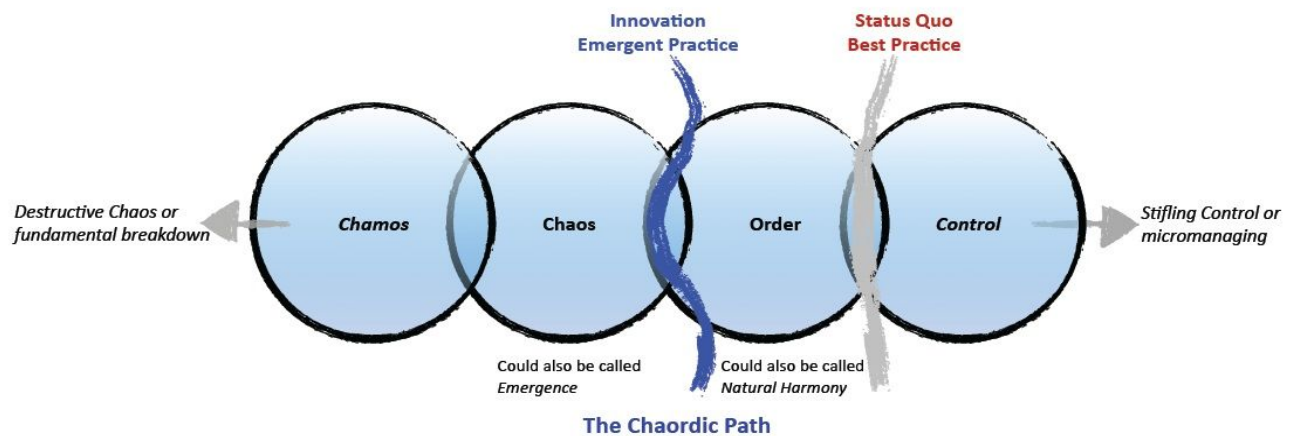


## For Change Management Leadership

Mission 2030 is a flagship initiative based on fundamental change management principles: Define the direction of development and management change; Overcome inertia; And take the first step.



**MISSION 2030** follows a chaordic path to resource efficiency and productivity with:

- **Innovation** through Leadership and Communication, for a systemic purpose.
- **Sustainability** through Seven Generations Stewardship, for a healthy planet.
- **Progress** through Integration, for participatory, iterative and integrative processes.
- **Prosperity** through MISSION 2030 for public-private-partnership profit sharing:  
*Calls-to-Actions to the building industry and interactors; scrap2ART International Contest; One Goal One Target Challenge; Protocol for Value Chain Integration; Quality Education and Lifelong Learning Program; Forums, Retreats and Charrettes; International Summit and Workshops.* *A sample of prosperity aspect:*
- **Knowing the stocks and flows of our real economy:** 1) Long-term perspective; 2) Large sized regions connecting with their Hinterland; 3) A sound knowledge about the sizes, locations, properties and dynamics of the regional material stocks; 4) Designing metabolic systems only in the context of the development strategy of the whole urban system; and 5) Considering the idiosyncrasies of every region (tailor-made design).
- **Toward the 'Green' City - Biodigestors as a catalyst for a new urban form:** Sustainable Consumption and Production; Metabolic Balance; High Quality Inputs; City-Farm Links.
- **Governance and Compliance** - The 'Circular' economy and development system.

*"Lead yourself, lead your superiors, lead your peers, and free your people to do the same. All else is trivia." Dee Hock*