

THE

PREVIOUSLY ON
PROJECT AWARE
THROUGHOUT THE YEARS

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AWARENESS

PROJECT 'AWARENESS'

Everything starts with awareness, and so did the beginning of Project Aware. During a trip in the Himalayas, the two initiators became aware of the importance of freedom and what freedom meant

for them. Over the past years, they successfully initiated a similar awareness process with Project Aware.

1ST AWARENESS

The aforementioned experiences left such a deep impression on them that they were the first to become 'Aware'.

Once back in The Netherlands, and much like them, it appeared that the majority of people were not at all familiar with the hardships of, for example, the Tibetan people. In addition, they discovered that the media coverage on such topics left much to be desired. This is why they saw it as of utmost importance to inspire more people, so that a similar switch of aware-

ness could take place. A year after their return in Amsterdam, they started Project Aware.

The foundation

The decision to establish the Project Aware Foundation was the first formal step in greater professionalisation towards the promising organisation. The not only non-profit, but also non-costs/expenses soon made this foundation and good cause without a bank account, super transparent, famous and unique.





ABOUT

THIS IS PROJECT AWARE

Project Aware's primary aim was to evoke an awareness process. By calling upon everyone who values freedom, Project Aware enabled people to make their own contribution. Therefore, everybody was able to participate with Project Aware in their own individual way, as well as, together, as a group. No exceptions.

That way, Project Aware, with everyone connected, wanted to communicate a signal of freedom, in order to end all torture and oppression for once and for ever. She represented what every person stands for; namely freedom - freedom and the right to be yourself!

MISSION & VISION

Mission -> action

Project Aware started a process of Awareness and sent out a signal in favour of freedom.

Vision -> goal

Project Aware's mission is the first step towards freedom - freedom as the foundation for life - everywhere in the world, for everyone;

freedom of expression without interfering with someone else's freedom.

Freedom is a universal right. Because millions of people in history have given their lives for a world in which respect and freedom form the base of a peaceful society, Project Aware continued to call upon us all.

STRATEGY & MESSAGE

Strategy -> approach

Project Aware used the zero-costs method and operated completely on third party sponsoring, in the form of product, service or expertise, volunteers and interns... - and as she asked her supporters for Awareness and not for money, her intentions remained pure and guaranteed.

Through her 4FREEDOM Projects, Project Aware primarily reached the public and asked everyone to support its mission by voting for freedom. Anyone could vote for freedom by leaving a digital signature on the site. These votes then resulted in the supporter's counter which was communicated continuously. The counter worked as a powerful motivator and communication tool. It showed that, as a group, we could take responsibility for freedom.

Strategy -> The Message

Freedom. Freedom for everyone! Freedom!
Project Aware made people Aware of the importance of freedom.

Everyone should have a right to freedom. Throughout the years and at different locations around the world, it seemed that not everybody is lucky enough to be able to live in freedom. Project Aware believed that this must change! With this in mind, Project Aware got started and appealed to everybody living in freedom.

PROJECT
AWARE
FOR A FREE GENERATION

ABOUT



**PROJECT
AWARE**
FOR A FREE GENERATION

PROJECT AWARE



**PROJECT
AWARE**
FOR A FREE GENERATION

STEM **TEGEN** MARTELING EN ONDERDRUKKING
STEM VOOR VRIJHEID
ZET JE DIGITALE HANDTEKENING OP PROJECTAWARE.COM

**PROJECT
AWARE**
FOR A FREE GENERATION

VOTE AGAINST

TORTURE AND OPPRESSION

VOTE FOR

FREEDOM



ABOUT

THE PLAN

1. Project Aware communicated her message via various channels

- Word-of-mouth advertising (SHOUT4FREEDOM)
- Promotional products (SHOP4FREEDOM)
- Art (ART4FREEDOM)
- Schools (KIDS4FREEDOM)
- Festivals (PHOTO4FREEDOM)
- Events (DANCE4FREEDOM)
- In the media
- International roll-out

2. The awareness process

Through the attention, the message and informative role, Project Aware reached out to people. The awareness process began.

3. Voicing support

If the message had touched you and had made you Aware of the importance of freedom, you would then vote for freedom and against torture and oppression with your digital signature, in the form of your email address; the counter increased.

4. De counter

- The counter measured the awareness process
- The counter was communicated
- The counter motivated even more people to become Aware

5. The chain reaction

Everywhere people started taking action to make others Aware.

6. A large number of supporters -

The law of large numbers influenced the following groups:

- Supporters
- Opinion multipliers
- Media
- Companies
- Project Aware employees
- Goal-related organizations
- Politicians

7. End goal:

Human rights are applied and respected.
A foundation of freedom is created where everyone can live in freedom.





ABOUT

KEY POINTS

- For a free generation
- Project Aware stood for freedom
- Project Aware asked everyone to vote for freedom
- Project Aware never asked for money
- Project Aware used the zero-cost-method
- Project Aware focused entirely on awareness and freedom
- Project Aware was not engaged in politics
- Project Aware bridged the gap between existing organizations and the public
- Project Aware wanted to end worldwide torture and oppression



SPONSORING

Project Aware ran entirely on goodwill. Partly due to the drive of the initiators and because Project Aware worked with the zero-cost-method (meaning that all aspects within the organization were sponsored in kind), many potential partners were willing to sponsor. As a partner, Project Aware gave her sponsors the chance to successfully position themselves as a corporate social responsible (CSR) enterprise in The Netherlands.



ACCOMMODATION

Thanks to one of her important sponsors, Project Aware could use office space in an office block at Amsterdam's ring road where Project Aware received sponsored computers, phone, internet connections and conference rooms. Due to the tremendous success of Project Aware, a move to a larger office space, beautifully situated on the premises of the Amstelveen communication park, was the next step.



PROMOTION

Various media not only sponsored Project Aware, en masse, which resulted in quite some media exposure and supporters but, also, complemented each other in a cross-media communication plan, where internet played a major role in the business-to-consumer communication. This is why Project Aware's communication expressions were heard and seen by a broad audience, which was essential for an organization dependent upon media-attention.



AWARE EVENTS DANCE4FREEDOM

Aware Events was responsible for their own events, among which the DANCE-4FREEDOM editions, with the unique and ultimate vibe. All were very successful events for- and about- freedom and for everyone who valued freedom. DANCE4FREEDOM soon received high ratings in the club scene. In addition, Project Aware was visibly present at numerous festivals and events, amongst others, at the Liberation Festival on May 5th.



EVENTS/OUTDOOR

Over the years, Project Aware was often present with support actions and acts, at various festivals and on busy city squares. There was always room for playful stunts, such as an Aware boat during the Gay Pride. Needless to say, there were not only activities at the Dutch Liberation Day festivals but also many trending festivals and parties, such as Awakenings, loved to support Project Aware.



AWARE SUPPORT

Project Aware has experimented with addressing her target group and making them Aware. This soon resulted in the start of the Project Aware promotional teams that informed people about Project Aware's mission and collected support in the form of digital signatures. For visible presence at festivals and events, Aware Support used an info stand, mobile prison cage, voting consoles and an extensive collection of physical banners, flags and flyers.



ART4FREEDOM

Thanks to the start of ART4FREEDOM artists were offered the possibility to contribute to freedom through their art expressions. The variety of different art forms resulted in an impressive collection of poems, paintings, drawings, sculpture, digital works and photos, which were available for the public, both as online- and offline expositions and events. People interacted with the artworks related to (the lack of) freedom.



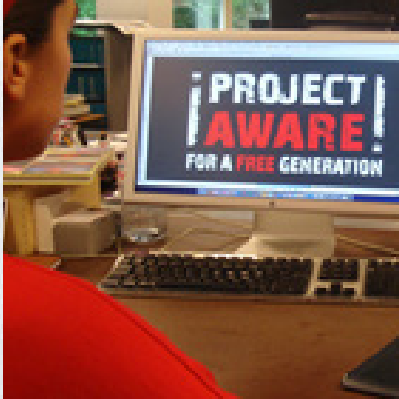
PHOTO4FREEDOM

Within the framework of the PHOTO-4FREEDOM project, voluntary promotion teams were present at third-party events, where they made pictures of potential supporters. After visiting the promotion site, they would become a supporter and could download and share their photos for freedom. Thanks to such actions, PHOTO4FREEDOM teams have boosted the promotion of DANCE4FREEDOM and ART4FREE-
DOM events considerably.



SHOUT4FREEDOM

By means of SHOUT4FREEDOM, Project Aware made people Aware of oppression and human rights violations. The audience of the Amsterdam Liberation Day event shouted en mass after having seen the main stage SHOUT4FREEDOM video. When someone shouts, he or she experiences the feeling of liberation. When linking this to the Project Aware message, this resulted in a ripple effect.



CREATE4FREEDOM

CREATE4FREEDOM was a team of different creative professionals, such as designers and experts, who were working on the production/realization of all the necessary Project Aware products. These included graphic designers, video-editors, web editors, designers and developers, photographers, copy writers, programmers, set designers, etc., who all worked very professionally at creating products and the overall image.



SHOP4FREEDOM

SHOP4FREEDOM offered promotional products, which resulted in quite some free publicity, as proud people literally embodied the merchandise and mission. Thanks to ticket and T-shirt sales and the successfully saved financial buffer, the former minimal margin (which was created to cover inevitable costs) was soon removed and products were sold at wholesale prices.



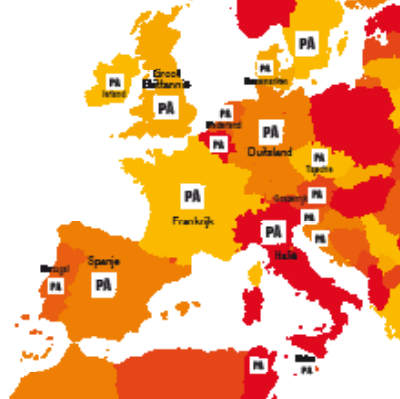
BALLOONGIRL & CAR

In North Nepal, The Himalayas, in a narrow alley between two crumbling walls, the initiators met Pijo. As many others, she had fled from oppression to freedom. Pijo received a balloon and had the most fascinating facial expression but was still trapped in silence. Her story was captured forever in the form of the first Project Aware logo, which, at that time, was also on the striking promotion car.



KIDS4FREEDOM

The KIDS4FREEDOM audience was reached through modern entertainment. As a signal of support, kids could also vote for freedom, by donating their email address or that of their parents. Actions at primary schools were the best way to contact kids where, most of the times, they would become Aware of freedom and child rights, in a playful manner.



AWARE INTERNATIONAL

Aware International worked on the expansion of Dutch activities to other countries and investigated the possibilities for a successful international roll-out of the Project Aware concept. Following the Dutch version, the site was translated into English and Spanish, to be followed by other most important languages of the world in order to increase global access.

VERBODEN JEZELF TE ZIJN

ART. 503. WETB. v. STRAFR.
VANAF 1 APRIL 2008 NIEUW WETSVOORTSTEL

PROJECT
AWARE
FOR A FREE GENERATION

VIBE & DRIVE

Project Aware was famous for her informal work environment where everyone enjoyed freedom and the right to be yourself. The organization, as well as her volunteers, sponsors, supporters, etc., were young, modern, dynamic and open-minded. The original and tireless drive, of the two initiators, stimulated everybody, who was exposed to them and was almost always a most important factor for new cooperation to Project Aware.

WHAT WAS ACHIEVED

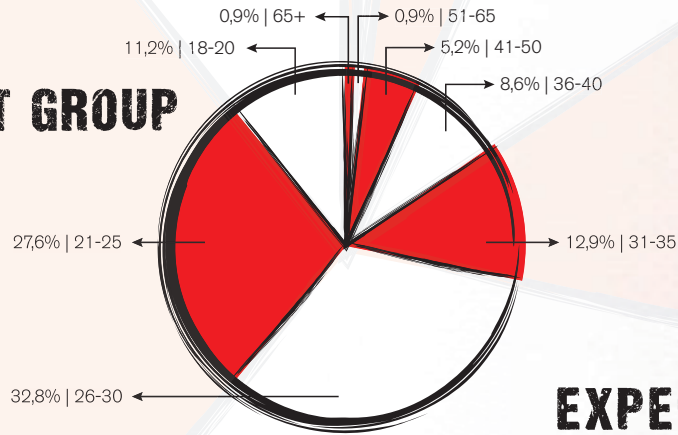
Everything starts with awareness and so did Project Aware. By telling their impressive travel story, the initiators started making their friends and family Aware. This soon resulted in about 300 people, which, in time, grew to 3.000 and over 30.000.

Simultaneously, the number of volunteers increased from 2 to more than 100 and likewise, the cooperation with over 200 sponsors. In order to meet that growth demand, it was of utmost importance that Project Aware, continuously and professionally, renewed herself and kept expanding her very diverse network of contributing partners/sponsors, as well as the number of workers, in the form of interns and volunteers. In addition, time was invested in innovation, constant trial and error and further development

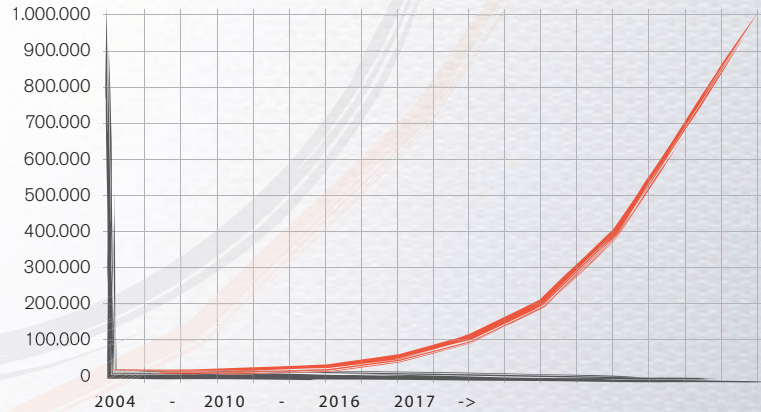
of successful projects that would make the target audience Aware and drive them to action. Therefore, one has to be excited about everything that Project Aware, without any financial means, has reached and done until now.

During the past years, surely, Project Aware has reached out to many people. Yet, this was never the end goal we had in mind. So, now, join us as an IAM4FREEDOM Hero and as the subsequent story as it continues, with the freedom-spreading follow-up: ALL4FREEDOM!

TARGET GROUP



EXPECTED GROWTH





NEXT STEP / YOU

THE FUTURE

After Project Aware's post-experimental period of many try-outs and awareness, time has come to link you and all the previously awakened awareness to some serious subsequent action. The action-based, so-called, ALL4FREEDOM shall start the international roll-out of Project Aware's proven 4FREEDOM projects supplemented with the IAM4FREEDOM power-to-the-people platform. From awareness to action and beyond; that is what this second chapter is all about.

So, it was you who asked for more. You asked us to come up with possibilities to participate and something that everybody could easily use, to help make the world a better place.

Well, we did not only listen, but continuously committed ourselves to the cause and started out with a few fine forward-thinking, early adopters, heroes and believers, who are now building that very IAM4FREEDOM campaigning community that you all asked for. As we believe that every single one of us has the power to change and that all these efforts combined can make a difference, you are the main reason we have been working hard behind the screens to launch ALL4FREEDOM so soon.

Now, it is your turn to make magic and make things happen. So, please sign-up as an IAM 4FREEDOM Hero at ALL4FREEDOM.COM and help shape, shake and move this new movement! Thanks for your trust, (future) support and all the wonderful years,

Jeroen en Atreya - managing directors and founders of Project Aware/ALL4FREEDOM





THANKS

We wish to thank all those sponsors, volunteers and interns, who have helped us build the organisation, without funds and money, from a freedom idea to the very promising Project Aware and towards IAM4FREEDOM - ALL4FREEDOM - FREEDOM4ALL and beyond!

'In memoriam, special thanks to Linda Putter, who, unfortunately, was unable to finish this presentation; may her enthusiasm and dedication live on!'