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The Ethical Sustainability Alliance **Social Enterprise Plan**

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0. Executive Summary:

The Ethical Sustainability Alliance is a developing social enterprise, specifically designed to achieve the ethical and sustainable provision of the vital needs; that naturally creates the greatest positive impact possible per time, effort and resources invested: by forming local, regional and national vital need council focus groups, that are devoted to assessing, planning and facilitating the ethical and sustainable provision of our vital needs, creating ethical profit businesses and political action committees where needed, and plotting and achieving this all this together through an online education and project management portal.

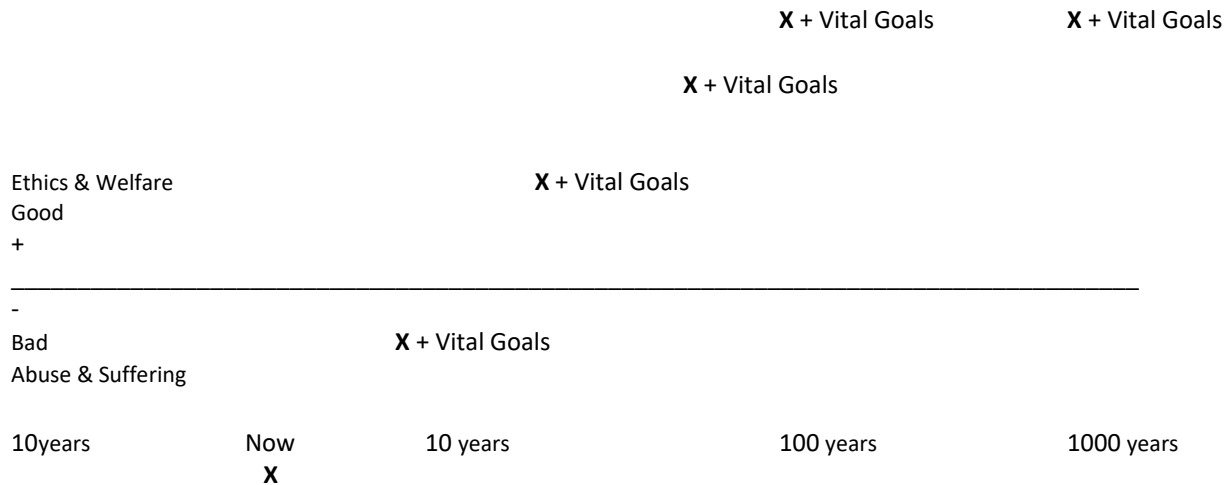
By using the vital needs and their subsequent goals and tasks of ethical and sustainable provision as the means of authority and direction of social order and organization in place of the wants and whims of corrupt people and officials; we base the structure and operation of our society on the ordination of the heavens and God Himself and eliminate corruption and coercion as it has existed throughout history until now.

This method of meeting, planning and acting as local, regional and national councils under the direction of the ethical and sustainable provision of the vital needs; naturally serves as a self-management, infrastructure management, planning, measuring and oversight system. This social enterprise and its method, is entirely dependent upon people choosing to take personal and social responsibility to assess, plan and ensure the ethical and sustainable provision of the vital needs. As noted by Plato; the price of apathy towards public affairs is to be ruled by evil men. If we continue to blindly grant our time, effort, taxes, our adherence to law and our ecological resources to those who clearly care not for the quality or existence of our lives and who greatly harm our environment; we are ourselves creating the mechanism of our own slavery and destruction. We as individuals and a society clearly ought to be and stay committed to taking responsibility for the moral and just development of our lives and existence.

By creating ethical businesses that sustainably provide for our vital needs and necessities through the quality production and honest pricing of necessary products and services, we greatly aid the development of our society and world while eliminating conflicts of interest in labor and environmental abuse, while keeping the strengths and benefits of capitalism and the free market system.

The interactive timeline is a tool of critical importance that will be developed and used as a way of collectively reviewing pertinent empirical data of past, current and future circumstances, to allow us to most simply and effectively understand, plan and execute the most pertinent goals of our nations, regions and local communities. This can be an effective way of simply seeing and understanding the popular issues that beckon to and require popular attention and action, and hence; can be a way of continually educating and making the most beneficial choices and actions as a society.

Example:



X = overall condition of society

The X axis (left to right) indicates the continuance of time and the Y axis (down to up) indicates what is good/ethical and bad/unethical, which ultimately indicates the overall condition of society as determined by the provision of vital needs. This can be used to analyze the pertinent functions and practices of life (such as, laws, programs, businesses, methods and practices and even individual people) and determine whether or not they are ethical or unethical and hence worthy of long term investment and commitment.

The ESA is planned to formally operate as a Multiple Entity Hybrid Social Enterprise organization. This option allows the ESA to operate as a 501(c)(3) charitable organization that owns and operates ethically purposed for-profit businesses while accepting tax deductible donations. The ESA differs from public benefit corporations, by not being chartered by a state or government (instead by an ethical mission and vision with guidance from its members). The ESA differs from government sponsored companies, by not being a financial services company created by Congress to reduce risk to investors and suppliers of credit and capital when lending to "target sectors of the capital market" (by guaranteeing the payment of debt). The ESA differs from state-owned enterprises by not being part of the government and by not being a stock company with the state as a primary stockholder. The ESA differs from all other non-profit and charitable organizations reviewed thus far, by being chartered by, and systematically operating to ensure, the ethical and sustainable provision of the vital needs, and by utilizing a council oversight, planning and operations system and by networking with other ethical and sustainable organizations, ethical and sustainable hybrid businesses and community development projects.

1. Organization Plan

Mission Statement

To free society and our world from economic coercion, human trafficking and self imposed ineptitude, and encourage it to live in harmony with itself and it's ecosystem; by meeting on common ground to achieve the ethical and sustainable provision of vital needs; that naturally create the greatest positive impact per time, effort and resources invested that also expose and eliminate corruption and slavery.

Vision

A society that is free from economic coercion, human trafficking and self imposed ineptitude, that lives in harmony with itself and it's ecosystem; by it's ability to meet on common ground and think and live life independently yet collectively, in achieving the ethical and sustainable provision of vital needs; that naturally creates the greatest positive impact per time, effort and resources invested that also exposes and eliminates corruption and slavery.

Theory of Change

By chartering our social focus and commitments on the most ethical and sustainable provision of the vital needs; we meet on common ground, establish morality and justice as the basis of social operation instead of greed, streamline planning and execution, eliminate unnecessary labor, production and environmental abuse, prevent coercion and slavery, create true wealth and a true democracy and ultimately make the most positive impacts possible per time, effort and resources invested to create the best lives and world possible for ourselves and future generations.

The Solution

The solution presented by the ESA is relatively simple, yet encompasses a wide range of issues that critically impact everyone. Regularly meeting to review the most pertinent information, to plan and achieve the goals and tasks that ethically and sustainable provide for the vital needs, is how we

individually and collectively achieve the greatest quality of life and true wealth possible with the most efficient use of our time, effort and resources.

By believing in and living by ethical values, regularly developing personal skills, regularly gathering and reviewing pertinent empirical data and planning and achieving the goals and developing ethical businesses and political action that ensure the most ethical, effective and sustainable vital provision, we;

- concentrate our collective power to the most vital goals and programs and thereby create the most impact to the quality and development of life and environment possible
- take responsibility for and control of ourselves and thereby prevent anyone else from coercing, abusing or taking control over us
- eliminate unneeded labor and production and the idea of causing problems for personal profit while creating the most wealth and true power possible (ethically focused quality manufacturing)
- greatly reduce the burden we have on our environment
- empower the democratic process and participation in the agency of governance
- present a clear way for people of all origins and conditions to educate and choose for themselves the ways they will support what is determined by ethical science to be best for society and environment
- create a competitive advantage in business and manufacturing
- ensure that the technology, laws and governing forces that most impact society and our planet are used and operated for the good of society, our world and those who labor to achieve it instead of want and greed
- respectfully oppose the ideal of spying upon, manipulating, coercing and forcing people to helplessly depend on cruel individuals and businesses for vital provision

2. Key Strategic Issues

The Problem and the Opportunity

Slavery, oppression and despicable abuses have persisted throughout recorded history to our current time, where we face the crises of either seeing a revival of extreme slavery and abuse of our society and world, or the rise of a truly democratic system based on ethics and morals dedicated to ensuring the ethical and sustainable development of our society and world.

The history and existence of;

- The widespread practice of spying upon, manipulating, coercing, abusing and enslaving others for selfish gain by the unethical control of vital resources and technology
- The evidence of the early stages of a mass extinction being caused by rampantly abusive practices of businesses, governments and people
- The unequal and lack of participation by the masses in the process of planning and operating our system of government and the abuse received as a result of this non-action

- prove that there is a need for the people en masse, in at minimum - a devoted society; to be active in the review, planning and enforcement of moral and ethical laws, programs and actions that truly and authentically serve the common good of the people and our world as a whole.

We the people can choose to take back control of our lives and futures any time we want; by believing in the common good that comes from honoring our moral responsibility to ethically and sustainably provide for common vital needs, and regularly working together to achieve the common goals related to this. People have overthrown tyranny and oppression time and time again throughout history; only to allow it to rise again through invasion or war, or by allowing it to slowly regain power through corruption and control of popular ideas, business, finance, government and laws and regulations. In our current time we have the opportunity to create a systematic way of continually analyzing, planning and ensuring the provision of vital needs that determine the survival and quality of all our lives and environment and the future that we create with them. It is such a system that will allow us to put the needs of community and environment before want and greed, and promote the affinity for freedom, expression, health and growth that we all share. Like never before in history, we have information and technology available that allows us to do whatever we can imagine. It is only a question of whether or not we as a people will join together to make use of the incredible opportunity and potential that is at hand, and do what is rightfully needed to ensure survival and prosperity with it.

Context

Throughout history as well as in our current time, people have faced terrible persecution, torture, war, extremely oppressive laws and mass murder - with *and without* opposition to tyranny and oppression - which is why it is imperative that the people continually stand and work together under a common ethical value system to regularly prevent and overthrow it.

The greatest heroes throughout history, from Abraham, Moses (introduction of the belief in The one God and with it the ideal of ethical unity across diverse groups of people), Joshua (uprising and defeat of the tyrants of Canaan), the Israelites (original writers of the Hebrew Bible who preached of faith while enduring harsh slavery), Jesus Christ (credo of ethical conduct and the power of good triumphing over evil (the apocalypse)), Simon Peter, Paul and the original apostles (founding of the original Christian faith), Spartacus (led a seven year revolt against the tyrannical ruling class of Rome with an army of more than seventy thousand people freed from slavery), King Alaric (sacking of Rome and the fall of the western Roman empire), Martin Luther (95 theses and message that each person is their own connection to God), the founding fathers of the United States (defeated the tyranny of King George III and establishment of freedom and individual rights in the form of a nation), Napoleon Bonaparte (temporary deposition of the tyrannical Spanish and Roman Inquisition's and established laws of justice and equality), to the uncountable men and women who took arms to overthrow the evil of the Nazi's; are honored for the tremendous impact they had and still have on safeguarding the survival and welfare of their society and world amidst terrible threats to life and liberty. The men and women of our current time that organize and stand for ethics and justice during the crises of our time will be the heroes that future generations look to in appreciation for the lives they will have that are better than the suffering and turmoil that is endured in our contemporary time.

Human kind will never know how many or few times life has existed on a planet in our Universe, let alone exist as we do on such a beautiful and spectacular planet as our own. Realizing, appreciating and respecting the value and progression of life, and doing everything in our power to protect and empower it; is the highest level of achievement that we can realize with God and all existence, as human beings on our planet. We owe it to ourselves and everyone and thing we hold dear to develop the world and lives we have before us in regard to morality and sustainable progression. The ESA is designed in purpose and method to be the most effective tool possible, in the name of this continual progression and development.

3. The Organization

The Ethical Sustainability Alliance is a social enterprise with a specific method of organizing and achieving goals that creates the greatest positive impact possible per the time, effort and resources invested; by forming local, regional and national council focus groups, that are devoted to assessing, planning and facilitating the ethical and sustainable provision of our vital needs, and creating ethical profit businesses and political action committees where needed to achieve this.

By using the vital needs and their subsequent goals and tasks of ethical and sustainable provision as our means of authority and direction instead of the wants and whims of corrupt people and officials; we base the structure and operation of our society on the ordination of the heavens and God Himself and eliminate corruption and coercion as it has existed throughout history until now.

This method of meeting, planning and acting as local, regional and national councils under the direction of the ethical and sustainable provision of the vital needs; naturally serves as a self-management, infrastructure management, planning, measuring and oversight system. This social enterprise and its method, is entirely dependent upon people taking personal and social responsibility to assess, plan and ensure the ethical and sustainable provision of the vital needs. As opposed to the contemporary corrupt ideal of blindly granting our effort, consensus, taxes and resources to those who clearly care not for our provision or quality of life and disregard the welfare of our environment.

By creating ethical businesses that sustainably provide for our vital needs and necessities through the quality production and honest pricing of products and services, we can create alternatives to abusive and corrupt corporations, while keeping the strengths and benefits of capitalism and the free market system.

The ethical and sustainable provision of our vital needs, with what is needed of time, technology, resources and effort to achieve this; is the charter of the ESA. The vital need focus group councils are intended to regularly review the condition of our past, current and future circumstances in regard to what is needed of time, technology, resources and effort; to plan and achieve the continual ethical and sustainable provision of our vital needs.

The ESA is not formally incorporated at this time. The current legal entity type considered is a Multiple Entity Hybrid Social Enterprise organization. This option allows the ESA to operate as a 501(c)(3) charitable organization that owns and operates ethically purposed for-profit businesses while accepting tax deductible donations without the risk of losing its charitable and tax exempt status.

The ESA concept was introduced 12/22/2012 by Daniel Dunn, who is also the primary coordinator of the first councils and infrastructure technology. The ESA is seeking members to aid in developing our infrastructure technology and the first councils. The primary method of collaboration and contact is through the ESAs website at esanow.org.

The Council System

The council system is a method of regularly gathering in local, regional, national and global vital need focus groups, to review pertinent empirical data of our past, current and future circumstances regarding the ethical and sustainable provision of our vital needs, in order to plan and achieve the most important goals, businesses and political action committees that ensure the ethical and sustainable provision of vital needs; and thereby create the greatest positive impact on the survival and quality of all life and existence possible with the time, effort, resources and technology that we invest.

The council system operates by each council choosing their best capable and educated member to represent the conclusions and determinations reached by that council, at the next 'higher' level council; to ensure that the needs and findings of each council are understood and considered by all necessary councils, and to ensure that the most pertinent and valuable information is shared with all other councils.

Example; the council system consists of ten people comprising one council, to determine the pros and cons of their chosen issue or topic to then know the key goals and methods that will create the most positive impact while preventing and or dissuading anything negative. Then if needed and possible, each council will choose one member to represent the finding of that council at a next 'higher' council, to further and better discover the pros and cons of existing and future development and the best planning and execution of key goals and methods. With each council choosing the best, most capable and educated member to represent at the next higher council; the best and brightest members will inevitably serve at the regional, national and global levels, while scaffolding the most vital information to the rest of the world, no matter where they are at or what their current level of education or development is. And likewise, pertinent information that is only relevant to a particular group or region can be disseminated there without taking the time and resources of everyone else unless needed.

Each member and council has the inherent duty to honestly question the information, methods and technologies of all sources; as they relate to actually providing for vital needs in the most ethical, effective and sustainable ways possible.

4. Research, Development and Production Plan

Using a digital interactive timeline to analyze the conditions of our past, current and future circumstances in regard to what is needed of time, technology, resources and effort, in planning and ensuring the ethical and sustainable provision of the vital needs; is the method of researching, developing, producing and measuring the results of achieving our mission and vision.

By using a timeline to objectively look at our past, current and presumed future circumstances in regard to vital provision, we are able to scientifically analyze what is beneficial and harmful and plan and develop the best goals and practices that produce the very best results possible. The interactive timeline is intended to be used as a central planning and referencing tool, which everyone can reference and utilize in real time; thereby streamlining communication and the ability to use time, technology, resources and effort in the very best ways possible.

Measuring Results

By making the most accurate assessment possible of our current circumstances and condition in regard to vital provision and the ethicality and sustainability of this provision, and calculating the positive improvements made from the inception of our operations onward; we are able to measure the impact that we are creating and accurately determine and improve best practices. And by continually analyzing the condition of vital provision, we are able to measure the effects and results that other influences such as laws, policies and practices have beyond the scope of the ESA.

Scaling Strategy

Spreading the idea and ideal of the ESA to as many people and organizations as possible to incite participation and positive impact, with verbal, digital and physical technology, is the ESA scaling strategy.

Continually developing the most effective and valuable online and digital resources is key to spreading knowledge and information people can share and utilize to take effective action and make vital positive impact. And so this is a critical continual focus of ESA research, production and development.

Designing and establishing physical structures that can be utilized for multiple purposes to facilitate our own provision is critical to each community being able to achieve the ESA mission and vision. Centrally planning hospitals, housing, markets, research, development and manufacturing centers, energy facilities and transportation infrastructure; is all dependent upon acquiring or establishing quality physical structures. And so focusing on developing physical structures is key to scaling ESA growth, facilitating all other ESA functions and achieving our mission and vision.

By centrally planning the mass production of the highest quality goods around the sustainable provision of the vital needs; we create an economy of scale making it easier to provide needed products and services to a greater number of people, and thereby gain precise control of supply chain management, while creating the most wealth and impact possible. And so this is critical to achieving our mission and vision.

Collaborating with other charitable and non-profit organizations that already specialize in the provision of vital needs is a strong focus in the immediate and long term future. Currently operating NPO's that are already facilitating operations in line with ESA interests, are planned to be organized according to the vital needs they provide and invited to participate in achieving our mission and vision in the short and long term.

5. Financial Plan

Intelligently gaining all the financial resources we can and using them in the most sparring and effective ways possible, to continually develop the physical resources and technologies that we need to achieve our mission and vision; is the ESA financial plan. By planning and developing the ESA infrastructure on the model of vital provision, we simplify our focus and investments to what matters most and streamline our operations to yield maximum return on the time, effort and resources invested. And with the aid of advanced technology, we can produce the quality products and services that are necessary to serve the vital needs so well; that we begin to and eventually loose the need for money.

Start-up

Initial financial goals are to raise sufficient funding to establish quality resources that serve the vital needs that people are currently paying excessively for, that will allow us to begin creating an ethical return on investment while achieving our mission and vision. Continuing this process, we will develop quality, fundable and impactful resources and businesses that will relieve the financial burden experienced by so many while adding ethical profit and hence the ability to make the greatest difference possible, in the soonest and most reasonable time possible.

Due to the scale at which the ESA needs to operate and current prices, several million dollars will need to be raised to successfully achieve the first project or projects. Seed funding will presumably be from crowd-funding and potentially from charitable sources, while future funding will ideally be generated from ethical and sustainable for-profit sources.

Cash flow projections

Projected Income

For-profit industries offer great potential for acquiring revenue streams to provide services, products, employment and creating ethical impact to the sustainability and quality of life. While the ESA has its purpose and primary focus in ensuring the ethical and sustainable provision of vital needs, it also has the potential to operate for-profit businesses not related to vital provision that can aid in profit generation and ethical and sustainable impact.

For profit

According to a Forbes 2015 report on the world's largest companies, the top 2000 companies "account for combined revenues of \$39 trillion, profits of \$3 trillion, with assets worth \$162 trillion, and a market value of \$48 trillion". If the ESA is able to generate just 1% of this profit; it would generate approximately \$300 million in profit alone annually. The ESA should be able to cultivate a strong for-profit base within the first 1 to 5 years depending on the level of focus dedicated. By operating for-profit businesses, the ESA is able to use the laws and methods created and used by for-profit businesses to aid our community and world.

Charities

In 2012, public charities reported over \$1.65 trillion in total revenues, \$1.57 trillion in total expenses, and over \$3 trillion in total assets. Sources of revenue for tax-exempt organizations in 2012 were program service revenues, including government contracts and fees (73%), contributions, gifts, & government grants (21%) and lastly, dues, special event income, rental income and net sales from goods (6%). Giving to human services, foundations, health organizations and public society benefit organizations totaled \$120.73 billion in 2012. Other charitable giving vehicles include 91,244 Charitable Remainder Unitrusts with total assets of \$85.2 billion, 14,616 Charitable Remainder Annuity Trusts with total assets of \$6.4 billion, 6,498 Charitable Lead Trusts with total assets of \$23.7 billion, and 1,324 Pooled Income Funds with total assets of \$1.25 billion. In 2013, the largest source of charitable giving came from individuals at \$241.32 billion, 72% of total giving; followed by foundations at \$50.28 billion, 15%, bequests at \$26.81 billion, 8% and corporations at \$16.76 billion, 5%.

The National Center for Charitable Statistics, lists more than 1.5 million nonprofit organizations in the U.S. This number includes public charities, private foundations, and other types of nonprofit organizations; such as chambers of commerce, fraternal organizations and civic leagues. With the proper 'solicitation', the ESA could gain substantial seed funding in the initial, short and long term, not to mention non-financial support from other NPO's.

Operating the SEI as a non-profit conglomerate that owns other for-profit conglomerates (that relate to the provision of vital need focus areas) that share and serve the same mission and vision - it is highly likely that traditional sources of non-profit funding such as grants and donations will be given. With the prospect of focusing funding to program-related investments (PRIs) (in regard to SEI vital focus areas) - private foundations are more likely to fund these, and increase our ability to better accomplish our mission and vision.

Donations

There is also great possibility for public and member donations to fund critical functions in initial short and long term development. Depending on the number of members and amounts donated, fund-raising totals could range from several thousand to several billion dollars, annually.

Cost structure

Unit Cost

Salaries of members and the development of research and development centers, are the initial ESA equivalent to unit cost, and are planned initially to be as minimal in cost as reasonably possible; to support initial growth, though are expected to cost more initially and expected to cost less with the continued development of ESA businesses and programs.

Fixed and Variable Costs

Many of the fixed and variable costs that will be measured and managed throughout the foreseeable future are unknown at this time. Minimal salaries, the development of businesses, programs, technology and infrastructure; are the primary costs foreseeable at this time.

Burn Rate

The initial burn rate is unknown, per not having set minimum salaries or any established businesses or resources. The projected burn rate for years two through five will be discovered and measured after initial funds are used to support short term operating costs.

6. Risks & Challenges

Strategic and Competitive Risks

The idea and ideal of the ESA stands to create massive changes to our current society and way of life, and simply because of this it is likely to be rejected if not opposed by many. The goals, mission and

vision of the ESA directly challenge the wants and agendas of very well established and influential people, groups and businesses. Despite the assured rejection and challenges the ESA will receive from people fearful of change and the pre-established organizations; the benefits and improvements that the ESA will bring will be so far beyond anything seen so far, and will be so critical to paramount crises; that no one will be able to deny the necessity of the ESA or the benefit and warrant of its operation and future growth.

People are naturally slow to adopt new ways of doing things until they see others beings successful with them. This will make scaling the ESA difficult in the beginning and will require the initial members and groups to very dedicated and devoted in order to achieve the success required to motivate the general masses to begin to participate and make their own impact.

While planning to operate businesses that span the realms of vital provision and for-profit industries, the ESA is sure to face the same risks and challenges that other businesses currently face operating in their specific industry and company types. Mitigating these risks similarly to how existing companies do in a way adjusted to ESA quality and focus, is the general plan to mitigate these risks.

According to the U.S. Census Bureau, in 2007 there were a total of 7,705,000 businesses established in the United States. More than 80% had less than 20 employees. With the ESA being such a new enterprise, it is unlikely that any major competitors will consider the ESA to be any form of competition. Even when the ESA is able to be a major competitor in several industries, its nature of ensuring ethical and sustainable vital provision will not only win out in popularity, but will allow the ESA to create an economy of scale and radically out pace competitors in quality, benefits and scale. Competing markets do not commonly constitute ethical hybrid enterprises, and hence do not focus on the wellbeing of the employees operating them and the impact that they have on our society and environment. And through the impact we have on the lives of people and our environment; the ESA will gain the favor and support of both society at large and the employees of rival companies, making the process of overcoming competition a relatively natural process. Operating as a business-to-business provider in as many areas as possible (insurance, technology, infrastructure, finance, legal and accounting) is also a strong focus for overcoming competition and risks in general, while developing the ESA and its businesses.

Publicly outlining the positive impact made by the ESA businesses in comparison to the negative impacts of the competing businesses; is planned to serve as the general marketing plan for the ESA as well as for specific target businesses. This will also aid in employee morale and retention, building ESA brand names and customer loyalty while aiding in the recruitment of members and partnerships.

The next subsequent tactic for overcoming competition is to produce higher quality goods while better compensating employees; to best accomplish the ESA mission and vision while reducing turnover, sabotage and while reinvesting in the communities that operate ESA businesses. The ESA will inevitably become the favored name among the vast majority of the population once it is able to gain popularity, and this favoritism will motivate people to share ideas and innovation in creating better and better products and technologies that will create a natural system of continually developing the very best technology and quality of life.

Financial Risks and Challenges

Startup capital and continual funding are the most common risks and challenges to business startup and operation. With the support of expert council analysis in planning the most impactful businesses; crowd-

funding, donations, foundations and trusts are likely to support this and become a viable sources of funding.

The cost of hardship and risk for individual businesses can be covered by evenly placing it among the network of businesses if needed (if not covered by a central ESA insurance agency); making risk management and investments a relatively simple process - once the ESA gains the proper footing and scale in the market and target industries.

The pressures of competitive markets and fiduciary responsibilities that generally prioritize profit maximization over ethical concerns, are practically irrelevant to the ESA in the regard that customers will save money on our quality products and services and will naturally champion our ethical and sustainable dedication that calls for reinvesting profits to our operations instead of shareholders.

Legal Challenges

What is seen as a common risk for a hybrid that registers as a non-profit, is not being able to access equity capital markets, because it cannot legally sell ownership stakes to investors. The idea of selling a 'stake' of the ESA is contrary to the purpose, mission and vision of the ESA already and will have little impact or challenge to operations or growth. However, selling ownership or stakes of non-vital for-profit businesses to investors when advantageous may become a consideration.

The legal challenges facing many new hybrid social enterprise organizations, are those of focusing on profit generation instead of the social mission. Without profit generation there is little impact to our social mission, because our social mission depends on profit and our profit depends on our social mission (reason for the public to support our for-profit/ethical businesses). If selling products or services as a non-profit, the organization could lose its tax-exempt status if the activities are sufficiently disconnected from its primary charitable purpose. With the ESA all profit generated goes to the central pool of profit and funding, and all businesses (and member-employees) are required to operate in ethical, effective and sustainable ways; that serve the ESA mission and vision, which prevent this.

In Closing

The affinity of all life is to be as free and creative as possible while living and developing in harmony with all life and existence. And this fact is evidence that it is fundamentally insane to allow people, living beings and our world to be degraded, abused, enslaved or needlessly destroyed at all, let alone for the perverse wants of the cruel and ignorant. The inner conscience in every soul that tells us what is right and wrong, is a direct reflection of the Word & Will of God Himself and the divine nature we are born of to be in harmony with all existence. When we commit to standards and ideals that are greater than we are as individuals, we are then greater living and acting with such higher standards. When we commit our lives and our time to achieving and developing the highest of ethical ideals and standards, we arise to the divine harmony of existence itself and shine like a star reflecting divine willpower and wisdom to those lost in apathy, confusion and ignorance. It is our true nature to act in harmony with each other and our world, and equally as natural that we one day base our system of social operation upon ensuring ethical and sustainable harmony.

Please visit our website at esanow.org