

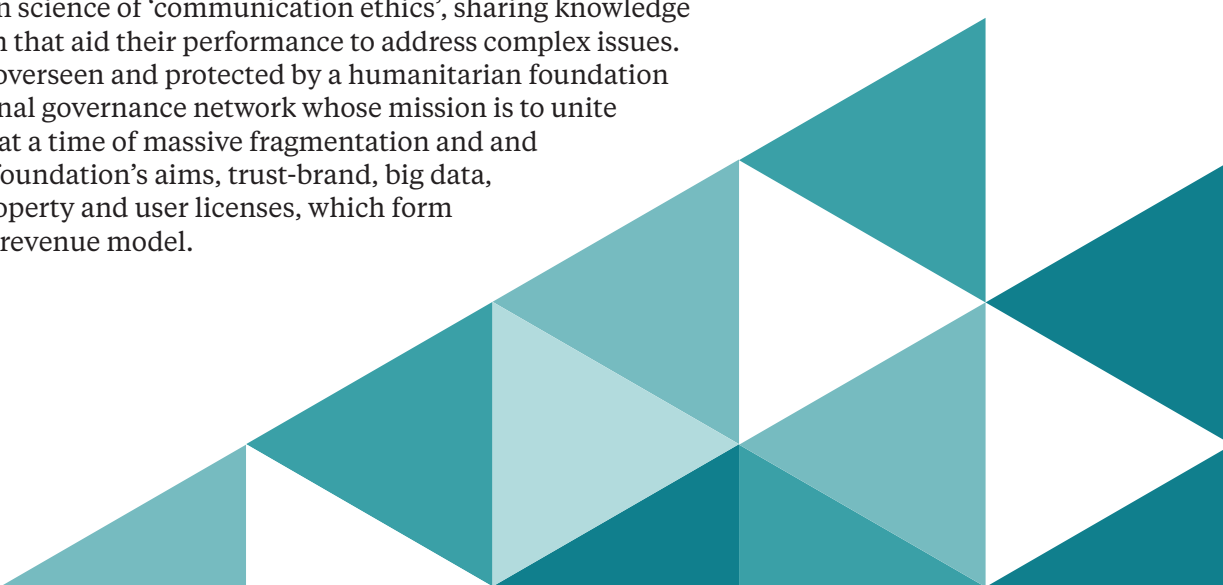
Communication Ethics

Online (CEO)

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This submission describes an AI decision platform to serve global and local communities with dialogue support tools and multidisciplinary visualisation libraries. The CEO platform is an educational social network that offers ‘the quickest way’ to achieve the UN SDGs 2030. Sustainable choices are transparently communicated by all citizens up-and-down the platform using scaled governance networks and big data research. Public information on the platform is secured by an independent academic validation system building trust in data use within and between global/local communities. Alongside public data, the CEO platform lets people create private pages, employing and adapting public data resources using data visualisations rather than texts. This begins citizen self-education using CEO resources, while group work using the CEO data platform is seen as key to local change. Virtual decision centres and academies extend the use of the AI database and provide effective decision-making venues for all citizen age-groups. Communities may also call on trained communication ethics practitioners drawn from their communities where possible, who frame communication values that build effective dialogue, debate and negotiation. Thus by employing the CEO platform, people engage in a new citizen science of ‘communication ethics’, sharing knowledge and innovation that aid their performance to address complex issues. Lastly, CEO is overseen and protected by a humanitarian foundation and international governance network whose mission is to unite world citizens at a time of massive fragmentation and and to protect the foundation’s aims, trust-brand, big data, intellectual property and user licenses, which form the basis of its revenue model.





1. Abstract

1.01 PROJECT SUMMARY

Communication Ethics Online (CEO) is a new AI decision platform designed to serve global and local communities with dialogue support tools and multidisciplinary data-visualisation libraries.

Users create their own public & private learning resources, aiding their sustainable self-governance through participation and decision making.

1.02 PROJECT DESCRIPTION

A new humanitarian Foundation is building an artificial intelligence platform for global citizen self-education and self-governance called Communication Ethics Online (CEO).

CEO is an online social network which offers individualised and facilitated education resources and programmes. At its centre CEO contains a scientific research capability to assure trust in both public and private data created and stored on the system.

CEO is a venue to assure deliberative social change by all citizens in the face of current and on-going threats to their sustainability.

1.03 PROJECT USP

Communication ethics is a transdisciplinary learning standpoint, easy and enjoyable to learn for any age group, [5D: ages 5+-95+]. CEO provides multiple library database/s that support learning using a proprietary logic [5D] for members to create their own data libraries, science analysis and explanations for social change.

To organisations CEO applies licensed (pay to use) decision support services with substantial and on-going revenue streams from annual license fees and fees for training returning to CEO.

For non-profit users – individuals, communities, educational or re-educational groups– the CEO database is free to use, although membership fees may generate revenue over time.

The CEO platform combines AI backed decision systems linked to public voting and survey research, producing big data for governance at all scales of the system.

1.04 CEO KEY SUCCESS FACTORS (KSF)

CEO's [5D] artificial Intelligence engine employs a proprietary modal logic, the multimodal Base 5 database programme called Fifth Dimension Logic [5D: 0-1/2/3/4/5].

[5D] logic works with the computer world's digital (0/1) logic to create a new dimension for communication, information and data design.

[5D] logic is a heuristic technique applied using 'stick & sand', 'chalk & talk' or 'point & click technologies': it is thus possible to employ the [5D] method offline and to adapt concepts online after.



1.05 CEO POSITIONING

Key to CEO positioning is the deployment of an independent academic validation system to build trust with users concerning their private and/or public data.

CEO governance is assured by a humanitarian charity which features a new type of inclusive governance network open to all members & licensees of the database.

As a learning platform CEO supports community innovation and individual genius, resolving disagreements and disputes by negotiating through a lens of common values – communication ethics – offering ethical-logical remedy to address fixed positions, endless arguments or interminable disputes.

CEO supports multi-language translation, adapts its language resources to age and community specific learning skills (e.g. dyslexic, or sight-impaired) and is customised for multicultural ethnic groups.

1.06 CEO PARTNERS

Key to CEO's goal of immediate and successful global implementation is a planned meeting with a group of global technology companies (Google, Facebook, IBM, Microsoft, Alibaba, Apple, Amazon, etc.).

Since 2016, these companies have formed several groups with a specific interest in ethics and artificial intelligence and may welcome CEO as an aid to their collective planning and coordination.

Near-term, CEO database will employ a single technology partner to build prototypes for the system.

1.07 GLOBAL INFORMATION

Information collected from its millions of users builds a comprehensive big-data research platform to aid global and local governance, producing information with substantial value to citizens as well as CEO licensees.

1.08 FOUNDATION GOVERNANCE

Foundation governance comprises an international network of individual and institutional sponsors drawn from every nation state (UN un/recognised).

The Foundation offers five-yearly appointments for governors with expenses paid for meeting and travel to assure a transparent and flexible framework that protects the Foundation's humanitarian purpose.

1.09 REMODELLING GLOBAL COOPERATION – A FLAGSHIP

The Foundation recommends a remodelling of global cooperation using a trust based social network, CEO, grounded in an academically researched library database and [5D] logic visualised mapping and available to all world citizens.

1.10 INFORMATION INTEGRITY (II)

A new programme of 'Information Integrity' (II) is planned by the Foundation. This is an 'information revolution' modelled on the 'quality revolution' of the twentieth century.



In a world of fake news, alternatives facts, propaganda & conspiracy, information integrity (II) offers a global movement to increase information accountability, transparency and quality.

1.11 INFORMATION ECONOMY

The global information economy offers enormous potential to provide jobs and roles for billions of world citizens working towards the UNSDG 2030.

Recent theories of ‘information economics’ underpin the design, construction and sale of information products via CEO, developing individual Intellectual Property (IP) via transaction accounts held by every citizen as a key personal resource.

1.12 CEO MARKETING AND LAUNCH

The marketing strategy for CEO combines a global PR campaign presented by representatives of all major stakeholders including international celebrities who participate in CE education programmes.

During launch young people will emerge as key spokespeople for CEO thereby to promote the goals of a new sustainable civilization driven by a ‘Millennium generation’.

1.13 POWER OF THE NEW

A great dilemma for global and local governance is posed by the question, how do we work together despite our differences to address massive, fast sustainable change?

R.B. Fuller defined the problem of sustainability as a problem of education, when he stated ‘There is no energy crisis, there is no food crisis and there is no environmental crisis. There is only a crisis of ignorance’ (p. xiv) (1).

William Edwards-Deming godfather of the quality revolution made a similar remark, ‘Learning is not compulsory... [b]ut to survive, we must learn’ (2).

CEO is a new AI supported big data dialogue and decision system aimed at online global citizens to support their resilience in light of threats posed by global sustainability assessments.

2. Description of the model

2.01 INTRODUCTION

The Foundation behind this project is a yet-to-be-established international humanitarian and educational charity.

It funds learning, training and skills to build community innovation, science, citizenship and local participation for social change, via its Communication Ethics Online (CEO) database.

The Foundation and CEO together aim to ameliorate substantial risks posed by current global sustainability assessments and to support the United Nations Sustainable Development Goals (UNSDG 2030).



2.01.1 CEO database USP

Positioned as a trust brand for the global information commons CEO provides a decision making database for world citizens to address threats to their sustainability for themselves and in their communities.

Operating a unique open governance structure the humanitarian Foundation assures trust in the primary data and information resources held on the database as an asset for global social cohesion and change.

The Foundation co-owns a [5D] licensing company with technical partners which delivers revenue generating services to the charity and its citizen users.

2.01.2 CEO features

CEO is a cloud-distributed database accessed via internet enabled mobile, tablet and PC technology.

CEO's key resource is academically validated libraries linked to mapping interfaces that encourage users to build their own data resources on any subject – from anthropology to zoology, algebra to bricklaying, etc.

Additionally, the Foundation offers communication ethics facilitated learning programmes to support sustainable development and even pays users to organise their own community dialogues and programmes.

2.01.3 Global decision network

CEO gives a new capability to citizens making visualised decisions, mapping, charting & graphing using the latest interactive technologies with a recognisable social network interface (e.g. Facebook plus Tableau).

Key to CEO user interaction is the power of CEO/[5D] library technologies to map arguments, decisions and histories, with copyright assignment a key feature to create trustworthy, independently researched public and private data unique to CEO and its users.

2.01.4 Project governance

The Foundation and CEO are to be legally established after winning the New Shape Prize, thereby to react to the prize committee recommendations insights and GCF financial expertise.

2.02 5D ONLINE LOGIC

CEO's key strategic advantage is its proprietary ownership of [5D] logic, a 'Base 5' method for data visualisation, classification, distribution and decisions.

[5D] logic is licensed to CEO users on a free-licence, for single users, or by corporate licensing agreements. The corporate licensing operation is expected to generate substantial revenues alongside revenues from charitable donations that will be used to further the Foundation's humanitarian mission.

Originally published in 2001, CE, [5D] logic has since gained attention within the computing industries and now influences or underpins many of the latest AI innovations (e.g. 'big data', 'machine learning' and 'neural networks').



2.02.1 [5D] logic library templates

A new [5D] database allows users to add data to self-programming 'data-templates' to produce libraries, maps of arguments, histories, narratives and decisions, and thereafter encourage users to rework these maps by assigning copyright and copyleft royalty programmes that protect original data by authors who are paid on a royalties assignment model (e.g. music copyright).

CEO database stores any type of data, e.g. photos, texts, audio, video, data files.

Each CEO library is private to its users, who also have the option to make their data libraries public to attract attention and/or royalties.

Public libraries using [5D] formats are published via CEO Editors and by publishers and copyright holders in order to receive royalties from the system for licensed use of material.

An original copyright assignment system will offer royalty payments to multiple users (e.g. Apple iTunes for citizen payment).

2.02.2 Data Skills and science

If people can visualise and compare data, their own and others, while employing an easy-to-use online-logic, then CEO offers a simple yet valuable mechanism for social education and sustainable change.

[5D] Is a visual logic with which citizens build 'Decisions more transparently', make 'Arguments crystal clear', present 'History from all sides', design 'Data through timely analysis', build 'Agreements both existing and new' and 'make previous decisions/visualisations open to further examination and review'.

Data science underpins CEO. This is a new transdisciplinary computing skill-set with a remit to aid fast, wide and open dissemination of methods and tools for a new era of AI enhanced computing.

2.02.3 [5D] user groups

The simple operation of [5D] logic allows any age group [5D: 5+, 15+, 25+, 35+, 55+] to utilise the database and its interfaces.

As users 'register' onto an online registration page, a set of survey questions quickly assigns each user their own content and age specific material, e.g. primary age children [5D: 5+, 6+, 7+, 8+, 9+], etc.

Marginalised groups [5D: disability, ethnic, minority, age related, etc.] are included in the design of CEO user experience by nominating themselves and having customised resources designed and presented to them by database researchers.

2.03 PROJECT GOALS

Social networks are the defining technology of the 21st century with companies like Facebook, Google, Twitter and Instagram managing billions of users daily.

Arguably, an educational social network like CEO offers a powerful way for billions of world citizens to move themselves towards the United Nations Sustainable



Development Goals (UNSDG, 2030) and the goals of the New Shape Prize, in the shortest possible time.

Combining these two features is key to the CEO strategy a) a social network aimed at self-learning global citizens b) and a non-profit, community of trust committed to UNSDG 2030.

2.03.1 Global Languages

CEO is available in every major language of the world, both as a public good and for commercial licensing purposes. Translation and distribution of key national and local information programmes is organised by licensing with partners.

AI underpins CEO's multicultural communication task while optimising important scientific language interests including: 1) to preserve languages as key artefacts of human civilization 2) to increase communication between language groups and to aid distribution of reliable information across cultural boundaries 3) and as a learning platform utilising human language for inter-cultural dialogue, understanding and decisions.

2.03.2 Virtual/Augmented Reality (VR/AR)

CEO will over time offer 3D virtual reality (VR), or Augmented Reality (AR) in key venues and technologies. Imagine studying a subject like chemistry, or botany or climate change, or the tribal practices of those living in the Amazon Rainforest using multidimensional virtual reality systems, with [5D] data logic classification systems and libraries, all inbuilt into CEO's ethical communication platform?

2.03.3 Global reach/big data

AI enhanced digital networks already connect an interactive worldwide user base of about three and a half billion people via the internet. This figure is predicted to reach six or seven billion world citizens (90% of world population) in the next decade, particularly by connecting hand-held and mobile devices. CEO is designed for use on mobile devices.

2.03.4 Artificial intelligence (AI)

Public health, medicine, finance, welfare, government, business, education, the Internet of Things (IOT) are each now driven by new developments in Artificial Intelligence.

CEO database employs AI technology to deliver a peer-to-peer network that connects millions of communities laterally across all sectors (industrial classifications) through its licensing strategy.

At present a corporation may have a Facebook page, but they do not have a Facebook database that they can build themselves within and across their organisation, industry or sector, or between sectors, in the way that CEO enables.

2.04 CEO DATABASE

The Foundation remains the majority shareholder of all private and public companies formed to exploit [5D] IP and will always emphasise its humanitarian mission.



Under Foundation supervision, technical partners will manage CEO as an open access social network, while all information and data held on the database is under supervision of the Foundation and its licensing-royalty programme.

Users and citizens become willing participants in CEO, creating value through their day-to-day work on the database, because each user is able to exploit their own copyright/IP and is able to generate revenues via CEO royalty payments.

Users are paid for a) data processing b) training c) selling their proposals, concepts and programmes d) creating and managing specialist libraries for the system e) by cross selling expertise and f) being funded by FACE to organise sustainability programmes.

In addition users are rewarded by knowing that their personal data, private search history, concepts and decisions are protected by CEO's trust-brand ecosystem.

2.04.1 Virtual academies (VA)

Virtual academies are pre-programmed into the CEO database, with the aim that trained CEO facilitators open a 'virtual learning space' wherever there is a ready community, a display screen and online access.

These virtual academies are aimed at user groups: e.g. five year olds, disciplinary scientists or Kalahari Bushmen, with subject classification systems and data pre-programmed by CEO specialists.

CEO virtual academies combine the power of cultured and trained human facilitators with multiple user-specific data libraries delivered via the internet.

Where online service is unavailable, trained CEO facilitators work with local communities to map their languages, experiences, concerns and information needs and then hold/load these securely as a resource for on-going communication by and with these communities.

2.04.2 Virtual Decision Centres (VDC)

A virtual decision centre is the name for a CEO database function. As long as a screen exists, a facilitator can open a virtual decision centre.

These centres are aimed at community groups which use the CEO database as a decision making system.

Each group inputs its own data, selects decision templates and data functions it requires for analysis, and is able to access visual libraries of previous decisions, histories, arguments and agreements to build from.

All VDC decisions are classified and recorded by the system as 'public goods', held transparently and available to all other groups on the system.

2.04.3 Citizen science

[5D] text logic and mapping programmes are classified as tools for 'citizen science', giving all users the means to study, evaluate and build their own solutions employing a variety of scientific methods applied via the AI database.



2.05 FOUNDATION PARTNERS

Foundation technology partners offer technical management skills and resources to operationalise the CEO database. In turn, these partners build a licensing environment to sell their own customised commercial applications using [5D] logic.

Licence agreements are signed with all partners and member organisations using CEO, while individual users agree online Terms of Use as per existing social networks.

2.05.1 Global technology companies

Existing social networks will support the CEO database because: 1) It is a global education initiative that promotes the UNSDGs using a credible strategy, 2) CEO governance has trust as its key protocol which they can mirror 3) Big data produced by millions of CEO users is a valuable resource for all technology partners.

2.05.2 Multiple developers

Working within the CEO [5D] ecosystem multiple technical partners innovate new products and services to CEO specifications for their own profit.

2.05.3 Governments

CEO sponsors public programmes for citizen self-education, facilitated community development and coordinated local sustainability projects with and on behalf of governments.

2.05.4 Multinational corporations

Large transnational corporations will employ CEO to access big data research for global and local sustainability, and by linking their own big data and data analytics with CEO community dialogue and decision making.

2.05.5 Non-Governmental Organisations (NGO)

Towards achieving the SDGs, the support and involvement of non-governmental organisations (NGOs) is central, while these organisations are often poorly resourced to achieve goals within any timeframe that matters.

CEO database is provided to all non-profit organisations at no/low cost. CEO will enhance NGO decision making and even provide funding for NGOs through licensing of their data or by the Foundation directly funding their initiatives and programmes.

2.05.6 Social network users/citizens

Industrial predictions predict in the next ten-fifteen years that seven billion internet users will provide the first total global online population (90-95%). CEO can reach this powerful force for change by delivering a learning strategy featuring ease of use, trust in data, sustainable innovation and returning resources to local communities.

2.06 GLOBAL NETWORK & DATA MANAGEMENT

CEO database and data integrity are protected by a fully-funded research programme led by independent academic researchers, journalists, citizen and data-scientists, each paid as contracted consultants from licensing revenue, commercial licensing and sales.



Multiple research groups produce information resources and data-libraries to Foundation/CEO specifications. Other groups check and edit information from public, private and individual/group users and apply copyright clearances as a source of value and royalties potentially to all users. These users access CEO on and offline, but mostly online via:

2.06.1 Mobile

CEO is designed for mobile phone use. It incorporates library resources, tagging and community distribution programmes with hand-held data entry and communication features.

2.06.2 Tablet

Touchscreen tablets are both mobile and flexible, with large screens and enhanced memory. Tablets are thus a powerful tool for CEO users to visualise, input and manage their data.

2.06.3 Peer-to-peer networks

The CEO database is delivered and customised by network servers onto any client network or personal computer (PC).

2.06.4 Private intranet

Large scale CEO users are able to purchase data from the CEO database and sell their corporate data to CEO as part of a licensed trading relationship.

2.06.5 Public information systems

As the CEO database builds public data across multiple communities it becomes a resource for public institutions, public assemblies and for public communication.

2.07 FOUNDATION GOVERNANCE

The Foundation seeks endorsement from national governments (UN un/recognised), to support public self-education programmes to achieve the UNSDG 2030.

Governments (national & regional) to be approached to endorse a charitable legal entity in each territory and to contribute to its governance and funding.

In each territory high-profile national and international artists, civic campaigners, public and private representatives, alongside unaligned citizens are invited to take Foundation governance positions.

2.07.1 Executive (5)

A small group of contracted/ salaried employees – the Executive – will support the Foundation Council to execute strategy. The Executive will implement decisions by the Council to develop and oversight the CEO database.

The Executive is accountable to the Foundation Council and its legal officers.

2.07.2 Foundation Council

A Council of twenty five (25) high-profile individuals to be recruited from five sub groups of Foundation membership – in the first instance invited, thereafter voted in by members – each for a period of five years. The five main Council sub-groups include five representatives from each of the following: 1) Public (governments), 2) Private (corporations) 3) Voluntary (NGO), 4) media (celebrity, journalists) 5) Indigenous (marginalised).



2.07.3 Foundation Advisory committees (125- ∞)

The aim of the multidisciplinary Foundation advisory committees is to build governance inclusion and input, drawing from diverse groups and individuals at all levels of society.

Advisory committees work as sub-groups of the Foundation Council and are permanent or temporary working groups with members paid expenses for delivery against objectives.

2.07.4 Elections & terminations

All Foundation officers – executive and chairs – are appointed for a maximum of five years renewable via election or public examination for a further period of five years. Elections to be held each five years to nominate members of council and new advisory committee appointees.

2.07.5 Legal Officers

Nominees are selected by founders to fill the legal offices of the Foundation, including its treasurer and secretary. The nominees have no day-to-day involvement in the affairs of the Foundation.

2.07.6 Members

Users of CEO who undertake communication ethics learning programmes are automatically enrolled as Foundation members based on Membership Terms & Conditions. Rules for membership will be refined to encourage active members.

2.08 FOUNDATION LEARNING NETWORKS

The CEO platform delivers online and live learning programmes for communication ethics to individuals and local groups, or to those working inside organisations.

Communication ethics gives members skills to make better decisions and CEO supplies data libraries which to inform these decisions.

Multiple learning networks exist within the Foundation model: these include:

2.08.1 Global communities

Every community requiring support signs-up via the CEO database to contract trained facilitators, paid for by the Foundation, who co-design group purpose using the database. CEO facilitators provide ‘train-the-trainer’ programmes to support skills and learning by community members.

2.08.2 Schools & universities

Primary, secondary and tertiary public education systems are offered access to the CEO database at no, or low cost, aiming to create CEO learning networks inside each educational institution.

2.08.3 Corporations, NGOs & small businesses

Inside every organisation, corporation or NGO is the potential to develop a learning network to practice communication ethics.

2.08.4 Public institutions & governments

Each public institution has specific decision making requirements connected



to its public roles of coordinating action with citizens. The CEO database will be programmed with communication ethics data and maps specifically designed for use by categories of public institutions.

2.08.5 Professional associations

Working with professional and trade associations, CEO offers professional development/training for communication ethics in order to turbo-charge sustainable development across the professions.

2.09 COMMUNICATION ETHICS AS SERVICE

Communication ethics is a learning practice that assures participants of both a deep methodological openness to their personal wellbeing and a scientific standpoint that provides tools for analysis of their data and disagreements in communities.

Via communication ethics, creative human interaction and logical remedy are applied to many 'fixed positions' and 'endless arguments,' mapping debates and building dialogue to reduce risk and deflect obstruction to achieve the UNSDG 2030.

2.09.1 CE age groups

All CE learning material and libraries are adapted by researchers for use by age appropriate groups. This gives users from 5+ age group to 95+ the means to create and share learning materials that enhance their specific skills, language and aptitudes to deal with change and enhance creative potential.

2.09.2 CE skills training & qualifications

The CEO platform delivers both content and visual templates for complete learning and training programmes aimed at communication ethics practitioners. These capabilities can be adapted for any subject of study.

Importantly, CEO facilitators are drawn from within their own communities and trained and paid for by the Foundation to build their own dialogue and decision skills to aid reskilling at the community level.

Qualifications will be made available to reflect the level of self-learning each CEO facilitator has achieved.

2.09.3 Communication ethics dialogue & consultation

Detailed argument analysis to best affect real-time dialogue or public consultation is essential to speed change. Existing systems of dialogue do not unveil deep communication/information complexity except slowly and arduously. CEO provides [5D] dialogue facilitators with libraries of previously defined content and in-situ mapping capabilities to make all public and private consultation more effective.

2.09.4 Communication ethics surveys and voting

The CEO platform is programmed with survey and voting systems that support decision making, opinion research, democratic and other forms of civic participation.



2.09.5 CE libraries

[5D] libraries for communication ethics are developed by the Foundation and its research partners, while any user of the CEO database is able to build private libraries, or by permission, public libraries of content on any subject using [5D] visual templates and classification systems.

2.09.6 Communication ethics research

A network of international university-based researchers are funded via the Foundation to undertake research and independent validation of libraries, decisions, agreements and protocols.

Transdisciplinary research follows the agenda of the SDGs and includes research into dialogue, decision-making, information and data sciences, problem solving, etc.

2.10 CEO – INTELLECTUAL PROPERTY (IP)

For the CEO database, licensing is the main method of commercial revenue generation. Secondary income streams are generated from paid facilitation, learning programmes and membership fees.

All private corporations and public institutions are offered annual licences on an industry standard legal and financial contractual model.

Data produced by licensees via CEO may be publically distributed to build revenues for each licensee, with commission for CEO on each transaction.

2.10.1 Information as wealth

Today, some jobs are more information rich than others, while in the future, all jobs will be seen as information rich, including childcare, caring for elderly or disabled, managing the local environment and importantly, organising programmes within and between communities to assure sustainability. CEO supports all information and data management within and by communities and aims to build wealth at the community level for new citizen information managers.

2.10.2 Information as measure

A critical venue for future citizen activity is using scientific resources, available via CEO, to devise new ways to measure resource use and to organise rigorous information collection for their local sustainability and resilience. [5D] measurement, classification and performance evaluation are keys to new forms of citizen science that create information-rich jobs.

2.10.3 Information distribution

Every citizen has a human right to the basic information relating to their individual sustainability. This right extends to their community and the wider world as key to everyone making self-informed decisions.

CEO manages a network decision system to compare sustainability and resilience by each community with others, embedding public and personal values that protect collective resilience and reduce risk.

2.10.4 Information as human right

From data scientist to desert nomads, the CEO database allocates information as a natural human right to all people, this follows the direction of the European directive: “General Data Protection Regulation” which becomes EU law in May 2018.



2.10.5 Citizen learn-to-earn

Users of CEO can earn money in various ways 1) being paid to facilitate communication ethics programmes, 2) holding community dialogue and decision making programmes, 3) earning royalties for creating and managing data, 4) undertaking SDG development programmes on behalf of CEO.

2.11 INFORMATION INTEGRITY (II)

All members of the Foundation and its governance groups commit to building and maintaining trust as a primary resource. This is achieved via the principles and practice of group Information integrity (II) and by every individual employing communication ethics.

Instead of focussing on technical quality, information integrity (II) focuses on information and data quality. In a mediated world of 'post-truth', 'fake news,' 'alternative facts' 'false reports', 'propaganda', 'conspiracy theories', etc., information integrity offers a methodical practice, or 'quality programme', for improving cross cultural as well as local, national and organisation information value. The success of the quality revolution in the late twentieth century is a model.

2.11.1 Information Integrity (II) movement

Using the latest data science and information management systems the CEO backed II movement is designed to create an effective world-wide industrial practice for ensuring data integrity.

The quality movement that had such an enormous impact on the industrial world in the second half of the twentieth century is a model for a new II programme. The most complex issue for global implementation for a new II programme is having major industrial partners on-board.

Over time, as the II movement grows and certification regimes, awards and prizes are designed and implemented, II champions, projects and cases will be encouraged by the CEO ecosystem.

2.11.2 Industrial development

As the Information Integrity (II) movement gains momentum CEO facilitated groups and individuals are trained to produce innovation and intellectual property (IP) for II.

A new CEO Intellectual Property and Royalty Programme (IIRP) supports innovation and better ideas, returning money to communities and individuals and to those building II and CE programmes who are repositioned as originators and rights holders.

IIRP regimes support local economic regeneration and the redistribution of wealth, offering people pay to work in their communities, to self-educate and to self-govern by controlling the rights to their own IP.

2.11.3 Citizen participation

As part of its IIRP and II strategies CEO users create their own maps, models and libraries. Where this IP is made public by CEO, each IP holder is recognised via the CEO IP/royalty system.



With prescribed knowledge, for example Einstein's Special Theory of Relativity (1905), authors and existing IP holders are paid for content (e.g. publishers in this case) while many versions of that same knowledge can be developed via CEO, with different interpretations visualised and new innovations welcomed via co-registered IP.

NB: The Google Book project tested this form of multipublisher IP agreement, while it was not disclosed why the project was abandoned in 2010, it is certain that new AI/blockchain technologies make this project viable for CEO.

2.12 INFORMATION JOBS

New information economics describe the changed values of an 'information age', the character of information, the role of copyright, the development of intellectual property and the possibilities of information resources used to generate a new sustainable global economy.

As pressing economic forces lead CEO Governors to revalue non-renewable resources, address redundancies of consumption, end profligate waste and planned obsolescence, new opportunity emerges rewarding local creative development via networks of information partners at all scales of the CEO ecosystem.

2.12.1 New skills

Skills development for the future is a hot topic, with educators recognising that each workforce requires high levels of technical training with a lot of soft, or transferable skills that aid worker adaptation. This is key role for CEO, transferable skills development on any subject at community level.

2.12.2 New roles

In the near future as workforce robotization moves to centre stage, new information jobs will be created. Roles such as carers, health managers, educators, food and farming groups, community sustainability roles, local infrastructure builders, community governors, etc. will be redefined as high information-training roles by CEO and served as such.

2.12.3 New pay

CEO offers income and pay to users of the system, including income from training and self-learning across all spheres of the economy. Revenues for citizen retraining will derive from [5D] licensing fees, humanitarian and government funding, membership fees and paid for re/education and management programmes.

2.12.4 New governance

Information governance requires a level of diligence that every citizen can learn, a level which requires suitable self-education and public certification. Via CEO every community member may be involved with global sustainability and local governance to assure the primary data on which sustainability depends.

2.13 SDG/CEO DIALOGUES

Information supported public debate is essential to address the UNSDG, as is government commitment at all scales [5D: local, state, regional, national, international].



Such debate depends on people having trust in the data and information around which dialogue is built and trusting the practice of dialogue itself. This is a critical success factor for CEO.

2.13.1 Sustainable decisions

Using CEO, citizens make transparent and scientifically validated/audited resource decisions that are rapidly disseminated throughout the decision system to improve resource decisions by other communities.

2.13.2 Legitimacy for decisions

Legitimacy is an important consideration for making decisions over sustainability: legitimacy in community governance, legitimacy for debate tools and data and legitimacy for the decisions made.

CEO database offers searchable public resources to achieve all the aims of legitimacy – without compromising privacy and personal security – using dialogue and decision templates, academic research and legal frameworks.

2.13.3 Participation

Since ‘ancient Athens’ representative government has frequently replaced ‘citizen democracy’ arguably due to issues of efficiency and specialisation.

In the present ‘Fourth Industrial Revolution’, with robots and AI replacing many functions of industrial and even professional employment (e.g. administration for finance, insurance, health, law, etc.) there is reason and room for citizens to be engaged in their democracy once again. While AI also offers to integrate local political decisions upwards, downwards and across local, national and international boundaries.

In response to the democratic demand that citizens manage their own sustainability and contribute to national and international efforts towards a new sustainable economics, CEO sponsors participation by all local communities furnishing them with democratic decision making resources, while offsetting the loss of vast numbers of administrative and robot-displaced jobs by paying users to retrain and renew skills.

2.14 REMODELLING GLOBAL COOPERATION – A FLAGSHIP PROJECT

A remodelling of global cooperation recommends the use of an online platform, CEO, governed as a humanitarian resource byworld citizens and managed by leading AI companies, to support a global plan for every world citizen to build knowledge, skills and governance that promote the UNSDGs 2030.

2.14.1 Global goals

The Foundation endorses the GCF aim to ‘...raise awareness of the greatest threats facing humanity.’ A key function of CEO is to make every issue of local and global economic, environmental and social concern at all scales [5D: local, national, regional, international], the subject of citizen evaluation and decision-making and to harvest these decisions as big data, to provide strategic insight and operational information across all systems of governance.

2.14.2 Global financing

As GCF describes, ‘... [wo]mankind lives not only in national societies, but also



in a global community. This means that the behaviours and decisions of the inhabitants of nation-states also impact the vital interests of inhabitants of other countries.’ CEO puts dialogue and decision-making mechanisms into the hands of citizens and minorities across traditional borders and boundaries.

2.14.3 Public support

GSF describes how prize applications should offer ‘...increased co-operation and an increased understanding of our interconnectedness’. GSF adds, ‘In order to manage these challenges, we need effective ways of making collectively binding, long-term decisions that take into account the interests of all those affected, including future generations. The system currently in place to manage these issues – including the UN and the organizations connected with the UN – are, in their present form, not up to the task. The lack of effective global governance leads to a continuous escalation of many of the global catastrophic risks.’

To CEO, this is an enormous and potentially debilitating requirement for each New Shape prize project. In response, CEO offers every global institution and corporation as well as communities and ‘world citizens’ a powerful self-learning decision-system to build new data for governance, while also recommending methodologically informed decision-making via dialogue.

2.14.4 Corporate licensing

The GSF prize proposal requires that each project requires a process that is ‘... sufficiently complementing, strengthening and revising the present UN system, or by proposing completely new forms of governance.’ The present proposal achieves this stipulation by positioning the CEO database as a decision-making function within UN organisations, thereby avoiding institutional idiosyncrasies, supporting UN internal decisions and aligning these with independent spaces for collaboration and creative renewal.

2.15 CEO MARKETING AND LAUNCH

A unique marketing campaign will invite international celebrities – from Hollywood to Bollywood and beyond – both to participate in the work of the Foundation – for example by teaching communication ethics for sustainability -and to offer their celebrity to support the goals of both CEO and the UNSDG.

Children and teenagers will be presented as ‘national spokespeople’ to promote the youth goals of the new trust based CEO platform.

2.15.1 Professions and trades

The communication professions and trades are key influencers for the practice of a communication ethics and can influence uptake of the UNSDG 2030 goals at speed.

All other professional, trade and union groups can be marketed to as key influencers for the CEO marketing campaign.

2.15.2 High profile individuals

By recruiting high-profile celebrities and public figures the promotion of CEO database will be a world news event, immediately global, positive and orientated to substantial change.



2.15.3 Millennial Generation

It is central to CEO strategy that young people (16-30 age group) be contracted as ambassadors and pathfinders both to cross international and disciplinary boundaries and to begin the process of communication and interaction that the CEO database encourages.

These ambassadors will be paid by CEO to open doors and to overturn many traditional and mundane arguments using a new [5D] logic for their communication.

2.15.4 World festival

A world 'festival' to be inaugurated to take place on a single day each year (TBA) to encourage people worldwide to live sustainably and to celebrate the mutual goals of human development.

2.15.5 Retail programme

Based on a model of museums or tourism centres, CEO can be adapted to high-volume retail environments to add a new centre for sustainability education and entertainment to cities.

3. Motivation

Argumentation demonstrating how the model meets the assessment criteria

3.01 CORE VALUES.

Decisions within the governance programmes are guided by the good of all humankind and by respect for the equal value of all human beings as well as the legal requirements for fiduciary and reputational responsibility.

3.01.1 Humanity

The CEO database is a visual 'Library of Alexandria' employing a proprietary [5D] logic to index, map, compare and present information better so that citizen users are able to improve their decision making, self-learning and self-governance.

CEO gives online tools to users and user groups to further develop their social network and data resources for themselves, acknowledging both private and commercial copyright protection issues.

CEO is controlled by a humanitarian foundation. The goal of the Foundation is to move humanity towards the UNs SDG 2030 and towards a new era of human development.

All proceeds of Foundation trading, after expenses, are donated to this end including payments for participation by citizens in their own self-learning and self-governance.

CEO's positioning and role is that is a trust partner and trust network and its governance will therefore protect and enhance this role as a primary goal.



3.01.2 Foundation

As the Foundation builds its service across international borders, its governance structures and members will interact with national governments to achieve the UNSDGs.

Thus governments will become both partners and distributors towards the goal of achieving the Foundation's humanitarian purpose.

3.01.3 Community

Arguably, smaller communities are often disenfranchised by national political systems, while the CEO database aims to empower these communities with new integrating ideas, knowledge and inventions driven from these communities upwards, thereby to reward local innovation and to rebalance omissions and distortions in traditional governance systems.

3.02 DECISION-MAKING CAPACITY.

Decision-making within the governance model must generally be possible without crippling delays that prevent the challenges from being adequately addressed.

3.02.1 Radical transparency

Artificial intelligence and machine learning built into CEO will aid decision making at all scales of self-governance, combining AI powered data systems aligned with live human forums and learning events that support improved decision making.

By visualising data CEO encourages a radical level of transparency and efficiency for data classification, structure, integrity and thus decision effectiveness.

Users of CEO can access and develop for themselves original data sets and are given tools to recognise how key data principles are designed into or omitted from traditional data resources.

3.02.2 Information Integrity (II)

As information integrity (II) develops its industrial practice, more and more practitioners will be involved in the consolidation, evaluation and distribution of data and information products and protocols.

Information Integrity is another way of driving quality in decision making for governance at all scales by establishing codes for the management of consultation, information and data design.

The key issue of timing when implementing decisions is built into the CEO system, as time is a key variable of information and of communication.

In this case, timing is built into the design of every CEO protocol, thus to gain confidence rather than limit dialogue or discussion. This is critical as 'unlimited discussion' is a default position of communication ethics when addressing complex issues.

3.02.3 Responsiveness

The Foundation commits to immediate investigation and independent evaluation where data or information proves controversial or is disputed.



This practice of CEO responsiveness has to be public, open to challenge and part of the entire strategy of the database, both to protect the Foundation's reputation and to build trust in its data.

Protocols and codes for dispute resolution are critical to Foundation governance and operational efficiency, with the worst and most intractable human conflicts providing case material and benchmarks by which these protocols are judged.

3.03 EFFECTIVENESS.

To effectively address the global challenges and risks, the governance model must include means to ensure implementation of decisions.

3.03.1 Decision effectiveness

Decisions made within the CEO database are each mapped and detailed to the governance level required by the users of that data.

Each decision is held publically, or privately based on governance protocols, as a Library, so that existing and new users can review and develop decision data over time.

The database is yet to finalise its protocols to enable full effective and affective governance operation, while the updateability of data and continuous assessment by all members of the database offers a substantial reward to members, users and citizens who wish to make and hold effective decisions.

Live and online-only multi-party decisions that feature multiple levels of issue complexity are the very purpose of the CEO database.

These decisions are continuously remapped by thousands of communities each from their own perspectives to create a total picture of issues, histories, science, votes and decisions. New initiatives and solutions may then be presented for assessment by live group dialogues and interested parties. Finally, big data and democratic review combine to produce set of decisions to be proposed and voted on by all those interested to do so.

Another level of governance and decision protocol applies to decision protocols where intractable problems or belligerent opponents reduce the possibility for agreement by the wider community. CEO employs the direct experience and techniques held in the field of conflict resolution to further the possibility of decisions for agreement and where no agreement is possible to hold open forums for debate and data for long-term resolution.

3.03.2 Community

The CEO database supports multiple constituencies organising their own dialogues with pre-programmed and live mapping visualisation software to improve effective decision making.

It does this by opening libraries and sub-libraries for every issue or scale of governance and allowing members to keep building knowledge and decisions relating to these libraries over time.



Implementation of decisions is assured by the timing protocols, sanctions protocols and the directive protocols agreed by governance groups within the CEO system.

3.03.3 Sanctions

CEO is designed with a set of sanctions to be implemented against those who assign themselves or are assigned the task of programme management or completion of tasks and do not achieve the timing, directives or objects of agreement.

Sanctions involve not only exclusion from the database, exclusion by other communities and networks and defunding. Each sanction is grounded by CEO's public framework of self-policing sanctions.

Ultimately the Foundation Council may select from a variety of legal, lawful and other sanctions to drive the quality and implementation of CEO user decisions.

3.04. RESOURCES AND FINANCING.

The proposed governance model must have sufficient human and material resources at its disposal, and these resources must be financed in an equitable manner.

3.04.1 Prize funding

New Shape Prize funding provides for international legal registration of the Foundation including protection of its trademarks. It will also provide expenses for the Foundation to hold discussions with technical and government partners.

Prize funding may additionally be used to fund and build a number of prototypes for the CEO platform.

The partnership and licensing funding model for CEO will draw together private, public and voluntary organisations with an interest in communication ethics, each of which will be approached for funding.

3.04.2 Match funding (governments)

National, regional and local governments to be approached to provide funding for the global CEO project.

Failing support from this sector, CEO will aim to make every government department a paid licensee of the database.

3.04.3 Technology partner funding

Key technology partners – large-scale social networks and technology development companies – will participate in CEO as the centre of an innovative ecosystem. Each may be invited to become minority shareholders in the operating company which owns the online technology.

NB: The Foundation will never relinquish control of the technology platform or its operating company, thereby to protect user information, assure trust in the CEO system at all levels and to provide ongoing funding to achieve its humanitarian aims.



3.04.4 Corporate licensing

A priority for CEO commercial ambitions is that private corporations pay, so that communities and individuals have free access to the system. This assures significant income streams from corporations and institutions wishing to use the CEO database, while greatly reducing pressure on CEO from the requirements of day-to-day revenue generation.

3.04.5 Philanthropic gifts

In each nation state, high net worth individuals to be approached by the Foundation to ask for contributions to the development of their national Foundation and local communities of communication ethics.

3.05 GENERAL SECURITY.

The governance model must guarantee international security and prevent disputes from escalating into war or other large-scale armed violence. Nations and ethnic groups must be guaranteed protection from external attack and must receive assistance in handling internal disputes fairly.

3.05.1 National security

Each nation state will have access to and be able to refine the diplomatic and security issues when using CEO via the Foundation's formal governance networks.

International Foundation sponsored 'security forums' can benefit from use of the CEO database and build communication ethics around shared security assessments and threats.

3.05.2 Conflict resolution

The CEO database is designed for conflict resolution and public dialogue and will have as a key focus of its development the reduction of tensions between ethnic, religious, political and other groups who have historically been divided and liable to conflict.

Where conflict arises specific protocols designed into the CEO database will operate to isolate the conflict and to agree procedures that support dialogue, deliberation and conflict resolution.

3.05.3 Diplomatic training

A theme in communication ethics is its underpinning as a philosophy for political and diplomatic communication. Communication ethics may be formalised into a discipline to revitalise the staff and institutions of public governance towards shared goals at a time of such wide-deep risk.

3.05.4 Community equity

By being responsive to local communities, CEO builds community equity, wealth, innovation and capacity for resilience in the face of widespread threats to community sustainability.

This responsiveness includes 'self-education' programmes such as emergency or disaster relief, working with damaged communities, building new programmes for food security, etc.



3.06 FLEXIBILITY.

A successful governance model should allow revisions and improvements of its legal structure and effective working.

3.06.1 Trust & openness

The first principle of the CEO database is that its users must trust the public information on the database.

To do this they need to acknowledge their own data is secure and that any rights accruing from its use via informed consent are rewarded to them.

Using a blockchain model where every decision is publically recorded across a network of users, each CEO decision made and agreed becomes publically available and thus accountable.

CEO's trust based governance supports revisions and improvements to its own governance structure as well as the governance structure of any organisation using CEO systems.

3.06.2 Reorganisation

Visualisation programmes employing the [5D] digital logic support a complete restructuring of the CEO database in real-time by developers and Foundation governors, simply by copying the infrastructure as a 'virtual map' or 'grand visualisation' and redesigning it from the start, virtually.

3.06.3 Conventions and rules

CEO governance groups oversee changes to rules, operating procedures and libraries throughout the bottom, top or middle of CEO. Governance groups are notified of proposed changes automatically by the database, while notice is also made to developers and data scientists capable of responding to new inputs and reorganising the model of governance at a provisional and technical level.

Protocols for re-setting governance structures, decisions and plans to be put in place throughout the CEO database, so that a majority of one governance group would be enough to trigger reviews that would allow the entire governance structure to respond, without losing credibility or momentum.

3.07. ACCOUNTABILITY AND TRANSPARENCY.

It is a fundamental requirement of a successful governance model that it perform the tasks it has been charged with, and the governance model must include the power to hold the decision-makers accountable for their actions

3.07.1 Accountability

Every decision maker within Foundation and CEO governance is held directly to account through the contracts and legal frameworks that they consent to when taking formal, paid or otherwise remunerated roles.

Other members of the Foundation and CEO organisation sign and agree the Membership Terms & Conditions as laid out in the Foundation's Rules of Membership.



Those CEO users and citizens participating in the public forums organised and overseen by the Foundation do so under public advisement, sign-posted on CEO prior to their participation, with individual contributions in these forums recorded and used for future research and governance purposes.

Any member of the Foundation or the public forums it oversees breaching the conditions laid out in the Rules of Membership is liable to sanction, denial of membership and exclusion based on an independent arbitration process.

3.07.2 Transparency

The Foundation and CEO organisations are equally committed to the highest standards of public openness and data transparency to build trust and to establish an information integrity revolution.

Open access to data will be the default position of Foundation and CEO, excepting the private data of individuals as a specific instance where transparency is not default.

As part of CEO's Service and Licensing protocols, big data derived from billions of individual decisions will be made available on a commercial and non-commercial basis, while Foundation governance decisions will be made available to all members and users of the system.

All decisions relating to transparency will remain under the governance and control of the Foundation.

3.07.3 Remuneration

It is the aim of the CEO database to remunerate all parties charged with governance.

Managers of the database, its editors and content providers will be held accountable based on a directory available to all and capable of being updated by legitimate governance decisions.

Payments also reward high levels of commitment by the governance groups, Executive, Council and Advisory Committees, who undertake specific and regularised tasks to maintain key oversight and management functions.

3.07.4 Codes

Each member of the Executive, Council and Advisory Networks will be regulated by a code of behaviour and operating procedures that align their full or part-time activities with the needs for consistent decisions, accountability and transparency throughout the CEO networks.

3.07.5 Sanctions

A variety of sanctions are available to the Foundation and CEO Executive. From penalties and exclusions to lawful conduct and legal recourse, these will be designed as part of the first stage development of the project.



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