



Business Proposal from Ilyas Bubliss

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## **Turning The Global Crisis Into An Opportunity For Peace**

To The Presidential Spokesperson of the Turkish Presidency,

Dear Ambassador Mr. Kalin,

My name is Ilyas Bubliss and I am leading an Environmental Organization that has been active for 20 years in Turkey, in Germany, and also in other countries around the world. Under the administration of Turkish and German Bureaucrats, I have organized activities for the protection of nature and the reclamation of lost natural areas and so far have brought more than 100,000 trees in urban and rural areas into our world. I would appreciate your time to become familiar with our concept and hope to schedule a meeting with you in person. We briefly met over 10 years ago, and today I am writing to you in the hope of gaining your support in realizing our project with you together. If possible, I would like to schedule a personal meeting to present our project and business proposal.



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Thank you for the political leadership you provide for our country and community. As a citizen who is concerned about the Earth's climate, I value the role you play in shaping the policies that can lead to greater sustainability for our city, our nation and our world.

I believe that we have a unique business model that can help address many of the problems we are facing today. Uniting the world and winning the support of every family member and individual all over the world is a foundation on which we can build on and work towards.

Under the leadership of our President, Honorable Recep Tayyip Erdogan, our organization, GAIA UNITED, is planning on turning the global crisis into an opportunity for peace and prosperity for all. With your support and under the leadership of our President, our aim is to bring a majority of people in this world together. Our mission of taking active responsibility as a global collective for our home planet, to help lower poverty, to protect the planet and ensure peace and prosperity, to meet the 17 sustainable development goals established by the United Nations, can only be realized with your guidance and full support. We aim to collaborate, innovate and act together, in order to turn the green thread into an opportunity for sustainable growth. GAIA UNITED is here to help all people turn on the "green switch" and build a sustainable system driven by renewable energy, green jobs and a resilient future. Oftentimes, the greatest change is sparked by a



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single idea that can evolve into tangible projects, impact-driven start-ups, or community initiatives, crafted by the people, for the people.

We have not only initiated the planting of trees, but also helped maintain the ongoing care of the trees that have been planted for many years. In addition, we have also contributed in raising awareness for nature, by giving children an active role in the development of our society.

Since the beginning of the project, a lot has changed in this world, and now I have had the chance to work on a new concept and vision for our organization with my business partner in Germany. I have come to realize that planting trees and stopping deforestation is simply not enough, which is why we are in the process of reworking our organization's role and vision of working together across the globe, cross-culturally.

We believe that our organization's newly revised and updated vision, concept and business model holds a key to solving some of our global problems, offering unique solutions for all governmental bodies, individuals and communities in our society, not only in Turkey and in Germany, but all over the world. Uniting the people and giving them a public framework to work and live under, may not only give hope in a time of crisis, but present solutions and allow implementation of entirely new practical actions to solve some of our world's most challenging problems we face today.

Sustainability has an immense impact on our economy. It is a precious chance and opportunity for us now, to work together and position ourselves as a key player in the green transformational process of our world. With a special focus of tapping into a powerful market niche, creating a unique business and new relationship for us here in Turkey and our partner in Germany.

With your support, GAIA UNITED can become the world's first public-private community based platform connecting billions of people worldwide every day of the week, every month of the year, utilizing the social media platforms already set in place.

Our purpose is to accelerate the green transformation by creating and connecting thought-leaders of sustainability, especially innovators like green start-ups, not only with corporates and investors, but with all classes in society, normal





# G A I A U N I T E D

people living their day to day lives.

Help us transform the world together by sponsoring our projects in which we will bring the most vital information needed for change to a majority of people living in this world, simultaneously promoting the 17 sustainable development goals of the United Nations in the process. We have the chance to develop the most powerful communication channel, curating the most popular social media content on the internet, creating new channels for content distribution, using interactive outdoor advertising displays, smart-cafe meeting points and print magazines sold and distributed worldwide.

Creating interest in the sustainable development goals cannot be achieved simply by making an eco friendly brand and platform for these topics. Before we communicate these important issues, inspiring the world and billions of people, offering new opportunities and giving practical incentives to join and take real action, our goal is to create a new communication channel in the real world to initiate real social impact.

The main business we want to start with your help:

- 1) smart-cafe meeting points
- 2) interactive public advertising displays mixing art and social media content inbetween advertising
- 3) a world wide distributed social media magazine, that offer the most popular and interesting social media content for all people, worldwide.

## **Curating Social Media, Installing Interactive Advertising Displays, Creating Smart-cafes and Distributing Print Magazines**

With your help we can develop one of the most powerful communication channels on earth by launching a global business curating the most popular and most interesting digital social media content uploaded daily by over a billion users worldwide. The audience we build by curating the digital landscape would get the attention we need in the real world to start a unique communication process, that would later enable us to restore peace and prosperity, to reduce greenhouse gases, build and develop smart and green sustainable cities, influence the world and all people, and much more.



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We live in an age of information overflow, which is why curating and bringing the most popular social media content and information together in several key nodal points, including smart-cafes and outdoor interactive art-advertisement LED panels, setup in every major city on our planet, along with monthly magazine products sold and distributed worldwide, all can be used and turned into a major transformational process for us in Turkey, for our partner in Germany, and for all our allies and friends across the world that are willing to participate.

Our aim is to develop GAIA UNITED into a public brand, label and platform for green sustainable development goals activating global citizenship and responsibility, promoting Turkey, Germany, the United Nations and all governments and people, while using public art advertising panels (33TV), smart-cafes and a social media platform and magazine FOLLOWING YOU, to communicate the most important information simultaneously worldwide. Only after we establish the real world communication channel, not only with already existing smart phone and television content, but with our magazines and outdoor advertising panels, curating the most popular content online, being read, watched, consumed and talked about in every city of the world, can we use these products and channels to successfully communicate more important issues and activate a real impact in the world.

Having the attention of as many people as possible is only possible after we establish a common framework and platform, which we can do by making use of the most influential people and most popular content online. After we curate all this content and distribute it on our advertising panels and magazines, can we create our own channel of worldwide communication, where we properly address and talk to everyone about the more important issues we face today.

Urgent action is required to reduce the loss of natural habitats and biodiversity that are part of our common heritage, and to support global food and water security, climate change mitigation and adaptation, and peace and security.

Technological progress is also the key to lasting solutions to economic and environmental challenges such as the creation of new jobs and the promotion of energy efficiency. Promoting sustainable industries and investing in scientific research and innovation are important ways to enable sustainable development.

We cannot hope for sustainable development without peace, stability, human



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rights and an effective rule of law. However, our world is increasingly divided. Some regions enjoy peace, security, and prosperity, while others get caught up in seemingly endless cycles of conflict and violence. This is not inevitable and can be addressed.

The world is more interconnected than ever. Improving access to technology and knowledge is an important way to share ideas and promote innovation. Coordinating actions to help developing countries deal with their debts, as well as encouraging investment for the least developed countries, are essential to sustainable growth and development. What better way to shape the future of our world by integrating everyone in the process, first by offering new products that are targeted at all audiences with all age groups, then by using the biggest public communication channel in the real world to inspire action together.

By involving citizens in the decision-making process, we ensure that approaches are developed for and by people at its heart. The process itself will increase community acceptance of the outcomes.

Traditional approaches for delivering public policies and decision-making processes have been insufficient to trigger the transformation we know we need, due mainly to the lack of understanding of the social dimension of climate change. We often forget that it is not just about finding technological solutions but changing the social norms and behaviour on how we interact with energy and resources. Technology will not stop climate change. People will.

Thank you for your time and attention. With your guidance and financial support, we hope to bring our projects to life.

With Highest Regards,

Ilyas Bubliss