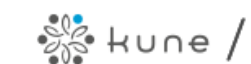




IRISHNESS.ORG WORLD@PEACE PARTNERPACT

ONEMILLIONIRISH



OneMillionIrish.org



1 Million Global Irish catalysing Collaboration & Change.



The Difference We Make, Makes Us.



Individually and Collectively, We Are What We Do

Reputation, Image, Brand - how do we see ourselves? How are we seen?

Who, exactly, are we?

What does Irishness mean today, as we leave our first 100 years behind, and enter a new, globally-connected, accelerating world?

OneMillionIrish celebrates Irishness and marks the Centenary of the Founding of the Irish State. It includes local involvement, charity fundraising, and a commitment to Climate Action, both at home & globally.



Irishness as Connective Tissue *



IRISHNESS.ORG WORLD@PEACE PARTNERPACT

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Evolving our Identity; Transforming our Impact

Building from today - what will Irishness mean in future? What should it mean?
In the end, we are what we do. So - who do we want to be?

OneMillionIrish engages our Irishness in a global, as well as a local, context. By aligning collectively on goals that are greater than ourselves, we are called to do, be and achieve more. In stretching, we evolve, connect and grow.

Let's Connect Local & Global Irish energies to tackle local & global issues, and evolve Irishness through that leadership.

** Frank Hannigan coined this richly expressive phrase, which I love; and the credit is his..*

OneMillionIrish in Numbers

01

1 MILLION x LOCAL-IMPACT, CHARITY FUNDRAISING AND CLIMATE-ACTION EVENTS, IN IRELAND AND GLOBALLY.

5,000 x CITIES & TOWNS, 100 x COUNTRIES.

02

03

10,000 x BUSINESSES, 1,000 x UNIVERSITIES
and 300 x IRISH CLANS

2,000 x INITIATORS & COORDINATORS (IRISH)

04

05

1 WORLD RECORD ATTEMPT, RAISING CLIMATE ENGAGEMENT & ACCOUNTABILITY

1 x GLOBALLY-REINVIGORATED IRISH IDENTITY, EMPOWERMENT & CONNECTION.

06



Starting At Home, then Reaching Out Globally



01

We have all been locked down, fed up, shook up and truly disempowered. GreenToGive offers a way of responding together to the impacts of the pandemic, by doing some fun, creative, purposeful good.

02

Irish People, Organisations, Schools, Universities and Charities can each play powerful roles, first in engaging locally, then rolling these ideas out globally.

03

For **Irish Towns**, OneMillionIrish lets us first engage locally to fundraise for local charities, and secondly lets us connect outwards to our **Twinned towns** and to our local Diaspora worldwide; deepening bonds while making a difference.

04

For **Irish companies** involvement will enhance **employee engagement & empowerment** .. it brings **relevance & connection in your community**, and creates novel ways of creating & strengthening relationships globally.

Local and Global Impact & Charity Fundraising



In Ireland and globally, Covid-19 has decimated charity incomes while skyrocketing demands on services. Let's get creative and help solve this! What can we do to raise funds for our local charities in Ireland?

And, what can the Irish everywhere do to support local charities where they live?

Together, Irish people can **make a difference at home and worldwide, while connecting, having fun, and celebrating who we are.**

OneMillionIrish is also about Local Action & Impact. What can we do to become more actively engaged in our communities, in Ireland and globally? What events or initiatives can we support or introduce? How can we make a difference with our skills, our time, our resources? How can we support each other to be ever-better citizens, wherever we may be?

Globally-Connected Action



Climate Change is a critical global issue, and Ireland is already taking commendable action in this regard. Together with our large Diaspora, we can and must additionally provide a powerful layer of global advocacy for, and global momentum towards, definitive action on climate.

COP-27 (November '22, in Egypt) is a particular focus in this regard. The recent Glasgow COP-26 did not deliver nearly enough progress. Irishness, globally, can play a part in making COP-27 more impactful.

To do so, we need a plan, and to coordinate with each other. We need to be informed, and to share information. We need to act, and to promote action. We need to be accountable, and to hold to account.

It's time for Irishness everywhere to unify, motivate and lead action towards definitive change. At this critical time, let's truly embrace Irishness as a global Connective Tissue for Climate Awareness, Accountability & Action.

How: Crowdsourced, Cointelligent Design Thinking

To begin with, let's brainstorm & design many different pathways to OneMillionIrish success. Working together, we will shape smart ways of making this happen; making real Irish impact locally & globally.



The #GreenToGive Ideas & Designs Challenge:

Teams, Companies & Industries

THE SITUATION

- There are over 250,000 businesses operating in Ireland.
- Nearly 10,000 of these have export sales and relationships.
- Over 1,600 overseas company operations directly employ over 250,000 people.
- There are > 31 million businesses in the USA alone. >9% of the US population claim Irish ancestry.
- Multiple Irish bodies engage in overseas business development.

THE OPPORTUNITY

- People want to make a difference; employees want to work for employers who care; and companies want to connect with their communities, customers, suppliers and industries.
- Companies, teams, professional organisations and industry bodies can get involved in local & international action.
- Irish companies, teams & professionals overseas also join in, supporting their local causes.

QUESTIONS & STARTING POINTS...

- How do we shape GreenToGive so that companies & teams find natural, fun ways of taking part?
- Should it be gamified, with challenges or competitions? How?
- What business, industry or professional bodies would embrace GreenToGive and play leading roles?
- How can local Irish companies best take part? Might teams – or professions – volunteer to lead individual aspects?
- What Irish-Global brands might get involved, and how?
- What would be a compelling approach to engage globally distributed teams within multinationals?
- How do we find & engage with Irish-Diaspora-owned/managed businesses globally?
- Who is well-known in the Business community and would help champion these ideas?



The #GreenToGive Ideas & Designs Challenge:

Twinned & Linked Towns

THE SITUATION

- Most Irish towns & cities have "Twin Town" relationships with one or more places across Europe and globally.
- Local authorities support these links.
- Covid has impacted our ability to interact with our twinned towns.
- Additionally, we have natural links to towns globally, through historic, family, business and industry links.
- Schools also build and maintain links through exchanges, trips and online events.

THE OPPORTUNITY

- We can initiate fundraising & local-impact actions across our network of twinned towns, and even (in turn) their twinned towns.
- Each town raises funds for its own charities, and works to make an impact in their area.
- This might be event-driven and happen simultaneously.
- We can also support & build our climate activity together with our twinned towns.

QUESTIONS & STARTING POINTS...

- What shared or simultaneous events would be fun & interesting, and raise funds or make a local difference in Irish towns and their twins?
- What elements of friendly competition or gamification might help?
 - For example, might Irish towns sponsor accommodation as a prize for the most impactful events in the twinned towns?
- How can Local Authorities support this & help make it happen?
- How best can companies take part?
- Can Charities (locally, and in their twinned towns) use this idea & model to spark fundraising drives?
- How can Schools support this and take part?
- What Ideas or Suggestions would help? What People/Organisations might help?



The #GreenToGive Ideas & Designs Challenge:

Irish Networks, Overseas

THE SITUATION

- The Department of Foreign Affairs lists nearly 1,000 Irish Diaspora/Overseas networks & organisations.
- These include Business, Social, Cultural, Sport and Educational networks.
- Many are deeply engaged in local charity & impact activities.
- All will have connections with local businesses, schools, universities, charities, and/or town/city administrations.

THE OPPORTUNITY

- GreenToGive provides an opportunity for Irish networks & organisations to reach out locally, wherever they are, and deepen Irish ties in their localities.
- It provides an opportunity for recruitment, and for fostering closer engagement with existing members.
- GreenToGive also explicitly provides fundraising opportunities for networks that are involved in local charity.

QUESTIONS & STARTING POINTS...

- What Win-Win approaches will help build & promote Irish Diaspora Networks & Organisations, while driving local action, charity fundraising and/or climate action?
- What tools, messages or events will be easiest & most attractive for these networks to adopt, promote & use?
- How can GreenToGive help Irish Diaspora Networks / Organisations to build their membership & engagement, ensuring an ongoing connection to Irishness?
- By loosely connecting networks globally, can we strengthen and grow these networks?
- What would attract additional (and younger) Diaspora members to join & become active in these networks? Can GreenToGive help make this happen?
- Can a global network of Irish Diaspora organisations lead Irishness as a catalyst for Climate, Biodiversity & Social action?



The #GreenToGive Ideas & Designs Challenge:

Irish Pubs

THE SITUATION

- There are some 7,000 Irish Pubs around the world, outside of Ireland (.. or at least, that's Wikipedia's figure).
- They're findable, even through Google & social media.
- There are associations, networks, etc.
- Most serve Guinness.
- Irish Bars can act as a venue or host for events, as well as building local awareness for GreenToGive.

THE OPPORTUNITY

- Let's find ideas to promote through Irish Bars that will be good for business while also promoting generosity, impact & fun.
- Let's find easy ways to reach these bars en masse (Irish Pub networks, groups & organisations) and create easy, fun and profitable ways for them to be part of #GreenToGive.

QUESTIONS & STARTING POINTS...

- What ideas, events, promotions would work well in Irish Pubs worldwide?
- How can these be win-win events for the bars involved?
- How can these build or support spin-off events, in their neighbourhoods?
- Who (people or companies) should we speak with, to set this in motion?
- What question should we have asked – and what's the answer?

How #2: Countless points of Optimisation & Leverage

OneMillionIrish creates space for everyone to contribute in one global, purposeful, fun programme. There are countless ways to help make this happen; let's see what works, and do more of that!



GreenToGive - The Climate Mission
Presentation



GreenToGive-Teams,Cos,Industries
Presentation



GreenToGive #MonthOfMusic
Presentation



ClansConnect & BattleOfClans
Presentation



GreenToGive - Irish Networks
Presentation



GreenToGive Town-to-Town Globa...
Presentation



GreenToGive - Irish Pubs
Presentation



GreenToGive - People & Stories
Presentation



GreenToGive - Sport
Presentation



17Green & GivingDay
Presentation



GreenToGive - Superpartners & Sp...
Presentation



GreenToGive Ambassadors
Presentation



GreenToGive #Nonprofit #Fundrai...
Presentation



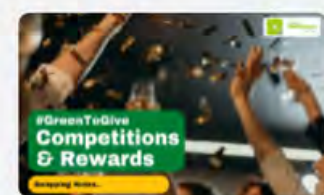
GreenToGive - Crowdsourced Doc...
Presentation



GreenToGive - Media & Outreach
Presentation



GreenToGive - Governance & Over...
Presentation



GreenToGive - Competitions & Re...
Presentation



GreenToGive #MonthOfDoing
Presentation



GreenToGive: Culture, Arts & Enter...



GreenToGive #MonthOfFun



GreenToGive #MonthOfLearning



Ireland@100



GreenToGive for Schools



GreenToGive Academia

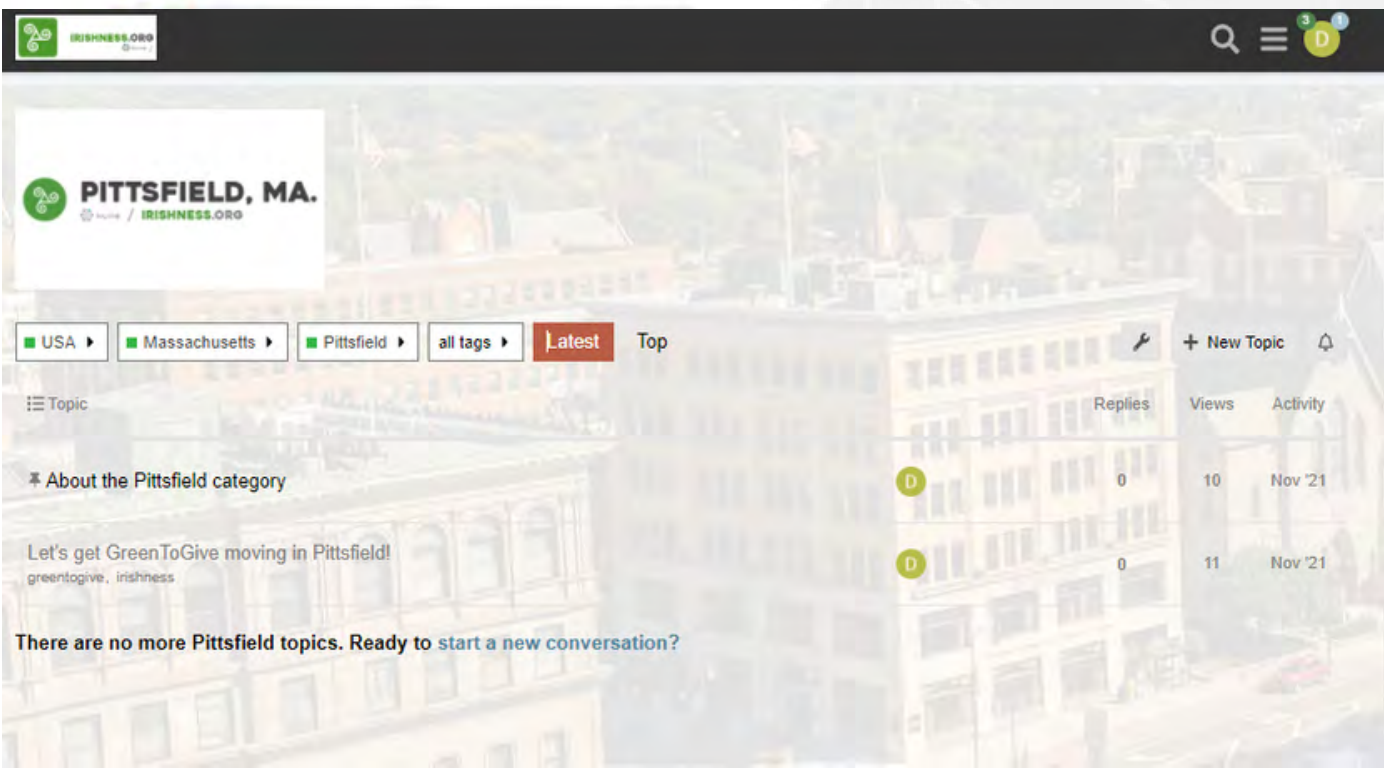
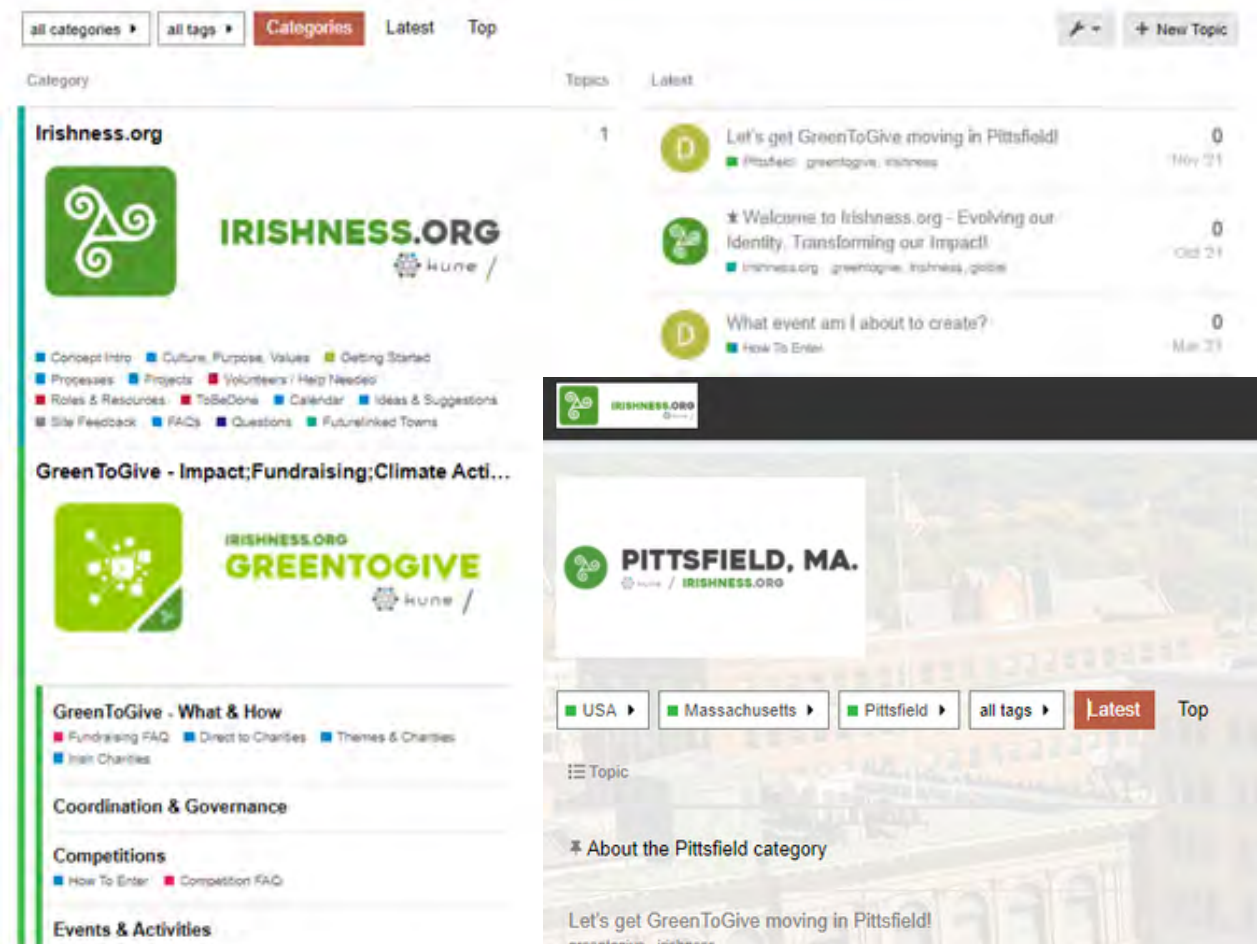
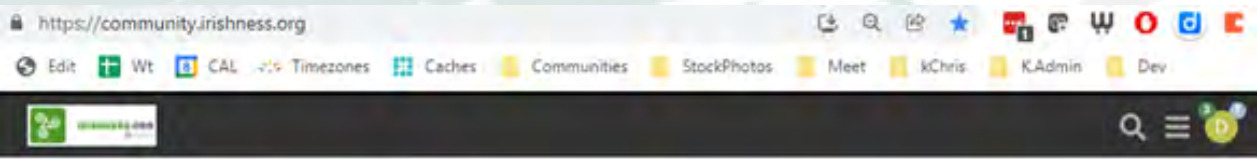
There are, quite simply, hundreds of ways to help do all of this.

We need win-win approaches that are uniquely suited & compelling for those involved.

We'll first promote ideas & option online (and to relevant groups & people); look for suggestions & tease out ideas; see what ideas combine best; and pilot the most promising avenues.

Different ideas will work for different participants, and success comes from the sum of many paths forward.

How #3: A Global Community & Collaboration Platform



OneMillionIrish relies on many different participants globally, each doing a little, and all enhancing each other.

We've built a tailored community platform to make this possible. This platform will allow everyone brainstorm & crowdsource, and to connect, coordinate & support each other.

Central to this Community is a custom, local-and-Irishness-branded sub-community for each of thousands of cities & towns globally. (Examples shown to the left, and below.

We're targeting over 5,000 connected & participating communities, towns & cities. By providing a local OneMillionIrish forum at this level, we can help bring the Irish together first in their localities, and then globally, for Local Impact, Fundraising & Climate Action.

These communities will be invited to form an ongoing global network of Irishness, acting as catalysts for Climate, Biodiversity and Social change.



Start ... anywhere.



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Get in touch - let's make this happen!

Simply reach out, let's talk, see what we can do together.

e: hello@onemillionirish.org

t: @onemillionirish

