



This document was last updated in August 2018. Facts and figures may have changed since the date of publication. Any references to 'we', 'us', and 'our' in this document mean We The People.



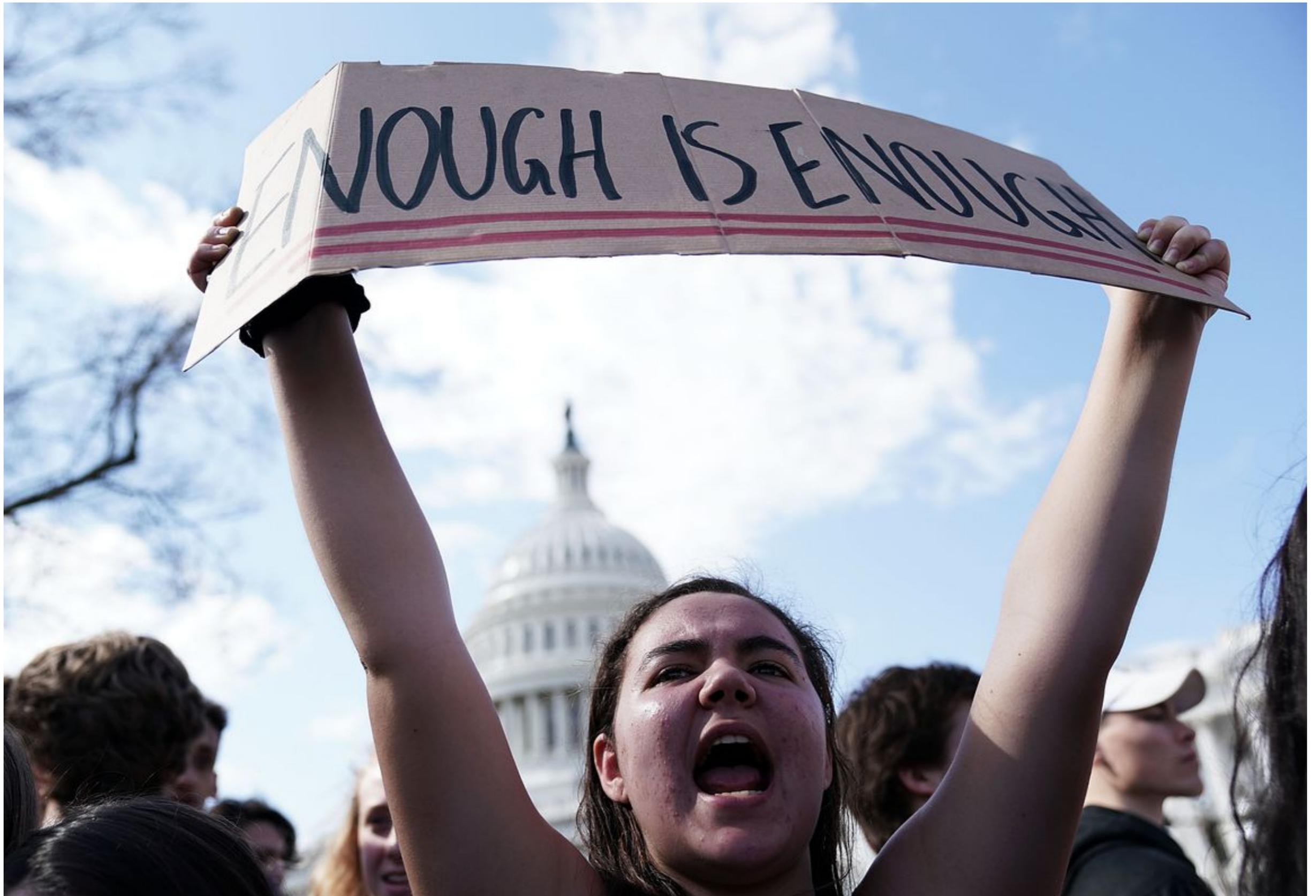
A white paper on our plans for the movement.

We're putting the power
back in people.

WE THE PEOPLE

We The People is a global movement of citizens working to put the power back in people. We're building an open digital platform, using blockchain, that will give citizens the tools and resources to step up and be heard while remaining safe, secure, and, when needed, anonymous.

Through our campaigns, training, resources, services, and ultimately our platform, we're adopting a different approach that will take democracy online. We want to ensure that the billions of people around the world are able to have hope in times of need and we're working on creating meaningful ways for citizens to step up and be heard, without being afraid to do what's right.



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GLOSSARY

These definitions are intended as a guide to help you understand the information we have provided. Unless stated otherwise, any references to these terms, are strictly to the extent of the definitions below and do not refer to any implied, synonymous, or similar definitions.

Authoritarianism

favouring or enforcing strict obedience to authority at the expense of personal freedom

Autocracy

the concentration of power in the hands of one person, whose decisions are subject to neither external legal restraints nor regularised mechanisms of popular control

Autocrat

a type of dictator who is an individual with absolute power

Capitalism

the economic ideology where private entities own the factors of production

Communism

the ideology structured upon the common ownership of means of production, and each person contributes and receives according to their ability and needs

Demagogue

a leader who gains popularity by exploiting prejudice and ignorance among the public.

Democracy

the belief that all people should have a significant say in the decisions that affect them and be able to forge their own futures

Despotism

the political ideology in which a single entity rules with absolute control

Dictatorship

an authoritarian form of government, characterised by a single leader or group with absolute power or control

Dictator

an individual ruler or group who has complete power

GLOSSARY

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Illiberal

a system of beliefs that does not respect or accept behaviour or opinions different from one's own

Liberalism

the political belief that takes protecting and enhancing the freedom of the individual to be the central focus of politics

Liberal

a system of beliefs that is willing to respect or accept behaviour or opinions different from one's own

Monarchy

a system of government in which a familial group embodies the country's national identity and its head, the monarch, exercises the role of sovereignty

Populism

the thin-centered ideology that considers society to be ultimately separated into two homogenous and antagonistic groups, 'the pure people' versus 'the corrupt elite,' and which argues that politics should be an expression of the general will of the people.

Socialism

the ideology where everyone in society equally owns the factors of production

Totalitarianism

subordination of all aspects of individual life to the authority of the state

Tyranny

a state under a cruel and an oppressive government or rule

FOREWORD

No matter what your political beliefs are, we believe that everyone deserves hope. This is what democracy means to us: giving people avenue and agency to create change and shape their own futures.

Today, the world is over 7.6 billion people strong — and this number will only continue to grow, making humanity stronger every day. Those born in today's world benefit from the advancements humanity has collectively made, and many will go on to enjoy rights and freedoms that were previously unimaginable to those before today's generation. While we celebrate these achievements, the reality for many others is far from this. Across the world, citizens, just like you, live in places where basic rights remain inaccessible; where it is dangerous to speak up; where those that do the right thing are not rewarded but are instead punished; where dreams are just dreams; and hope is one more thing that seems impossible to them.

But we are going to change that — by harnessing the power of the human spirit and connecting people like never before, we believe we can put the power back in people.

This belief, this faith, in the ability of humanity to come together to make a difference in our world, has been what inspired me to create We The People. We are a global movement of citizens taking democracy online. Our goal is to make every single voice become heard by giving citizens the tools and resources to step up and create change while not having to be afraid of doing what's right.

Imagine this. What if we could utilise technology for the benefit of the people like you so we could realise the full extent of our rights and take back our freedoms? We would be able to stay connected and harness the force of our collective efforts so as to never be voiceless. Authorities would have to pay attention to the will of the people and fellow citizens will have a platform to voice their concerns while keeping each other safe and managing calls to action. This is what We The People is about. Creating the next generation of democracy and citizenship through technology.

Here's the most important thing: we can't do it without you. We want to create a change making engine for the entire world. Sadly, while you read this, a vast majority of your fellow citizens do not share similar access to free and open information, especially information that promotes the advancement of human rights. We want our platform to be a safe space — somewhere for all kinds of people to come together, to talk about what matters to them, offer support, and initiate action, not just in democracies, but also in villages, towns, and cities that do not practice democratic models of government. More than a social network, we want what we're building to be a place that people can turn to in times of need with absolute faith that other people, like you, will respond. We want to build an independent platform, free from the external influences of money, power, and privilege — where progress remains our only agenda and where corporations, governments, and politics remain on the outside; where leaders across the spectrum can step up in the knowledge that they will be safe because millions, if not billions, of citizens will be watching.

We The People is not a conventional charity nor do we intend to become one. We believe in adopting a whole new approach to creating change. From our commitment to becoming the world's most financially transparent charity by 2020 to our trailblazing adaptation of blockchain technology, we continue to constantly challenge the status quo by offering innovative solutions to some the world's most pressing human rights challenges.

We've reimaged the future of democracy. And we're far from finished. As we continue to iterate on these plans, we want to know your thoughts, feedback, and criticism – no matter what you have to say.

I am absolutely excited to share with you our updated white paper on our plans for the movement. In addition to including extensive information, we've clarified key terms, explained how and why we're using blockchain, and included additional resources for further reading.

Now the time has come for you to get involved. Together, we can put the power back in people.



Hasanal Zaf
Founder & President

EXECUTIVE SUMMARY

This document provides an introduction to We The People. It outlines key proposals and considerations as well as provides useful information on the movement's plans for the future.

Globally, citizens are experiencing an assault on human rights — take, for example, the vehement attacks led by autocratic leaders who tolerate no dissent while blatantly misleading both their own people as well as the international community. The responsibility of the public is now critical in acting as the antidote to the surge of attacks on democracy led by demagogues and authoritarian rulers alike. Autocrats continue to refuse to take into account public will which raises the question of whether traditional platforms for democracy and citizenship are working.

From mass and highly intelligent (and intrusive) surveillance to the operation of Nazi-style 're-education' camps, citizens are losing power in an increasing effort to clamp down on human rights and freedoms. On the other hand, many refugees, who are in effect stateless, are barred from participating in democratic society and subject to grave atrocities often due to their lack of citizenship.

In today's digital age, governments have also adopted a conflicting stance between the principles of digital freedom that they claim to publicly support, and the practical steps that run counter to them, particularly intrusive surveillance and internet censorship. Despite this, technology continues to be developed that supports the safety, security, and anonymity of digital interactions. Globally, particularly in developing nations, citizens continue to become more 'digitally literate'. There is also increasing research and development into low-cost technology that meets these new digital needs while proving to be economically viable.

The human population is currently growing at 1.1% annually, having grown from 1 billion in 1800 to 7.6 billion in 2017.¹ It is expected to keep growing which will put the estimated total population at 8.6 billion by mid-2030, 9.8 billion by mid-2050 and 11.2 billion by 2100.

While this surge poses an increased burden on finite resources, public order, and governments, we also see the potential for a stronger public force and thereby a more effective public will.

Given recent trends which have shown how citizens are increasingly embracing digital technology to exercise their rights and freedoms, and how traditional alternatives have proved to be limiting in facilitating the realisation of human rights and freedoms especially in the absence of democratic systems of government, there is an imminent, if not overdue, need for technology to be employed for the benefit of citizens everywhere.

At We The People, our approach involves strengthening existing mechanisms using technology together with the construction and planned launch of an online platform for civic engagement. Such a digital platform must be meticulously planned and built to the highest standards while being accessible, efficient, and free from influences that seek to hinder progress. While platforms that support the digital interactions of citizens, and in some cases, the advancement of human rights do exist, the thirst for profits and varying goals amongst existing platforms mean the potential for a platform that truly digitalises global citizenship remains strong.

We aim to construct a blockchain platform that will operate as a web and mobile-based application while striving to be accessible to every citizen universally. Our platform will feature tools that allow citizens to keep up with issues that matter to them, follow activists, initiate and respond to calls to action as well as share information among other tools.

1. 2017 World Population Prospects, by the United Nations; https://esa.un.org/unpd/wpp/Publications/Files/WPP2017_KeyFindings.pdf

When building and operating our platform, several considerations have to be made. These include ensuring that our platform upholds the practices and principles of peace, progression, non-violence, non-partisanship, non-commerciality as well as offers a safe space that is diverse and inclusive of every identity that makes up our population. Accessibility is also a significant consideration especially in areas with little or no access to technology as well as in countries that are subject to digital censorship and surveillance.

Significant advancements to existing technology are also being made. With the introduction of blockchain, technology that allows for anonymous access through decentralised access points offer a safer and more secure alternative to traditional server systems and other traditional technologies that are vulnerable to intrusive surveillance, censorship, and being hacked.

Other considerations that must be addressed include ensuring the accuracy and truthfulness of information disseminated and shared on our platform, especially given recent waves of ‘fake news’ propelled via social media, as well as ensuring that user safety can be maintained while ensuring that users are held responsible for their actions and other users can be protected.

Introducing our platform to citizens globally will require raising awareness, training, and observing sociocultural nuances. Our platform, therefore, must be linguistically accessible and offer extensive user support. Ground training must also be provided in areas when and where needed.

Resource and financial factors are primary considerations in defining the extent of our platform’s success. Key costs include technical costs involved in the design and set up of our platform, staffing costs involved in technical capacities, operations, and advocacy roles, legal fees, costs associated with training and capacity building, and ongoing maintenance.

Our platform will likely be met with opposition, both at the onset and ongoing, by both state and non-state actors. Addressing and preparing for this opposition is a key to the long-term success of our platform. It is also important to ensure that any and all undue influences are kept clear of our platform.

In building capacity around existing mechanisms, we aim to work with local partners, undertake relevant domestic research, and offer high tech-driven solutions that address the specific needs of each community.

In the interest of our long-term safety and stability, an independent nonprofit entity is currently being set up in the Netherlands, a jurisdiction that is underpinned by an independent and a strong legal framework with a progressive outlook on human rights. The entity will also employ operational staff, lawyers, activists, programmers and developers among other talent to ensure that We The People is continuously capable of addressing ongoing challenges. Following our extensive research and public consultation phase, construction of our platform will commence with our platform expected to launch publicly in late 2020.

INTRODUCTION

The year 2017 brought significant changes to the human rights landscape; impressive achievements were realised especially for minority rights and equality. Alongside these achievements, events that shook the world and perhaps served as a necessary reality check took place, leaving citizens and leaders wondering what went wrong on the road to progress.

One message that echoes every corner of the world remains clear: abuse by autocrats and demagogues alike pose a considerably high threat to basic rights protections while undermining the role of citizens around the world. Strongman leaders in Russia, Turkey, the Philippines, and China have substituted their own authority, rather than accountable government and the rule of law, as a guarantor of prosperity and security. These trends, bolstered by propaganda operations that denigrate the primacy of the law and disdain factual analysis, directly challenge the checks and balances that seek to protect, promote, and advance human rights.

In other parts of the world, citizens, and with them, citizen voices, are being increasingly undermined. Totalitarian and authoritarian regimes continue to clamp down on human rights and freedoms while coming up with new ways to counter progress. What may have once been considered a far-fetched fear has now been realised with the introduction of biometric surveillance, artificial intelligence driven-censorship, and clandestine operations that draw shocking parallels to Nazi-Germany.

This new generation of authoritarian regimes seeks to overturn the concept of human rights protections, hinder citizen will, and ensure that no one is able to speak out against them.

Rather than confronting this oppressive surge, too many political leaders seem to have lost confidence in human rights values, offering only passive support. Few leaders have been willing to offer a vigorous defence, with the notable exception, at times, of German Chancellor Angela Merkel, Canadian Prime Minister Justin Trudeau, and former US President Barack Obama. Other leaders seem to have buried their heads in the sand, hoping the winds of oppression will blow over. Others, if not seeking to profit from authoritarian passions, seem to wish that emulation of human rights abusers might temper their ascendancy. British Prime Minister Theresa May denounced “activist left-wing human rights lawyers” who dare to challenge British forces for torture in Iraq. French President Francois Hollande borrowed from the National Front playbook to try to make depriving French-born dual citizens of their nationality a central part of his counter-terrorism policy, an initiative he later abandoned and said he regretted. The Dutch government supports restrictions on face veils for Muslim women. Many European leaders now back the call of Hungary’s Prime Minister Viktor Orbán to close Europe’s borders, leaving refugees in the lurch. Such mimicry of authoritarian leaders only reinforces and legitimises the politicians attacking human rights values.

Other nations have taken to comparing their actions (or lack of action) on human rights by using the West’s troubled human rights record as a shield. China’s Xi Jinping, like Putin, has pursued the toughest crackdown on critical voices in two decades. President Recep Tayyip Erdoğan of Turkey took advantage of a coup attempt to crush opposition voices. President Abdel Fattah al-Sisi of Egypt intensified the crackdown that begun after his own coup. President Rodrigo Duterte of the Philippines has openly called for summary executions of suspected drug dealers and users—and even of human rights activists who defend them. Prime Minister Narendra Modi of India tried to shut down critical civic groups as he closed his eyes to intimidation and hate crimes by Hindu nationalist groups against religious

and ethnic minorities.

Meanwhile, confident that there is little to fear in the West's occasional protests, Syrian President Bashir al-Assad, backed by Russia, Iran, and Lebanon's Hezbollah, has shredded the international laws of war, ruthlessly attacking civilians in opposition-held parts of the country including eastern Aleppo. Several African leaders, feeling vulnerable to domestic or international prosecution themselves, have harshly criticised the International Criminal Court and, in three cases, announced their intention to withdraw from it.

The failure of existing human rights mechanisms should certainly lead to some soul-searching among mainstream politicians, but not to an abandonment of first principles, by officials or the public. Governments committed to respecting human rights serve their people better by being more likely to avoid the corruption, self-aggrandizing, and arbitrariness that so often accompany autocratic rule. Governments that are founded in respect for human rights are better placed to hear their citizens and recognise and address their problems.

Worried as well that popular discontent would rise as economic growth slowed, Xi, too, has embarked on the most intense crackdown since the Tiananmen era, leaving his government even less accountable. Despite anointing himself with a lengthening list of leadership titles, this strongman looks increasingly fearful, while not delivering on the Chinese people's demands for cleaner air, safer food, a just judicial system, and an accountable government. In China's autonomous Xinjiang region, state-sponsored cultural repression and mass incarceration plague the streets of the Muslim-majority region.

Similar tendencies have characterised other autocrats' rule. The Bolivarian revolution in Venezuela, initiated by the late President Hugo Chávez and now stewarded by his successor, Nicolás Maduro, has become an economic disaster for the worst-off segments of society whom it ostensibly serves. Their reward has been hyperinflation, severe food and medicine shortages, and a nation with the largest proven oil reserves on the planet reduced to penury. The government has also launched military and police raids in immigrant and low-income communities that led to widespread allegations of abuse, including extrajudicial executions, arbitrary deportations, evictions, and destruction of homes. Meanwhile, President Maduro of Venezuela, who controls the judiciary, deployed the intelligence services to arbitrarily detain and prosecute opposition politicians and ordinary critics, undermined the ability of the opposition majority in the National Assembly to legislate, and used his allies at the electoral authority to obstruct a recall referendum.

Indeed, there is a long history of autocrats delivering results for themselves but not their people. Even supposed models of authoritarian development like Ethiopia and Rwanda are plagued upon closer examination by government-imposed suffering. The Ethiopian government forced rural farmers and pastoralists into service-deprived villages to make room for agricultural megaprojects. The Rwandan government rounded up street vendors and beggars and beat them in filthy detention centres in the name of clean streets. Central Asia is filled with strongmen whose countries have stagnated under enduring Soviet-style rule. Even relatively vibrant countries in Southeast Asia now see their economic progress put at risk by the stultifying rule of the Thai military junta and the corruption-heavy government of former Malaysian Prime Minister Najib Razak.

In Africa, some of the most alarming attacks on human rights protections stem from strongmen who, refusing to transfer power peacefully, curb criticism through violence and legislation. A disconcerting number of African leaders have removed or extended term limits – the so-called constitutional coup – while others have launched violent crackdowns to suppress opposition and public protests over flawed or unfair elections. Teodoro Obiang Nguema Mbasogo of Equatorial Guinea, Yoweri Museveni of Uganda, and Robert Mugabe of Zimbabwe – each in power for more than 30 years—have amended their nations’ constitutions to remain in office.

But if the appeal of the strongman and the voices of intolerance prevail, the world risks entering a dark era. We should never underestimate the tendency of authoritarian leaders and demagogues alike who sacrifice the rights of others in our name today to jettison our rights tomorrow when their real priority – retaining power – is in jeopardy.

A 2018 [Freedom House report](#) notes that “after years of major gains, the share of free countries has declined over the past decade, while the share of not free countries has risen”. What is needed in the face of this global assault on human rights is a vigorous reaffirmation of the role of individual citizens in the functioning of society. Perhaps it is not the responsibilities that need to change but rather the vehicles we use to deliver these.

Ultimately, responsibility lies with the public. Authoritarian rulers traffic in casuistry, building popular support by spinning false explanations and cheap solutions to genuine ills. The best antidote is for the public to demand a politics based on truth and the values on which rights-respecting democracy has been built. A strong popular reaction, using every means available—civic groups, political parties, traditional and social media—is the best defence of the values that so many still cherish despite the problems they face.

Today the public is stronger than ever, both in terms of ability and numbers. The 7 billion+ citizens that inhabit our planet have access to tools and resources that previous generations never had; facilitating new ways of interacting with one another as well as with civil society organisations, the media, and governments. We must embrace this digitalisation as the new way forward and use technology as a means to solve the challenges that hinder our progress.

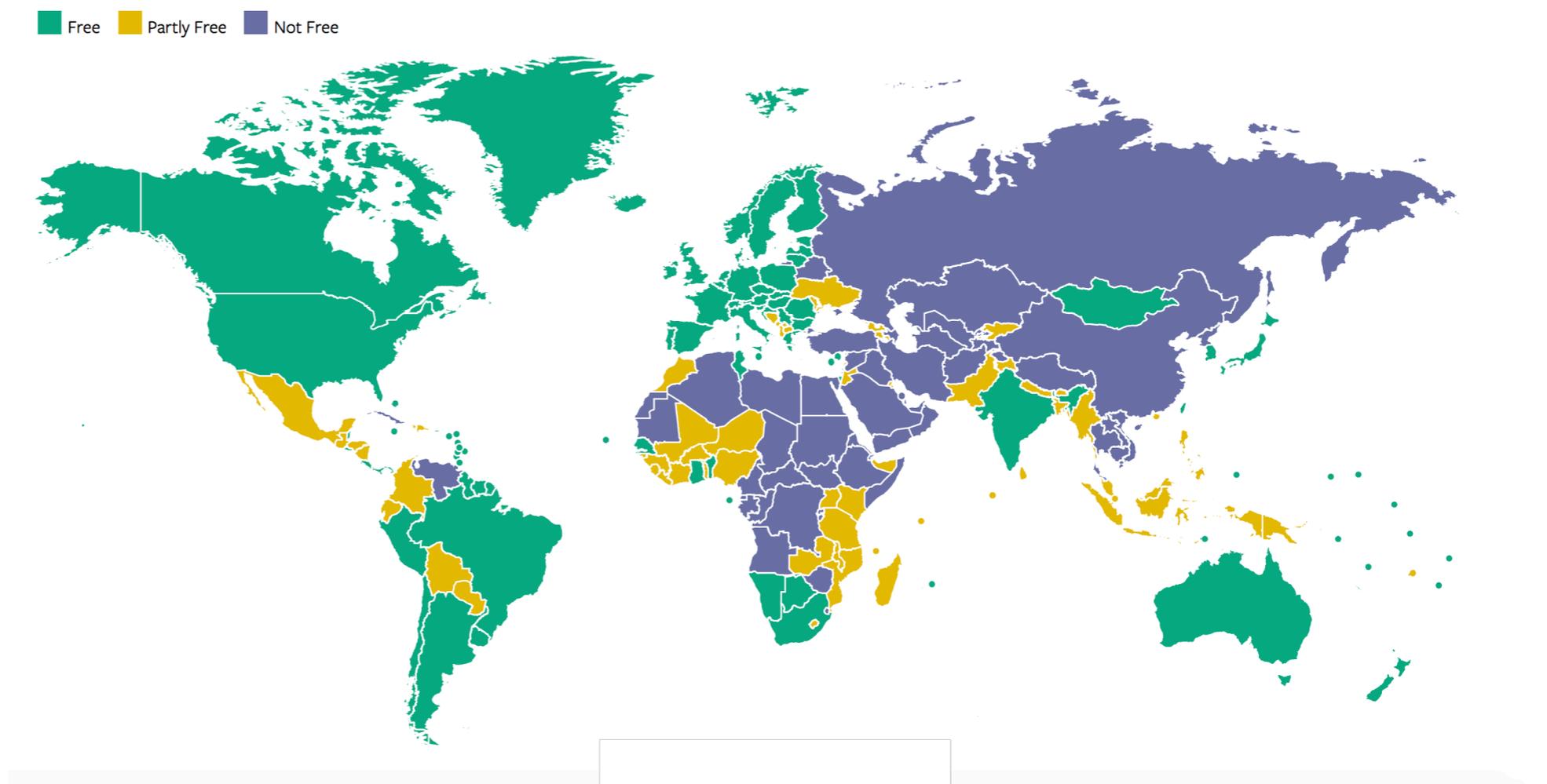
Technology offers a promising alternative to traditional vehicles and physical spaces that are currently used by citizens – especially in areas that do not observe democratic values, hinder free speech, or restrict public gatherings. Human rights abuses can often be found within these areas as citizens are unable, and sometimes unwilling, to take action to protect, promote and further their rights. In areas affected by intrusive surveillance and censorship, anonymity supported by newer technologies such as Blockchain will allow and encourage more citizens to embrace their rights online and further the causes of ‘digital activists’ while keeping citizens safe.

Increasingly, technology is being integrated into governments, public systems, transport, media, healthcare, and education, among other sectors. It is now time we do the same for human rights. In fact, the incorporation of technology in various sectors offers the potential for wider impact of a platform such as We The People given the interconnectivity of technology.

The use of technology is more prominent today than ever before with 3.773 billion citizens accessing the internet in 2017, a growth of 10% from 2016.² More than half the world now uses a smartphone and almost two-thirds of the world’s population now has a mobile phone; citizens aren’t simply going digital, digitalisation is travelling with citizens as they manoeuvre through their everyday lives leaving immense potential on the application of technology for human rights.

2. *Digital in 2017 Global Overview report*; published by We Are Social and Hootsuite; www.slideshare.net/wearesocialsg/digital-in-2017-global-overview

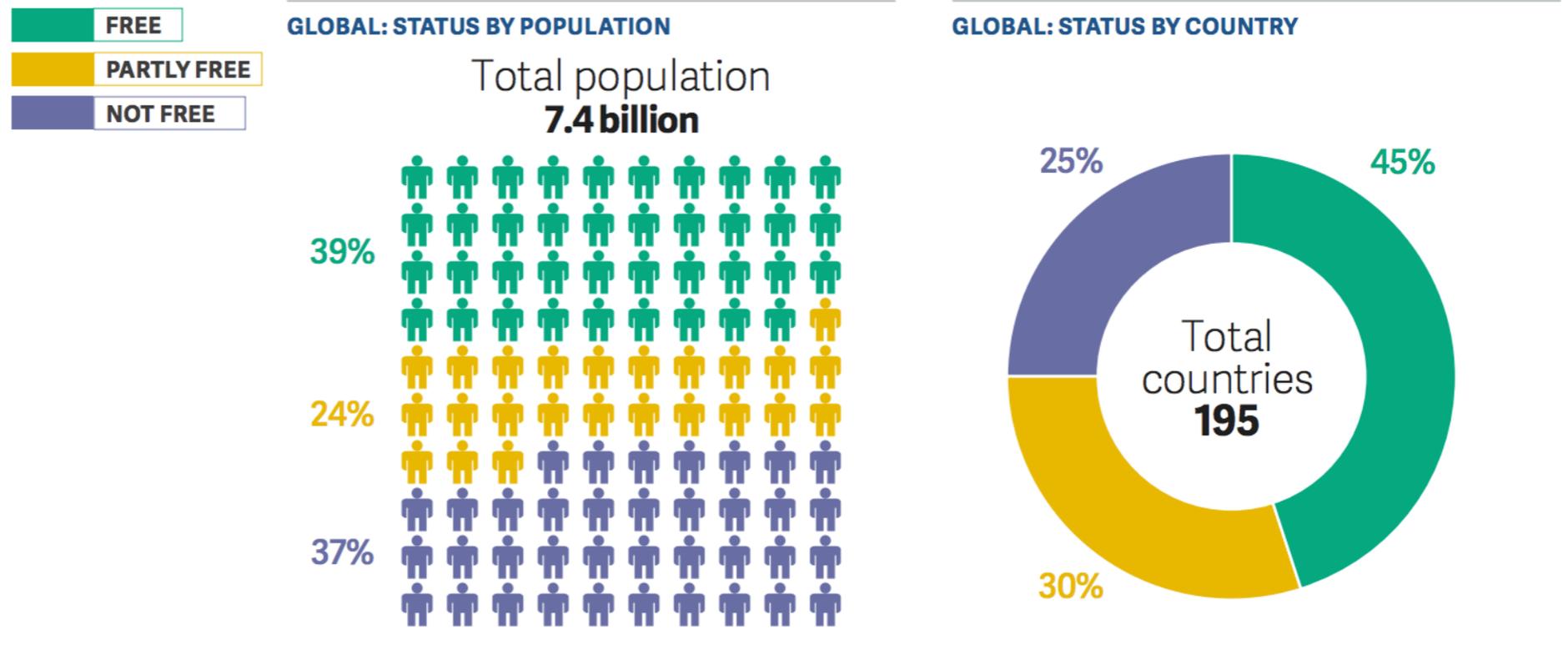
FREEDOM IN THE WORLD 2018: DEMOCRACY IN CRISIS³



Source: Freedom House

3. Freedom In The World report; published by Freedom House; https://freedomhouse.org/sites/default/files/FH_FITW_Report_2018_Final_SinglePage.pdf

FREEDOM IN THE WORLD 2018: DEMOCRACY IN CRISIS⁴



Source: Freedom House

4. Freedom In The World report; published by Freedom House; https://freedomhouse.org/sites/default/files/FH_FITW_Report_2018_Final_SinglePage.pdf

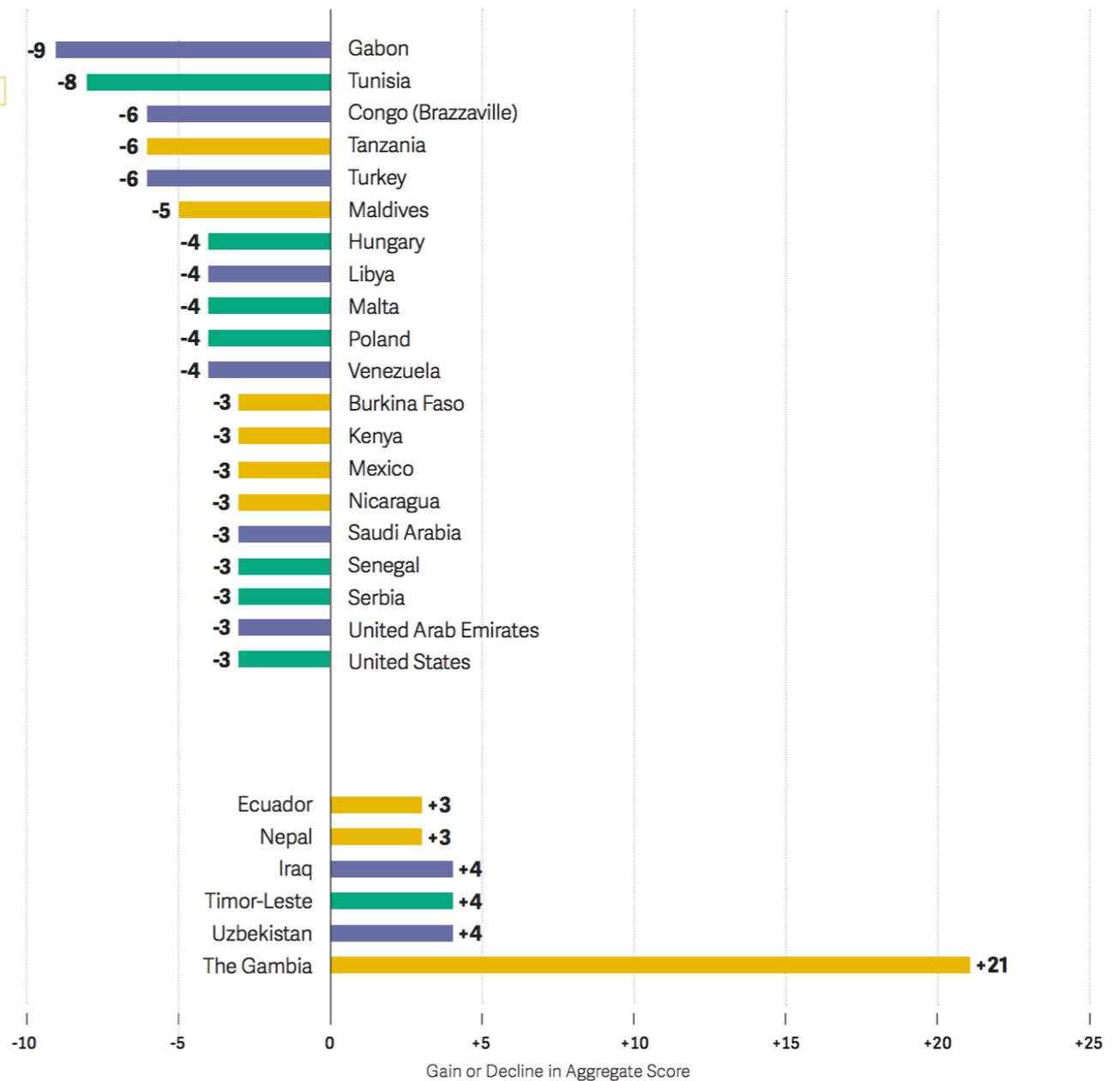
FREEDOM IN THE WORLD 2018: DEMOCRACY IN CRISIS⁵

LARGEST ONE-YEAR GAINS AND DECLINES IN 2017

Gains in aggregate score reflect improvements in conditions for political rights and civil liberties.



Note: This chart shows aggregate score changes of 3 or more points.



Source: Freedom House

5. Freedom In The World report; published by Freedom House; https://freedomhouse.org/sites/default/files/FH_FITW_Report_2018_Final_SinglePage.pdf

OUR WORK

We believe technology offers the most promising way forward for the future of democracy, and combined with the strength of over 7.6 billion people, we can put the power back in people.

Our work primarily focuses on using a research-driven approach to identify the world's most vulnerable communities, offering high tech—driven solutions that strengthen existing mechanisms, and consulting citizens and experts alike to build our platform.

We identify local needs and build capacity around local communities by offering technology-driven high-impact solutions that meet local needs. We also offer training and support, primarily through technology, to local activists and civil society groups that are engaged in the fight for democracy.

We undertake extensive research and gather data on various issues, the needs of communities, and freedom in the world.

We also work with civil society groups to drive policy changes and advocate for reform based on our research.

We work with local partners to learn more about the situation in various communities and identify the most vulnerable communities, who lack democratic rights and freedoms or are at high risk of doing so.

Using the data we continuously gather, we consult industry experts to come up with proposals for solving various challenges.

Using our blueprints, we're building [our blockchain platform](#) that will give citizens the tools and resources to step up and be heard while being anonymous.

Citizens are able to use our platform to create change and drive impact within their communities.

THE WE THE PEOPLE PLATFORM

We're building an open blockchain platform that will give citizens the tools and resources to step up and be heard while remaining safe.

Blockchain is a young technology that was first conceptualised in 2008. Primarily, the use of blockchain's distributed ledger technology offers an efficient yet secure means that is decentralised, irrevocable, and user-verified. Using blockchain to build our platform ensures that we are able to empower individual citizens in taking control of their data while protecting users from censorship, surveillance, or worse, persecution.

Similar to a social network, users will be able to communicate with other users, follow topics, and share media on our platform. However, unlike traditional social networks, We The People will be built for the specialised purpose of global citizenship — boasting features that will allow users to make a difference on issues that matter to them. From keeping up with developments on a topic to creating a call to action to being notified when a fellow citizen is marked as unsafe, We The People will transform the way citizens participate in the wider community while providing the added protections of safety, security and, when needed, anonymity. The benefit of anonymity and application of blockchain also offers citizens an alternative means to prevailing social networks and platforms that are increasingly being encroached upon by instructive surveillance and mass censorship. Our platform will be widely accessible using various devices and will support most, if not all, operating systems.

We aim to construct our platform using blockchain over a series of phases as the technology required to support safe, secure, and anonymous digital interactions that is also accessible and economically feasible remains new and somewhat untested. Significant changes are expected in the coming

years including the introduction of newer, more advanced technologies that will offer more complex protections and powerful features in order to maximise efficiency and impact within our platform.

Several key considerations are likely to affect the design, construction, and operation of our platform. The risk posed by offering users anonymity is perhaps the most significant of all considerations - while anonymity offers people security and protection, their masked identities could easily be misused, especially in a deliberate attempt to sabotage We The People, or otherwise cause harm. In an era flooded by fake news, especially given the activist nature of our platform, particular care must be taken to ensure that information on our platform is truthful and accurate and does not seek to be misleading.

We The People seeks to empower citizens in an organised world, not encourage violence nor chaos. It is important that our platform does not spiral into a tool that supports anarchy but rather grows into an important force in strengthening democratic values and human rights.

We want our platform to be accessible to users across the world no matter who they are or where they come from, regardless of economic, political, social, or cultural circumstances — including refugees and asylum seekers.

Funding our platform poses a dilemma as charging users a fee would hinder access and use of our platform while taking most governmental and corporate aid would compromise the integrity of We The People. It is no secret that, in many cases, such assistance comes with strings attached.

We want our platform to champion the rights and freedom of each and every individual citizen globally. The digital community will be constructed to ensure that any feature is built to ensure each citizen can fully realise their individual impact as opposed to campaigns led by groups and entities. The digital community will be built using the highest standards of encryption and security ensuring that both user identities and interactions are protected.

Full features and technical specifications of our platform will be published following the end of our research & public consultation period.

Globally, **citizens are under attack** fuelled by the rise of demagogue leaders and authoritarian rule. Citizens are left feeling powerless and public discontent is on the rise.



We The People **builds capacity and strengthens** existing **human rights frameworks** while subsequently **launching** our **open, free, and anonymous blockchain platform** accessible across the world.



Citizens are able to access the We The People platform in order to communicate with each other, follow causes, initiate and respond to calls to action, and track progress in their communities **while remaining safe and secure**. There is no censorship or surveillance.



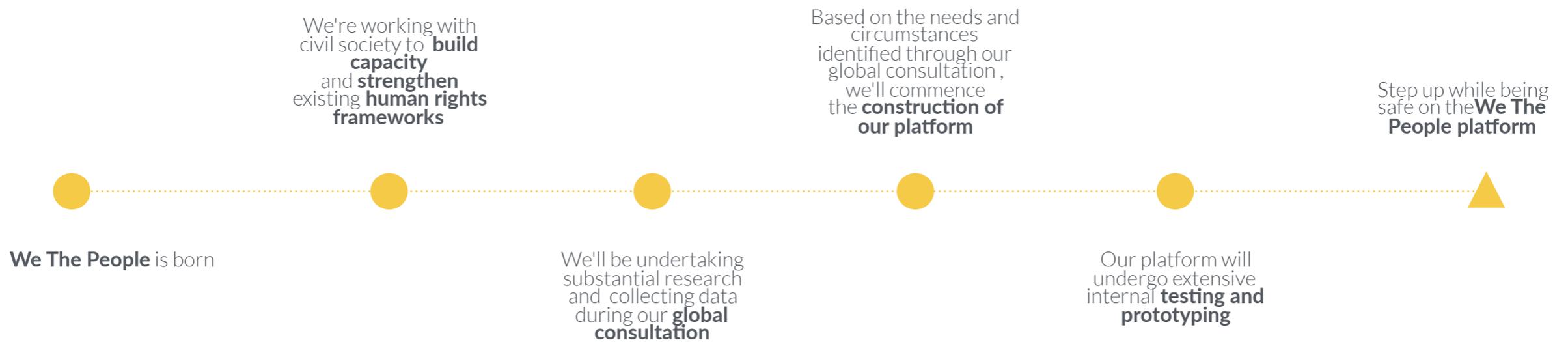
Citizens are able to **set up** and **be heard**; they are able to affect change within their communities and governments are more responsive to the undeniably strong will of the people.



The power of the people is restored and **progress is** continuously **achieved**.

TIMELINE FOR DEVELOPMENT

We're embracing a data-driven approach that speaks to the needs of the people while improving existing mechanisms and subjecting our platform to extensive testing.



WHY BLOCKCHAIN?

The potential of blockchain in providing cost-effective secure technology that can be made accessible to the masses is unmatched by any other current technology.

For now, real-life use of blockchain technology is still limited. It's current is mostly seen in cryptocurrencies (most famously Bitcoin). Blockchain is predicted to transform many industries, particularly financial services, while making services across these industries more accessible and affordable to the public.

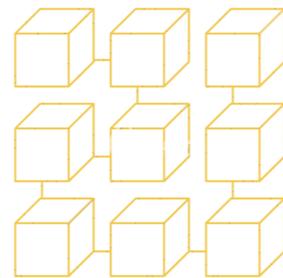
BLOCKCHAIN EXPLAINED

Blockchain, or distributed ledger technology (DLT), is a decentralised database that logs value exchange transactions in real time across a peer-to-peer network, through a process of electronic 'mining'. Blockchain stores the data on transactions in sequence, on a network of linked computers simultaneously. The blockchain data structure provides a verifiable history that only can be added to, not deleted or amended. Blockchain is sometimes confused with Bitcoin, a cryptocurrency built using blockchain.,



Secure

Data on a blockchain is extremely secure making it one of the toughest technologies to hack.



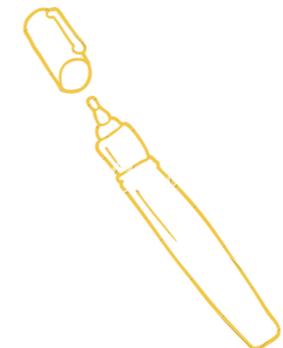
Decentralisation

The decentralised nature of blockchain technology means that it doesn't rely on a central point of control. The lack of a central server makes the system fairer and considerably more secure as well as less susceptible to surveillance.



Anonymity

Individuals users on a blockchain are able to remain anonymous allowing them to stay safe and avoid retribution by governments and other parties.



Irrevocable

Data on a blockchain cannot be altered or erased making it impossible to censor information on a blockchain network.



INCLUSION & OUTREACH

We want to create an open and inclusive movement — one that will encompass, embrace, and champion any citizen, anywhere in the world, regardless of their identity, background, or beliefs.

Our goal is to be truly representative of the needs and views of the diverse world we live in. Through our initial public consultation, we hope to hear from communities across the world as well as governments, businesses, the media and civil society groups on the current human rights landscape and the prospect of the We The People platform. Our global public consultation is expected will commence in March 2019 and continue for a period of 12-18 months. This valuable input is crucial as it will influence the most intricate aspects of work and the construction of our platform. We also aim to host our inaugural global forum in early 2019 which will invite leading experts representing human rights, academia, law, and technology among other interests, as well as representatives of other state and non-state actors are also expected to be in attendance, to explore the use of blockchain for human rights. The input from the forum will also contribute to the consultation process. Following the end of our extensive consultation process, we expect to publish a report on our key findings and proposed solutions. This report will serve as the foundation of our platform.

Citizens will be able to access our platform through a range of technologies including web-based and mobile-based applications. We expect that citizens who wish to remain anonymous do not have to use their real names or share any personally identifiable information in order to access or use our platform. The use of our platform will be subject to terms and conditions to ensure conformity with the our core values, namely - peace, progression, non-violence, non-partisanship, non-commerciality, and inclusion, and to ensure that our platform remains a safe space that is inclusive and representative of the diverse identities that make up our population.

Citizens that violate the by-laws will be subject to appropriate action. Additionally, We The People will have special features for officials and dignitaries as well as groups and entities that represent both state actors and non-state actors to ensure that they are able to interact with the people without enforcing bias and prejudice or otherwise affect the integrity of our platform.

In keeping with our commitment to empower refugees within democracy, we expect to have several specialised features designed to address the needs of refugees and asylum seekers. It is important that We The People remains accessible to every single citizen across the world. Accessibility is an important consideration especially with respect to citizens that either lack or have limited access to technology, those that are economically disadvantaged, those who lack access to free and open information and/ or technology, those living under oppressive authority, and those who lack the understanding of human rights, technology and/ or benefits of our platform. Additionally, one of our key priorities is to access and empower stateless people, primarily refugees and asylum seekers, who currently lack democratic representation.

We also seek to maintain strategic relationships with key state and non-state actors in order to implement and uphold access and use of our platform without hindrance, censorship, intrusive surveillance, or opposition. Training and workshops for future users will be conducted globally to ensure that the population will be ready to make the best use of our platform and understand their obligations.

THE CHALLENGES AHEAD

Currently, no other platform exists that achieves the goals of We The People nor has blockchain or any similar technology been used for the benefit of democracy.

While the novelty of our platform offers immense potential to benefit citizens across the world, it also poses risks that have not been previously explored. Additionally, the challenges of operating a nonprofit entity and funding our platform, while remaining free, open, and accessible to all citizens globally, are key considerations.

Currently, key real or perceived challenges include:

- **Legality:** globally, not all jurisdictions allow users to access technology freely and openly without censorship or hindrance. In some jurisdictions, access to our platform may be illegal.
- **Pushback from governments and other authorities:** it is likely that many public authorities may see our platform as a risk to their existing control over citizens as well as wider grip on power.
- **Risk of abuse:** the general risk of abuse associated with digital platforms and internet use, as well as the potentially increased risk of abuse due to anonymity may mean users may abuse our platform and may spread hate, fake news, and engage in other malicious actions. There is also a risk that our platform may be used to incite political instability or anarchy.
- **Funding and resources:** as we are unable to attract 'investors' or raise capital through traditional means, We The People must be able to fund the costly construction and implementation of our platform, and must be able to secure long-term funding before launching our platform.
- **Universal access:** ensuring that citizens across the world, regardless of their location, language skills, access to and knowledge of technology, or any disability are able to access and fully benefit from our platform. This

includes accessing digitally illiterate communities and groups.

- **Inclusion:** ensuring that our movement is representative of the diverse identities, backgrounds, and beliefs that make up the human population is key as without this we would not achieve the ultimate goal of We The People. Our platform must not favour, nor be seen to favour, any governmental, political, religious, social, or economic interest.
- **Complexity of blockchain:** being a newer technology, a lot remains to be learnt about blockchain and understanding the intricacies of blockchain technology is vital to our platform's success.



FUNDING OUR WORK

Most of our income is spent on building capacity around citizens, our campaign work, and constructing our platform. We also invest heavily in growing the movement into an inclusive and accessible space, and on research and training.

Our work covers a wide spectrum of issues and is focused on empowering citizens across the globe. The top costs we spend money on include:

- Construction of our platform: we spend the majority of our income working with the world's leading minds to meticulously plan and design our platform, and employing leading talent to materialise these designs.
- Training and education: we raise awareness on important human rights issues and how the people can make a difference. We conduct training and workshops to help citizens make the best use of our platform in their everyday lives.
- Campaigning and advocacy: we push for the realisation of the will of the people and urge decision makers to uphold public interests. Based on the input we receive via our platform, we work with various state and non-state actors to drive change and make impact globally.
- Innovation: as the world evolves, so do the challenges and concerns of the people. We're constantly coming up with new solutions to current challenges and proactive measures to address potential issues. On top of this, we're always working to make our platform more effective, inclusive, safer, and accessible.
- Growth, accessibility and inclusion: one of our ultimate goals is to achieve universal use of our platform. This also means ensuring that anyone, regardless of any disability, digital literacy, access to technology, geographic location, or other factors, is able to fully access and benefit from our platform. We want our platform to as diverse as the world we live in.

- Research: we identify the most pressing challenges affecting the people, and come up with digital solutions to solve them. We also look at barriers and considerations affecting the use of our platform, and how we can overcome them.
- Internal governance and staffing: we strive to employ the world's leading talent and offer competitive and fair benefits to our staff. We also ensure that our staff remain impartial and nonpartisan, and they, their families and loved ones are protected at all times.
- Support functions: We The People is managed by several teams working across various areas who help realise and further our mission. Our teams include marketing, outreach, communications, funding, community support, tech, and legal.

Most of our funding comes from public and private grants, awards, and donations. As a part of our commitment to upholding our independence and impartiality, we adopt a risk-based approach to all sources of funding and generally do not accept support from politically affiliated parties, religious groups, and most governmental sources. We also do not accept any conditional or earmarked support. We rely on the public, businesses, charitable trusts, educational institutions, and most importantly benevolent spirit to support our work. Contributions help us further our mission to empower citizens globally and create a trailblazing force for change.

We also operate a brand partnerships programme, For The People, with various businesses. Eligible businesses and community groups help strengthen the movement by raising funds, resources, and awareness. Through the programme, we aim to give back to our partners by recognising and rewarding the important role they play in strengthening our efforts and the contributions they make to us.

FINANCIAL INTEGRITY

We're creating a new kind of charity — one that maximises impact and reduces inefficiency. Based on integrity, trust, and absolute transparency.

As a movement working to restore the power of the people, we strive to maintain our independent, impartial status in order to remain as effective as possible. We also strive to be as transparent and accountable as possible while ensuring the accuracy and integrity of the information we publish.

Our approach involves:

- The careful vetting of donors, including the rejection of funding that comes from politically affiliated parties. We also look out for potential conflicts of interest and financial crime;
 - '100%', our real-time platform which allows you to check our income and expenses at any time, from anywhere;
 - 'Financial Facts', our online reporting initiative which publishes ongoing reports for public viewing and feedback;
 - Working with businesses we trust, based on our extensive and continuous vetting process;
 - Adopting a 'risk-based' approach, allowing us to be proactive in scenarios with pre-established risks or concerns of illegal, malicious, or conflicting activity;
 - Rejecting any governmental, political, religious or economic interest that seeks to influence our mission;
 - Recording limited information on donors, except in cases where we are legally required to do so, so we limit any avenue for the application of bias or prejudice in our work. We also do not store such data on our systems;
- We do not accept unsolicited earmarked or restricted donations. While we respect the right of donors to have a say in how their money is being spent and we certainly welcome feedback at all times, we believe that restricted donations increase the potential for money laundering, exploitation, abuse, and manipulation. Restricted donations also threaten our independence and effectiveness as an impartial movement. By only accepting 'unrestricted' or 'open' donations, we are also able to allocate funding to where it is needed most;
 - Internal governance and restrictions on political engagement: we employ several stringent mechanisms at each stage to ensure that we are constantly meeting our obligations. Additionally, our board, employees, volunteers, and partners are continuously vetted to ensure compliance with our policies and to avoid potential conflicts of interest.

100%: OUR TRANSPARENCY TOOL

We knew changing the world meant changing the way things are done, so we made a bold promise.

We've committed to becoming the world's most financially transparent charity by 2020. From the beginning of our journey, we've always strived to hold our movement to the highest standards and to be accountable for our actions and the resources we have.

Launching 2019 in its beta stages, 100% will be a real-time financial transparency tool that will give the public access to our income and expenses from anywhere, at any time, as and when they occur. Our aim is to allow anyone to view our financials across various categories, track impact, and understand how money is being spent and where this money comes from, without the jargon or complexity of financial data. Through this tool, we aim to offer clean, direct reporting while reducing the risk of human bias or error.

Through 100%, we aim to:

- showcase our income and expenses
- offer real-time reporting and data
- provide breakdowns by various user-defined parameters including categories, specific points in time, project type, and more
- simplify complex financial jargon into straightforward facts
- allow you to understand how our funding is used to create impact
- welcome a wider range of reports and queries on our financials
- improve the overall transparency and oversight of what we're doing
- make We The People even better through greater transparency

HOW WE'RE RUN

We The People is a movement of people, by people, for people. The movement is collectively run by our team together with our network of ambassadors, volunteers, partners, and groups that help us further our mission.

The movement is ultimately governed by the Statute Of The People, which is a codified set of rules and stipulations that sets out our mission, core values, and by-laws.

Our team

Our team is responsible for the majority of the movement's planning, developmental, and operational functions and leads our research work. It's primary responsibilities include:

- managing the day-to-day operations of the movement
- representing the movement's voice at an international level
- providing key research, analysis and data management functions
- implementing our international strategy, the Global People Plan
- driving inclusion, accessibility, and outreach
- developing, maintaining, and improving the platform
- ensuring and furthering the movement's financial and resource capacity
- liaising with stakeholders and representing their input
- leading our advocacy and campaigning work

The President is the executive head of We The People and the leader of the movement. The President is accountable to and appointed by our board.

Our board

Our board consists of no more than 8 members where each members' four-year terms are staggered, with elected members up for re-election at the end of any term. Each elected member is eligible for re-election for a maximum of two consecutive terms. The President of the movement is an ex officio member of our board.

Our board meets at least twice a year but in practice meets more frequently. Our board's primary role is to uphold the Statute Of The People while providing guidance to our team. Its chief functions are set down by the statute and include to:

- ensure and enforce the movement's compliance with the Statute Of The People
- ensure implementation of the Global People Plan
- ensure the sound financial management of the movement
- plan, approve and ensure the implementation of the movement's annual budget
- appoint the President of We The People
- hold the President, our team, structures, and other bodies of the movement accountable
- ensure the strategic and sustainable financial and resource development of We The People and our entities

ADDITIONAL INFORMATION

If you require any additional information, please contact ask@wtppl.org.

Email is not a secure form of communication and you should not email us with any information that is confidential or sensitive in nature. For similar reasons, we will not reply by email if to do so would compromise the security or safety of yourself or someone else.

#peoplepower

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