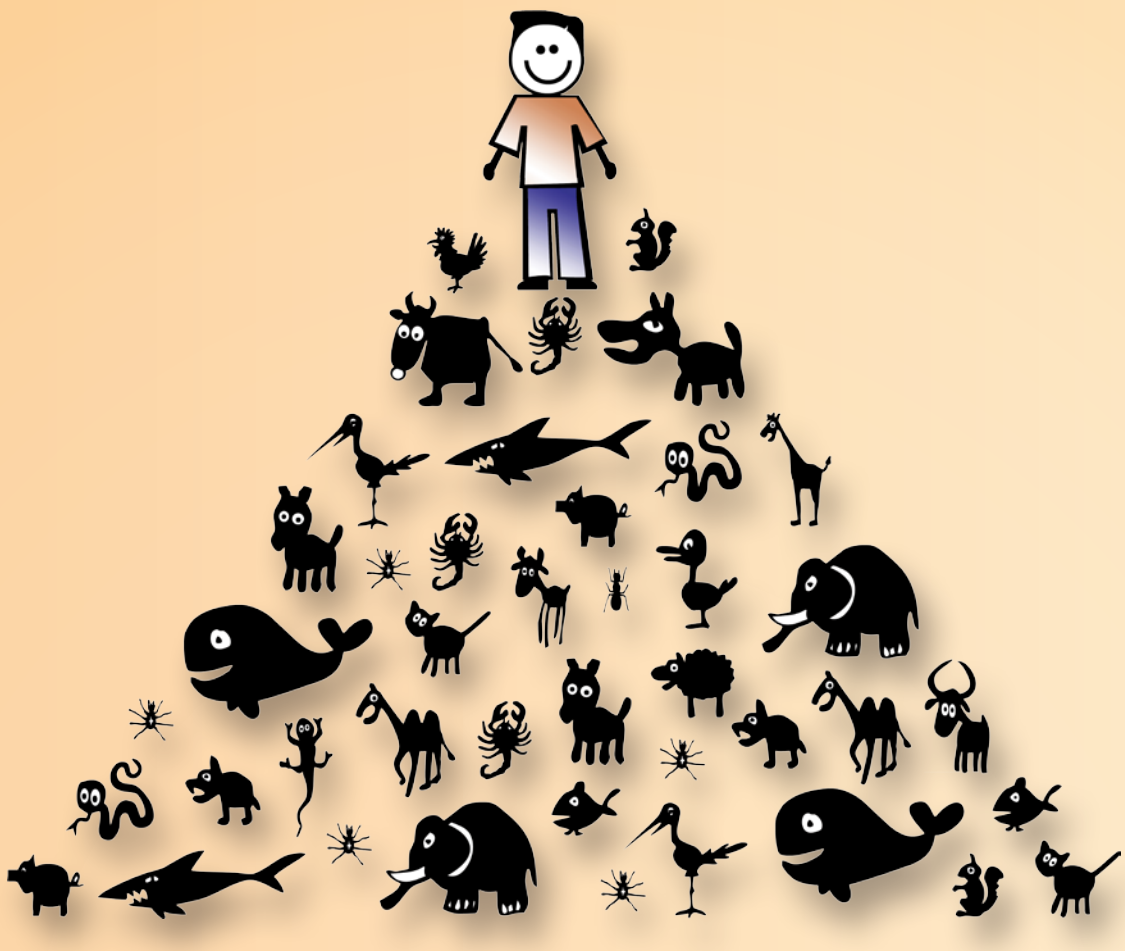
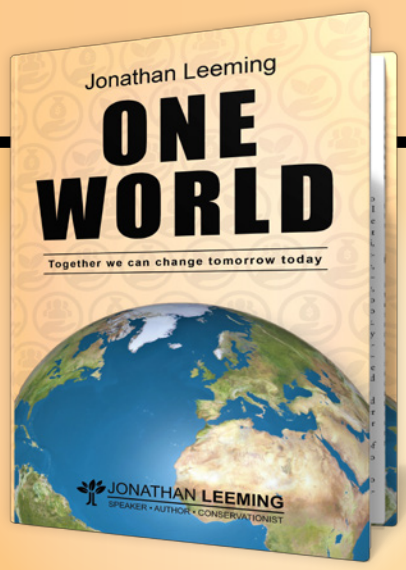


The Ego Mindset

- Is born out of the idea that mankind is exempt from the laws of nature.
- Considers change as a threat.
- Equates development with increased consumption.
- Believes that innovation should be a driver of needs and wants.
- Believes in wants before needs.
- Focuses upon limitations rather than possibilities.
- Blame population, the rich, the poor and other countries for the challenges of our time.
- Tries to change the environment to suit itself.



Together We Can Change Tomorrow Today

We are the first generation who truly understands that the world our children grow up in, will be vastly different from our own. How we overcome the challenges of our time, will make the difference between a world that we tolerate, and a world in which we prosper. One World is for everyone who feels they are living in a period of change, who feels uncertain about the future, and who wants to make the world a better place.

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