



The TLC Project

'Thriving Lifestyle Communities'

Acceptance

*"Plant seeds of freedom in fertile minds, to see how they grow
from there and what fruits they bear"*
ROAM

This is no ordinary proposal, because this is no ordinary project.

For humanity to move away from the all-pervading stress, sickness and exhaustion that many people are suffering from today, we need to accept that our current economic, judicial and political systems are broken, because they are ultimately flawed by design. All of them have an abysmal track record of acting in the best interests of the health and wellbeing of people and planet. This is evidenced by so many people all over the world struggling just to survive the many crisis of: hunger, disease, poverty, war, slavery, habitat destruction, species extinction, pollution, toxicity, deficiency, homelessness, separation, anxiety, depression and trauma ... to name a few!

If we are to adequately address the monumental health, economic and environmental crisis impacting society today, then it is imperative that we expand beyond our self-imposed limitations, and work together to co-create new models that allow us all to thrive in a flourishing natural environment.

In these unprecedented times, when we have governments, corporations and institutions telling us that we need to get used to a 'new normal' post Covid-19, there is an urgent need for us to create and develop unprecedented solutions that can lead to a 'new normal' that benefits us all.

With humanity in suspended animation and with the global debt-based economy crumbling before our eyes, we now have a unique opportunity to build a new socio-economic model that will allow people and planet to thrive ... and it's easier than you might think!

*"The secret of change is to focus all of your energy, not on fighting the old,
but on building the new"* Socrates

Imagine what would happen if we used this defining moment to co-create a future that we would all like to step into, once we've freed ourselves from the current global turmoil.

Imagine co-creating a future that provides people with inclusive access to resources and opportunities, that support a fulfilling lifestyle, in a secure and comfortable home, with a prosperous and sustainable local and global economy.

There are a number of ways in which we can individually, collectively and collaboratively, begin to design and develop a new socio-economic blueprint, and the time has come to think and act beyond the conventional and into the realms of the seemingly unreachable, in order to implement the enormous changes required to break society from the grip of repetitive crisis.

Action

“Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius and a lot of courage to move in the opposite direction.” Einstein

The Thriving Lifestyle Communities (TLC) Project, is designed to act as a cornerstone of favourable and equitable change and is an ambitious, challenging and disruptive project, with a focus on creating distributive value for the health and prosperity of the community in which it is built.

The TLC Project is hopefully the beginning of an interesting and exciting journey, towards finding answers to the following three questions:

Is it possible for people to follow their interests and passions and grow according to ambition and contribution, in a rewarding and supportive environment?

Is it possible to create a meaningful value exchange system that promotes and supports mindful and sustainable lifestyles?

Is it possible to design and develop a decentralised thriving community economy, connected on a global scale, in which people and planet can thrive in harmony and collaboration?

If ever there was an ideal time to undertake a paradigm shift into 21st Century economics, that time is now. The TLC Project will adopt the Doughnut economic model, as outlined by Kate Raworth’s excellent work in [Doughnut Economics](#). The Doughnut model has recently been adopted by Amsterdam City, as a tool for transformative action in reimagining the city’s future post Covid-19. This demonstrates a forward-thinking level of trust and confidence in the numerous benefits of this approach, which is why we have decided to downscale the Doughnut to community level with the proposed building of the first ever TLC Project centre in Sussex, UK. We will also be adopting CultureSeed’s well informed [Framework for Thriving Communities](#) as an additional guide.

The TLC Project consists of three independent yet interconnected hubs.

The first hub ... is a wellbeing centre operated by Silverdragon Wellbeing Ltd, a well-informed holistic health practice that provides the community with advanced and well researched Naturopathic therapies and treatments, including but not limited to; naturopathic nutrition, meditation, acupuncture, breathwork, yoga, heart brain coherence

and mindfulness. In addition to serving the local community, the centre will host a variety of health and wellbeing retreats for visitors and tourists from the global community.

The centre will also host the HEAL (Healthy Environment And Lifestyle) Project, as an open source research and development project for the community.

The HEAL Project is dedicated to making healthy lifestyle choices available to the community as a whole, while exploring the many safe and effective medicines and therapies that could be made accessible and affordable to everyone, through collective collaboration and connection.

Sadly, the global provision of 'healthcare' today is dominated and controlled by a disease management industry, that operates primarily for the purpose of symptom suppression and maximum shareholder profit, with very little consideration and/or attention to long term healthy outcomes. This approach is unfortunately and ironically proving to be diametrically opposed to human health and wellness in most respects. It is especially inexcusable considering that we have a number of far superior, safer and more effective options available to us in the public domain, outside the influence of pharmaceutical patents.

For example, it is now widely accepted and well understood that a healthy organic diet and mindful lifestyle choices, are two extremely safe and highly effective means of enhancing both mental and physiological wellbeing, while at the same time reducing the burdens of stress and chronic disease and without the need for pharmaceutical drug intervention. Who would have thought that natural [magnesium is safer and more effective](#) than pharmaceutical 'anti-depressants'? We also have a growing body of peer reviewed scientific evidence, that having access to nature, such as spending time in a garden and growing our own organic food, or even being in a forest practising [Shinrin-Yoku](#), is profoundly beneficial to our physical, mental and emotional health.

Exploring and researching all aspects of healthy and conscious living at community level, allows us to investigate for ourselves what works and what doesn't. The actual experience of improved health and wellbeing, is a far better indicator of safety and efficacy of a therapy or treatment, than many of the 'clinical trial' pharmaceuticals that have a long list of [dangerous side-effects](#) and [questionable efficacy](#). The HEAL Project involves itself in researching, verifying and proffering safe and effective treatment and disease prevention options for improved physical, mental and emotional health in the community, including but certainly not limited to: [optimum nutrition](#), [psilocybin assisted psychotherapy](#), [cranial electrotherapy stimulation](#), [heart brain coherence](#) and [Nature therapy](#).

The second hub ... is an exhibition centre, curated by the TEC (Truth, Empowerment, Community) Collective, a network of like-minded, authentic and compassionate people, who are interested in designing and developing collaborative solutions that contribute to global health and wellbeing. Through an open-source solutions network, that actively encourages community participation and ownership, the exhibition centre will showcase a diverse range of innovative and sustainable products, services and technologies for a healthy home and thriving lifestyle, two examples being [Bi-ION](#) fuel and [BIOHM](#) innovations.

The centre will also catalogue the provenance and value chain of all components and features of the hub. The exhibition centre will promote and support meaningful enterprise opportunities through worker owned co-operatives and independent businesses, such as Dandy's Café, a plant-based wholefoods café owned and operated by a qualified nutritional therapist ... Dandy ... who is dedicated to offering healthy, nutritious and delicious food to the community through Dandy's Café!

The exhibition centre will have 20 retail and studio pods; 10 for local ethical and sustainable enterprises on the ground floor and 10 for eco-conscious artists and artisans on the first floor. We envisage the centrepiece of the exhibition hall being a beautiful plant feature surrounded by a lovely fountain, around which innovative and disruptive exhibits will be displayed, providing information and inviting discussion on how they can contribute to the sustainable growth and economic prosperity of the local and wider community. Using holistic real-world learning principles, such as those applied by Finland in their [Phenomenal Education](#) model, the centre will also run a variety of fun and exciting workshops, to promote mindful education and conscious awareness and as a means of enhancing life skills and freeing human potential for collective good. For example, 'make your own ...' workshops using natural materials like [cork fabric](#), [hemp bio-composites](#), [seeded paper & packaging](#) and 'grow your own ...' [mycelium](#) plant pots.

The centre will also host Korky's Project, as a meaningful work creation project for the community.

Korky's Project is a start-up Worker Owned Keystone Enterprise (WOKE), dedicated to providing sustainable solutions for the local built environment, especially for the home. Product choices range from quality durable flooring and wallpaper, to fire resistant thermal insulation for energy efficiency and so much more in between.

With all the environmental concerns of today, it seems absurd that we are still using fossil fuel insulation and building products in the built environment. Especially with the danger that some of them pose through their chemical composition and high fire risk, as tragically demonstrated at [Grenfell Tower](#). It is especially inexcusable considering that we have a number of far superior, more sustainable and safer natural materials out there like cork, hemp and mycelium. For example, cork is a natural fire retardant, it burns without a flame and doesn't emit toxic gases during combustion, it is also one of the most sustainable and diverse natural materials available today alongside hemp and mycelium.

"Around half of all non-renewable resources mankind consumes are used in construction, making it one of the least sustainable industries in the world." Willmott Dixon

Aims:

- To introduce the community to the amazing environmental and economic benefits of building, renovating and insulating our homes using natural and sustainable materials.
- To significantly contribute to reducing carbon emissions and use of fossil fuel materials in our homes and workplaces

- To use our combined knowledge and skills base, to support the establishment of [social franchises](#) that provide worthwhile and meaningful work opportunities, not just for our community, but for communities everywhere.

The third hub ... is a home and lifestyle centre as envisaged through the lens of a healthy and happy Home environment. The centre will be operated by Fantastic Concepts Ltd, a collaborative social enterprise founded to operate for the collective benefit and sustainable economic prosperity of our global community, with the understanding that we are all connected, by and to, all life on Earth. The centre will be built as a show home, to demonstrate that we have the tools, technologies and resources to live lifestyles that allow us to thrive, in a way that enhances the regenerative abundance of Nature and re-connects us with ourselves, each other and the beautiful planet that we all call Home.

The show home will be a space around which the community can gather to formulate and steer a sustainable and equitable community homebuilding strategy, with the objective of providing meaningful entrepreneurial opportunities for the local and wider community. The purpose of the show home is to practically demonstrate the tremendous purchasing power and market influence we have as mindful consumers, and to determine exactly what it would take for each of us to live a thriving lifestyle, in a home that stimulates and incentivises an ethical and sustainable economy that benefits us all.

The centre will also host the EASE Home Project, as an open source Homebuilding project for the community.

Imagine being able to [custom-build](#) or [renovate](#) your own amazing eco Home:

- *With the help of passionate, experienced and talented professionals, innovators and tradespeople*
- *On land provided by your local [Community Land Trust](#) or [Community-led Housing Developer](#).*
- *With naturally sustainable materials sourced through [trusted and transparent](#) supply chains*
- *Using an ethical and trusted [funding mechanism](#) that places value on the wellbeing of people and planet.*
- *Safe in the knowledge that your Home will contribute to the [healthy growth and economic prosperity](#) of you and your community as a whole.*

Now imagine co-creating an ethical and sustainable economy (EASE) around the concept of providing everyone else in the community with the same opportunity ... welcome to the EASE Home Project!

There is a growing body of evidence that a [wellbeing economy](#) of the EASE kind, is far more beneficial and rewarding to communities, society and the environment as a whole, in every way. Can one concept home be the spark that ignites a movement towards a more equitable and stable economic environment?

To answer that question, the EASE Home Project is a disruptive and decentralised project, that invites discussion and creates awareness of the many potential solutions available to us, both locally and globally.

Agreement

The TLC Project aims to practically introduce many of the advanced and ingenious solutions that we have in the world today. The project will allow us to have a global conversation about what kind of future we would like to build, what kind of legacy we would like to be remembered for and how we can use our collective agreement to create a better value system than the top down, debt-based financial system of today. The TLC Project will host a number of dynamic and meaningful projects and experiments, that inspire others to join us in co-creating something new and exciting for the future. Our projects and experiments focus on improved value systems for the community and are designed to fully explore our creative potential for implementing principled change through imaginative solutions and collective agreement. Petals is one such experiment.

Creative and dynamic funding choices.

We are evaluating three avenues of funding for building the TLC Project centre. The first is a creative crowdfunding concept called Petals. The second is UK grants/loans and/or independent grant awards, such as the [Green Jobs Challenge](#) and the [Postcode Lotteries Green Challenge](#). The third being private investors who share the ethos and vision of the project and are not purely seeking extraction value.

Petals is our first preference, as it is more collaborative and engaging by design and brings more distributive value and mutually beneficial rewards than the others. Nonetheless, we welcome the opportunity to explore the value of receiving funding from all three.

"Make everything as simple as possible, but not simpler."

Albert Einstein

The freedom to transcend a broken financial system!

Petals are simply [smart contract](#) loyalty points, that are issued debt-free on an immutable and trusted blockchain platform, with their value anchored to a solid foundation of individual and collective loyalty to an ethical and sustainable economy. It really is that simple!

As part of our crowdfunding initiative, we will be offering Petals loyalty points as a secure [blockchain token](#), redeemable for goods and services for the equivalent amount of the £'s contributed to the TLC Project. For example, for a £5 contribution, 5 Petals loyalty points will be issued and can be exchanged for the equivalent of £5 off any of the quality products or services offered by the TLC Project and partnering enterprises, either at the centre or online, once the project is open for business.

The launch of Petals is made all the more auspicious and timely, given the current economic crisis and the [Bank of England's](#) thought-provoking explanation of legal tender:

"Many people are confused about what legal tender means. It's actually about settling debts rather than how you can pay for things ... Debit cards, cheques and contactless aren't legal tender anywhere. Confused? Let us help you out. A shop owner can choose what payment they accept. ... If your local corner shop decided to only accept payments in Pokémon cards that would be within their right too ... Legal tender has a narrow technical meaning which has no use in everyday life ... The reason money works when you pay for things is because people trust in its value. Historically, you could exchange banknotes issued by us for gold. But the link between notes and gold was broken a long time ago, so nowadays it makes more sense to think of money as a kind of IOU (I owe you)."

Exploring future possibilities

To demonstrate the amazing future potential of the proposed Petals ecosystem, let's just look at one possible scenario. Imagine a global collaboration of mindful and authentic individuals (TEC Collective), agreeing to use our collective purchasing power to divest a fair and sizeable portion of the [\\$605 Trillion Derivatives Casino Market](#) and the [\\$360 Billion](#) loyalty points market, away from destructive economic practices (all the offensive stuff, like fossil fuels, noxious pollution, plastic oceans, denatured processed food, dangerous pharmaceuticals, toxic agriculture, habitat and species destruction, et.al), and into ethical and sustainable economic projects and platforms (all the agreeable stuff, like secure homes, clean air, pure water, biodynamic food, safe and effective health care, ethically renewable energy, sustainable built-to-last consumables, mindfully abundant lifestyles, a healthy natural environment, et.al). It's simply the most rational, sensible and thoughtful thing to do right now.

Petals and ethical smart contracts provide us with an unprecedented opportunity to build a transparent, trusted and accountable alternative to the obscure, secretive and speculative [financial derivatives market](#) that we have today. This is especially relevant now that we have compelling evidence that an inclusive, equitable and sustainable approach could save the global economy around [\\$26 Trillion](#), money that could be used more wisely and intelligently to create better systems for society.

"We can end the threats to our environment and aid dramatically in its restoration. We can help provide meaningful work for all, with opportunities that enhance and replenish the world about us. We can effectively address fundamental urban and rural concerns and the many diverse and often-divergent needs of developing and developed nations alike. We can create a better world where life and all living systems flourish. This is not an idealistic dream, but is rather a pragmatic attainment, achievable within our very own lifetimes." [New Money for a New World](#)

As we stated at the beginning, 'this is no ordinary proposal, because this is no ordinary project', and hopefully at this point you have a much better appreciation of our statement and a better understanding of the bigger picture that we have presented.

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” Buckminster Fuller

Practically manifesting the vision

It would be prudent at this point, to provide a brief summary of the estimated costs and revenue streams of the first TLC Project centre, to better understand what funding is required to manifest the vision. (A more detailed financial projection is available upon request and approval)

Estimated Totals Summary:

TLC Project estimated design and build cost (incl. land purchase)	= £ 5,000,000
Projected annual revenue end of year one (based on quarter capacity)	= £ 1,143,000
Projected net profit end of year one (to be reinvested into the project)	= £ 342,900
Estimated total project asset value upon completion (based on similar structure and land valuations)	= £ 6,500,000

Whilst the financials are relevant to any project proposal, 20th century investment conventionalism often uses the financial plan purely as a focal point to identify short-term money extraction, rather than seeking to identify the long-term holistic value of a proposal. We instead choose to make people and planet our primary value, as we believe that the success of any meaningful endeavour is wholly dependent on how valued all stakeholders feel. By stakeholders, we mean our staff, our partners, our customers, our producers, our suppliers, our community and everyone involved in or impacted by the project and of course the biggest stakeholder of all, Nature. Our purpose is to empower individuals to reclaim their value so that they can transcend the systems and structures that devalue them and the planet we all call Home.

Value In People – VIP

Keeping in mind that the debt-based financial system of today was designed by and for the personal gain of a very select few, and keeping in mind that the only thing giving this flawed system any value is our collective agreement to its use. Surely this makes it easier for us to understand that we are the very market on which every financial instrument depends and draws its value from. This means that we have the collective power to take the market in whatever direction we choose, because we are the market!

To put it into perspective, Google and Facebook are two of the richest and most influential corporations in the world, but if a significant majority of their users moved to more principled and secure platforms, then both would quickly become a lot poorer, a lot less influential and a lot less significant on the global stage, i.e. people are the true value and unmistakeably worth more than the biggest corporations in the world!

In the same vein, having a large group of people interacting with the TLC Project through Petals loyalty points, greatly contributes to the holistic value of the project. Firstly, it will provide the funds with which to build the TLC Project centre, and secondly it will generate an equal value of debt-free Petals loyalty points to redeem for goods, services and

technologies within the TLC Project network. Obviously, the larger the group of people involved, the more likely it is that the project will invite levels of sponsorship, funding and collaboration that may otherwise be difficult, costly and time consuming to reach. Again, the value lies in the people who choose to become involved and the more people involved, the greater the value to all.

Collective agreement is all it takes!

We are all one big connected tribe, here to experience life on the most beautiful planet we know, in the most significant and meaningful way possible. Petals gives us the freedom to do exactly that and provides a way to support and fund the TLC Project.

If you can see what we see and would like to be involved in this remarkable vision, you're more than welcome to [join us here](#).

"People are more valuable than all the financial systems in the world, because people are the conscious and unconscious creators of all the money in the world" ROAM