

TZM Quick Start Guide [Last Update: Jan/2012]

A video version of this guide is also available:
<http://thezeitgeistmovement.com/quickstart>

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1- Understanding The Zeitgeist Movement

-The Zeitgeist Movement, defined:

The Zeitgeist Movement (TZM) is an explicitly nonviolent, global sustainability advocacy group currently working in over 1000 Regional Chapters across 70 countries. The basic structure of The Movement consists of Chapters, Teams, Projects & Events.

In short, the Chapters are essentially what define The Movement in operation. Each Chapter works to not only spread awareness about the roots of our social problems today but also to express the logical, rational, practical solutions we have at our disposal to update (and evolve) our current social system, enabling a truly responsible, sustainable, global society to emerge for the betterment of all the world's people.

TZM's education and community projects seek the intermediate goal of obtaining a unified, worldwide movement for social transformation, regardless of country, religion, political party or any such traditionally divisive distinction. TZM recognizes a common, logical value identification pertaining to our survival, sustainability and public health which inherently transcends such culturally divisive issues. Human unification, rationalized out our inalterable, shared "common ground", is a foundational premise.

From that understanding, a self-organizing Train of Thought with respect to how we can technically (and culturally) accomplish a new social system unfolds. The various stages of this transformation ("Transition") is not something that can be readily predicted given the uncertain state of the world today and it is not the scope of this document to expand upon the issue. What we do know is that we are experiencing great destabilization in the world due to the *inherent flaws* of our current social structure and the problems emerging appear to be only getting worse as time goes on. It is from this uncertainty and loss of confidence in the current model that support for a new social system might be achieved, in part.

Therefore, The Movement's work is to expand upon this Train of Thought and publicly communicate the resulting ideas, structures and methods with the goal of establishing a new cultural "zeitgeist"; hence a new, workable social model and common value system that ensures our socio-evolutionary fitness, our safety, our freedom, our quality of life and our prosperity.

-Your Role:

To become involved in The Movement does not require any monetary contribution, submission of personal information, forms to complete or any such traditional notion of membership. Volunteer organizers and Coordinators keep no databases outside of our simple web-based mailing lists which one is certainly encouraged to register with for updates.

TZM is modelled as a "see through" entity which merely represents a *Data Set & Train of Thought* at its core. It is holographic and decentralized in structure to assure its effect and warrant against historically notable problems of group identification. TZM has no offices, no location, no leaders, no benefactors and no static affiliations. This Movement is really about *your personal understanding of the world along with how much you identify with the observations, logical inferences and solution oriented Train of Thought denoted in The Movement's materials*. If you agree with this need to change our system, please join a Chapter, learn, educate and help contribute.

TZM currently has many community projects, events and publications, as will be explained in this document. There is also a great deal of flexibility and creativity in how a person, group or Chapter chooses to engage and develop new ideas. The Movement is *emergent* in form and while, again, a basic Train of Thought persists, the tactics and specifics of the Movement's work will inevitably undergo change.

In summery, we all have the same role here: To educate ourselves; educate others; create an organized critical mass and establish tactics to enable a transition to a new social design - a design which is arrived at in form by way of *The Scientific Method*.

As will be mentioned later in this document, a public, open-source project known as the Global Redesign Institute will exist to create and promote direct technical design changes for social organization, building upon the most advanced understandings in the fields of Science and Technology we have at the time.

-Educational Resources:

Since 2009, a great deal of data has been generated and output through various communication mediums. Radio Shows, PDFs, Films Presentations, Articles & Lectures are the most common (our information is always free). For someone new to TZM, the following list contains suggested references for review:

2012 ORIENTATION GUIDE

This is a detailed summation of virtually all relevant points for TZM. It exists in Video and expanded PDF form, the latter of which contains extensive sources and appendices.

[<http://www.thezeitgeistmovement.com/orientation>]

WEBSITE FAQ

TZM Global's FAQ answers various questions, including Movement Structure specifics.

[<http://thezeitgeistmovement.com/faq#faq1>]

LECTURES & "TOOL KIT"

The Global Website's ever emerging "Tool Kit" contains many video and text presentations, often with extended sources and references as well. While this content is predominantly in English at this time, many other Non-English presenters operate across the world can be found via the Internet. Please search for your local International Chapter's Website and review their media as well.

<http://thezeitgeistmovement.com/tool-kit>

Apart from these core sources, community development is large and there is always an ongoing flow of information occurring via the TZM Official Blog, Zeitnews and other participatory mediums that will be discussed in Part 3 of this guide.

-Movement Participation:

A "Member" is loosely defined as one who agrees with the tenets and approach of TZM and in turn participates in their local Chapter's awareness actions, whether online or local. However, all Members of The Movement have their education about relevant issues as the number one requirement to proceed.

To reiterate, true “Membership” is really a subscription to the Train of Thought at hand. Hence, it is about understanding and supporting The Movement's logical tenets and working in whatever way one can to bring about awareness and change in a responsible, strategic and nonviolent manner.

More specifically, one's communication and personal skills are important to consider here. Generally speaking, personal specialization of focus has a symbiotic social role as a characteristic of our “Group Mind”, if you will. In other words, some of us are good at some things and others are good at other things. It is the collaboration of our unique skills and interests that creates the larger order realizations. Finding your place in TZM is unique to you and your skill set.

For example, if you feel you have broad organisational skills, working with or becoming a Regional Coordinator for your Chapter might be of interest. If you are technically inclined with a background in Engineering or the like, The Global Redesign Institute might be a comfortable place. If you find your skills are more communicative and artistic, The Zeitgeist Media Project and/or Media Festival might be a good place to contribute. If you are a skilled writer and researcher, joining and contributing focused articles to TZM's Blog might be of interest. If you are a good public speaker, give presentations at your Monthly Town Halls and/or ZDay in your region on relevant subjects. You get the idea. Focus on what you are good at.

2- Joining a Chapter

-Overview:

Very simply, TZM Chapters are regional Zeitgeist Movement Member Groups, organized in Tiers. From “Top to Bottom”, the current Chapter Tiers are:

International—[Countries]

State/Province—[Next lower degree regional distinctions within a given Country]

City/Town—[Next lower degree regional distinctions within a given State or Province]

As noted before, your involvement with your Regional Chapter is what essentially defines you as a Member of The Movement in form. You can go to the Global Website [<http://thezeitgeistmovement.com/>] to see the Current Top Tier Chapter list [<http://thezeitgeistmovement.com/chapters>]. You can access the respective State (USA) or International Website and from there you should be able to locate the closest sub-chapter near you.

If you cannot find a Country, State or City Chapter for your region, it is then suggested you start one. Virtually all chapters have begun not by appointment, but by personal initiative. A simple review process to understand the seriousness and understanding of the applicant is assessed by existing Coordinators on a per case basis.

-Public Actions:

There are three reoccurring Public Actions for Chapters which are encouraged but naturally contingent upon the size and resources of the group: (1) Our annual “Zday” event; (2) our monthly “Town hall” event and (3) the annual Zeitgeist Media Festival. These will be discussed more in Part 4.

However, each region also often has different community customs and possibilities. For example, in Los Angeles California, beach tent “vendor” posts are common on the boardwalk.

In Canada, many do street activism on a person to person basis. Some Chapters even host their own internet radio shows and produce their own media/newsletters based on custom research.

Part of working with your Chapter is being creative and explorative. In the end, the basic goal is still the same: Expose the root problems of our current system and then show the logic behind a new one.

-Meetings:

Chapters naturally need to have the ability to enable communication among its Members, along with other Chapters. As a Chapter grows, periodic Meetings should be conducted in live and/or virtual (online) settings.

TZM Global provides an Internet-Based Voice/Chat program which can be found here:
<http://thezeitgeistmovement.com/teamspeak>

Chapter Meetings typically occur in Tiers with Chapter Coordinators on their respective level. For example, the North Carolina State Chapter, assuming no sub-chapters (city) within it, would have a meeting with all NC Members present. However, in the meetings of the next largest Tier, the Country level (USA in this case), there would only be Coordinators of each State, not all the USA Members. This narrowing is for the sake of comprehension as it would be too difficult to have Global Meetings with tens of thousands of Members at once.

-Questions:

If you have a question relating to Chapter Organization which is not answered in the following links:

<http://thezeitgeistmovement.com/faq>

<http://thezeitgeistmovement.com/chapters>

You may email directly via the Contact Form on this page:

(select "Chapters" category):

<http://thezeitgeistmovement.com/contact-us>

3- Websites, News & Project Contribution

Apart from signing up with the Global and Regional Mailing lists, there is a wealth of emerging information outlets and interactive mediums. These Websites and Projects are community driven, always free and have proven to be extremely effective. Most items noted below can be found via the Global Website's home page as well.

-TZM Official Blog:

<http://blog.thezeitgeistmovement.com/>

Member contribution via TZM Blog is a very effective way to give you, your chapter and important issues exposure. Many categories of interest from Economics, History, Science and Activism enable a tremendous platform for expression as an online newsletter and blog. Relevant articles that gain popularity also are highlighted via our Press Releases.

Please see the How-To Guide to start contributing:

<http://blog.thezeitgeistmovement.com/contribute>

-TQM Global Radio:

Started in 2009, TQM Global Radio is a Weekly Radio program presented by various coordinators/lecturers of The Zeitgeist Movement in a rotational fashion. It is here where ongoing public updates, news and announcements occur. Each Show occurs at 4pm Eastern Standard time every Wednesday via BlogTalkRadio.com:

<http://www.blogtalkradio.com/zmglobal>

Info and Archive Page:

http://www.thezeitgeistmovement.com/radio_shows

Older Archives:

<http://www.blogtalkradio.com/zmglobal>

*Note: While the Global Radio Show is the most conclusive, other programs of great merit also exist, including Programs via the "Zeitgeist Broadcasting Network" (ZBN):

<http://www.stickam.com/zbnlive>

-Zeitgeist Media Project:

<http://zeitgeistmediaproject.com/>

The Zeitgeist Media Project is an online hub for Artistic Media Content which can be uploaded and shared. The media types range from Video, Visual Art, Music/Audio, Literature and more. This content is mostly Creative Commons and is designed to be downloaded and used by other members in their work.

-ZeitNews:

<http://www.zeitnews.org/>

Started in 2010. Zeitnews is an amazing source for advanced Scientific Research. Subjects of interest include Energy, Transportation, Biotechnology, Robotics and other important issues that relate science and technology to human prosperity.

Members may also contribute to the online publication:

<http://www.zeitnews.org/about/>

-Global Redesign Institute:

<http://www.globalredesigninstitute.org/>

The Global Redesign Institute is a Think Tank project currently in development. This advanced concept will create a virtual projection, region by region of what an accurate and up to date social infrastructure would comprise, sidestepping the traditionally inhibiting factors of money and establishment preservation. This project is about designing and expressing what is technically possible - not what is "affordable". More on this project will be announced when it becomes operational.

-"Why I Advocate" Campaign:

<http://www.thezeitgeistmovement.com/why-i-advocate>

The Zeitgeist Movement's "Why I Advocate TQM" Media Testimonial Campaign is a video blog project which gives personal perspectives and faces to The Zeitgeist Movement. This is very simple. Members simply make a public video about why they feel the need to change the world and identify with The Zeitgeist Movement. This is also a good way to show community support in general.

Current submissions can be viewed here:

http://www.youtube.com/results?search_query=why+I+advocate+zeitgeist&aq=f

-Social Networks:

TZM Global Facebook: <http://www.facebook.com/tzmglobal>

TZM Global Twitter: <http://twitter.com/tzmglobal>

TZM Global Youtube: <http://www.youtube.com/user/TZMOfficialChannel>

Apart from the traditional Social Networks listed above, a hybrid project known as "TZM Social" has also emerged:

<http://www.tzmnetwork.com/>

All members are encourage to review and contribute to these social mediums considering how powerful they have become culturally as a whole. Also, Regional Chapters and Projects are encouraged to initiate their own Networks via these medium for their own promotional purposes. (I.E. a Youtube account assigned to your local chapter for display of your Town Halls, Zday events and the like.)

4- TZM Events and Activism

As noted prior, Chapters and hence Members have a few core (Global) periodic actions which are encouraged. These include, ZDay, ZMedia Fest and Monthly Town halls.

Paired with these actions is our ZDrive food bank support and similar resource charity programs to help those in need. (more below*)

-Zeitgeist Day ("ZDay"):

<http://zdayglobal.org/>

"Zeitgeist Day", or ZDay for short, is an annual, global event day which occurs in the middle of March, each year. The goal is to increase public awareness of The Zeitgeist Movement. A Zeitgeist Day event can take many forms, ranging from a simple showing of DVD media; to full lectures and interactive question-and-answer events with Chapter Organizers in various regions. The 2010 ZDay there were 330 sympathetic events occurred in over 70 countries worldwide.

Each year, there is a "Main Event" which serves as a highlight, with more publicly notable speakers and guests. In 2009 and 2010, the Main event was in NYC; In 2011 it was in London, UK & in 2012 - Vancouver BC.

Please review the Official ZDay Website for more information: <http://zdayglobal.org/>

-Town Halls:

<http://www.thezeitgeistmovement.com/townhalls>

The Zeitgeist Movement's Town Hall Meetings are live, public events conducted by Official Regional Chapters. These localized events are similar in function to our annual global "Zeitgeist Day" (ZDAY) events but ideally occur monthly, rather than annually. Modelled after patterns proven effective by civil right's movements historically, the goal is to inform the public of TZM's understandings and goals and hence grow awareness and membership. To learn more; submit an event for your regions, please see:

<http://www.thezeitgeistmovement.com/townhalls>

-Zeitgeist Media Festival:
<http://zeitgeistmediafestival.org/>

Recognizing the power of art and media to help change the world, "The Zeitgeist Media Festival" engages the artistic community and its power to change values. It proposes that needed changes in the structural/economic workings of society can only manifest in tandem with a personal/social transformation of values in each of us. While intellectual knowledge serves its role of showing the path, many in the world follow their feelings- not the knowledge. The Zeitgeist Media Festival hopes to bridge those levels, while also illuminating a focus where changing and improving the world is no longer considered a fringe or suspect pursuit.

Participating in The Media Festival does not mean each event must meet some strict requirement of focus. However, participation does require that each act understand and agree with a general train of thought with respect to human and social sustainability.

The Zeitgeist Media Festival occurs in the Summer of each year.
More info:
<http://zeitgeistmediafestival.org/site/index-1.html>

-*ZDrive:

The Zeitgeist Movement's Charity Drive or "ZDrive" is a program to engage local social service institutions in conjunction with ongoing awareness events. The most common have been our Food Drives and Clothes Drives. For example, the Zeitgeist Media Festival Globally raised via donation about 12,000 meals for the poor in 2011. Resource donations are encouraged more than monetary contributions to avoid corruption.

How you conduct your ZDrive is contingent upon your region and its needs. Typically, a suggested donation of resources is welcomed upon entry to your event, such as the bringing of canned food for your local Food Bank. Since each region has different programs, it is suggested you contact your local charities to see how your Chapter can help.

So, if possible, every time you have a ZDay, Town Hall or Media Event, please conduct a ZDrive as well and have attendees bring resources for local charity.

In turn, please keep track of the statistical results of your charity work and email it us so we can keep a running global total of its effect. This is not only a wonderful action to help the many communities now in desperate need of support, it gives TZM a layer of traditional identification for those who might otherwise see the social ideas as "too radical" to be practical.

Stats email: media@thezeitgeistmovement.com

5- Advice and Summary

The preceding data should give new Members a great deal to think about and work with. It is important to remind the reader that TZM is a movement of ideas and values at its core. It is also Social in its very nature. In many ways, those who understand, volunteer and work with this global community to help improve the world are a proxy of how our society could be if social responsibility and environmental respect finally rose to its needed place.

However, there is no denying that what is sought in this journey is likely the most difficult and controversial undertaking one can have. No one said this would be easy. Yet the

level of difficulty at hand means nothing compared to the dire nature of its necessity.

This Movement is not for the weak of heart or those without self-confidence. One factor that makes internal community support critical to our success is the reality that we are not likely to see much external support for sometime to come. Historically, those ahead of their time who have sought to change the world have always been deemed subversive, agitators or even terrorists. Society and its established values seems to not look well upon broad social changes regardless of how much it may be needed or the logic of its merit.

Regardless, this changes nothing for those of us who actually care and as time moves forward, the trends of social turmoil and destabilization seem to indicate that a larger and larger subculture is emerging which recognizes this need for this larger scale change and it is the role of TZM to help make sure a viable solution is put forward as this evolution continues.

-Mission Statement:

<http://www.thezeitgeistmovement.com/mission-statement>

Founded in 2008, The Zeitgeist Movement is a Sustainability Advocacy Organization which conducts community based activism and awareness actions through a network of Global/Regional Chapters, Project Teams, Annual Events, Media and Charity Work.

The Movement's principle focus includes the recognition that the majority of the social problems which plague the human species at this time are not the sole result of some institutional corruption, scarcity, a political policy, a flaw of "human nature" or other commonly held assumptions of causality.

Rather, The Movement recognizes that issues such as poverty, corruption, collapse, homelessness, war, starvation and the like appear to be "Symptoms" born out of an outdated social structure. While intermediate Reform steps and temporal Community Support are of interest to The Movement, the defining goal here is the installation of a new socioeconomic model based upon technically responsible Resource Management, Allocation and Distribution through what would be considered The Scientific Method of reasoning problems and finding optimized solutions.

This "Resource-Based Economic Model" is about taking a direct technical approach to social management as opposed to a Monetary or even Political one. It is about updating the workings of society to the most advanced and proven methods Science has to offer, leaving behind the damaging consequences and limiting inhibitions which are generated by our current system of monetary exchange, profits, corporations and other structural and motivational components.

The Movement is loyal to a train of thought, not figures or institutions. In other words, the view held is that through the use of socially targeted research and tested understandings in Science and Technology, we are now able to logically arrive at societal applications which could be profoundly more effective in meeting the needs of the human population. In fact, so much so, that there is little reason to assume war, poverty, most crimes and many other money-based scarcity effects common in our current model cannot be resolved over time.

The range of The Movement's Activism & Awareness Campaigns extend from short to long term, with the model based explicitly on Non-Violent methods of communication. The long term view, which is the transition into a Resource-Based Economic Model, is a constant pursuit and expression, as stated before. However, in the path to get there, The Movement also recognizes the need for transitional Reform techniques, along with direct Community Support.

For instance, while "Monetary Reform" itself is not an end solution proposed by The Movement, the merit of such legislative approaches are still considered valid in the context of transition and temporal integrity. Likewise, while food and clothes drives and other supportive projects to help those in need today are also not considered a long term solution, it is still considered valid in the context of helping others in a time of need, while also drawing awareness to the principle goal.

The Zeitgeist Movement also has no allegiance to a country or traditional political platforms. It views the world as a single system and the human species as a single family and recognizes that all countries must disarm and learn to share resources and ideas if we expect to survive in the long run. Hence, the solutions arrived at and promoted are in the interest to help everyone on the planet Earth, not a select group.