Money Be Good!

Move the "Nuclear Weapons Money"

to social, humanitarian and environmental projects

A Global Online Project

We want to make clear, that redistributing the huge amount of money that is being spent worldwide on nuclear weapons could help to achieve the United Nations' sustainability goals.

We therefore will create a mobile App (iOS/Android) and website that makes this amount of money visible to a wide range of people worldwide. The App will allow every user to take control of a certain amount of this money and use it for suitable social, humanitarian and ecological purposes/projects.

The nine nuclear powers of the world are estimated to spend about $ 1 trillion over the next ten years for maintaining, upkeeping and modernizing their nuclear weapon arsenals.

To illustrate this massive amount of money, we will issue 100$ banknotes with a total value of $ 1 million for each user. It takes 10 Billion pieces of these notes to reach the budget of $ 1 trillion. We therefore propose to present 10 billion of these 100 dollar bills within the App in order to make them available to users to spend the money on projects offered in the App.

How the 100 $ banknotes are presented has yet to be designed. Spontaneously, there are stacks of money or a huge area of spreaded bills that flies into the users direction. Including spectacular animations in order to make the App visually outstanding and interesting to use.

The exact rules for spending money on projects has yet not been developed.

A first idea: Each user can get up to 10 thousand of these mentioned 100 $ notes. Whether the user takes the whole amount or just a lower value is up to him. When the user decides how many of the notes he wants, they flutter towards him.

The user can spend this virtual money to selected projects from the area of SDGs. The user has two options how to back projects:

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First (user chooses from projects offered by the App):

The user chooses a project from a given list of options within the App. This list includes, for example, the cost of building a school for 250 children in Cameroon, or the cost of a hospital of a certain size in Bangladesh, or the cost of reforesting a forest area of 100.000 hectares in Venezuela.

Second (users set up their own projects):

The user chooses a project that he knows personally or has a certain connection to this project. He researches the estimated project cost himself and "sends" the money to the project within the App. The user has to briefly describe the project (also a photo is of course helpful) and press a button so that the money is assigned to this project and becomes visible, so that all other users of the App can see the backed amount of money for this project.

If a user does not spend all of his or her money for a single project, the remaining money could be spent for other projects. If there is still money left at the end, the money will be returned into the "bank account" of the App and will be made available to other users.

Regional NGOs working for an SDG topic can also participate, as well as international NGOs such as Greenpeace, Care International or Medecins sans Frontieres.

Participating NGOs can also provide larger projects within the App and the users decide whether they want to support such a project with a certain amount of money or not. At the end the sum which is needed comes together from different users who learned about the project and communicated with one another.

The entire transformation process of money is accompanied by the transformation process of an image. Our suggestion: a mushroom cloud slowly turns into a tree. Every time money is taken out of the atomic budget for transformation, a small piece of the atomic cloud disappears and releases a piece of the tree underneath. In the end there is only the tree. We call it the TREE OF LIFE. It is a beautiful flowering tree full of climbing, singing, laughing and rocking children of all ages and skin colors. In between colorful birds and other animals, and on a thick branch a couple of people making music. There is also food and drinks, cakes and drinks are passed through the branches. A festival is celebrated.

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In addition to this beautiful tree, an exhibition has now been created on the App: the exhibition of all projects and the associated costs, which were funded by the conversion of the nuclear weapons money in the imagination of those involved - and which could also be financed if nuclear disarmament were actually implemented. For each project there is a link to the corresponding website and a contact person with contact details is given so that the project can win supporters and supporters.

The project is connected with a constant call to sign a petition to the United Nations and the leaders of the nuclear armed states with the demand that all nuclear weapons be completely abolished.

In order to get the greatest possible attention, we will try to get a worldwide known and highly respected patron for the campaign.

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