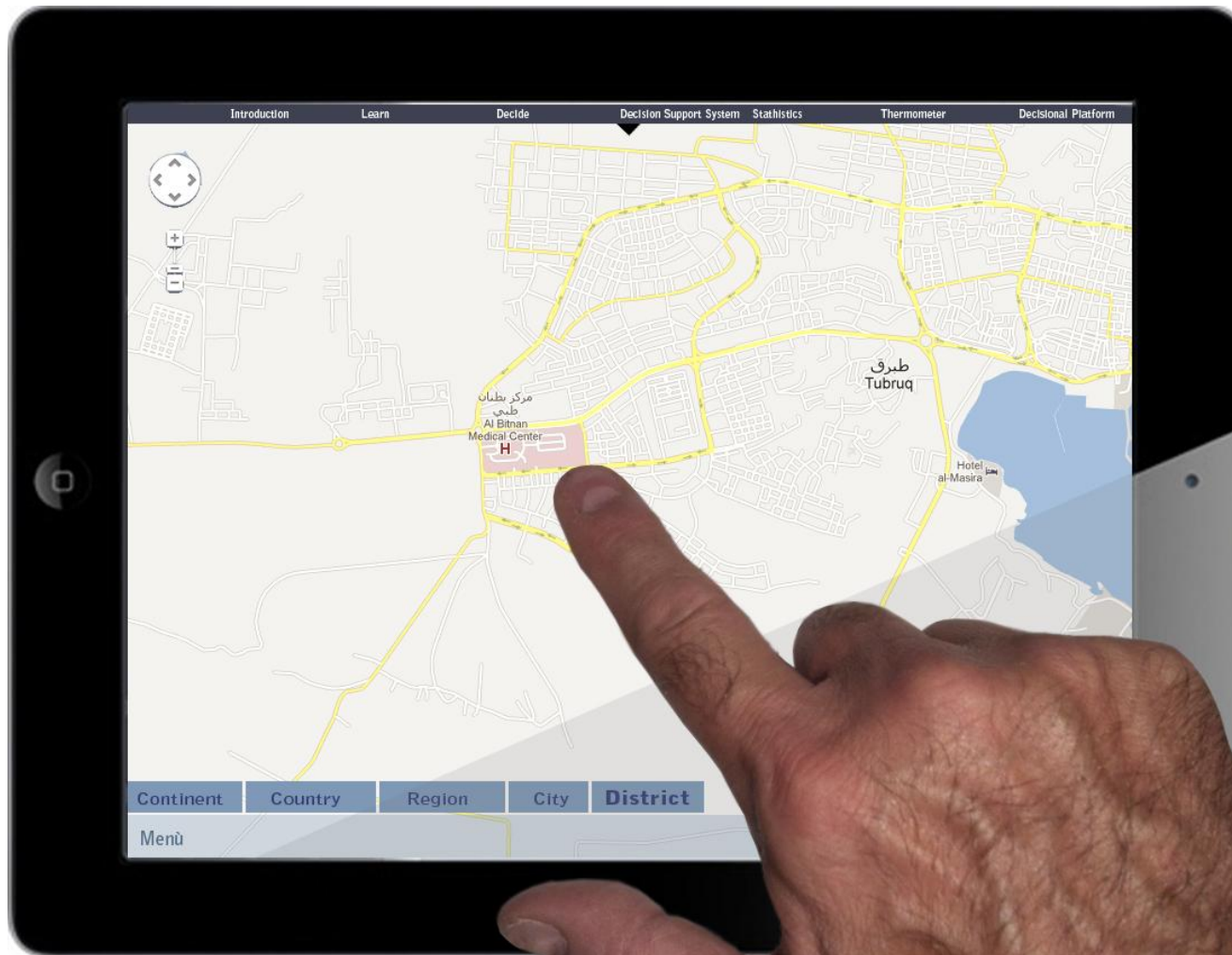
...in the Tobruq region...





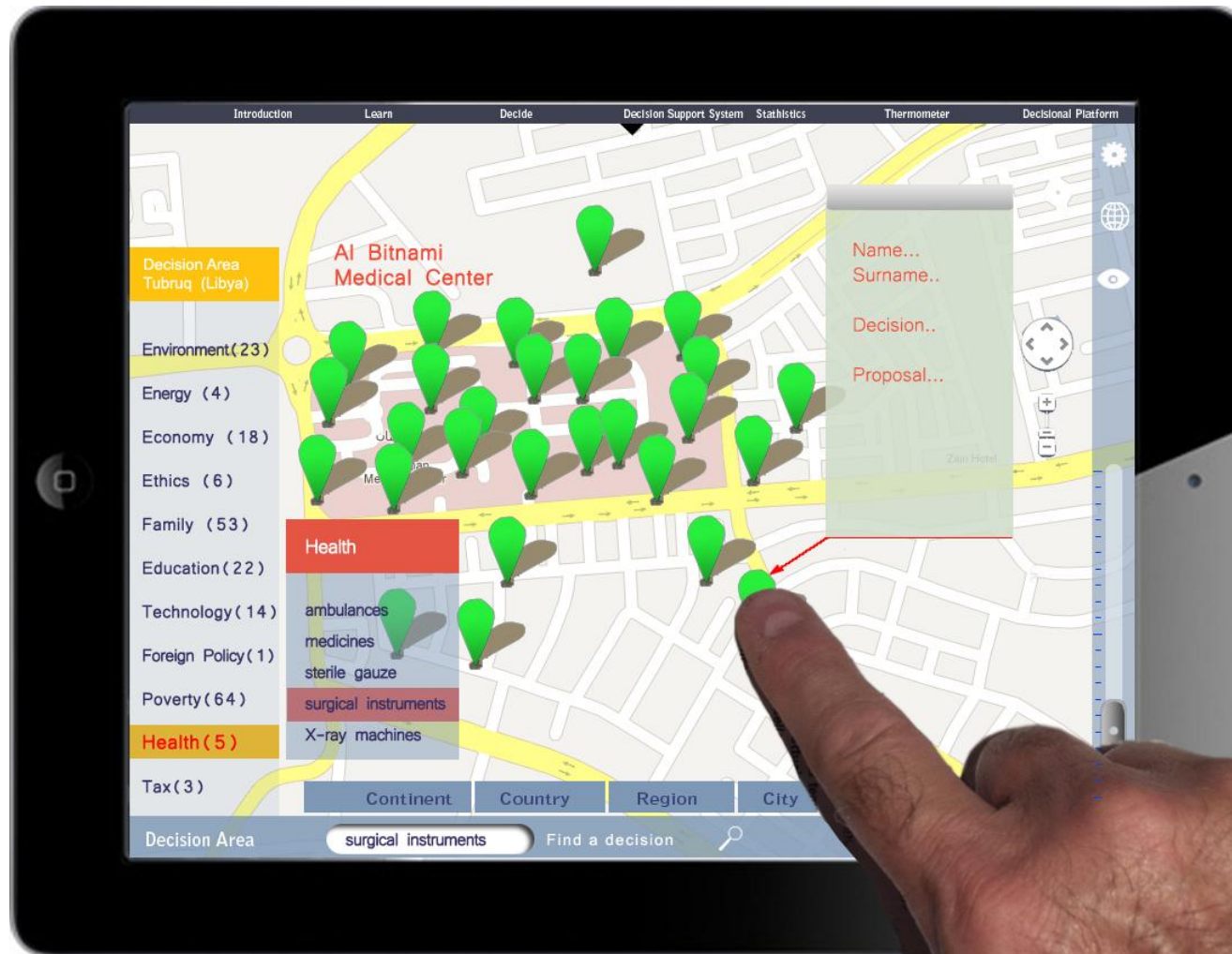
...in the city of Tobruq...






...in the Al Bitnami Medical Center district...





...where the employees of this hospital are committed to have more medical devices.





Being aware that, the daily water ration of an African child, correspond to the amount of water, we use to brush our teeth, can make the difference.

And we get this information not from media, but from the website, where those people who are really experiencing it, entered it.  
An email will inform you in real-time.

**Main World is a website that features, the same processes that bring people, who start a personal path of growth, through a process called “transcendence of self.”**

If you want to assess if the Earth is round, you have to go in space, and watch it from the far: **“Red pill or blue pill?”**





## Organization homepage

Each member of Main World, can create a personal page, to post their own values, the challenges they face every day, and how they manage, to get over them, what they do, to change the world, and meet who is taking the same walk of life.

Main World is a large container of collective sharing, the Google Map of human Feelings and decisions, the purest expression of the present society, of its will, emotions and future direction.

## Francesco Filippi



### **ABSTRACT MAIN WORLD PROJECT**

**Main World** is the first worldwide democracy website that allows you to virtually influence the future of the World about given topics such as education, economics, politics, science, ethics, environment, security and many others.

The decisions you are asked to make are based on shared values which you want the World to aim to.

Those values are chosen by subscribers and continually updated and can relate to peace, harmony, wealthy, social justice, education and health care for everyone, common choices, unpolluted environment, poverty reduction.

Everyone can make decisions according to their conscientiousness and their own concepts on ethics, culture and religion, giving their personal contribution for a better World.

The data might as well be processed by a sophisticated algorithm that results in predicting whether the initial values proposed can be reached or not.

In an experimental section of the website you can compare your choices with other people's choices by means of an advanced decisional method.

The final purpose is to validate a decision when shared by all participants, no one excluded.

Decisions made by this way can be very different from those ones made by the conventional method of majority implemented on the website, indicating that the future of the World has to take into consideration the general interest.

In the 'Learn' section you can improve your knowledge on the given topics, so that you can make aware decisions. Interestingly, the decisions following the gathering of information and a deep study are more responsible, mature and exposed to be challenged by the comparison with other people's choices.

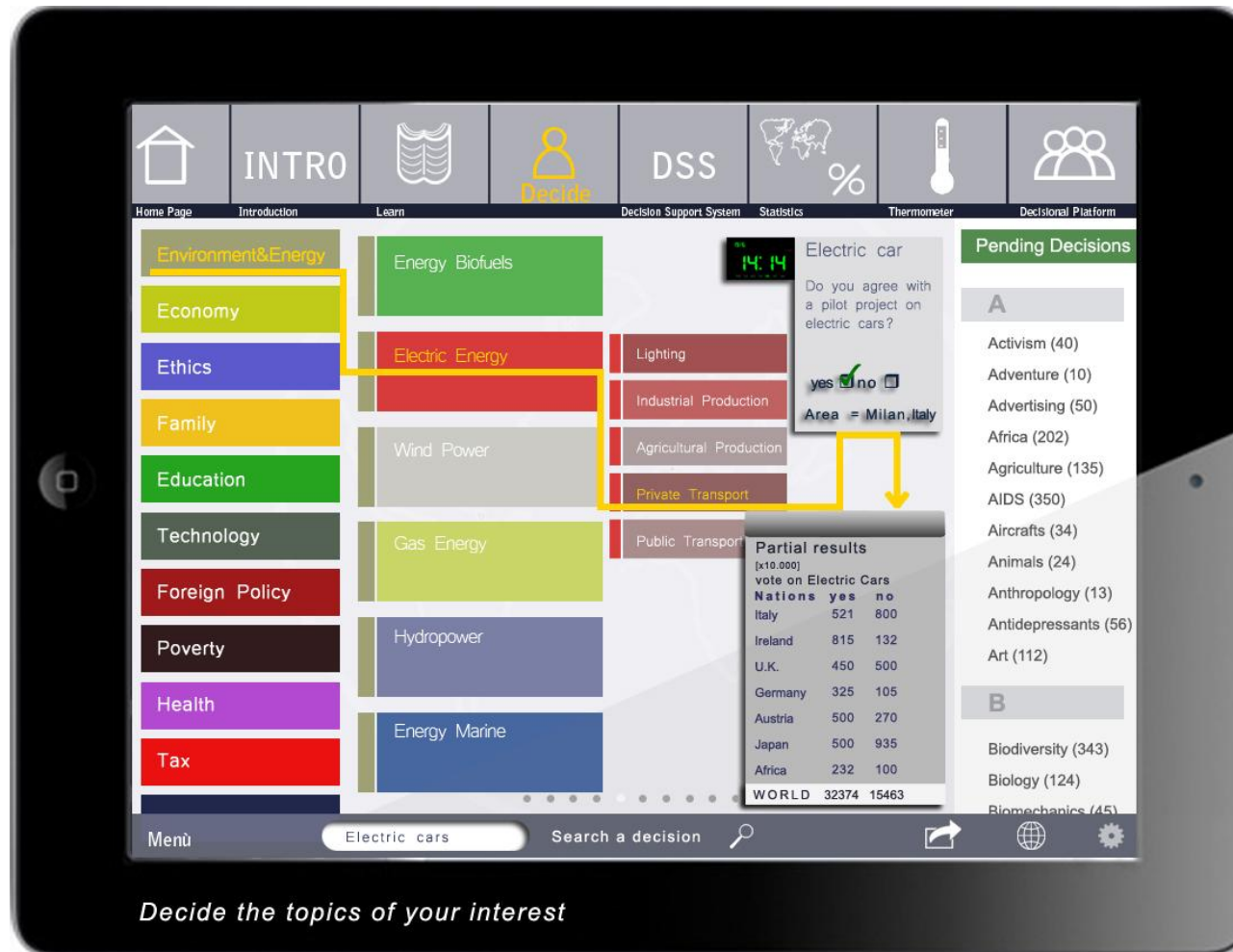
Francesco Filippi





When we decide, the decision on the proposed topics are regarded as shared value which we want society to aim for.

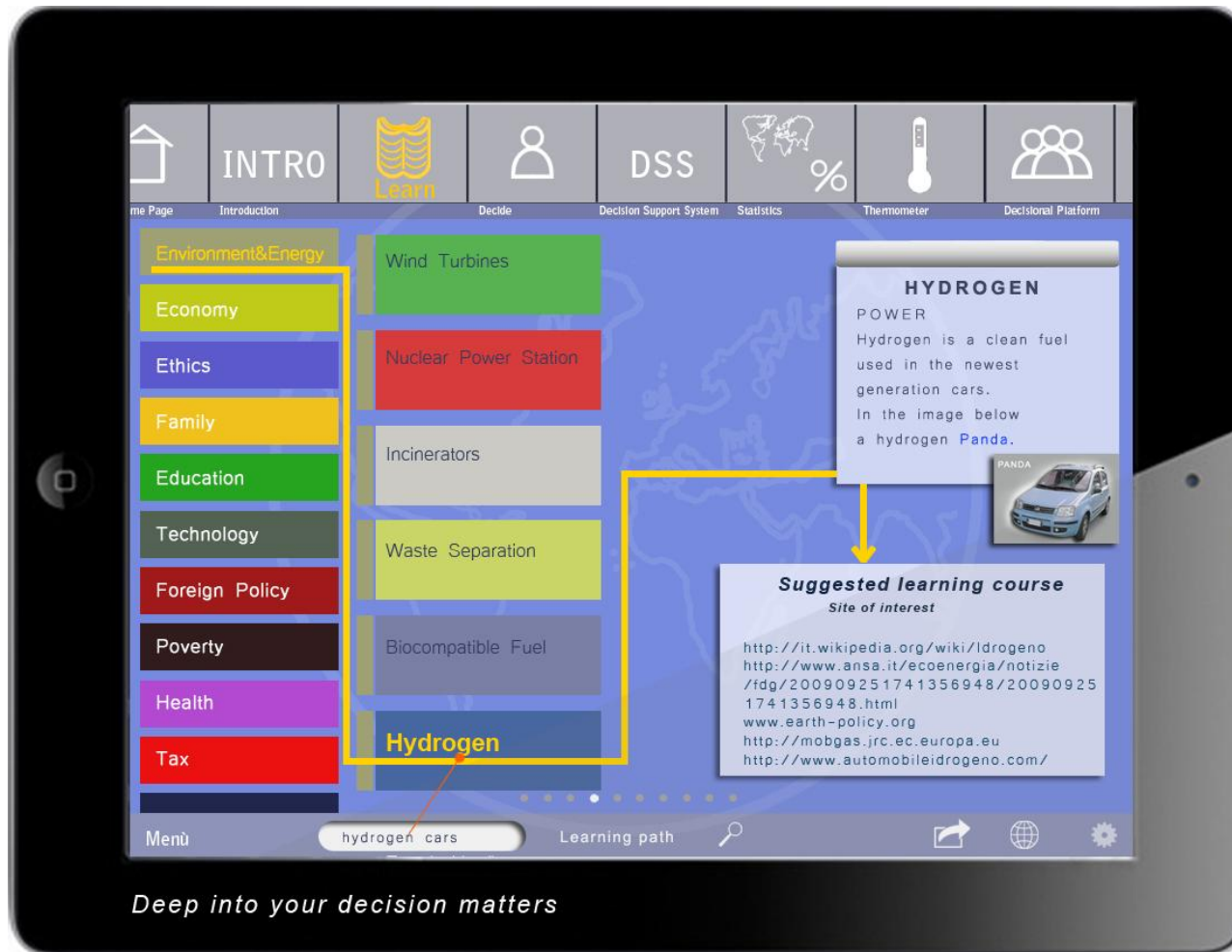




Together people make decisions about the main issues for the evolution of society.

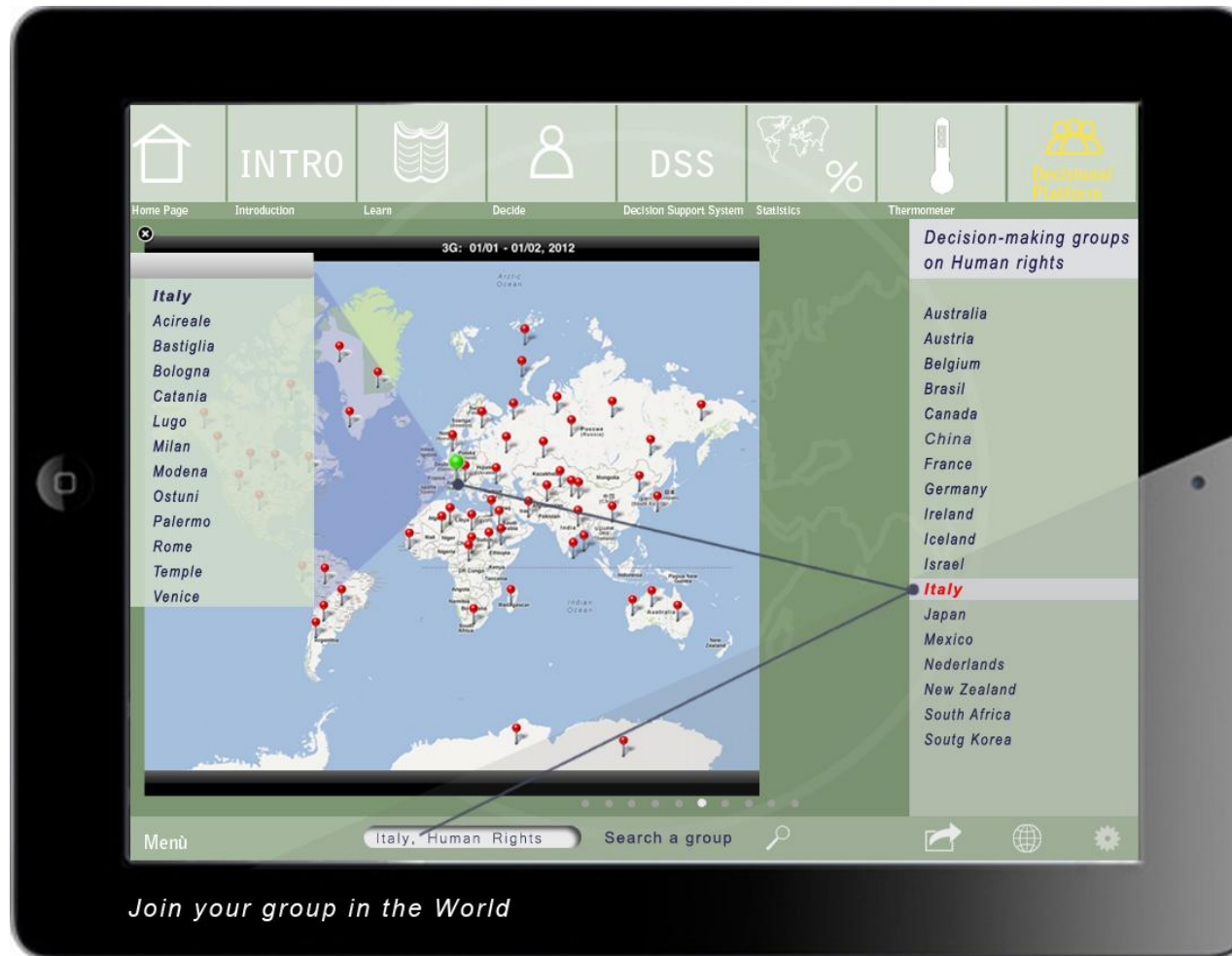
Environmental protection, reduction of poverty, social justice, health care and education for everyone, less conflict are all shared matters.





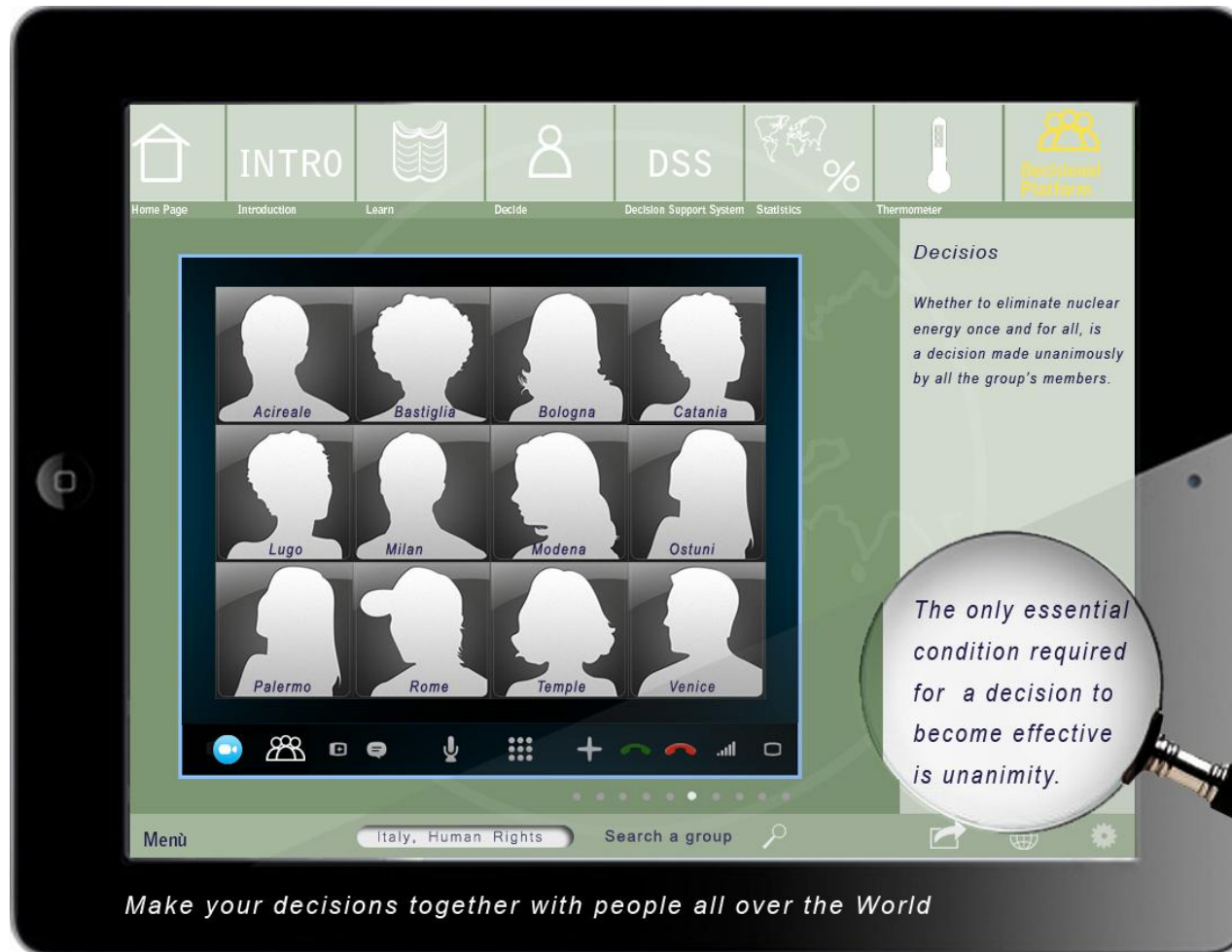
So that decisions are well considered and responsible, everyone is required to highlight his own understanding of the topics.





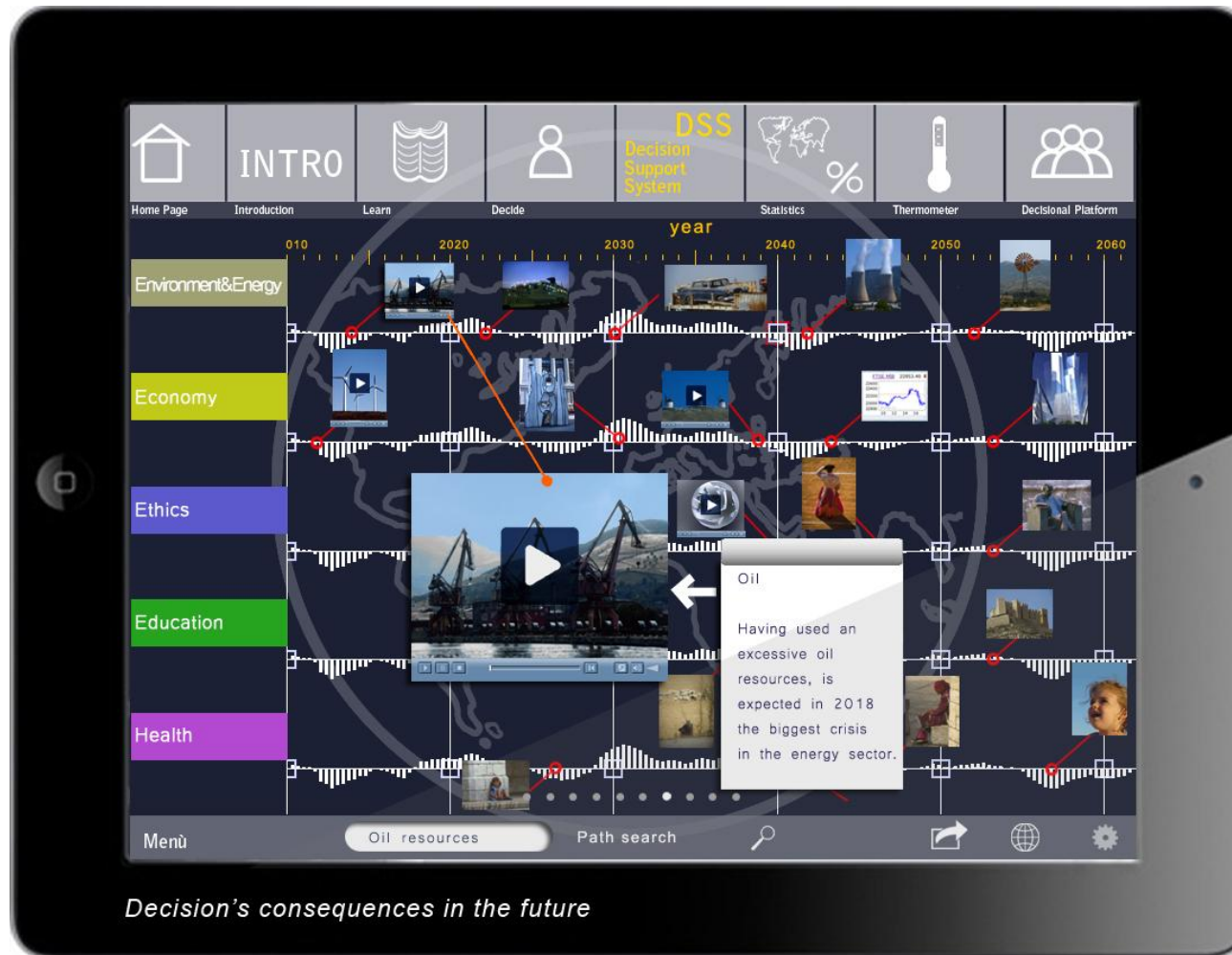
Making common choices...





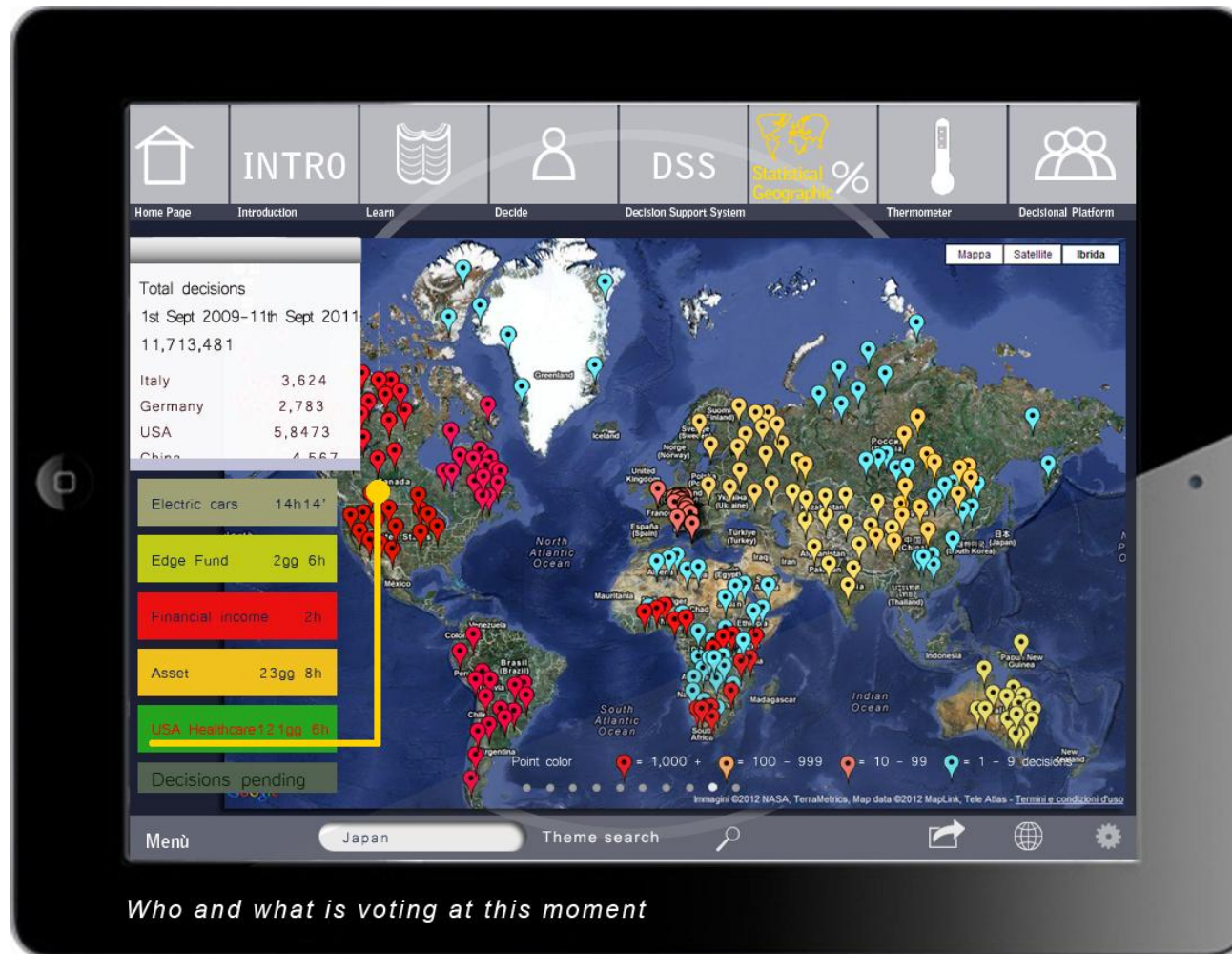
...can make the difference to create a highly civilized society.





In the near future, the final decisions may be processed by a sophisticated predictive algorithm, which suggest what consequences the decisions would have on the future of the World.





Knowing in real time how many people are making decisions, on which matters and how far they are from you, enable us to understand how populations are connected to form a sole entity.





*Decisions' topics and voters' personal details.*

Knowing who is making decisions and on which matters, can help us to understand how society is developing.





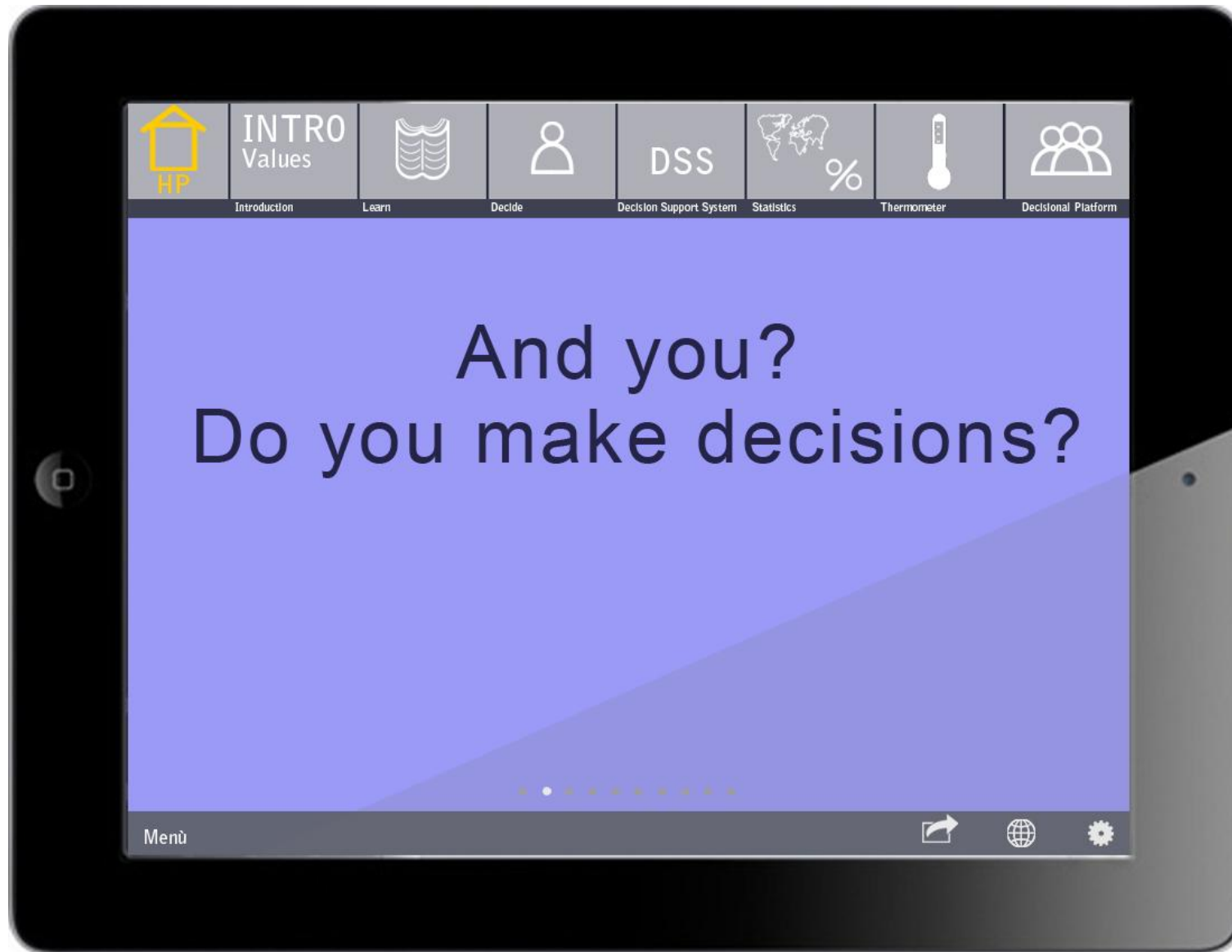
Knowing that the World is going in another direction than the one we expected...



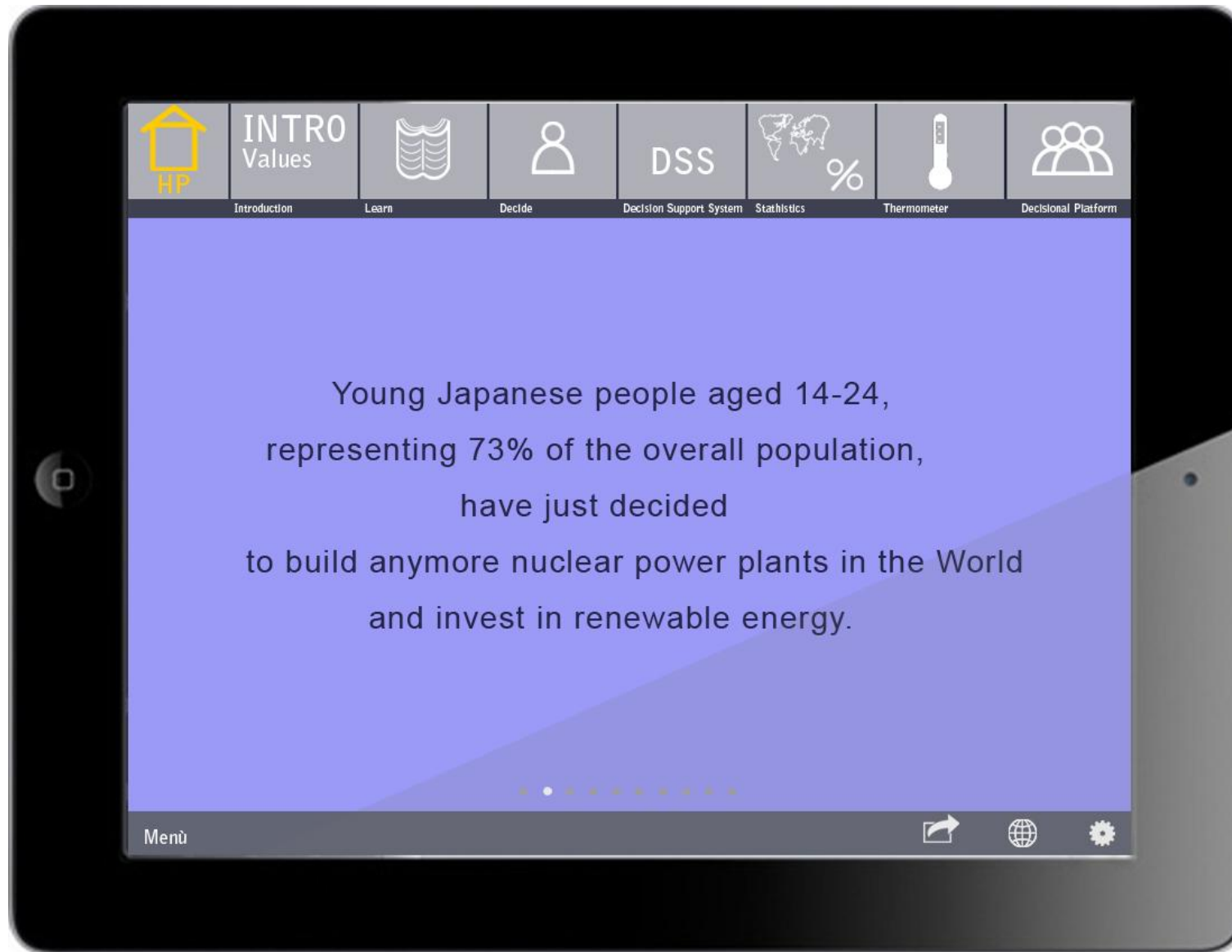


...can make us aware and more responsible  
about the decisions we leave to others but  
which each of us should make.













## **MAIN WORLD**

by Francesco Filippi

### **Ing. Francesco Filippi**

Via Stefano Canzio, 10

20131 Milano - Italy

Tel 0039 02 20 46 147

Cell 0039 349 466 18 24

email [ffilippi@tiscali.it](mailto:ffilippi@tiscali.it)

[www.francescofilippi.com](http://www.francescofilippi.com)

MAIN WORLD at link:

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