



Dear Global Friends,

We have a huge few days ahead. On Thursday, January 12, we are announcing the Top 12 finalists for Your Big Year 2012, and just to restate we are having a very difficult time figuring out who will be in that group because **you have all inspired us**.

Unfortunately, there can only be one lead Smaller Earth Ambassador from Your Big Year. However, because of your dedication, enthusiasm and incredible efforts, we do not want to lose any of you. We have been thinking about how to harness YBY drive and energy since the first final but we now have real clarity... we are going to build a global platform to help make your ambitions become reality.

Chris Arnold asked Fernanda, what do you want to do? She replied that she wants to become the first female President of Paraguay. We want to help make that happen. We want to get all of you to your dreams. We believe we have a platform to do just that. For now, please keep the following confidential.

Very shortly we are going to launch the inaugural **SMALLER EARTH SUMMIT**. We want all 111 of you and the 24 finalists from the first YBY, to be founding ambassadors.

This is not just a platform for discussion, but for **Inspiration, Action and Impact**. We will bring together:

1000 people who are dreaming of change and thinking BIG

200 aspiring Entrepreneurs

200 aspiring Business Leaders

200 aspiring Political Leaders

200 aspiring Media Powerhouses

200 aspiring Cultural Innovators

**Five categories and 1000 change makers.**

#### **The Plan -**

Each category will be led by an inspirational and profiled person and over 3-days in a great city and great convention centre, you will work with peers and mentors and take concrete steps to finding the tools, knowledge and resources to move forward with your ambition and make a huge positive impact.

#### **The Do -**

Delegates will be flown to an international city to have a mini-internship or experience shadowing a leader in their chosen category. This will prove inspiration, insight and network.

#### **The Review -**

Delegates will come back together to share networks, cross-pollinate ideas and insight, and build a collaborative plan for the biggest possible positive impact.

We will monitor and celebrate each others milestones as a group  
We will support each other to succeed  
We will hold each other accountable to our ethics  
We will leave each other with a mission to have a big and truly impactful year.  
We believe that over years we will change the world with this concept.

This is not a dream, we have resources and have already had \$100,000 pledged from a sponsor.  
Our question is will you join us?

The first step is for you to email [marti@smallerearth.com](mailto:marti@smallerearth.com) to tell us that you would like to be a part of this huge project. After that we want to hear again how you intend to make an impact and what your dreams and ambitions are. Many more details will follow but we will then ask for a short video with the Smaller Earth logo stating:

- Your name
- Your country
- Your personal ambition

We also want to hear your ideas and thoughts. We will be changing the “I’m working to win Your Big Year” Facebook forum over to this discussion. Please start posting your reactions to this. We want to know! As we have said, we want people in this group and the 24 previous finalists of Your Big Year to become Founding Ambassadors of the Smaller Earth Summit. There is a lot of work to be done and we will share more exciting detail very soon. We believe this is a huge opportunity for all of us to make the biggest of positive impacts - this the highest objective for us all to work for.

The Smaller Earth Summit will be announced publically at the Global Entrepreneurship Congress in March. So until then or subsequent notification from us, please keep this confidential.

We will work for you and we hope you will come join us.

With our fullest admiration,



Chris Arnold & Marti Grimminck

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earth | summit