



PHOENIX

WORLD TRANSFORMATION PLATFORM

The Solution for a World on Fire

"Make no mistake: This is our new normal. We are the first generation to feel the impacts of climate change & the last generation with a shot at doing anything about it."

– Kathy Hochul, Governor of New York, July 10, 2023

In August 2021, following a nine-hour search, Jonathan Gerrish and Ellen Chung, their baby, and their dog were found dead on a hiking trail minutes from their home in Mariposa, California.

They had not been in an accident. They were not attacked by a bear or mountain lion. It was not murder or suicide. They were young, happy, and in good health.

After two months of examination and deliberation, the local coroner announced the cause.

It was heat.

It had been 109 degrees on the ground the day of that short hike. The family had ample water but little shade. And the human body, no matter how smart or fit, can only take so much heat.

As Jeff Goodell, author of *The Heat Will Kill You First*, writes, “As the heat rises [above 107 degrees], the proteins unfold and the bonds that keep the structures together break...At the most fundamental level, your body unravels. ... Your insides melt and disintegrate — you are hemorrhaging everywhere.”

This summer, just two years later, 80 million Americans live in towns and cities where the temperature rose above 105 degrees. Often for days or even weeks at a time.

We are all rapidly becoming that young family from Mariposa, taking a healthy walk on a beautiful day close to home, somehow completely unaware of what we are doing to ourselves and our children.

Climate Crisis at Scale

Like the proverbial frog in a pot of cold water placed on a stove, humans seem to have had no recognition of just how vulnerable we are. The heat was rising but we didn't seem to feel it. And we absolutely didn't believe it could hurt us.

Then suddenly it was all we could see, feel, or talk about. And for good reason.

Phoenix, Arizona recorded a record 26 consecutive days with temperatures above 110 F. Miami, Florida, hit a record of 44 days with a heat index above 100 F. El Paso, Texas, set a new record for consecutive days with triple-digit heat, at 40 days and counting.

Europe experienced its own heatwave with Rome, Italy, and Figueres, Spain, reaching their highest ever recorded temperatures of 109 F and 113 F respectively, just two years after a record heat wave caused over 61,000 deaths, principally among the young and the elderly.

In China, Sanbao logged a record-breaking 126 F and Beijing endured four weeks of temperatures above 95 F. In Iran, the Persian Gulf International Airport recorded a heat index of 152 F.

That was all in one single summer. And the challenges are only beginning.

Increased temperatures, storm surges, rising sea levels, and other climate related phenomena are expected to have increasingly dramatic socioeconomic and political ramifications.

The World Bank estimates that unchecked climate change will drag upwards of 130 million people into poverty before the decade is out and force an additional 200 million people to migrate by 2050. Massive job loss and the requirement of up-skilling the labor force will destabilize economic systems around the world due to unpreparedness. This situation will lead to monetary impacts that will make it even more difficult to help these at-risk populations cope.

There are vast differences between nations' capacities to meet increasing climate crisis challenges. Industrialized nations have far greater ability to adapt to shifts in the ecosystem than less industrialized nations and within these nations, the most vulnerable, approximately one billion children are now at severe climate risk.

Already historic refugee flows are expected to rise further. These movements, together with an increasing strain on fundamental resources and human infrastructure, are expected to be a major factor in spawning or exacerbating internal, regional, and international political and military conflicts.

Unfortunately, those institutions we rely on to address problems of such magnitude seem stuck.

The traditional systems which were developed to support continual human consumption and growth are not tailored to problems arising from unchecked harvesting of natural resources for a rapidly expanding population. National governments, international agencies, and global NGOs are hampered by their traditional cultures, entrenched bureaucracies, and legacy infrastructures in their ability to respond to a crisis of global scale fully, effectively, and quickly.

Individuals, in contrast, have the will to collaborate. And now that the scale of the crisis is so abundantly clear, and we are reminded of it so continuously, individuals are ready to work together to make a change. What they have lacked are the tools and shared working venue to do so. Until now.

A New Way Forward Powered by Responsible AI

"Climate change cannot be addressed with simple single-sector, single-country, or single-organization solutions. Instead, it requires collaboration and knowledge-sharing across interest groups and borders."

– Akihiko Nishio, World Bank Vice President of Development Finance

What if all those seeking a solution to the climate crisis threatening themselves, their families, and their communities finally had a place to turn?

Not just another social media site. Not just another app on their phone. Instead, a dynamic, intelligent toolkit and workspace designed to promote and facilitate true democratic conscious collaboration among all those who share their concerns and want to take action. Not in 2050. Not in 2030. Today.

That is what PHOENIX is all about. The first and only responsible AI-powered platform for global climate change resolution.

PHOENIX is the signature project of World Systems Solutions (WSS). Founded in 2021 by author, technologist, organizational consultant, and spiritual teacher, John Jones, WSS is a non-profit, 501(c)(3) organization dedicated to sparking global collaboration to address urgent and complex interrelated global crises that are generating climate change.

WSS rallies individuals and organizations for a sustainable future by promoting cooperation and sustainable technology. Our WSS initiatives, like the PHOENIX Platform, utilize responsible AI to take on issues such as climate change, ethical AI use, and societal equality. We believe in co-building flexible systems that encourage collective responsibility for our planet. Our goal is to trigger positive, healthy change for everyone's benefit.

In cooperation with governments, NGOs, international agencies, and higher education institutions worldwide, the board, staff, and facilitators of WSS work to address the root causes of the climate crisis through public education, intensive workshops for changemakers, and the development of next generation digital social support and collaboration networks.

Now, with the development of PHOENIX, we will be putting the tools for true positive social change in the hands of anyone and everyone who is ready to play an active and impactful role in addressing climate change and all its associated crises.

PHOENIX is being constructed as a global utility; a responsible AI-powered platform for a new human-centered era. Its collaborative design is being informed by interaction with various organizations. It will operate as a prototype solutions development and delivery system for any needed technology or resource to serve the common good.

We are working to ensure that the AI embedded in this engine of social change is deployed transparently and ethically for the benefit of all. The PHOENIX environment will leverage AI, other technologies, and the collaborative capacities of the international community in service to humanity and our one and only planetary home.

It is now up to all of us to creatively and rapidly learn to re-organize and work together to courageously rescue future generations of children and many other species from this clear and present threat. This will require collective restructuring of our collective life process and comprehensive scalable and rapid empowerment of as many of our youth, women and diverse populations as possible. Adaptation, reduction and recycling is not enough to move the needle of the crisis.

In a time when the rapid and unfettered development of AI often mirrors the risks of other prior technologies released without consideration of potential harm, WSS is committed to ensuring that PHOENIX is a model responsible AI environment, protecting both inputs and outputs by users.

How can PHOENIX advance our collective work to solve the climate crisis through effective human collaboration?

A few of the ways include:

- **Global Scalability:** Increasing the collaborative capacity of the international community and accelerating innovation that is completely focused on generating sustainability of our ecosystem and life supporting infrastructure.
- **Social Engagement:** It is vital that a platform be able to personalize public engagement in climate action. Using a healthy and non-commercial social media interface, PHOENIX can allow users to come together and create local impact projects, create solution templates and participate in their communities with purpose and passion. This can scale globally as the local flows to the global and back again to keep us connected to the latest available information and education. This approach can tailor messages to maximize involvement, foster discussions, and drive collective action.
- **Data Sharing:** Responsible AI platforms can enable large-scale sharing of research and data globally. This allows scientists, policymakers, and activists to collaborate effectively, leveraging insights from around the world.
- **Project Coordination:** Responsible AI systems can aid in coordinating global efforts. For instance, managing multi-national carbon sequestration projects, tracking contributions, and ensuring targets are met.

- **Data Informed Alignment:** Responsible AI can analyze diverse data sets, presenting stakeholders with the best solutions based on their specific circumstances. This supports effective decision-making, minimizing disagreements, and streamlining action.
- **Predictive Analysis:** Responsible AI can model future climate scenarios based on different intervention strategies. These predictions can inform policy discussions and help align global efforts.
- **Resource Optimization:** By predicting the most impactful climate solutions, responsible AI can guide global investments to areas with the greatest potential, ensuring the best use of resources.
- **Decision Making:** PHOENIX can support understanding the true cost of our individual and collective choices and move us to more sustainable consumption, production, and valuing the common good. It will do so by providing an aggregation of evidence-based scientific research and synthesized understanding of supply chain cost, environmental externalities, and health aspects of our decisions in the long and short term thus empowering all of us to support life on this planet responsibly.

In short, the ability of PHOENIX to process vast amounts of data and its predictive capabilities can break down silos and align global efforts. It will connect diverse stakeholders, streamline decision-making, and optimize resources, speeding up our collective response to the climate crisis.

How is that different from what the internet already does?

The internet has revolutionized information exchange and communication. That said, it has not effectively organized and catalyzed the global community's response to the climate crisis nor generated necessary basic solutions delivery capacity. The responsible AI approach we will use with PHOENIX will go beyond detrimental for-profit algorithms and integrate integrity into the system, foster global collaboration, and prioritize the wellbeing of the global community first and always. We now require a "fire department for the climate crisis".

Here are a few of the ways that distinguish past approaches to those we will be employing within PHOENIX:

- **Enhancing Engagement:** PHOENIX will use data to create more engaging and persuasive narratives for climate action, using techniques like targeted

messaging and social media analysis to influence public opinion more effectively than traditional internet methods.

- **Advanced Analysis:** Unlike the internet, which primarily enables information dissemination, the PHOENIX platform will analyze and interpret vast amounts of data, including patterns and trends that may be undetectable to humans. This deep analysis can offer richer insights and inform more effective climate strategies.
- **Predictive Modeling:** PHOENIX will predict future scenarios based on vast historical and real-time data. These forecasts will provide a roadmap for climate action, something the conventional internet does not offer.
- **Customized Insights:** PHOENIX will provide tailored information based on specific contexts or user needs, enabling personalized decision-making. While the internet can provide a plethora of information, our responsible AI methodology will sort through the noise and deliver what is most relevant to solving climate issues and create a movement toward sustainability.
- **Real-Time Adaptation:** PHOENIX will learn and adapt in real-time, continually improving outputs. This dynamic learning capability is far beyond the static pages and databases of the conventional internet. PHOENIX provides crucial vetted information and tools to effectively apply it, empowering users to achieve higher levels of conscious awareness and understanding.
- **Automation:** PHOENIX will automate routine tasks, such as data collection, monitoring, and report generation. This allows climate scientists and policymakers to focus more on interpreting data and devising solutions.

In essence, the internet provides the foundation for global information exchange and collaboration, PHOENIX, using a responsible AI infrastructure, will add layers of data analysis, customization, prediction, and automation that will make these collaborations more efficient, effective, and far-reaching in addressing the climate crisis.

And, perhaps most important, PHOENIX will bring people together in ways that the internet in its current state often tears people apart. PHOENIX is designed as an antidote to the conflict and tribalism plaguing society that is often nurtured by the internet of the present.

With your help as an advocate and supporter, PHOENIX will achieve a significant impact in reversing the climate crisis and uniting humanity in common cause and

helping individuals everywhere see that they are not alone in wanting to make positive change in the world.

Restoring What We Love

“There is a need for a shift in consciousness, for a recognition of the absolute necessity to love others as equal to or more important than ourselves, and to love the environment as equal to ourselves.”

– John Jones

Talking about change is easy. Making change is hard. Especially when we feel we are doing so alone.

PHOENIX removes the isolation that keeps us from working together fully, consciously, and effectively on the most meaningful challenge of our time. It allows people to lean into the better angels of their nature and have the courage to listen, respectfully respond to ideas, make a positive contribution, and find new partners to make our world, our communities, and our neighborhoods safer, happier, and healthier.

WSS’ launch of PHOENIX is an audacious undertaking rooted in a single vision: halting the global climate crisis. The challenge is formidable but through the support of insightful, forward-looking collaborators, especially as we build this revolutionary environment for social change, we know that it can be done.

To some degree, everyone bears some responsibility for the current trajectory of our climate. But it is also true that we have been led to believe that we have almost no control over that destiny. That is not so. We all have agency. If we are willing to use it.

And now, with the development of PHOENIX, we can combine our individual energy, intellect, and commitment to restore the world we had wished for ourselves and desperately want for our children. It is up to us.

We ask that you consider joining us now in making PHOENIX a reality and taking that first step, with so many others like you, to giving something back to this planet that has given everything to us.

