

# **A free world Just a dream?**

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# 1. Preamble

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This document aims to freeze my ideas for a better world where intelligence, open-mindedness and respect work for the freedom and wellness of everyone, individually and collectively.

This document is composed of the following parts:

- Observations: describes different things that are at the origin of these thoughts.
- Thesis: states the purpose of this document.
- Theory: explains the concepts of how the world could function without money.
- Transition: provides ideas regarding how the transition could occur.
- Identified problems: lists some identified problems to be treated.
- Appendices: provides some background information about me and business project ideas.

This document does not aim to be a truth, and especially not THE (only) truth. It provides my personal ideas about a possible solution to make the life on Earth better for everybody.

This document is a work in progress, it is still in an early draft state. All ideas are not in their final state either, especially those [highlighted like this](#). It describes the main ideas of the concept, it is not meant to be complete nor to go into details.

There are a lot of different subjects, domains involved in this theory. A lot of ideas would have to be reviewed/defined by specialists in the given field.

A quick word about me. Basically, I just have a good background in computer sciences and particularly about the Internet. I have a educational background in sciences in general. That is it. I know almost nothing about economy, politics, sociology, psychology, education, history, religions, etc. and I do not know the real fundamentals of our economy, how it really works. I do not know exactly what capitalism and communism are, and I know nothing about the other related "-ism" theories.

## To do's:

- the phrase "a world without money" restricts the concept to monetary aspects, it is far more than that
- review the whole document, currently its just a collection of ideas here and there

# 2. Observations

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The first observation is that the world is going crazy - I guess "everybody" would agree on that. And it becomes worst every day.

Everything we do depends on money. Every single thing we do every day costs us money, directly or indirectly. Everything we do is constrained by how much money we owns. Because of that, we have to earn money to live our life.

Some people (a minority) have "everything" while others have nothing. Some rich people spend a lot of money for stupid things, while others are dying because they cannot even have something to eat.

Some people earn money doing an honest job (whether they like that job or not), some are willing to work but do not find a job or are not allowed to work, and some choose the illegal way (or have no other choice). At some extend, everybody has at least once in his life done something not completely legal or "ethically correct" to get easy money or reduce a cost, to have a raise or a better job.

Due to that, it is not hard to discover that having money provides great powers and that missing money can lead to do stupid things. With more powers come bigger frauds. it is therefore sure politicians are corrupted, and regular people manipulated. So money rules the world.

**Note:** *From a money point of view, the society could be represented as a pyramid. On top there is the richest people, and at the bottom the poorest. If we do the same based on the power people have, we will have a similar pyramid, with slightly different people on top.*

If we continue that reasoning and if we can look deep enough into each problem we face, we would surely find that money is always at the origin. To name a few environment degradations, criminality, competition, corruption, wars, stress, the lack of trust are all caused by money.

Another great source of problems are the beliefs, and especially religions. These set people apart and, without respect, can cause criminality and wars.

The situation is becoming worst days after days. If we do not take action now, if we do not try to fix this, we are running to our loss, to our destruction.

With the raise of the Internet and its fundamentals of “free”, a lot of services are available for free (Google, Facebook, Flickr, YouTube...) and lots of collaborative projects have emerged (cf. Free Softwares and the Open Source but also Wikipedia, MIT OpenCourseWare...). These show the interest of people to act together without money.

What happened in Haiti shows that (some) people are willing to act together for a common cause, without seeking their own profit.

### 3. Thesis

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We must get rid of the concept of money because it is the origin of most of the problems. There is no way to change it so that it works better, soon or later the same problems will emerge. The only solution is to completely eliminate the notion of money.

Of course, simply abandoning the concept of money would not solve everything. In order to make the world a better place, we also have to be well organized and educated.

You could say that if there is no money, nobody would work. That is where education and intelligence come into play. The basic idea is to automate a maximum of tasks to reduce the necessity for human beings to work. The “contract” would be that you will have to work less than now to enjoy a lot more out of your life, from quality and material points of view.

You could then say: “Ok but everybody would not agree to suppress money.” That is right but who would be against that? People that are on top of the pyramid - that is a really small percentage of people. So if the bottom of the pyramid wants a world without money, there is nothing the richest people can do to stop the mass - their money having no more value, they no longer have any special power.

So, let's imagine how we could improve our life conditions in the best interest of everyone. Let's imagine how the world should be... (using concepts we know today, with which we are familiar)

### 4. Theory

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In this chapter, we analyze what are the impacts of eliminating money from our society and what should be done in different domains to improve our quality of life.

#### 4.1. Commerce

Commerce is of course the most impacted domain.

Abandoning the concept of money, leads immediately to the suppression of:

- all jobs directly related to money (bankers, brokers, insurers, cashiers...)
- brands and their competition - and therefore patents, non-disclosure, advertising, ...

- identical products (e.g. laundry powders) – we only need one product for a given application, the best
- different ranges of products (from luxury to low cost) – all would be of the same quality, the best

In the current society, this would be negative because a lot of people would lose their job. In the contrary, in a world without money, it means a huge gain in human resources thanks to a radical diminution of duplication (and useless tasks).

It is also important to understand that this does not mean there will be for example only one type of television, sofa, or bicycle. You would have 32", 37", 40" televisions, but no BrandX with A-Technology, BrandY with their B-Technology... You would only have televisions with the best technologies, all of them. You would always have the best quality. All products would be designed to last (not to break after x months) and would take care of the environment (not of the production costs). If money is not a constraint, the objectives would be to maximize the quality (in terms of materials used, longevity of use, satisfaction brought to its users...) and to optimize the process of production (in terms of raw materials, efforts (especially by humans), manufacturing time...) – and not to maximize profits (by making the product look attractive, by reducing its lifetime, by reducing its quality by discrete means, or via any other well known commercial techniques).

The gain in human resources would also be increased thanks to automation. The rule would be: "if we can design a machine to do a given task instead of a human being, we do it".

Let's take the example of a task nobody likes to do, collect the waste. That task could easily be automated by building a kind of train that would circulate around the city under the ground. Any house would have a tube that evacuates the waste in a container located under the house. The container would be able to detect the quantity of waste it contains and to communicate with the central system to transmit that information. The train would have access to these containers and would come automatically to collect the waste and bring it to the central treatment center. The tube and container would be able to auto-clean themselves. Waste selection could be done by each container, at the central location, or a combination of both. It could not be trains but only tubes with a vacuum system.

These recovered human resources could be used for other tasks that are really useful for the society. Current cashiers could in the future serve people in restaurants, heal people in hospitals, or help designing better products – instead of stupidly scanning code bars and verifying signatures on credit cards. See also chapter 4.3 Work.

The suppression of competition for collaboration and knowledge sharing would increase R&D processes. There will be no more several teams working in competition on the same things.

Removing the monetary constraints would allow to do things as they should be done, to find the best solution, period (the best according to our current knowledge). Of course, there will always be some disagreements on different points. Therefore, some products could be produced in different variants... but it would still be better than what is going on now.

Advertising would not exist anymore, or at least not with the same objectives. It would be a form of communication to inform people, not to manipulate them. It would not be imposed to people but rather accessible on demand.

To go a bit further, the concept of possession would disappear – almost in fact. One needs to distinguish goods that are for private usage from those for public usage. For example a mobile phone, a television, or a sofa are for private use. A restaurant, a movie theater, a fitness center are for public use. Some goods like cars and apartments can be sometimes for private use, sometimes for public use. For convenience, goods for private usage would have in a sense a owner... but not as we know it now because you do not pay for it and you can change them whenever you want. In fact everything would be rented for a defined or undefined period of time. For example everybody will have their mobile phone, their computer, their house because they use them often and it is therefore more convenient to "possess" them. But there would be no jealousy or steal as everybody can have the same for free whenever they want.

## 4.2. Human condition

The main objective of this theory is to improve the quality of life, for every human being. So one of the first thing to do is to prevent people from starving and from living in indecent conditions.

Moreover, by doing so, we have another gain in human resources.

### 4.3. Work

Suppressing money does of course not remove the necessity to work. That said, if we take into account, on the one hand, the gain in human resources, and on the other hand, the possible optimizations and automations, the quantity of work that is necessary would be drastically reduced. We could therefore imagine that everyone would have to work only 1 or 2 days per week. By “work”, I mean performing tasks for the community. One could choose to work one day here and there, or by half-days, or even doing all the days of a year at once and then nothing for the rest of the year. In exchange of that time, one would benefit (freely, in terms of money and right) from all the infrastructures of the world (food, material, services, entertainment, transports, travels...).

Beside the reduced work time, everybody would be free to do different jobs/tasks and to do them in different parts of the world. For example, one day being a cook in a restaurant in Paris, another day a surf teacher in Hawaii, and some times a researcher in physics in Switzerland.

Some tasks would require to have an access to the profession (like physicians, engineers, airplane pilots).

Certain people could do certain “artistic” (and similar) activities as being done for the community (i.e. counting in their 1-2 days of work). These people will be elected by the community. For example Picaso, Mozart, Michael Jackson, or Charlie Chaplin would surely have been “elected”. That said, anybody would have the opportunity to do the same activities but the time they spend on it would not count as done for the community.

▮ **Remark:** *There is a problem here because of the “election” of people.*

The following could be automated (at least partially), but there could be good reasons to have human beings involved.

In order to improve the quality of life, a lot of tasks would be about services for people (cleaning, waiters, cook at home, advisors in “shops”). This could be for people that do not want an intellectual job, that want to work with human relationships.

We could also think tasks so that everybody could participate, that is also children, old people, and people with disabilities. Everyone would have his role at different levels and in diverse quantities. For example some tasks could be done by kids (game-like tasks like cutting the grass, maintaining swimming pools) or by old/disabilities (calm, administrative tasks like sorting documents, encoding, knitting). {These are tasks we are familiar with, but they will probably disappear.}

### 4.4. Mobility

This theory is also based on a principle of globalization and of free circulation of goods and people.

There will be no more borders nor customs, and therefore no need for passports or visas. Countries could be kept as-is for historical reasons - at least during the transition phase.

All transportation means are of course freely available to everybody, whether they are in common or private. Some vehicles (car, motorbike, boat, jet ski...) can be borrowed for private use a certain period of time (i.e. equivalent to the current renting services).

As there is no more ownership, one can at anytime leave his vehicle in a depot or exchange it for another one. For example starting with a bike, then taking a car, then a van, a boat, or even a plane.

### 4.5. Education

Knowledge being one of the corner stone of this theory, the educational system must be very well thought. Learning methodologies must be reviewed continuously in order to provide students (of any age) with the best chances to be successful. These methods must take into account the differences in terms of potential, of capacities of each and every student.

It is important to have a free access to all forms of knowledge, books, courses, etc.

Education should be taught in three major phases:

- the basics: that is learning to read and write, to communicate, and how to learn
- overview: providing an overview, the basics in the major specialties
- specialties: aiming to acquire knowledge in a specific domain

Only the two first phases would be mandatory. After that everyone can decide to continue or not, and to learn one or more specialties, at once or throughout his life. The two first phases have for objective to provide everyone with the means to learn more, by himself or with the help of teachers.

Education should in fact be seen as continuous learning. Everybody would be able to learn more specialties at any time of his life. This would also allow people to make a career change at any time but also to learn new things for his own pleasure or to practice a hobby. Performing certain tasks (like engineer, physicians, or airplane pilot) would require to have passed certain specialties (i.e. having the diploma).

It seems really important to me that kids learn as soon as possible good habits regarding how to act and communicate in a community. I am not talking about how to use your fork or napkin, or to say "thank you". I am talking about understanding how to live with people in a society, how to find yourself (find his place in society and occupy his space in respect of his self as of the others). Good communication skills are mandatory for that. {topic: psychology}

In parallel to learning behavior and communication in society, everybody should benefit from a professional psychological follow-up (individual, personalized, close, and continuous). It would be coaching and not a therapy, the idea is "prevention rather than cure". Following everybody since their first days should allow to avoid malaise, to detect as soon as possible eventual problems, to bring external advises and to prevail any "slippage". {topics: psychology, law}

In order to facilitate global communication and exchanges, everybody would learn since the beginning a common language (a new one invented for that purpose, like the Esperanto). The goal being that wherever one goes, one could always be sure to understand and being understood via that language. This would also eliminate all the problems of translation we currently know. Every writing and communications would be in that language (books, websites, signage, TV news, etc.), as well as all collaborative work (courses, researches, specifications, etc.).

Cultures and traditions should be conserved as they represent a heritage of great value. To preserve the cultural aspects of languages, everybody could continue to learn and speak his mother tongue inside their family. {problem: sets people apart, fragment society}

Later, learning the history of our current society to the future natives of a world without money should bring them to reactions like: "They were so stupid! How could they live in such a world?!"

## 4.6. Information

I am doing here a distinction between knowledge and information. Information being about what is happening (news, project plans, activity reports, etc.). Access to information (any information, no secrets) must be free and easy for everybody.

Competition having disappeared and having a common language would reduce significantly the efforts necessary not only to produce but also to consume information.

Money and competition having disappeared, corruption and lies should not have much sense anymore and therefore information could only be "true" (honest, sincere). The veracity of information would be reinforced by the factual approach of communication.

As said before, advertising would not exist anymore, nonetheless information/communication campaigns would still exist. These would serve to inform people of a new product or service, to alert from a danger, or to recall an action society needs from people (like voting or providing his feedback for example).

## 4.7. Infrastructures

Infrastructures include transports, houses, public centers, etc., and any material used by a lot of people to achieve certain goals. All infrastructures would be freely available to everybody. There would be a lot of shared infrastructures like restaurants (where the kitchen is available to everyone, replacing in a sense

private kitchens in houses), hotels (why living always in the same place while we can be globetrotters), entertainment (mini-movie theater instead of private home cinema), material "rental" (camcorders, DIY tools, sport equipments), etc. The main idea is that instead of everyone having "low end", consumers goods, everyone would have access to "high end", professional material whenever they need it.

In order to provide the best quality of life to everybody, all infrastructures would be conceived to address in the most efficient way their purposes (using state-of-the-art technologies, automation, optimizations...).

Everybody would be equipped with the latest technologies (communication means, access to information, security, clothes...).

## 4.8. Housing

There would be individual and collective housing (i.e. houses and apartments), occupied by someone for a short or long period of time (like staying in a hotel or owning a house).

To solve the problem of paradisaic spots, where everybody wants to be, these spots could only have short period housing. {problem: frustration}

All housing would be fully equipped with the standard comfort materials (i.e. sofa, air conditioning, jacuzzi bath...) but also with high-tech materials such as home automation, media center, communication, access to the information, etc. They would all be environment-friendly.

The need for real kitchens would almost disappear because you would prefer going out in restaurants (where you can access the kitchen, for example to cook for your friends (or anybody else)). There would still be kitchen but maybe reduced to their minimum (like only a fridge, sink, and microwave).

You would not need a large living room because there would be public spaces (in restaurants for example) with intimate areas where you can invite your friends like you do now in your house.

There would be no more locks on doors nor fences around the property, and alarm systems would be useless.

There would be automatic cleaning machines for some parts (like the floor and windows) and housemaids for the parts that cannot be automated (like tables/desks, beds, and cabinets).

## 4.9. Politics

@todo: develop ideas...

There would be no more governments nor leaders. Instead, there would be regular communications and calls for votes. Votes would be on ideas and decisions, based on information and facts, not for people and their "program". Everybody would be more and deeper involved in the life of the society.

Votes would be done via the Internet, no need to go to a special official place.

## 4.10. Laws

@todo: develop ideas...

Would there still be criminality, vandalism, etc. in a world without money?

As there is a psychological follow-up since the beginning, if there are still criminals (i.e. the same person having done x times a criminal act), what could we do? Would they not be irrecoverable? Should we have specific institutions for that? Or would the death penalty be the last option? (that said, it would also be a dissuasive rule).

## 4.11. Beliefs

@todo: develop ideas...

Everyone must be free to think what he wants. Respect is the word - I respect the beliefs of the others and the others respect my beliefs. Nobody must force anyone to change his beliefs.

"We have different beliefs, and even if I think you are wrong, I respect your beliefs; and you respect mine. I will of course try to convince you, to prove you I am right - and you will do the same. We will talk about it, have debates, and probably have some verbal fights, but in the end, I will not reject you nor will I impose you to change your mind and adhere to my beliefs, I will always let you free to think whatever you want - and you will do the same."

## 4.12. Health

@todo: develop ideas...

Everybody would have access to all health care and medicines. Again "prevention rather than cure".

{problem: What about the needs for organs? How would one decide which patient would receive the only hart available right now?}

## 4.13. Environment

@todo: develop ideas...

Without the negative aspects of money, and with the intelligent behavior of human beings, preserving the environment would not be a problem.

Things would be designed to be environment-friendly. If we discover that something was not well designed or is causing problems, we would immediately take the necessary actions to fix that. We would not try to hide it to avoid losses as it is the case now.

People would be educated and informed about how to not harm the environment.

# 5. Transition

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{@todo: Some kind of timeline with phases from the current situation to the whole world running without money. Later phases are left to be defined after the transition.}

This is of course the most critical and difficult subject. This chapter tries to provide some ways to put this theory up, to describe how the transition could occur. This is definitely not the only path to a world without money, and it is surely not 100% correct. This is a try.

{idea: Beat the system by using the system. Let's automate to the max to reduce the prices closer to zero. Companies would not be able to beat our prices and people will loose their job. In a sense, is it not what Google is actually doing?}

## 5.1. Awareness

*{These ideas came after I discovered The Venus Project and the Zeitgeist Movement.}*

People must be aware of this theory.

What could be done for that?

- provide as much information as possible about the concept
- online communication campaign (website, videos, drawings, 3D models, PowerPoint presentations...)
- try to reach the attention of media in as much countries as possible
- have a practical, straight to the point video (i.e. passive)
- provide material for people to do their own promotional campaigns around them

- questions & answers site (cf. [StackExchange](http://StackExchange)<sup>1</sup>)
- have a list of practical information: what problems are addressed and how they are solved, what new problems emerge, what would people do (case studies: before, during, and after the transition)...
- list possible automations + their impact on the life as we know it now
- list jobs that would disappear and those which could emerge + possible transition from one to another
- allow people that are interested in the concept to register (level of trust in the feasibility of the concept, level of commitment in case it starts, current job, competencies, what would they like to do in such a world...)

Producing a movie is a great idea. It could allow people to be immersed in such a world. That movie should be available for free on different supports (streaming on the Internet and on TV channels, DVD...) - like "Home" by Yann Arthus-Bertrand. The technology developed for Avatar by James Cameron could be well suited. It should be possible to have professionals of that industry, who believe in this theory, working for free. Or they could be advisors for students willing to do it. Some celebrities could be willing to bring at least financial support to such a project.

## 5.2. Proof of concept

The objective is to prove that the concept works and can last. Let's keep the monetary aspects out for now. Basically, we need land and people willing to live there. These people would live inside the land without money according to the theory explained in the previous chapter.

There will surely be a need to import some stuff, as we would not be able to produce everything we need inside that land. There could be some people who would take care of the exchanges with the outside world that involve money. These people would have to be of great trust as that position could break the project apart. The money needed for transactions with the outside world would come from services done by people from the inside (and products manufactured inside).

This land would be like a "Noah's Ark" where would come live who wants, while trying to have a maximum of different competencies, ideally all. It would be better if the majority of these people decided to make a radical change in their life, being ready to spend the rest of their life there (this would not be irrevocable though). Other people could be invited on a regular basis (for conferences, courses, R&D, etc.).

## 5.3. Rehabilitation of villages

The objective is to launch humanitarian projects aiming to rehabilitate places and make them autonomous (as much as possible).

The idea would be to start with a village and to work with the help of local people. This phase would serve as a training for local people - expert workers coming from abroad would train local people so that they can do it by themselves. The message would be something like: "we are coming from abroad to help you. We will train you and work with you in your village. Then we will do the same in the next village to help other people like you. And we hope that you will come with us, to help us in our work." This aims to initiate a movement of solidarity.

This is not about people living without money but could be a step forward in that direction.

▮ **Note:** See appendix 7.2 Business projects - "My major company" for a way to finance this.

I do not know exactly what happened in Haïti nor how things were working there before, but it would probably have been a good proof of concept. So why not be prepared in case something similar happen?

## 5.4. Vacation resorts

The idea would be to have a place where people could come on holiday to live according to the principles of a world without money.

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<sup>1</sup> <http://stackexchange.com/>

You book you holidays and pay a fee per day and per person. That fee allows you to “live the dream”. They would be able to do everything for free inside the resort, to use all the infrastructures and consume anything they want. There will probably be a need to define some restricting rules, but it would be explained that these rules exist only because money still exists in the outside world.

People would have to leave everything (they own) at their arrival, and will of course get them back when they leave. It would be like a renaissance when they come in (and a death when they leave). They will be able to use anything inside but would not be able to take anything out.

These resorts could also welcome children during school holidays, with an educational program (intellectual, sportive, behavioral, etc.). There would be no indoctrination, it would just allow children to enjoy such a life.

## 6. Identified problems

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### 6.1. Limited resources

This is what I used to call “the shrimps problem”. Everybody likes shrimps so what would happen if everybody wants to eat that twice a day? We would not be able to produce that much quantity, so we will have to set a quota. The same applies for paradisaic spots or to not having to wait to have the brand new stuff.

How to deal with demand exceeding the offer? How could we avoid bartering from emerging again?

For me that is where the need for people to be intelligent comes into play.

### 6.2. Fear of change

A lot of people are afraid of changes. A lot of people are just sheep. They would not be willing that radical change of the world. How could we make them understand it is possible and make them will to change? How to answer the question “What would we do/become if that change fails? What would be the revenge of the current rich/powerful people?”

### 6.3. Mentalities

Without money, people will waste a lot (not turning off the electricity or water).

How could we cope with people willing to have the latest stuff immediately, without waiting, before the others?

How could frustration be avoided in situation like willing to have sex with a given person while s/he does not want to, or willing to date the hottest wo/man on Earth like a thousand other people.

### 6.4. Transition

How could we switch from the current monetary system to a world without money? It is (almost) impossible to make it happen slowly, little by little, to have a transition period. At first sight, it would require the transition to be applied globally at the same time.

## 7. Appendices

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### 7.1. Who am I?

I am just a regular guy, born in the 70's, in Brussels the capital of Belgium (Europe), in an average family, with a younger brother.

I was touched by the national motto of Belgium "l'union fait la force" (Unity Makes Strength). Nowadays this seems to have been forgotten by our politicians as they want to divide the country (based on linguistic regions). That deeply disappoints me.

I got a catholic education, from which I guess I kept the "love one another". I was always caring for others and had thoughts about improving the life of my family, and by extend to everybody.

I think I always had a scientific mind, being curious about how things work, experimenting, and trying to improve them. I was a big fan of Mc Gyver. So I ended up in math-sciences classes, then in industrial engineering and finally in computer sciences, and I hesitated about studying architecture. I never found my place in the educational system, courses were rarely interesting. I had (and still have) psychological problems that made me do the wrong things, take wrong decisions. So in the end, my education was a disaster.

I did not really find my place in society, I feel like I do not fit in any of the "boxes". I always feel like I am weird, like I do not understand people, like I am thinking differently than regular people.

I finally found my way in the Internet, now as Web Applications Analyst. Well, not completely because the budgetary constraints always make me sick, as we always end up doing the half of the job or stupid things, or both.

Due to that background, my ideas often turn around improving the quality of life by using new technologies.

### 7.2. Business projects

Some of the business project ideas I had are somewhat related to this theory. These ideas are sometimes better or even only suited for European countries.

- **Business centers:** Business centers available all around the world to start-ups focused on new technologies and Free and Open Source Softwares. These centers would work in close collaboration with universities, and be located near them (win-win relationship for both entrepreneurs and students).
- **High-tech café:** A place to drink and eat where all kinds of new gadgets, prototypes, and technologies would be exposed and/or presented with the ability for people to provide their feedback (win-win relationship for manufacturers and consumers). This would also be a place for conferences, presentations, discussion groups, courses, etc. It could also be located in business centers.
- **Butikaro:** Shared services (mainly online) for shop owners. We would act as "technology enabler" for small stores than could not afford those costs otherwise. It would also promote local shops (vs. super markets). There is also an idea to propose buyers to round the amount up (or even above) in order to make a donation to one or several projects of their choice.
- **"My Major Company":** [mymajorcompany.com](http://mymajorcompany.com) allows artists of the musical industry to present themselves in order to get fundings to record their songs. Anyone can invest the amount he wants in the artist he believes in. The idea is to do the same for humanitarian projects. The website would present different projects (current situation, problems, solutions, blueprints, 3D modeling, project plan, costs...) and people would be able to make donations for the projects of their choice. When a project is done, a report would be posted on the website (photos, videos, before/after, testimonials...) and the "investors" would be notified and thanked.
- **Ads-addicts:** Community of advertising addicts who visit the website in the sole goal to watch entertaining ads. A portion of the revenues would be dedicated to humanitarian projects. Advertisers and visitors would participate in those projects simply by announcing on and visiting the website.
- **Free Smart:** Smart cars (or equivalent) given away for free (long term rental in fact) as they would be paid by advertising. These cars would be green-powered. Agreements with cities to have special

infrastructures (better parking places, power charging...) for these cars. The objective being to ease the traffic in the city centers. (A similar concept with bikes recently started in Brussels/Belgium, but it is a paying service.)

- **Home automation:** System based on Open Source Softwares combining home automation and multimedia features.
- **Students village:** Apartments for students build around universities with high-tech equipments. See [Louvain-la-Neuve<sup>1</sup>](#).

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<sup>1</sup> <http://en.wikipedia.org/wiki/Louvain-la-Neuve>