

THE SOURCE THAILAND

a project of “the foundation”

health is not everything, but without health everything is nothing

WHAT:

the source is a fully sustainable eco valley, run as a foundation, and comprising (in brief)

- a state of the art health resort
- a world class clinic for alternative medicine
- a six star boutique hotel
- a three star hotel and housing for students/volunteers
- residential area with about 100 units
- centre for research, application and teaching of alternative energies (solar, wind, biogas etc.)
- a think tank and spiritual centre
- conference centres and meeting facilities
- own beyond organic food production including farming and animal husbandry. centre of a network of outsourced farming.
- an art centre, dedicated to all arts such as music, visual arts, poetry and martial arts, comprising concert hall/theatre, recording studio, galleries
- sport and physical education facilities
- elementary school and high school as well as school for beyond organic farming
- a village-like political structure with own administration, with the aim to be recognised as a political unity
- a natural way of living, based on the laws of nature, located on one of the most beautiful and natural beaches surrounded by national park, preserving its beauty and healthy state for ever.
- total area, depending on the project location chosen, between 100 rai (16 ha or 40 acres) and 500 rai (80 ha or 200 acres) (“rai” is the square measure used in thailand – 1 rai is equal to 1’600 m²)

WHY:

there are people dying everyday because they have developed cancer, AIDS or similar diseases or syndromes. every single one of these lost lives could be saved if the appropriate treatment would be provided. this means a treatment based on the knowledge that the mentioned diseases CAN indeed be cured when following the proper approach, which is not suppressing the symptoms and poisoning the body with chemicals, but leading body and spirit to its original state of health, using only resources of nature. therefore we can not separate human health and a healthy environment.

if we want to make sure our children and their children have a world it is worth to live in, we have to act now and save the resources we have and reverse the process of destroying our planet immediately. this implements total new value guidelines, including the understanding of such banal things as “water is more precious than gold” or “happiness is more precious than profit” – taking care of ourselves can not be isolated from taking care of others and our surroundings.

THE INTENTION:

the initial idea was to create the first health resort in thailand which is really dedicated to health instead of business, without any compromises. when taking health seriously we have not only to think about healing diseases, but even more focus on prevention and education, to make sure the majority of us will not even start to develop any diseases. besides restoring health of our own bodies and spirits we have to focus at the same time on making sure the conditions of our life allow a healthy living. this means we have literally to cure our whole planet, which mainly consists of the earth, the soil, the water, the food and even our intentions and way of thinking. this incorporates to act locally but think globally in international networks.

all these thoughts made the initial project much bigger than just a health resort, as there is no way of running a real health resort without doing it sustainable, which means producing our own healthy and vital food, incorporating spiritual and mental growth, healing and teaching, which then involves schools, latest technology as well as old wisdom, research and fine arts. since this will then be an ideal place to live there has to be a residential area as well.

there is nothing more precious in life than health and love. and the best way to reach a good health globally is through education.

MAIN PURPOSE:

prevention, education, healing (people as well as environment) and establishing a new health and responsibility consciousness. which means our goal is to make everybody understand that our own health as well as the overall state of our globe is our personal responsibility. bad health or diseases are a direct consequence of mistakes we or our parents have made, out of unconsciousness, out of “not knowing what the right thing to do would be”. good health therefore is a consequence of making no or only little mistakes, and in case of a mistake has been made already to correct it immediately. knowing that the “original program” for the human body is “health” we know from experience that almost any kind of state of damaged health is reversible, as soon as we accept our responsibility and act according to the real needs of our body, spirit and environment. THE SOURCE is the place where individuals

can learn how to cure themselves and make sure their children are educated to live a health conscious life. as we said in the beginning: health is not everything, but without health everything is nothing. nobody who was ever suffering from poor health would deny this.

our integrated health resort will allow guests to fully restore their health. since we also target diseases which are often understood as “can not be cured” we expect our resort to be full all year round as soon as the word will spread, which is then a major source of income. even though we operate our resort as a high end holiday destination and it will therefore be very expensive, our treatments are bottom line much cheaper than standard western medical treatments – and of course much more effective.

since we run THE SOURCE as a foundation, the profit of the health resort will, like the profit of all other departments which are run as a profit centre, go to 100% into the foundation, and allow patients who normally could not afford our treatments to stay with us either at reduced rates or even for free. every single life we can save will be our reward – and there are many we can save.

TARGET GROUP:

THE SOURCE is a place for guests from all over the world who come to find relief from illness or want to prevent such, or simply want to learn how to live a happy and healthy life. it is a place for students to learn about organic farming, alternative energies or real healthcare. it is a place for teachers, scientists, spiritual masters, for capacities of all kinds, to share their knowledge with others. it is a place for residents; a community of people who are looking for the ultimate place to live and who have the consciousness that giving and taking has to be equal – people who want to make a difference not only in their own lives, but also share it with the rest of the world. and finally it is a place for guests who know nothing about all i just mentioned but simply want to experience an unforgettable holiday – there are no obligations at THE SOURCE except of the ones which are necessary to protect the environment and other individuals, such as the whole village will of course be a drug free and of course non smoking zone. this last target group is actually my favourite, as they are just “normal people” who will be impressed by the spirit of the place and overloaded and amazed by impressions of things they have not been aware of before – a stay at THE SOURCE will change their life as well as it will for guests who come to seek and find the ultimate cure.

WHERE - LOCATIONS:

to be cured in a beautiful and healthy environment is much easier than to be cured in an unhealthy and ugly place like a hospital. hospitals are suitable for emergency situations, but in a long term they make people sick. to stay healthy and not become ill at all requires a beautiful and healthy environment. knowing this i have been looking for the ideal place for an “extended health resort”, which would cure people and teach them how to stay healthy, for many years. ideally it is a place in a warm climate zone, as this is promoting convalescence and is suitable to improve most syndromes.

please find the location proposals in the separate file “locations”. we have identified 8 possible locations for our project, the most suitable ones being in southern thailand in the district of khanom, province of nakhon si thamarat. the area is extremely beautiful and due to an almost non existing tourism still in a state thailand used to be 20 years ago. this means on one side a healthy and quiet environment as well as the possibility to purchase big plots of land at reasonable prices. this area is one of the few remaining in thailand where big beach front plots can be purchased at prices like in phuket 10 years ago.

THE SOURCE is ideally located on one side facing the sea, due to its climate with high healing properties, and on the land side surrounded by mountains, bordering only national park, to allow to run the place highly unaffected by future construction, pollution and noise of the surrounding.

khanom lies in the middle of the two airports surat thani and nakhon si thammarat, both around 80 km away.

SIZE:

due to the necessity of producing our own food and to make sure we are not negatively affected by emissions of our neighbours, the size of the plot is ideally as large as possible, between 100 rai (16 ha or 40 acres) and 500 rai (80 ha or 200 acres). there is actually no upper limit, as the more land we have the better we are able to control the environment and produce more beyond organically grown food – one of the main pillars of our foundation.

WHY THAILAND:

ideally THE SOURCE would be located in a country free of pollution, with a government taking care of the resources of the world more than their members own purses. unfortunately such a country does not exist. we therefore have to concentrate on the best achievable solution. this means a country which offers the appropriate climate and allows projects like THE SOURCE to exist more or less unaffected from political, economical and ecological problems. even though thailand is politically far from being stable it is still the first choice from all the places i have found so far (see also “known issues – risks”). second choice would have been panama, where already a partner project exists. its proximity to the USA leaves it though only second choice for us. bottom line thailand is still a country which, knowing and accepting the rules and also knowing how to bypass them occasionally when necessary, offers very good conditions for our project.

WHY KHANOM:

after having extensively researched the whole country for many years i have identified the greater area of khanom to be the most suitable place for a project like ours in thailand. for several reasons:

- this area is one of the last ones in thailand where it is still possible to purchase a whole bay, not only just a few plots on a beach, to purchase a whole so called “dream beach” including all the land in the back and even control the access routes. this is a very important condition for our project, and can otherwise only be found on islands. there are of course islands for sale, but they are usually much more expensive, and i would prefer to have a plot on the mainland because it is easier accessible. the access to small island is always depending on whether conditions and during raining season sometimes not possible at all.
- even though khanom is located in south thailand and therefore relatively close to an area with a traditional and violent political/religious conflict, it is distant enough to be absolutely safe from any influence of such. the distance to the border of malaysia, the main conflict area, is even bigger than the distance phuket-malaysia. due to this old muslim/buddhism conflict i have excluded a very big area of beautiful beaches and very cheap land, which is located too close to an islam population like malaysia, as this would always pose a risk to our project on one side, and on the other side simply exclude lots of potential western costumers.

- ideal climate: in this area of the gulf of thailand the raining season is much shorter compared to the andaman coast (phuket, krabi, ranong), only 2 - 3 months per year. even during the wet season the climate stays comfortable, with temperatures between 25 and 28 degrees celsius.
- safe climate: the gulf of thailand offers a high protection from natural disasters like tsunami or similar which are unknown in this area.
- there is no extensive tourism yet but the area is highly suitable for eco tourism. the main reason there is no tourism so far is kahnom's proximity to koh samui, which is one of the major holiday destinations in thailand. since everybody is heading to samui directly, kahnom is still relatively unaffected. there has also not been any kind of concept to promote tourism in the area. this is changing now with the present concept for an "ecoland kahnom" (see "partners"), which independently from our project pursues similar goals but goes even further in proposing the whole district of kahnom as an ecologically conscious zone which will allow biodiversity not only to be preserved but even extended, and will be an example of a sustainable tourism concept unique to thailand so far. with the support of worldwide operating organisations such as WWF this concept will be really "eco", as it will boost the area not only ecologically, but also economically. i have chosen kahnom for THE SOURCE without knowing of the ecoland kahnom project, but was very happy to learn that obviously other people came to the same conclusions about where a sustainable tourism in thailand is best achieved.
please note that eco tourism is not "backpacker tourism". backpackers are usually looking for affordable places, which often are remote and untouched "eco" locations. but the typical eco tourist is a middle – or upper class tourist which maybe used to be a back packer once, but is choosing his holiday destinations more out of consciousness than just looking for a good deal. at the moment eco tourism is the only tourism segment with remarkable rates of growth.
- as an option for the project, in case there should be unforeseeable issues not allowing to realize the project in kahnom, i have identified two other plots in phang nga and kanchanaburi – both very beautiful too, but for several reasons (explained in the separate file "locations") clearly only second choice.

THE FOUNDATION:

THE SOURCE THAILAND foundation is a direct subdivision of THE FOUNDATION. the status of being a foundation will help us not only to avoid paying taxes, but even more important to receive the full support from the government as well as from the king's family – both being absolutely necessary for a project like ours. the impeccable reputation of THE FOUNDATION will speed up this process. however it is necessary to apply for a foundation in thailand as soon as the funds are granted.

the foundation will purchase and own all the land and cover all expenses until we reach the break even point, which is supposed to be after 3 years of operation. all profit will flow into the foundation as well as all expenses are carried out by the foundation. for certain projects though it may be suitable to seek additional funds, which will be allowed by the articles of the foundation. the initial funds will only come from the foundation though. this is absolutely necessary and the only way to make the project successful. there has to be one person, or family, or foundation initially taking care of everything - and not several entities. i have seen good projects fail because too many shareholders with too many different ideas have been involved.

the foundation will work closely together with local farmers, as the operation is of course not limited to the locations run and owned by THE SOURCE, but aims to have not only an international, but also local network of farmers producing according to our specifications. this allows these farmers to have a guaranteed turnover, as the demand for organic food in the quality we specify is higher than the supply.

REMARK: even though capitalism is probably the most appropriate form of generating income because it encourages personal responsibility, for THE SOURCE the only way of achieving our goals is to run it as a non profit organisation – a foundation, as the basic idea is to encourage personal responsibility but based on a collective philosophy, which means actually global responsibility. several of the mentioned departments will be run as a profit centre, allowing others to work without financial pressure. the main idea is to allow everybody, independent of their financial status, to find cure, education and knowledge at THE SOURCE. a place like THE SOURCE will have a remarkable impact on solving some of our today's biggest challenges: how to preserve a healthy nature, soil, air, water, personal health, models to fight poverty – simply one important place to work out social and natural solutions.

HOW and WHEN:

since one year i am working, assisted by my wife and some local volunteers, on the concept and set up of the foundation, with focus on feasibility in terms of location, funding and structure. I am also intensively working on networking, locally as well as internationally. at present we have identified several partners and suitable land plots and have the concept ready. the next step is to secure the necessary funds to purchase the land and allow detail planning, construction and the operation of THE SOURCE until we break even. once the funds are granted the project goes into details in terms of detailed planning such as landscaping and architecture: hiring the best people in the world in each sector to allow the creation of an extraordinary and 100% environmentally friendly transformation of the plan into reality. we will immediately setup a small operations team and will also start to work together very closely with the sister projects in panama and africa and other projects of THE FOUNDATION. at the same time we will apply at the thai government to receive the status of an international recognized foundation.

finance should be clear by mid 2010, planning and construction will take three years to reach the point of a soft opening, while several departments (like organic farming or schools) can start earlier. the first residents will be able to move in after three years as well, and at the same time the clinic will be ready.

FINANCE: (see separate file “location” for details)

land purchase:

- the costs to purchase the land vary depending on the project location chosen. we have 7 options which are roughly between 11 and 68 million USD, the most expensive option being the most suitable one and the one we will go for. even though it seems and indeed is a lot of money to invest now, in time it will look like a relatively small investment given the extraordinary result and the uniqueness of the project – it is an investment which will not pay back in money (even though it will be an excellent business too), but in life quality for ourselves and the generations to come.
- land prices in the khanom area are increasing very fast, almost doubling in a cycle of two years. we have to act very fast to be able to purchase the amount of space we need. big land plots are now being sought after from wealthy thai investors, who know that buying land is the safest and most profitable investment they can make.

running costs:

- the net costs for planning, construction and operation for the first three years also depend on the location chosen and are around 23.4 million USD, already considering the income of the first three years of operation.

income projection, P+L

- even though the budget for the first three years of operation shows a net revenue of 18.9 million USD, with given total equity requirements between 30 and 87 million USD (depending on the location chosen) it will take many years to reach the point of a full return of investment.
- since it is not clear yet whether the necessary funds will be granted from THE FOUNDATION “a fonds perdu” or maybe part of it as a loan which has to be paid back it is at this point not possible to make a proper P+L. as soon as the project location and the way of financing the project are chosen we will be able to make a reliable budget.
- for the time being all numbers are figures which are based on experience in other similar projects and will vary more or less for THE SOURCE, again depending on architecture and landscaping and finally the project location chosen.

WHY SHOULD THIS BE YOUR PROJECT AND NOT SOMEBODY ELSE’S?

for an ordinary business man the only reason to invest in this project would be the fact that every dollar spent will be fully tax-deductable, as THE SOURCE will be an internationally recognised foundation. however, this is not enough to carry a project like this. with this mindset we would fail. the intention, the full understanding of the philosophy behind this project, is what makes the right person ready to be the main investor. unfortunately in the world of business the word “profit” is usually reduced to just one part of its meaning; the “financial profit”. profit as such though goes far beyond finance and defines profit as any kind of return – any kind of added value. profit means nothing less than the positive result of any kind of investment, whether it be money, time or any other valuable effort (QUALITY).

only somebody who understands the responsibility which goes along with success is able to understand the importance of a project like THE SOURCE and has therefore the power to fund it. since you have been reading this paper until here i trust you are one of these very few extraordinary personalities who have the ability and wisdom to give birth to and support a project like THE SOURCE, based on either your own financial power or the network of extraordinary business men you work with, or simply any other person you think might be interested in our project. however, as I was writing earlier, it is essential for the success of the project that

funding and initial support is granted by ideally only one person (or family or company), as this is the only way to work efficient. if we try to find 50 investors and bring them together the project will never become more than paper.

with our project we will be able to save many people's lives directly, and, as interest on what we will do at THE SOURCE will grow, many many more indirectly through example and teaching. all these lives would not be saved without your personal action, without having the opportunity to prove the world what can really be achieved in terms of healing. your personal reward is the infinite gratitude of every of these saved lives. let's make a calculation: how much worth is a human life in US dollars? hard to say. some people kill others for a few dollars. others invest hundreds of thousands in their own health care. the best way to determine it in numbers is to think how much money you would be willing to spend to keep a friend or a family member or even yourself alive in case of a severe disease. the answer is then the prove that these numbers are related to the personal economical situation – depending on how much money you are willing and able to spend. the closer the relationship to the person affected, the more you would spend. for instance to save the life of their own child most people would simply spend everything they have and would even be willing to make irrational debts if they could. this means the numbered value of a life lies somewhere between a few dollars and several million dollars. if you invest 100 mio USD and save only one person's life, this is indeed expensive but for the person affected it is exactly what it took. if you have 100 people it is only 1 million per person, if you help 1'000 people it is down to 100'000 already and so on. you can not buy the good feeling you will get once this happens, but you can make the proper investment towards this noble goal.

finally you will have a place where you can take care of your own health issues as well as your relatives and friends, knowing that at the same time you are setting an example for the rest of the world. as main investor you have of course full freedom to choose, create and own your own residential area within the property, which will be specified in the statutes accordingly.

THE ORGANISATION:

THE SOURCE THAILAND FOUNDATION is acting as mother company, being a subdivision of THE FOUNDATION. since only thai entities (thai people or companies with thai majority) can own land in thailand, and since the project has to be very well integrated in the thai social life, the foundation will be owned by 51% thai and 49% foreign shareholders. should we be able to get BOI (board of investment) approval the foundation can be owned by foreign investors to 100%. since 90% of the staff will be thai nationals the integration into the thai society is still granted. however, the BOI is acting very strange lately, and instead of promoting foreign business they are actually limiting it. we will try to get BOI approval anyway. since this and the establishment of the foundation will

take a while and we have to proceed fast with the purchasing of the land i suggest to buy the land first on the name of a thai person of our trust and transcribe it later to the foundation. since this will be officially a donation there are no taxes involved.

the foundation is subdivided into several departments. most of them are run as profit centres and have to generate enough revenue to support the non profit departments, allowing a zero balance at the end of each year of operation, firstly after three years of operation.

the foundation will be headed by a board of trustees, consisting of not less than three and not more than five members. initially the members will consist of the founding members and initial investors. one of them will be elected as chairman. the board of trustees will designate a CEO, who then will be responsible for the overall operation of the foundation. the CEO will personally staff all management positions. the overall number of staff will be, depending on the location and therefore size of the project, between 200 and 700 people. including all partners (local farmers and outsourced business) there will be work for around 1'000 people, which is a huge boost for the province, where the unemployment rate at present is very high. after the successful implementation of the residential area the foundation's statutes will include an election process for a residential committee, which will have one seat in the board of trustees. the political and social structure of the village will be written and approved by the board of trustees.

to ensure the foundation is working according to the latest knowledge and highest efficiency we will cooperate with several partners as described in the chapter "partners". the exchange with these partners is vital for the success of the project and will include an intense rotation of staff and students between the involved parties. even though there will be lots of retirees living in the village, it has to be understood that the concept of THE SOURCE is not at first to grant its residents a quiet and relaxing life, but to have an impact on improving the life quality of its residents, the local thai community and finally being an example for the whole world. therefore there will be a key procedure put in place allowing to allocate the limited residential units according to the concept of THE SOURCE. this means that at least 30% of the units have to be reserved for people with outstanding knowledge, for top experts on a world wide level. we simply need the best of each field, whether it be science or any other field which is important to the project and the future development of our planet. potential residents have to apply and the board of trustees will grant an approval. approved residents who are not working for the foundation directly may run their own activities (business), which has to be in accordance to the guiding principles of the foundation. for details see "the departments – residential area".

SIDE BUSINESS:

our intense research for the most suitable land plot has made us experts in real estate in the greater area of Khanom. As such we came along some exceptional business opportunities which could be carried out on plots which are not really suitable for our project, including a marina, real estate projects and resorts. See the website "www.khanomTOPproperty.com" for details.

However, one main opportunity is indeed real estate, mainly the acquisition of a number of highly suitable land plots. As mentioned the area is not really booming yet, but as soon as the "Ecoland Khanom" project will be confirmed the prices will escalate. Not only because members of the Eco Club Khanom will purchase land on a large scale, but also lots of companies not yet represented in the area are already looking mainly for the last prime beach land plots in the whole province. I therefore highly recommend to purchase as much beach land as possible as an investment.

PARTNERS:

In terms of direct affiliation our main partner is the "ECOLAND KHANOM" project, later represented by the Eco Club Khanom. This project will directly grant us the successful and profitable operation of all our hospitality and agriculture departments, and as such be an important economical factor. It is also a philosophical backup, as the goals of the Eco Club Khanom, which we will be a member of, are in direction identical with ours. The main advantage of the existence of Ecoland Khanom though is that our project will have automatic support of all parties involved in decision making and granting permissions, like government and local communities. Right now the Eco Club Khanom is in the process of its foundation. Mr. Ulli Bissinger, main initiator of the project, has been working for many years as well in environmental organisations like WWF and Greenpeace but is also an expert in the hospitality industry; he ran and owned several resorts, before finally settling down in Koh Samui, close to Khanom, from where he is operating a travel agency. One of his several activities is to organize boat trips from Koh Samui to the coast of Khanom to watch the pink dolphins. This coast is known as one of the very few in the world being home for an already very limited number of the rare species of pink dolphins. The existence of these pink dolphins is a big help in achieving our goals of the development of an environmentally friendly tourism in the area, as they are protected which helps to ban activities like jet ski and similar noisy and polluting leisure activities, granting us that even when we run our foundation on a beach property, which means in an area where we have no control over the sea side, we will be able to enjoy a peaceful beach village in the long run.

Please see the last pages "ECOLAND KHANOM" at the end of this paper.

one example for a successful cooperation in health related issues is our partnership with the “TianZi BiodiversiTea resort and research centre” in jinghong (provinz yunan) in southern china, close to the boarder to thailand. run by josef margraf, a german biologist, this biodiversity research and development centre has made its reputation as supplier of very powerful chinese herb remedies with main purpose of strengthening the immune system, and therefore very successful in treatment of all diseases where the support of a weak immune system is crucial – which means more or less all chronic disorders. i already started my collaboration with TianZi during my time as general manager of the tao garden health resort in chiang mai more than two years ago. TianZi is translated as “seeds of heaven” – a place where the name is program.

<http://natureproducts.net/>

one major partner is the new project of dr. rima laibow and general albert n. stubblebine III, called “THE VALLEY OF THE MOON” eco demonstration project in the high lands of panama. to be able to share their united huge knowledge and insider information about literally everything is a major advantage for our project. the project has just started, they have already purchased most of the land and are in the process of setting up mainly farming and health facilities. since many years they are the chairmen of the natural solutions foundation.

[the valley of the moon project](http://www.internationaldecadeofnutrition.org/)

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

<http://www.globalhealthfreedom.org>

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

a very well established project, with main focus on farming and improving the conditions of life in africa is father godfrey’s project “THE SONGHAI CENTRE”, where already around 1’500 students were absolving a one year course in farming and economics. this project is supported by many international organisations. father godfrey is working closely together with dr. rima, which guarantees that these two projects are one of the main think tanks globally.

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

as soon as we will be ready with our own farming project we will extend it to an outsourced cooperation with local farmers and business owners, similar to the songhai project. i expect that we will not be able to deliver as much as the market demands. mainly during the first few years our gardens will not even produce enough for our own valley. the goal is though to sell to the outside too. the cooperation with local farmers allows to extend production and guarantee a stable income to otherwise still poor people.

REMARK:

a quick look at the partner projects shows that similar projects already exist in other parts of the world. there are two main reasons why our project is needed as much as those existing ones:

1. there is no such project in asia yet. thailand is on one side still a third world country (even though thai people usually deny this) and urgently needs imported knowledge. on the other side it is a very popular and well accepted tourist destination, conveniently located between europe, australia and china. we need to have similar places all over the world.
2. the combination and focus of our project is unique. a combination of organic farming, public world class clinic and high end health resort does not exist anywhere else. the concentration on alternative medicine only in this context is also absolutely unique. all other high end health resorts are not run as a foundation but a business only, and therefore have to make compromises on a daily basis, which is fatal when it comes to the cure of chronic and life threatening diseases.

THE DEPARTMENTS – quick overview:

1. the health resort is a combination of the clinic and all hotels on the property, but also includes some residential villas and apartments which are in a rental pool as part of the hotel operation. in terms of marketing the health resort operates as entity with a clear price structure with hotels and clinic included. one day in the six star hotel will cost around 1'000 USD, excluded treatments and food. the rates in the 3 star hotel and other accommodations are accordingly lower. guests who come for health reasons but can not afford our prices can stay with us at reduced rates or even for free, depending on their ability. we will put a system in place which allows us to identify cases where this is necessary. at least 20% of the capacity has to be reserved for non or reduced rates paying guests.
2. the clinic is focussing on alternative medicine, combining the knowledge of the whole world, including old traditional methods as well as latest high tech. however, we will not offer western medicine treatments at all. there are several reasons for this. according to our experience western medicine treatments are not able to cure any of the major life threatening diseases (cancer, aids etc.). our research shows in contrary that such treatments in many cases actually lead to the death of the patient more than the actual disease itself. western medicine is for example able to kill cancer cells, but by focussing on the cancer instead of the patient it is then ignored that the treatment kills not only the cancer cells but is also heavily attacking the immune system and healthy organs, which makes a long term recovery impossible. in contrary to the moderate politic many health resorts pursue we can not afford to have our patients put at these risks. since we know from experience that for most major diseases there is indeed a cure which works very well but does exclude chemicals (and therefore western medicine) we only offer natural solutions. it is not a coincidence though that many of our resident doctors will have a background in western medicine as well, but have decided to focus on other methods, which, according to their experience, work better. however, for diagnostic purpose and to communicate with the rest of the world we will have a fully functioning latest technology laboratory which offers all

important test procedures. our clinic is supposed to be one of the very best ones in the world, and in combination with the rest of our departments one of the very few places which allow a patient a total recovery.

the clinic is not run as a profit centre, and even though it may likely brake even or even make profit, it is important that there is no profit pressure on the clinic.

an important part will be a holistic dental clinic, as most chronic diseases require intense dental work to be done. so far it is not possible to find a dentist with the required knowledge in thailand.

since we will have a range of guests which goes from 6 star to very low income it is necessary to orientate the level of service in our clinic at the top range. the whole clinic has to have an air of high class. for guests who can not or do not want to come to the clinic many treatments can also be provided in the privacy of their villa or hotel suite.

the main keyword for our clinic is actually the same as for the rest of the village: natural solutions.

3. the six star boutique hotel will be a stunning all villa resort with only about 20 individual pool villas. of course including restaurants and all other expected facilities. full privacy is necessary and guaranteed, whether it be for guests who come to seek treatment in the clinic or just come for a holiday or to join other village events.
all kinds of accommodation including the hotels are profit centres.
4. the three star hotel and housing for students/volunteers are traditional but also offering privacy and, like everything at THE SOURCE built to the same healthy standard as every building in the village, and as such will be extremely pleasant to stay. no building in the village will be higher than the coconut trees, construction is limited to two floors and to have small units in general is a major part of the concept.
5. the residential area offers space for about 100 units. two models are possible: THE SOURCE is building the houses or the resident is responsible for the construction himself, following the guidelines of THE SOURCE. these guidelines are less restrictive in style, but very restrictive in terms of sustainability of design and materials.
the preferred model would have all the plots being property of the foundation with the houses owned by the resident. plots would be assigned by the board of trustees, as the request will be huge – i already have a list with applicants. one part of the plots will be reserved for residents working for the foundation (clinic, hotel, farming etc.) – we will have some of the worlds most sought after capacities living at THE SOURCE permanently or at least as regular guest teachers.
NOTE: the whole village will be a drug free zone, with only a few designated areas allowing to smoke cigarettes, similar to the boxes at airports. this may look very restrictive, but since the first purpose of THE SOURCE is health it is important to understand what kind of behaviour is leading to health and which one to destruction.
6. centre for research, application and teaching of alternative energies (solar, wind, biogas etc.). one important part of health is the choice of energy used in residential areas as well as public buildings as hotels or clinic. our goal is zero emission and we will build, for example, in a way which makes air condition unnecessary. thailand is ideal to produce energy locally, as there is plenty of wind and sun. in addition there is also plenty of energy available from the waste of our farming department. ALL waste

produced in our agricultural projects will be source of energy – we do not throw away anything.

this centre is clearly non profit, and serves as a platform for exchange and research about the latest technologies as well as old wisdom. it will be used mainly together with our partners, but will be accessible for everybody.

7. the think tank and spiritual centre. without being esoteric THE SOURCE will be a platform not only for the so called science in a western sense, but will at the same time focus on spiritual growth, which is one of the main pillars of health and evolution. spiritual does not implement religious but rather focus on the common philosophies all major religions are based on. however, since thailand is a mainly buddhist country, we will live in a way which will respect the basics of buddhism.
8. the conference centres and meeting facilities are necessary to facilitate the great number of visitors we will attract. they will be integrated in hotels and schools.
9. crucial for the success of the whole project is the own beyond organic food production including farming and animal husbandry. the food production is the main reason for the relatively big space we need. at least 100 rai (16 ha or 40 acres) are the lower limit in order to be able to work efficient. in the area of khanom most fruits and vegetables can be cultivated, while for some the climate is to warm. it would make sense though to have an outlet in northern thailand to cover the whole production. the food production includes all kind of vegetables, cereals, fruits and even animal products. we will always recommend vegetarian food but will also offer at least fish (all kinds of seafood) and poultry. fish come from the sea as well as from our own ponds, and poultry is produced 100% at THE SOURCE, in order to control species-appropriate husbandry and to make sure there are at no point any chemicals involved, exactly like in the whole farming process. organic means to exclude chemicals, and beyond organic goes much further, including the conscious and responsible use of energy as well as the social aspect of farming. this leads then to teaching facilities for beyond organic farming as well as to the establishment of agricultural networks. to mention it again: to restore health or to stay healthy is only possible when using only the highest quality food available, which has to be absolutely free of chemicals. since chemicals are relatively new on this planet, the human organism is not yet able to get sufficiently rid of chemicals – this includes chemicals in food, water and air. unfortunately this accumulation of chemicals is one of the main causes of chronic disorders. it will take a relatively short period in evolution, given the millions of years our planet and its habitants are already existing, to train the human body to get rid or even implement chemicals. but a short time in terms of evolution still means a few hundred years at least, which is unfortunately longer than our lives and the lives of the next few generations. which simply means for now: don't use any chemicals. the food production is run as a profit centre.
10. the art centre is dedicated to all arts such as music, visual arts, poetry and martial arts, comprising concert hall/theatre, recording studio and galleries. art is an essential part of human life and health in particular. THE SOURCE will attract artists from all over the world. since khanom is a small district with no big city nearby the art facilities are for a relatively small audience and therefore of corresponding size. however we will establish regular events and festivals. the art centre will generate some income, but does not necessarily have to generate profit.

11. several sport and physical education facilities, in detail depending on the size of the chosen property, are essential in restoring and preserving good health. mainly outdoor activities will be provided, with the bordering national park on three sides being integrated as well as the sea on the remaining side.
12. an elementary school and high school are part of the village mainly for the resident's children, but also for the locals in the area who are not satisfied with the public school and are looking for an alternative where classes are provided in several languages. as part of the agriculture project there is also a school for beyond organic farming, where students learn everything about a really sustainable agriculture. once they run their own farm they will be part of THE SOURCE's network.

ARCHITECTURE / LANDSCAPING:

the architecture will depend on the project location chosen, but in any case will be as close to nature as possible. however, a very traditional style is possible, using mainly wood and even palm leaves for roofs, but there is also space for very visionary architecture with the integration of solar cells and such in the structure of the house. we will invite local architects as well as the world wide renown elite.

KNOWN ISSUES - RISKS:

1. in terms of really beyond organic agriculture there is one major issue which is not solved at this stage, and this is thailand's engagement in the field of GMO (genetic manipulated organism). since the thai government allowed monsanto to make field trials with its GMO rice it is only a matter of very few years until the GMO plants infect all the rice fields nationwide, and even cross the borders to other south east asian countries as cambodia, laos and vietnam. this simply means then there is ONLY GMO rice available in thailand – and thailand is the biggest rice exporter in the world. since GMO is a big threat to health this may mean that we will not grow rice at all but look for alternatives. we will work with the elite of biologists worldwide to solve this problem.
2. since thailand is a strong believer in the USA's health politic, it is most likely that also thailand will introduce forced vaccinations for any kind of pandemics, whether they will be real or just serve a political purpose, as soon as the USA will introduce such matters. recently they have tried it in several states already. this is another huge threat to the health of the world and we need to have a very strong position to counteract successfully.

3. thailand is politically not stable and the policies and laws in terms of any kind of activities carried out by foreigners, including business and land ownership, are changing on a regular basis. recently it has become much worse, with the BOI (board of investors) reversing its purpose from being an aid for foreign investors to actually make foreign investment much more difficult. nobody knows where this will lead to, and many investors have decided not to invest in thailand at all anymore. the safest way of course is an investment in a foundation like ours, once it is sure that the foundation pursues only goals which benefit not only international but also national and local interests. since health is a global (and as such including national) interest there is no risk that the government would intervene in any way. it also helps us that beyond organic agriculture saves and protects not only lots of natural resources but in the end is also very economical and helps to raise the standard and prosperity of the farmers adopting this method.
4. since thailand's government is not stable it is also not clear what will happen to thailand's nuclear power program which has been discussed since many years. there is a master plan which foresees to build two nuclear power plants within the next 20 years, but luckily this plan has never been approved and still has the status of a proposal. however, we will have to watch the progress very carefully and use all our power to prevent such things from happening.

WHO WE ARE:

THE SOURCE is initiated by myself, george della pietra, running "dellapietra consulting", a hospitality consulting firm, in khanom, nahkon si thammarat, thailand. with a background in all kinds of medicine i have been running my own clinics in switzerland and had management positions in some of the best 5 star and beyond resorts (including health resorts) in thailand and been through making concepts, soft and real openings several times. my knowledge about health and high class hospitality led to the understanding that the combination of both is the best premise for really improving people's health, but one of the main conditions is to run such a place as a foundation – and this, as mentioned, simply does not exist yet. this is why, with the assistance of my wife jenjira, i devote my entire work force since one year to this project.

as soon as the funding for the project is granted we will set up a team. i have already plenty of applications and letters of intend from some of the most extraordinary people of their kind in the world who want to join us.

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ADDENDUM:

on the next pages you find a brief overview over the project ECOLAND KHANOM, which is independent from THE SOURCE but has similar goals and as such both projects are supporting each other. the project ECOLAND KHANOM will be a perfect frame for THE SOURCE and to a certain point be able to ensure excellent conditions for our project.

Ecoland Khanom

Sea & Land ~ Wildlife Park

Situated over the entire district of Khanom (approx. the size of Phuket) with 14 villages

Environmentally Friendly Tourist Attractions

Hotels ~ Resorts ~ Bungalows ~ Restaurants ~ Entertainment Park ~ Education Resources &
Animal Rehabilitation Centres

Museums ~ Markets ~ Shops ~ Souvenir Shops ~ Clinics Health Food Shops ~ Yoga Retreats &
Workshops

Environmentally friendly Public Transport ~ Herb Farms Children homes ~ Import/Export Eco
Products ~ Internet Shops ~ Information & Administration Office

~School of Buddhism ~

A Concept for Future Tourism in Thailand.

Where people can live in harmony with nature and wildlife.

Dedicated to attract..

International Tourists ~ Companies for Conferences ~ Children for School Excursions
& Education ~

Thai People with their Families ~ Members of Environmental Protection Organizations

An area to visit for 1 day trips ~ weekends ~ holidays ~ meetings or permanent residence for
young and old.

Together for a better future

E.C.K. Eco Club Khanom.

Ecoland Khanom

Sea and Land
Wildlifepark

Hotels - Tourist Attractions - Schools



- 1 DOLPHIN WATCHING
- 2 ELEPHANT AND BUFFALO PARK
- 3 TIGER WILDLIFE ZOO
- 4 MONKEY REHABILITATIONCENTER
- 5 BIRDS AND PARROTS
- 6 SNAKE FARM
- 7 HORSE RANCH
- 8 ANIMAL CLINIC AND REHABILITATION CENTER
- 9 ENVIRONMENTSCHOOL
- 10 MAHUD TRAININGS CAMP
- 11 YOGA CENTER
- 12 ECO-NATURE SPA
- 13 RUBBERTREE MUSEUM AND SHOW
- 14 ADMINISTRATION OFFICE
- 15 NIGHT LIFE AREA
- 16 ECO HOTELS / RESORTS
- 17 BUDDHA SCHOOL
- 18 HERB PLANTATION



