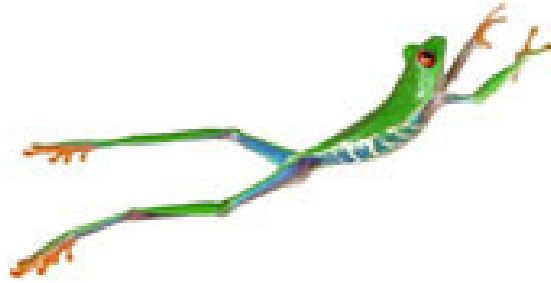


# **URGENT!**

***Essential reading for all who care about  
the future of life on this planet***



Conceptual document:

# **'Leap Frog Revolution'**

**Giving children of our world the  
chance of a future!!!**

Created by Gary Scholz

With the conceptual and editorial support of  
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Released 09/09/09

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## Executive Summary

This document outlines a plan to help reclaim the planet and save the lives of future generations, by bringing about radical change.

The name Leap Frog Alliance links to the vision within this proposal, as well as indicating at the way to achieve this same vision. It evolved from the story within this document regarding the declining frog population and our vision for the future.

This document is all about calling for a change in economic models, a change in environmental thinking, a change in our understanding of how we impact on one another and a shift in consciousness. The change we're calling for is not a simple progressive change that we see every day, rather it requires people and organisations to take a leap, a leap of faith to lead when the world is crying out for leadership. It requires us to leapfrog the 'same old' and make bold positive change for the long term sustainability of humankind, for the environment, for peace.

Our approach seeks to connect people and provide a calling to those of significant resources who can make rapid change to take this leap and work together towards this vision. The vision involves connecting people in business, education, the arts, the sporting world, and others who might not otherwise have teamed up, and co-create together a better world. It proposes enlightening and empowering our children so that they can be given a voice and start impacting their own futures. We want to give them a vehicle to tell the adults **what they want** and **what values they want upheld in their futures**.

We propose doing this through: providing coordination, access to information and access to our economic and political leaders through building an informative and entertaining website that will simply and interactively draw children's and adult's attention to the true state of their planet and involve them in creating and fighting for the solutions. We propose creating merchandising that is inspired by the dreams of children and hold powerful messages to the adults in society to make wise choices NOW! We want to pull on our leader's heart-strings through the faces and voices of children to help them wake up to reality and make better decisions for the prosperity of humankind and all life on this planet.

We seek support, manpower and financial contributions from anyone who truly cares about the future of humanity.

Please note that this is a **working document only**, the ideas and ideals presented in this document are a starting point from which the committee will discuss, modify and test.

I am passionate about this idea – it's not mine alone. I will happily pass the idea to anyone who is willing to bring it to fruition. I do not want money or acknowledgement for this idea – I just want to see it become a reality and to create something that mankind has as yet not been able to create – a collective human voice that will call for immediate radical change that will ensure the revival and survival of life on this planet!



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## Introduction

This conceptual document outlines an idea to do something about a problem which mankind seems yet to come to terms with.

It is a problem that has been on my mind since I was a small child.

We're in a giant car heading towards a brick wall and everyone's arguing over where they're going to sit.

*David Suzuki*

I used to hang out with the other kids at a place we called 'Taddy Creek'. We lived in a semi-arid region, and in the heavy summer rains thousands of tadpoles would miraculously appear. We used to come with our jars and catch as many as would fit in them to take home and observe. I would love watching the little legs develop from their shiny black bellies as their tails disappeared.

Year after year, though, my heart would sink as I watched my budding frogs slowly die. The problem was, I didn't know how to look after them, and they were unable to survive in their manufactured home. They needed to be in their natural environment. Further to the problem was that us kids collectively got so greedy that the creek ran out of tadpoles. We broke the life-cycle through our interference.

Each time I return to my hometown, I take a trip to Taddy Creek in hope to see a return of the tadpoles. My heart sinks to see in its place a virtual junkyard of broken bottles, cans, old car batteries and all sorts of garbage that has been dumped there.

The frogs are dead.

And so are the lizards, the snakes and the birdlife that I used to enjoy as a child.

My own children never got to enjoy the experience of catching tadpoles like I had delighted in when I was young.

My experience of the tadpoles was my earliest realisation that us humans are not good at accepting the crucial rules that Mother Nature sets out.

As I grew older, my concern broadened as I watched the skies turn grey with industrial fall-out and slowly more and more species become extinct (Amphibian Ark, 2008).

***Not only were the frogs dying, my concern was that we were slowly killing our great-grandchildren in the process.***

## The crux of the problem

Never before has our species had to concern itself with the potential reality that if we continue doing what we are doing to our environment ***life as we know it will come to an end!***

Many before me, much far learned souls than I, have hollered their concerns that we are on a destructive path, a path we seems hell bent to stay on (Kendall, 1992).

It's clear the human race is stuck in a paradigm which can no longer serve us. This paradigm and state of denial we are currently in must shift if we are to move forward. It is clear that our thinking, behaving and our economic models have caught up with us. They are unsustainable. Our attitudes and behaviours are incongruent with Mother Nature's complexities. Planet Earth can only tolerate so much. We have clearly gone too far.

### ***It is time for massive change and action on Planet Earth.***

Back in 1992 in a document entitled: ***World Scientists' Warning to Humanity***, we were warned by 1700 of the most prominent scientists, many of them Nobel Peace laureates, that we were heading for a catastrophic disaster and we must stop our current patterns of behaviour if life as we knew it was to continue (Kendall, 1992).

Since the strangle hold of the Industrial Revolution took grip, many concerned scholars and visionaries have spent their lives attempting to build awareness and educating us about the complexities that we now face (Amphibian Ark 2008; Attenborough 2008; Cousteau 2009; Hill 2000; Suzuki 2009; Watson 2008; Whitmore 2009).

However, these thousands of highly educated people have consistently been ignored.

Meanwhile, the leaders in business and politics have continued to plough ahead with their eyes on nothing more than profit and industrial growth. Their focus has been on their three year terms and retirement packages, not the fall-out of their decisions that would leave future generations with unimaginable problems to deal with.

The fundamental issue is the moral issue.  
*Sir David Attenborough*

These problems cannot be solved once the avalanche has commenced! The sad reality is that many claim it has already commenced!!

Our life support systems are already failing before our very eyes (Spratt & Lawson, 2009).

The inability of our leaders to commit to a sustainable, peaceful and respectful way of living, both with Mother Nature, the creatures we share the planet with, and each other, is nothing short of alarming.

If I was an observer of this planet I would be horrified at certain behaviours from certain individuals. This minority group is the cause of the ongoing suffering of the majority of people on this planet.

This pain is so deeply experienced that most no longer question it. It is now embedded within the psyches of our world's population. Those who are most deeply affected (such as the billions of homeless people living in inhumane conditions) live their days in panic and terror or operate in zombie-like resignation to their tragic fate (O'Shea 2009).

The horrifying fact is that the worst of it is yet to come if radical change doesn't occur now. And it is our children who will have to suffer the consequences of the decisions that have been made in our industrial era (error!?!).

### **It's time to let the children SPEAK!!**

They are the ones whose futures our leaders are accountable for today.

WE MUST STOP **HOPING** THE SCIENTISTS WILL COME UP WITH THE SOLUTIONS THROUGH INVENTIONS THAT WILL **MIRACULOUSLY** BAND-AID THIS PROBLEM.

INSTEAD, WE MUST START **LISTENING** TO THE SCIENTISTS WHO FOR YEARS HAVE BEEN WARNING US OF THE IMPENDING DISASTERS DUE TO OUR OVER-INDUSTRIALISING, OVER-POPULATING WAYS. WE MUST START **DEMANDING** CHANGE NOW! WE MUST FUND SCIENTIFIC PROJECTS THAT SEEK TO END THE DESTRUCTION RATHER THAN ADD TO IT.

We must reinvent a future free of blinders so that we can choose from real options.  
*David Suzuki*

WE MUST SEEK TO UNDERSTAND THE CAUSE OF THE PROBLEM, a problem undoubtedly caused by greed, laziness and overindulgence. Our unchecked desire for 'more' has eroded the environment to the point that many species have already died out (Amphibian Ark 2008).

Our children will not thank us for focusing on our economy if they cannot engage in economic activity because their planet no longer can support them.

**We are hypocrites**, we *tell* our children how to act and behave and yet we ourselves set an example that is totally opposite.

## Enlighten the children

We need to let the children speak, but before we give them a voice, we need to educate them of the truth of the matter.

The root cause must be exposed for *what* it is and *who* it is generated by.

In our world we have a minority group who have power to either enhance or destroy our environment. So far they have chosen the latter. They do this for one simple reason. Every decision the majority of us make every day of our lives, is to achieve one thing: to increase pleasure or avoid pain. We will behave in any way to meet our perceived needs.

This means the majority, who feed us deceptive stories and continue to plummet forward in their corruption, are not challenged by the majority. The majority also are acting to support their perceived need to experience pleasure and avoid pain. And the reality is, to do things differently involves change and change is scary!

The majority look to external sources (their life circumstances) to find pleasure, not realising that true joy comes from within and connecting with each other.

They want what's easy.

*Thinking about the complexities of the environment hurts our brains.*

They want a bargain.

*Investing in energy saving technologies hurts our wallets.*

They want a quick fix.

*Doing things in a way that respects the environment takes time, time we don't have too much of because of the manic way we live our lives in the pursuit of 'more'.*

The majority continue to allow the minority to rule with disrespect and disregard for future generations because it's simply easier to bury their heads and believe that somehow the scientists will come up with the solutions that will fix the problem without any of the rest of the planet changing anything they are doing.

Today the adult population are made up of three kinds of people:

1. Those who only care about their own individual and immediate pleasure and will act in any way they please without regard for the collective or future impact of their actions.
2. Those who care but have no idea how to help and are too lost in their disillusion to realise that they could actually be making a difference.
3. Those who care and are prepared to do whatever is within their power to be responsible for the pleasure and pain of our *future* generations (even if that means a little short term pain for them now).

Unfortunately the vast majority of our leaders fall into group one. Some claim to have great intentions and some continue to keep us on a path of self destruction. Some actually hide behind 'green' slogans and speeches, yet continue to covertly poison the planet.

Unfortunately the masses tend to fall into group two.

Those who fall into group three are labelled panic mongers, idealists and dreamers who "lack intelligence because they do not realise that being environmentally clever just doesn't make economic sense." To be a "greenie" in our consumer driven world holds the same stigma as being a "raving lunatic". These labels are used to keep the third group mute, invisible, exhausted and depleted.

However, the reality is, we can no longer afford to have certain individuals who operate from outdated models, hidden intentions, unenlightened and irresponsible ego states.

The reason we got into this economic crisis is that we delayed action...  
Lord Nicholas Stern Baron  
Stern of Brentford

***This type of human cannot be entrusted with our lives and the lives of our children.***

## Engage with the Children and the 'child within'!

Children are our answers.

They are the innocent souls we mould into adults. They are pure in their instinctual wisdom, and as yet unblemished by the socialisation that comes with aging in a consumerist, greedy and self-centred society.

**When we connect with children, we connect with the innocence, curiosity and wonder within ourselves.**

The pure innocence of children can shine a mirror back to the adults of this world.

***Children can be the catalyst to our awakening.***

We must create a massive awareness program that connects with the innocence of children so that we can reconnect with the crucial understanding that we have blocked.



## Empower the children!

Right now, we are seeing children oblivious to the problems, apathetic and pampered. They are seen to have little respect for adults, because they are not given respect. The adults of their world are not respecting their right to a future with clean air, water and soil. The adults of their world are not respecting their right to a peaceful connection with their fellow human, rather they are being taught to fear difference, squirrel and cling to what they have and see life as a competitive game where individual gain is more important than collective gain.

When you give a child respect, they will show respect.

When you engage a child's imagination, they will show you creativity beyond your comprehension.

When you give a child responsibility, they will rise to the challenge.

But you must be prepared to listen, engage, and respect their knowledge, feelings and intuition.

By collaborating and involving children, we invite them to share in the problem solving and empower them to co-create a future they will not simply have to survive, but in which they can thrive.

The teaching of the children and learning from children must become a mutually respected two-way relationship. Scholars, entertainers, business leaders must be prepared to honestly answer the questions of the children, and must ask questions in return. We must be ready to listen carefully to what they tell us and through empowering them to be part of the dialogue, we must empower them to be part of the solution.

## How?

To this point, I've presented you with the vision, but what's the way forward?

To my mind, there is only one way we can really leapfrog the current paradigm and create a healthy world – and that is **collectively!** We need to understand that we are ONE. We must unite as part of the entire life-force of our planet. Instead of acting out of self interest and aiming to exploit anything and anyone to build empires or simply survive, we must start acting to support each other and our precious environment.

Moreover, we must stop allowing those who act in a way that is destructive to the future generations, the same way as we that bullies in school yards; by no longer supporting or engaging with their destructiveness; by neutralising their power. This in turn will allow the majority to pull the current destructive minority in line; they will see that collaboration for a sustainable future is the only way to leapfrog this current historical

period. Just as we have had massive changes in history due to a single paradigm shift (ie: when we discovered the world was not actually flat!), it is time for our collective consciousness to raise and transcend dramatically to the next level.

Technology now allows us to act quickly and connect across the globe. The internet provides a platform that will bring us all together, and to give our children the opportunity to tell us what they want their future to be like and move our leaders to action. Ultimately, we need our children to shine the mirror on the adults of this world.

## **COLLABORATE**

Imagine the greater effect if powerful organisations that have traditionally competed with each other came together for the greater good of humanity...

What if Virgin Airlines, Qantas, United Airlines, Air Italia, Garuda Air, Singapore Airlines, and all the other major world airlines combined efforts to fund this project; to transport those who want to lead, manage and contribute to this project to the right places at the right time to collaborate and work together to leapfrog to the new world?

What if Google, Yahoo, IBM and Apple provided the technological infrastructure and experts to build a powerful website; one that is interactive, informative, dynamic – a hub to send out information, collect information and become the voice that those in power could no longer ignore?

What if Yale, Harvard, Stanford, Melbourne University, University of Berlin, of Iraq, of Iran, of Turkey, of Vietnam, of Beijing, of Hong Kong, of South Africa and hundreds of the world's leading universities supported their academics to actively contribute to the project, freely providing their scholastic powers to conduct sound research, write up easy to read information sheets to load up; and propose new ways of dealing with old problems?

What if journalists from Rome, London, Paris, Auckland, Sydney, Jakarta, Dubai, Frankfurt, Oslo, Bangkok, Nanking, Fiji, Jordan, Tokyo, Sulna, Sudan and any city or province had access to a twitter facility where they can report the current state of affairs – be it good or bad – as they are happening, allowing anyone, anywhere to have constant news of what is happening to their planet and 'global neighbours' at any moment?

What if activists and social agencies from all over the world, had a place they could expose destructive individuals and businesses in a safe way; a place they could list their petitions and concerns, allowing anyone, from anywhere on the globe to add their voice and vote to the call for justice, ending oppression and exploitation and creating a sustainable future?

What if actors, authors and entertainers from all over the globe gave their talents freely to create inspirational music, advertisements, movies and books that stimulate our imaginations, open our minds to the possibilities of unity and global health and stir us to

act more responsibly for the future of humanity, and all this entertainment was available for free download on the website and due to the collaborative efforts of television networks.

Although this ‘way forward’ is a huge idea, a massive dream and endeavour – all it will take is for **one person** who is connected to another to read and love the idea! To say **“I’ll help this along in whatever way I can”** and connect with the next person to make it happen!

Then, piece by piece, one person after another, will have the vision and excitement of the possibilities ignited in our deepest collective knowing, and act to save our planet and the lives of our future generations.

## **AN INTERACTIVE WEBSITE**

Today I took my own leap of faith and registered a website: [www.leapfrogrevolution.com](http://www.leapfrogrevolution.com), in line with the vision to create a lively, dynamic, colourful, educational and interactive portal. The website will link people to knowledge, entertainment, ideas, conversations and open forums, where they can interact with the broader decision-making process that is currently conducted above their heads. The website will include portals for:

### **KIDS**

- Preschool kids
- Primary school kids
- High school kids
- University students

### **ADULTS**

- Parents
- Teachers
- Fundraisers
- Politicians
- Business leaders

The kids section will be interactive with games at all levels, study tips, facts, ideas, templates, message boards and online chat facilities. The games will be learning oriented and interactive in real time, where they can work on real life problems and find solutions, gaining points for every action they take to help the environment (i.e: points awarded for getting to school without using a car; points for making their school lunch without using packaging; points for planting something or caring for any sentient being).

To get into a game, the kids will need to put in some basic log-in information. In this they will create their own password and profile. Included in this information, they will be asked to share basic yet crucial information:

- How do you feel about your future?
- What world would you like to grow up in?
- What's most important to you?
- What is your favourite animal?
- Would you like to help co-create a world that will protect that animal from being killed off?
- Would you like your name to be included when the 'Leap Frog Revolution' tell politicians and world leaders what they need to do to create a better future for you and your children?
- Would you like us to notify you of little ways you can help create a better future for you and your kids?
- Would you like to be able to share ideas with politicians and leaders about things you think they should be doing?

This information can then be collated and summarised, creating a powerful research tool for us to canvas our **future leaders** and share their sentiments with our current leaders.

We can use the words of children to help our leaders realise that enough is enough! We don't have much time left – look into the faces of these children, listen to the words and if you have any humanity within you, you will act to create a future they can survive!

The adult section will include:

- Resources and information that can help adults create a better future for their children.
- Links to other websites.
- Tools that can be used by teachers and educators.
- Projects that can be conducted in families and the home.
- Messages to politicians and leaders.
- Statistics and research reports.

## **MERCHANDISING**

There will be an online shopping function that will offer a range of products that help announce to the world that change is needed and the kids are demanding it.

- Tee-shirts for little ones that have slogans such as “Where did all the frogs go?” with a by-line such as “Will I be next?”
- Tee-shirts and hoodies for teens with hard-core slogans and graffiti-style artwork that have teen-inspired slogans such as “WTF are you doing to our planet?!” “What's the point of economic growth if I'll have no air to breath?!” and “Good on you world leaders ... spend up and leave it to my generation to suffer!!”
- Drinking bottles with the Leap Frog Revolution logo and a slogan saying “Every time I fill this bottle from the tap rather than buying bottled water, I am being part of the solution!”

- Calendars, diaries, address books and coffee table books that include photos, artwork and messages from real kids, along with tips each day on how to do something positive for the planet.
- Christmas card packs with artwork and slogans written by kids, such as “I’d give up all my Christmas presents if you could just bring the frogs back!”

## **AWARENESS RAISING AND ACTIVISM**

The team running “Leap Frog Revolution” would be working fervently behind the scenes on awareness raising initiatives. Some such initiatives might be:

- To collect photos of the faces of thousands of kids who want to be included in the project and make a massive bill-board poster made up of these thousands of faces, with the colours being strategically placed to create the picture of the Leap Frogs Revolution logo. One large slogan “What the frog are you doing to protect our futures?!”
- To create cute and heart-wrenching television advertisements that show the faces of babies and children and deeply motivate adults to act responsibly.
- Urgently lobby and collaborate with other organisations whose mission is to create radical change.
- Create story books and self-help books which are full of great ideas and inspire people to see through the propaganda of capitalism and realise the truth of what’s happening to our planet and that encourage us to get back to basics.

*This is not a tree-hugging, hippy, separatist endeavour.*

**IT’S FUNKY, IT’S HARD-HITTING, IT’S REALITY BASED, IT’S INTERACTIVE, IT’S ENTERTAINMENT-FOCUSSED, KID-FOCUSSED AND FUTURE-FOCUSSED, IT’S MAINSTREAM AND IT’S GLOBALLY COLLABORATIVE.**

**IT’S SOMETHING ANYONE WHO WANTS THEIR GRANDCHILDREN TO ENJOY FRESH AIR, WILD-LIFE AND CLEAN WATER WILL BACK!**

*It will work to link and support any and all global organisations who are working to obliterate the inhumanities and destructive patterns.*

## What next?

This document has sketched out the idea. We now need to pull together the right people and resources to get things moving.

***The biggest problem is that we don't have much time left!***

WE MUST MOVE VERY QUICKLY! Tomorrow could be too late!

More than 40 years have passed since I watched those first frogs die. Since then the concept has alluded me, but the problem has plagued me, simmering away, nagging at my psyche. Even in the face of having others tell me to stop worrying about it – my own father telling me “Forget it, you can't change anything!” I have not been able to let it go.

I truly believe that every great paradigmatic shift comes down to three things: RIGHT TIME, RIGHT PLACE, RIGHT PEOPLE.

There has never been a more right time for us to act (in fact it may already be too late); we are now at a point in globalisation that the place is everywhere and our reach is enormous, so the place is right – in the last six months the right people have been coming along who are also passionate about the vision and have not only supported my idea but are pushing me to stop talking about it and start doing something about it!

So here I am, writing out this concept. This is a project I dearly want to see succeed, but it is one I cannot create alone.

## **I NEED HELP!**

**Our children – the leaders of our future – need help!**

If you can see the power within this concept, please help me create this vision:

- Through financial support
- Through technical support
- Through public relations support
- Through creative and artistic support
- Through educational and research support
- Through any other support you are able to offer

**CONTACT ME AS A MATTER OF URGENCY.**

Today is the 9<sup>th</sup> of September: 09/09/09

It was crucial for me to get this document finished and distributed today. I feel that this day September the 9<sup>th</sup> is significant, the 9<sup>th</sup> day of the 9<sup>th</sup> month and the 9<sup>th</sup> year of the century. It could mark a significant point in the evolution of the planet if this document assists to generate massive support for positive change.

Contact me immediately at:

**Gary Scholz**, Leap Frog Revolution  
Email: [garyscholz@bigpond.com](mailto:garyscholz@bigpond.com)

This document has been sent to you now as many signs show that 'time' is limited for making changes that will stem the damage and bring about a more sustainable way of being and living in the world.

Thank you for taking the time to read this document. If you are stirred to action, I would love to hear from you. If the time and place is not right for you to respond, but you know of someone who will be moved by this vision, please take a moment to pass the document on to them for me.

May I reiterate – I have no interest in managing or protecting this vision, if you think it's a great idea and want to take it over, please do so. My commitment is to getting the vision to the right people to make it reality – the sooner the better! You cannot steal something that someone gives with an open heart!

## About Gary Scholz

Gary is a passionate, caring individual; an individual who has a great desire to make a difference in how we can all do things 'better' as individuals, and as a world community. Based in Melbourne, Australia, he is a life coach with a passion for creating a better environment for us all. Gary is the Global and Environmental Manager of High Ideals ([www.high-ideals.com](http://www.high-ideals.com)) – a member-based association for those who wish to make a difference through the way they conduct themselves in business: with integrity, positivity and impact. He sees it as a privilege within his role to be able to identify opportunities to prompt our leaders to have a positive lasting impact on our planet, as well as inform and inspire the general public of ways they can make a difference in their own way. Gary is also the Managing Director of Project Balance ([www.projectbalance.com.au](http://www.projectbalance.com.au)), a company that helps companies take care of the wellbeing of their people. In his personal time, Gary loves spending time with his three fantastic, lovable, independent children and his two beautiful grandchildren.

Never be *afraid* to show  
the world who you are.  
*Maynard Sevilla*

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