

⊕ **Realise A Better World** - Campaign strategies and ideas

It may be suggested that Realise A Better World is a social experiment. The aim of this 'experiment' is to see how much a small band of people can make a positive difference in the world. By starting off with minimum resources and experience the intention is to observe to what extent a local focus can inspire and spread to others.

Proactive activism - '*Pro-activism*'

Actions that move towards the type of world we WANT.

- Guerrilla Gardening
Gardening in places we're not supposed to... 'wholesome mischief'.
- Critical Mass support
A bike ride through city streets to raise awareness for alternative transport options.
- Propaganda/education - '*Propacation*'
Raising hope and awareness through the proactive application of marketing ideas and achieve more productive outcomes.
- '*Posted Letters Only*', mail awareness operations
Distribution of free mailbox stickers with the symbol to see how many people are aware already but need to be prompted, thank those who already have a sticker for publicity.
- Secret '*free hugs*' society
Anyone wearing a ⊕ symbol is entitled to a free hug from another wearer of the symbol.
- Ephemeral symbols operations
Decomposable temporary symbols stationed in landscapes where aware people traverse.
- Safe house support of full time campaigners
Establish support from the community to allow pro-activist campaigners to pursue their passions full time.
- Research and innovation for a '*Pleasant Bomb*'
A pleasant surprise similar to a conventional bomb in that its impact has an immediate impact on people's lives but resulting in hope and/or awareness.
- '*Thankyou*' operations
Finding creative ways to thank aware people e.g. riding bikes, 'no junk mail' stickers etc.
- Neighbourhood abundance distribution team
Identifying abundances in the neighbourhood and distributing it to either raise funds or supply a social group in need.
- Setup a strategic command, nominate a director of covert operations and establish a recruitment scheme
To build an ongoing networked organisation which is self sustaining, creative and constructive moving towards making a maximum impact on the experiment outcomes.

Administration

- Design of business cards, letterhead, information brochure, etc.
- Presence on internet - website
- Newsletter articles and assistance

Longer term plans

- Festival of a better world - Sustainability Living Festival
- A better world newspaper
- '*Wisdom Party*' ideals for the foundation of a political party
- Australia Day parade for volunteer organisations
- Educational reform support

