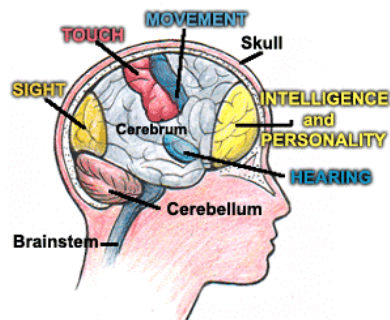


The International Centre of Consciousness

**A Centre for Consciousness Related Research,
Education and Commercial Activity**



Draft Proposal by: Steve Charter (SC2 Sustainability Consultants).

May, 2008.

The International Centre of Consciousness

A Major International Centre for Consciousness Research and Clustering of Consciousness Related Business and R&D Activity

The Mission

The International Centre of Consciousness will undertake and advance practically focused research aimed at optimising neurological/consciousness function, seeking to enhance or improve human perception, skills, thinking, understanding and abilities for the betterment of humanity.

The world's first and leading clustered centre of consciousness related research

Summary: *An R&D and business clustering concept modelled on the global growth and development of the computer and IT sector – which started with business and R&D clustering in Silicon Valley – and the rapid and very successful growth of the Cultural and Creative Industries sector in the UK since the mid-90's – driven by landmark developments driving skills and education, R&D and business development, showcasing, etc .*

Background:

Consciousness is now on the mainstream agenda. Conferences on consciousness, the Journal of Consciousness Studies, Melvin Bragg talking with guests about consciousness regularly on BBC Radio 4, numerous popular magazine articles, and a whole range of consciousness research being carried out around the world, looking at and investigating consciousness from many angles. However, it is also apparent that this still represents a relatively tiny area of scientific, academic and commercial interest - which does not reflect the importance of consciousness in relation to absolutely everything that we humans do.

The state of the world (environment, societies, government and economies) is inevitably a reflection of the state of human consciousness – and vice versa. Humanity and the Earth's ecological life-support systems face some of the greatest challenges, *and opportunities*, in human history.

Accelerating research, product and technology development specifically focused on improving the functioning of human consciousness has very significant implications and huge potential benefits for every area of human activity: climate change and sustainability, health and education, science and technology, business and government, food and agriculture, and so on. If we can raise or enhance the functioning and performance of human consciousness then we can more quickly and more effectively open up huge new areas of opportunity for humanity - and we can raise the probability that we will discover, develop and effectively implement significant solutions to human suffering, climate change and environmental degradation.

A broad range of inter-related and clustered consciousness research can be expected to produce superior abilities, perceptions and thinking, leading to superior products, services and technologies, and would help open up a huge global market (or range of markets e.g. consumer, business, educational, etc). Whilst this is not the objective of many consciousness researchers, it will meet the criteria for investment returns that would be needed to finance the development of a world class consciousness research cluster.

For example, Allan Snyder's research on consciousness function and latent savant skills at the Center for the Mind using TMS equipment has picked up by commercial interests intent on developing a 'thinking cap' based on miniaturised TMS equipment with a view to selling a device that can significantly improve a number of intellectual abilities. Developing more effective skills, creativity and cognitive function has wide business and academic appeal with a huge potential market. There is already a consumer market for devices/approaches which enhance perception, such as Hemisync biofeedback systems.

Proposal:

The proposal is to develop the world's first and world's leading consciousness cluster. This will be a grouping of consciousness research, R&D and business clustering in relevant education and training, products, technologies and services. The world's leading consciousness research centre and global networking centre for pioneering consciousness research will be embedded in the cluster. The consciousness cluster might itself be embedded within a larger life sciences cluster, or might be independent. The potential for a visitor centre focused on public education and awareness raising in relation to consciousness function and research will also be assessed.

This goal will be achieved by identifying and engaging key partners, specialist skills and opening up funding mechanisms. A lead partnership for development, delivery and on-going management of the centre and cluster will be built, to develop and refine the proposal, to identify an appropriate location/potential locations, and then identify a critical path, operating plan and delivery plan.

The centre will be research and R&D focused with a view to commercialisation of results of this activity, within an underlying aim being to create skills, knowledge, products and services that can improve or enhance consciousness function and human abilities, and thereby improve or enhance human living conditions, human experience and the quality of the environments we create and influence.

The centre will be a major development project (e.g. £10-20million/\$15-30million) that will embody best practice in healthy design and ecological / sustainable design and construction. Many levels of design will be built in, so that the building itself will interact with and stimulate consciousness function and performance, with a view to helping enhance creativity, insights and research in this field.

Broad dimensions of consciousness research and supply chain development will include:

- Mind – patterns of function, peak performance, exceptional function (i.e. savant skills), creativity, etc;
- Matter – optimum biochemistry and nutrition, optimal biological development and maintenance, etc;
- Relationships between mind and matter;

Potential commercial applications and research opportunities are extremely significant, and include:

- nutritional and phytopharmaceutical products for optimum nutrition and neurological function (development of optimum superfoods, nutritional packages, supplements, etc – both contents / product and production methods);
- technologies, products and systems for improving human consciousness development and performance, with significant personal and / or social benefit i.e. creativity, effectiveness, peak performance, etc.
- break-through technologies of great human and / or environmental benefit e.g. health, energy, water, construction, food and agriculture, etc;
- technologies, products and systems for reducing human dysfunction in areas with significant personal and / or social cost i.e. depression, mental health, violence and crime, under achievement, etc.
- consciousness function improvement, consultancy and delivery of integrated transformational performance programmes in relation to specific fields i.e. health and education; optimum mental exercise and nutritional packages; training in packages of techniques in self-knowledge, creativity, personal development, deep change, holistic perception techniques, etc;
- effective and optimal growth of plants for optimum nutrition, supplements, etc;
- any imaginable range of applications and demands for improved skills, thinking, creativity, communication, etc in business, government, the arts, sport, etc;

The project will establish Joint Venture vehicles for the development and distribution of these research and product development outcomes, through which very significant funds can be raised to cycle back into R&D. In due course there will be many spin-offs, and this second tier of activity / ripple effect may manifest some of the most powerful and important outcomes.

Initially it is proposed that a International Consciousness Research Cluster will aim to pull together many of the perceived 'leading' researchers in the various dimensions of the consciousness field both physically and virtually both within the cluster location and through a global networked research programme which connects up leading researchers and pioneers in this field.

Practical first steps:

1. Identify and contact parties expected to be interested in early stage support for the proposal (e.g. including for seed project development funding) i.e. potential key research, development and financing partners, and secondary partners, plus project champions;
2. Identify, communicate with and develop a database of leading researchers, research centres and commercial interests in the field, including to:
 - a. list of contacts and research centres that are perceived as doing excellent work in the field;
 - b. identify key research opportunities i.e. for an organic networked research project;
 - c. identify potential lead partners for refinement, development and delivery of the CC project;
 - d. test the concept and the 'market' for such a cluster;
3. Produce a prospectus describing key elements of the world's first consciousness cluster, and leading consciousness research centre, including a detailed picture of other capital and revenue funding needs i.e. the outline business model and investment finance model;
4. Develop and refine an outline of a perceived programme of short term (1-3 year) and long-term (5-10 year+) research objectives;
5. To oversee project development, delivery and on-going management, consider the potential to a) establish a new specialist Foundation / Trust, or b) work within an existing Foundation / Trust;

Steve Charter, May 2008.

Contact: Steve – steve@sc2.org.uk

STEVE CHARTER (www.sc2.org.uk) : Since 1993 Steve has been involved in pioneering sustainability projects and strategies, working at local, regional and national level. He currently works as a consultant helping to define, refine and deliver significant, pioneering and innovative flagship sustainability projects and strategies. He has a long-standing interest in the direct relationship between consciousness and sustainability issues (social and economic as well as ecological), in terms of both 'problems' and more specifically in terms of 'solutions' and opportunities.

This proposal has been prepared in consultation with:

TONY WRIGHT (www.kaleidos.org): an independent consciousness researcher, Tony Wright' has developed a 'ground-breaking' holistic theory of human consciousness and evolution. His book (with Graham Gynn) *Left In The Dark* has been receiving impressive reviews and endorsements from a number of world authorities in their fields, respected researchers and programme makers, as well as interested individuals.

LAWRENCE BLOOM (www.lawrencebloom.com): Following an innovative, highly respected and successful career in the property business Lawrence took a prolonged sabbatical and in 1996 began to travel the world extensively, furthering his studies of holistic business and Spiritual philosophies and practice. He was a cofounder of Global Action Plan, has been a joint Chair of The Hunger Project, is an adviser to the Foundation for Conscious Evolution, helped to found the annual Be The Change conferences (London), is a Director of Omni Worldview and is Chairman of Ecocities Plc.