

IMAGINE! Montreal

Executive Summary

Business Description: We present an innovative approach to economic and societal transformation through the concept of a Moneyless Economy (MLE) and the implementation of **IMAGINE!** initiatives. The vision is to foster inclusive and sustainable communities worldwide, starting with **IMAGINE!** Montreal.

Summary of Business Strategy: The Moneyless Economy (MLE) reimagines traditional economic systems by shifting away from currency-based transactions towards a model centred on sharing, collaboration, and resourcefulness. This paradigm embraces principles of abundance, equitable distribution, and environmental stewardship, aiming to address systemic inequalities and promote collective well-being. **IMAGINE!** Montreal serves as a pilot project for the broader implementation of MLE principles across diverse communities. By fostering local networks, facilitating resource-sharing platforms, and promoting skill exchange, Imagine! Montreal empowers individuals to meet their needs without reliance on conventional monetary systems. Through education, advocacy, and grassroots organizing, we aim to catalyze a global movement towards MLE, amplifying its impact and reach.

Technologies and Special Know-How: Key components of the initiative include:

Community Engagement: We foster community participation and ownership through inclusive decision-making processes and collaborative problem-solving. By empowering individuals to actively shape their local economies, Imagine! Montreal becomes a catalyst for social cohesion and resilience.

Resource Optimization: The MLE framework emphasizes the efficient utilization of existing resources, reducing waste and environmental degradation. Through shared ownership models, recycling initiatives, and sustainable practices, Imagine! Montreal promotes a circular economy that minimizes ecological footprint while maximizing societal well-being.

Skill Exchange and Education: **IMAGINE!** Montreal provides platforms for knowledge-sharing, skill development, and lifelong learning. By harnessing the collective expertise of community members, we cultivate self-reliance, creativity, and empowerment, enabling individuals to thrive in a rapidly changing world.

Advocacy and Policy Reform: We advocate for systemic change at local, national, and international levels, promoting policies that support MLE principles and values. By collaborating with policymakers, businesses, and civil society organizations, **IMAGINE!** Montreal seeks to create an enabling environment for sustainable development and social justice.

Planned Growth: Our plan is to implement Imagine! Montreal in the immediate and to grow outwards through duplication of our concept to 10,000 **IMAGINE!** Communities by 2030.

Means to Attain: Everything we need for growth is at hand. By using all the resources of the people, corporations and governments and by engaging and inspiring people all around the world with our first community, we anticipate that we will have no challenges to growth in future years.

Conclusion: We offer a transformative vision for the future of economics and society, grounded in the principles of solidarity, cooperation, and abundance. Through the implementation of Imagine! Montreal and similar initiatives worldwide, we have the opportunity to build a more equitable, resilient, and harmonious world for current and future generations.

Management Team

Subhendu Das
Jae Sabol
Roxanne Meadows
Matt. Holten
Chris Agnos
Dawn Agnos
Stephen Bronfman
Darrell Huxham
Michael Murphy
Miles Krol
Gail Grief
Bernie Ghetler
Kate Davey
Sheryl Moore
Kim Bownes
Cat Tartaglia
Kathleen Casey Cook
Eric Cook
Amanda Forest
Chris Hogle
Jake Nolan

Strategic Board

G3 - Changing the World

Ross Harvey - CIO & Chairman
Philippe Messier - President & CEO
Dr. Brent Brooks - Special Projects
Jais Cohen - Operations Director
Jason Waggoner - Sales Director
Roberto Mourao - Technology Director
Annick Bischoff - Creative Director
Leon Maliniak - Legal Director
Chuck Rankin - Social Media Director
Anthony Almada - Nutrition Director
Robin Niderost - Fitness Director
Peter Kelly - Co-Chairman

ANewDay.ca

Moving mankind towards Heaven on Earth