

CONTENT

1. INTRODUCTION

2. PROGRAM OVERVIEW

3. MESHWORKING / MARKETPLACE & SPONSORING the PROGRAM

Consciousness

Institutional investors are realizing more and more that future (system) risks and opportunities will be most likely be related to themes, such as: climate change, water scarcity, demographic trends, transformation towards a sustainably energy society, tension caused by poverty, consequences of lost of biodiversity, disappearing forest and vegetation, etc..

New levels in portfolio allocation and risk management will address the allocation to these relevant long term themes.

Willingness to act, but ...

The knowledge within business and science how to attack the problems is present, but still many innovative companies are struggling to implement their solutions. Government is willing to act, but lack the financial means to do so and the insight to connect regulation and support to the need of the market. Investors are willing, but are often not rewarded for all the positive effects their investments is realizing and don't get enough compensation for the public risks they are taking.

Program: "Breaking the Investment Barriers for Plan B"

Therefore 21C has set up a program to break the barriers for investors to invest in the ideas behind Plan B "Mobilizing to save civilization" written by Lester Brown, president of the Earth Policy Institute.

The topics will be how to connect investors to the main topics which are covered in Plan B, namely:

- Population pressure: land and water
- Climate change and the energy transition
- Designing cities for people
- Eradicating poverty and stabilizing population
- Restoring the earth
- Feeding eight billion people well
- How can we mobilize fast enough?
- How to do this with an ageing population?

Meshworking: an innovative organizational form

The program connects knowledge, regulators, government, industry, business, organisations and individuals into projects in an innovative (online) environment, called a **Meshwork**. Starting point will be The Netherlands, but the Meshwork will be set up in such a way that projects and synergy outside The Netherlands can be served and achieved.

Download Plan B

Plan B 4.0 can be downloaded for free from: <http://www.earth-policy.org/index.php?/books/pb4> and a Dutch summary of Plan B can be downloaded from the website of www.planb.nu/documenten.

With thanks to

ROBECO
The Investment Engineers

**Lester Brown, author of Plan B**

Lester Brown is President of The Earth Policy Institute, a non profit, interdisciplinary research organization based in Washington, D.C., which he founded in May 2001. The purpose of the Earth Policy Institute is to provide a plan for saving civilization and a roadmap of how to get from here to there.

Lester Brown has been described as "one of the world's most influential thinkers" by the Washington Post. The Telegraph of Calcutta called him "the guru of the environmental movement."

"Lester Brown tells us how to build a more just world and save the planet. We should all heed his advice." – Bill Clinton.

Conference

After a first pioneering conference by 21C about Plan B for Investors in 2008, 21C has now assured the cooperation of Lester Brown himself and Herman Wijffels (former ceo Rabo Bank and former director Worldbank) to held a high **interactive impact** conference based on the Meshwork principles on the 12th of May 2010 and a informal pre-conference evening with Lester Brown and Herman Wijffels on the former cruise ship the ss Rotterdam in The Netherlands.

Tee up for the Future

This interactive program promises to become a source of inspiration, translated into action on the spot. It will be the start of a plan, Plan B. Join us. Tee up for the Future, together with many of your colleagues. This is an opportunity to prepare yourself and The Netherlands to become a leader in developing a Green Economy for the future.

Initiative of 21C

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2. PROGRAM

PROGRAM "BREAKING THE INVESTMENT BARRIERS FOR PLAN B"

Tee up for the future

Breaking the Investment Barriers for Plan B

PLAN B

Symposium
11 & 12 May
Rotterdam
Location: ss
Rotterdam

Initiative of
21C

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PLAN B – MOBILIZING TO SAVE CIVILIZATION

STARTING POINT
PLAN B

GOAL
Connecting investors to
Plan B

With active participation of

Lester Brown
Author of Plan B
President of the Earth
Policy Institute

Herman
Wijffels

SCOPE PLAN B

Population pressure: land and water
Climate change and the energy transition
Designing cities for people
Eradicating poverty and stabilizing population

Restoring the earth
Feeding eight billion people well
How can we mobilize fast enough?
How to do this with an ageing population?

DEFINING

AREAS FOR SUCCESS

CONDITIONS

KNOW-HOW

MOBILIZING CAPACITY

SUPPORT CAPACITY
Government & Regulators

FINANCE CAPACITY
Mobilizing investors

CAPACITY to IMPLEMENT
Organizations / Business

CONNECTING

CONNECTING
Knowledge, People, Support
Organizations & Investors

HOW
MESHWORKING
Creating structure
in the complexity

REALIZING GOALS

MARKET PLACE
Projects

ACTIONS
Realizing Projects

WHEN & WHAT

Online
Meshworking / Marketplace
Start: February 2010 – no end

May 11th 2010
Informal Pre-Conference Evening on the
ss Rotterdam: Sharpening the Focus

High profiled professionals &
High potentials under guidance
of Lester Brown & Herman Wijffels

May 12th 2010
One day conference on the
ss Rotterdam, The Netherlands

WHERE & HOW CAN YOU HELP US?

FINANCIAL SUPPORT

BECOME A PROGRAM
PARTNER / SPONSOR

HAVE A STAND AT THE
CONFERENCE

PARTICIPATE AT THE
CONFERENCE

SPONSOR MESHWORK

SOFTWARE / MESHWORK

BUILDING MARKET PLACE

ORGANIZATIONAL SUPPORT

ORGANIZING PROGRAM &
CONFERENCE

MEDIA ATTENTION

MANAGING SCOPE

ORGANIZING ROUND
TABLES

MOBILIZING CAPACITY

MANAGING CONNECTIONS

SETTING UP INVESTOR
SERVICE CENTER

PARTICIPATION

JOIN THE
CONFERENCE

ORGANIZE AN
OPEN SPACE
AT THE CONFERENCE

SIGNALING HIGH PROFILED
PROFESSIONALS &
HIGH POTENTIALS

DEFINING SCOPE

DELIVERING KNOW-HOW

PARTICIPATING
ROUND TABLES

ONLINE PARTICIPATING
IN MESHWORK

CONNECTING PEOPLE &
ORGANIZATIONS

REALIZING Projects

3. MESHWORKING / MARKETPLACE & SPONSORING

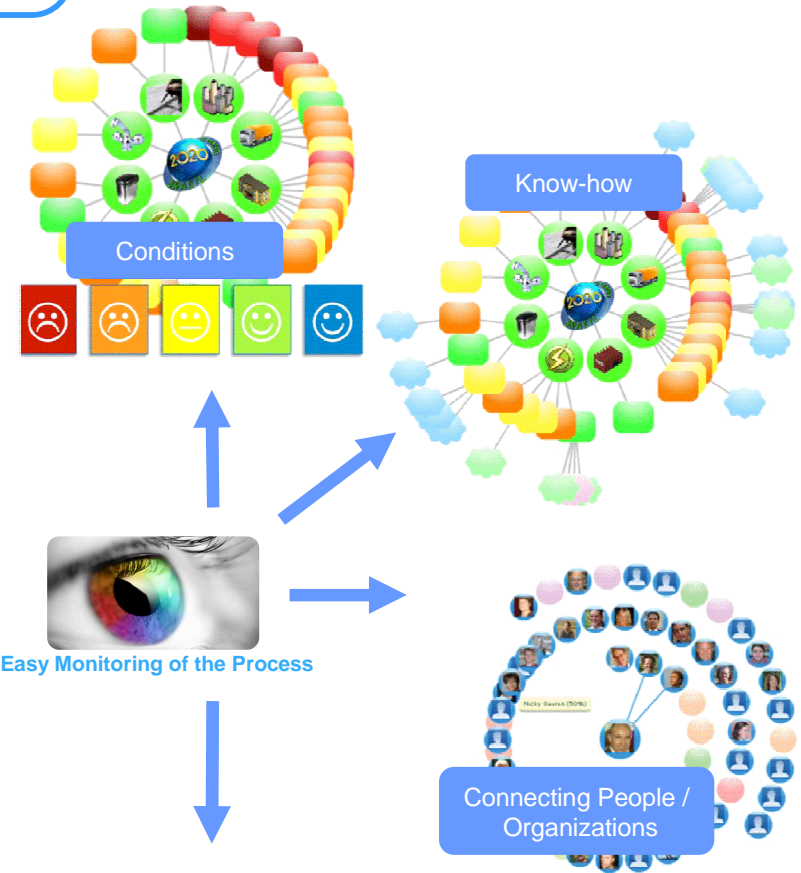
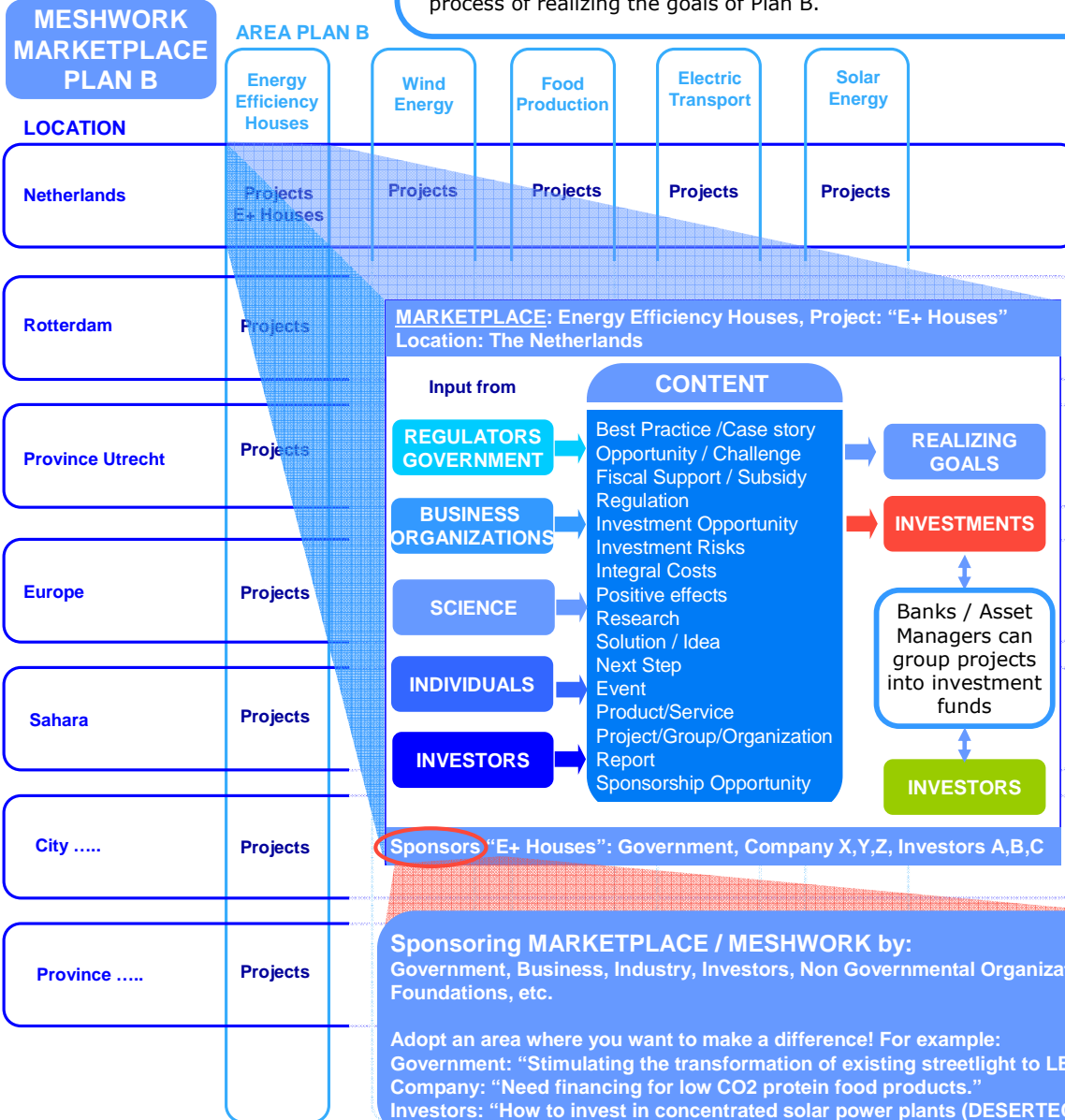


From Intentions to structured Results

A **MESHWORK** links people, performance and knowledge within a common program framework to achieve results. Meshworking support improves collaboration, synergy and oversight, while reducing cost, time and risk of delivering program outcomes.

We will be using the 'easy to use' and 'state of the art' online tool of Gaiasoft for setting up a **MARKETPLACE** that will facilitate the process of realizing the goals of Plan B.

MESHWORK / MARKETPLACE SUPPORT BY



Scorecard Monitoring Progress

Category	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Area 1	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan
Area 2	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan
Area 3	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan
Area 4	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan
Area 5	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan
Area 6	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan	Plan

MESHWORK / MARKETPLACE POWERED BY

GAIASOFT

