



Matoaka Sustainability Action Plan

What is Sustainability?

Sustainability, a term originally coined by former Norwegian Prime Minister Gro Harlem at the United Nations Brundtland Commission in 1983, is all about our future – a proactive unification of all sectors of human society in an effort to be stewards of our planet and to sustain a positive existence for life on Earth. Specifically, sustainability requires the cooperation and collaboration of the environmental, faith, social, governmental and economic sectors of our global human society. Sustainable practices are not just related to energy and climate change, they encompass every aspect of our physical and social environment and its complicated interconnectivity. Ultimately, sustainability is about our global society's ability to create human systems that minimally impact the natural environment while operating efficiently and effectively due to proactive human practice and behavior. Sustainability means preservation of our planet while meeting humanity's current and future needs with the highest quality of life standards possible.

For the last quarter century the concept of sustainability has been primarily associated with mitigating the negative impact of climate change on the future of humanity. But sustaining life on Earth involves much more than just reducing greenhouse gases and taming global warming. Unfortunately, to date the world's attention to the complexity and uncertainty that sustainability represents has been woefully inadequate. **But there is hope.** The loud and constant ringing of the sustainability alarm bell called **COVID-19** offers an incredible opportunity – a **KAIROS moment** – to quickly affect radical change to our social and economic norms. As if planned from above, the cries for racial equality and social justice coming from the Black Lives Matter, Me Too and LGBTQ movements have added fuel to the fire of this **KAIROS** moment, as sustainability has as much to do with the social environment as it does with the physical environment. Now is both the right and opportune moment to affect a global transformation in the name of sustaining a positive quality of life on Earth for all members of the human race.

Enter the *Matoaka Covenant* and the *Matoaka Sustainability Action Plan*

One of the greatest lessons offered by the coronavirus crisis is that humanity is connected in so many ways, seen and unseen. Sustainability involves addressing global problems with global solutions; viral outbreaks, racism, droughts, famine, rising seas and other environmental and social calamities and issues are indiscriminate and do not recognize the arbitrary borders and

social divisions created by man. Rising from the ashes of the social and spiritual upheaval of 2020 is the ***Matoaka Covenant***, a global interfaith movement connecting individuals, faith congregations and native, indigenous and First Nations communities around the world – all working in common purpose in support of a better tomorrow for all mankind.

The ***Matoaka Covenant*** is founded on the belief that a sustainable future is everyone's responsibility and is building a global action alliance to enable people of all ages to participate in shaping that positive future. The *Covenant* embraces the ***Seventh Generation Principle*** which is based on an ancient Haudenosaunee (Iroquois) philosophy that the decisions we make today should result in a sustainable world seven generations into the future. Guiding and coordinating the growing number of individuals, congregations and communities that sign on to support the objectives of the Covenant is a global strategic effort called the ***Matoaka Sustainability Action Plan***.

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Matoaka Sustainability Action Plan ***Participant / Partner Project & Program Strategies*** **The Fierce Urgency of NOW!**

Matoaka Sustainability Action Plan – Primary Objective

The primary objective of the ***Matoaka Sustainability Action Plan*** (the Plan) is to support and promote the ***17 United Nations Sustainable Development Goals*** and their collective objectives to be achieved by the year 2030. ***The Pocahontas Project*** (TPP) is actively curating a growing number of currently operational projects and programs from around the world that align with these 17 SDGs and can be supported by ***Matoaka Covenant Participants & Partners*** everywhere. While action in the name of the Covenant will take a variety of forms, it is expected the majority of Covenant facilitated projects and programs will be designed to:

- Gain benefit from and offer benefit to Native, Indigenous and First Nations communities around the world
- Promote and facilitate racial equity and unity
- Promote and facilitate social justice
- Promote and facilitate environmental stewardship

10 Matoaka Sustainability Action Plan Pillars

Community / Creativity / Culture / Economy / Education / Environment / Equality & Justice / Government / Health / Population

The Plan is supported by **10 Action Plan Pillars** that together act as its intellectual foundation, categorizing the various projects and programs embraced by the Plan. The ultimate success of the Plan relies on the ability of TPP to assemble a wide-ranging set of projects and programs that align with the 17 SDGs, and then facilitate connections so they can be directly supported

by Matoaka Covenant Participants & Partners. Since it is expected most Covenant supporters will have a desire to focus on their local community, all Plan projects and programs will have a defined local focus. Based on the intentions and objectives of each Covenant Participant / Partner, TPP will work to involve them in metropolitan, regional, national and international projects and programs that support the 17 United Nations SDGs and also align with their individual strategic objectives.

United Nations Sustainable Development Goals (SDGs)

The 17 United Nations Sustainable Development Goals truly involve all aspects of life on earth and are collectively focused on enabling life on earth to continue well into the future in the most positive and equitable manner possible. Most people know nothing of these 17 SDGs and certainly are not aware of the many efforts created to support them and their objectives. A primary objective of the Plan is to inform and educate Covenant Participants about the 17 SDGs, enabling TPP to better facilitate their support to enable successful outcomes.

- <https://www.un.org/sustainabledevelopment/>
- <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
- Take Action – The Lazy Person’s Guide to Saving the World >
<https://www.un.org/sustainabledevelopment/takeaction/>

The 17 UN Sustainable Development Goals (SDGs) and associated Matoaka Action Plan Pillar

- SDG #1 = **No Poverty** (Action Plan Pillar = **Population**)
 - <https://www.un.org/sustainabledevelopment/poverty/>
- SDG #2 = **Zero Hunger** (Action Plan Pillar = **Population**)
 - <https://www.un.org/sustainabledevelopment/hunger/>
- SDG #3 = **Good Health and Well-Being** (Action Plan Pillar = **Health**)
 - <https://www.un.org/sustainabledevelopment/health/>
- SDG #4 = **Quality Education** (Action Plan Pillar = **Education**)
 - <https://www.un.org/sustainabledevelopment/education/>
- SDG #5 = **Gender Equality** (Action Plan Pillar = **Equality & Justice**)
 - <https://www.un.org/sustainabledevelopment/gender-equality/>
- SDG #6 = **Clean Water and Sanitation** (Action Plan Pillar = **Population**)
 - <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
- SDG #7 = **Affordable and Clean Energy** (Action Plan Pillar = **Economy**)
 - <https://www.un.org/sustainabledevelopment/energy/>
- SDG #8 = **Decent Work and Economic Growth** (Action Plan Pillar = **Economy**)
 - <https://www.un.org/sustainabledevelopment/economic-growth/>
- SDG #9 = **Industry, Innovation and Infrastructure** (Action Plan Pillar = **Government**)
 - <https://www.un.org/sustainabledevelopment/infrastructure-industrialization/>
- SDG #10 = **Reduced Inequalities** (Action Plan Pillar = **Equality & Justice**)
 - <https://www.un.org/sustainabledevelopment/inequality/>
- SDG #11 = **Sustainable Cities and Communities** (Action Plan Pillar = **Community**)
 - <https://www.un.org/sustainabledevelopment/cities/>
- SDG #12 = **Responsible Consumption & Production** (Action Plan Pillar = **Environment**)

- <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>
- SDG #13 = **Climate Action (Action Plan Pillar = Environment)**
 - Sustainable Development – Climate Action (Goal #13) > <https://www.un.org/sustainabledevelopment/climate-action/>
 - <http://www.un.org/en/climatechange/>
- SDG #14 = **Life Below Water (Action Plan Pillar = Environment)**
 - <https://www.un.org/sustainabledevelopment/oceans/>
- SDG #15 = **Life On Land (Action Plan Pillar = Environment)**
 - <https://www.un.org/sustainabledevelopment/biodiversity/>
- SDG #16 = **Peace, Justice and Strong Institutions (Action Plan Pillar = Government)**
 - <https://www.un.org/sustainabledevelopment/peace-justice/>
- SDG #17 = **Partnerships (Action Plan Pillar = Community)**
 - <https://www.un.org/sustainabledevelopment/globalpartnerships/>

Curation Strategies for Action Plan Projects and Programs

TPP is currently curating a growing list of projects and programs that connect to and support in some way one or more of the 17 SDGs. These efforts will have an impact footprint that is local, regional, national and international. TPP will work to create connections from top (global) to bottom (local) and bottom to top. TPP sees a powerful opportunity for inspiration and increased motivation when global, national and regional project managers know they have grassroots support, and for grassroots project managers to know they are connected to and supporting regional, national and global efforts. Inter-level collaborations facilitated by TPP will enhance all efforts and ultimately create more efficiency and effectiveness for each of the individual projects and programs.

To begin the curating process, TPP is employing the following strategies to define specific projects and programs to be considered by Covenant Participants / Partners:

- Define and categorize all projects and programs currently operational created to support the quality of life in native and indigenous communities – locally, regionally, nationally and globally
- Create protocols for assigning compatibility and aligning local projects and programs with one or more of the 17 United Nations Sustainable Development Goals (SDGs) and the 10 Matoaka Sustainability Action Plan Pillars
- Define and prioritize all projects and programs currently in operation in each US Christian denomination connected in some way to the United Nations; assign them to the 17 SDGs and 10 Pillars; rate each effort's ability to be effectively supported by local congregations, communities and individuals. Start with the following denominations and church collaborations:
 - Episcopalian / Anglican
 - Catholic
 - Methodist > (office @ The Church Center for the United Nations)
 - Presbyterian > (office @ The Church Center for the United Nations)

- Lutheran > (office @ The Church Center for the United Nations)
- Baptist > (office @ The Church Center for the United Nations)
- United Church of Christ > (office @ The Church Center for the United Nations)
- Church Women United > (office @ The Church Center for the United Nations)
- World Council of Churches > (office @ The Church Center for the United Nations)
- Develop connections with the leadership of other faiths to understand their current connections to the United Nations and to projects and programs supporting the 17 SDGs. Define and prioritize all projects and programs currently in operation; assign them to the 17 SDGs and 10 Pillars; rate each effort's ability to be effectively supported by local congregations, communities and individuals

While creating the interactive database of potential projects and programs, TPP will offer guidance and means to enable Participant / Partner congregations and communities to create meaningful connections between their current efforts and the 17 SDGs, as well as their national denomination's efforts. Along with the database and other informational tools, TPP will assign each Participant and Partner a Covenant Ambassador to help guide their investigation and planning process. General categories of Action Plan projects and programs currently being investigated by TPP include:

- Quality of life in Indigenous Communities – initially concentrating on programs that support the Virginia Indian Tribes, tribes within the Episcopal Church Province 1 footprint, Canadian First Nations communities, Navajoland, communities in Alaska, Hawaii, North & South Dakota
 - Healthcare, education, running water, electricity, internet access
- Racial Equality and Unity
 - “Good Trouble” projects and programs addressing racial equity and social justice
 - Sewanee – The University of the South / The Roberson Project on Slavery, Race and Reconciliation > <https://new.sewanee.edu/roberson-project/>
 - Increased internet access in disadvantaged communities
 - Local Government Health and Social Service projects and programs
 - Anti-Racism
 - Diversity
 - Universal Pre-K education
- Social Justice
 - Immigration
 - Human Trafficking
 - Affordable Housing
 - Food Security / Urban Farming and Gardening
 - Criminal Justice Reform
 - Homelessness
 - LGBTQ+
- Environmental Stewardship
 - Reduce, Reuse, Recycle, Replenish
 - River and stream sustainability
 - Renewable energy

- Carbon neutrality
- Climate change mitigation

Matoaka Sustainability Action Plan Pillars – Questions / Strategic Considerations

The ***Matoaka Covenant*** intends to motivate and inspire people around the world to become more actively involved in solving the world's problems, with the ***Matoaka Sustainability Action Plan*** as a blueprint for success. The Plan recognizes and embraces the **Fierce Urgency of Now** and considers only one constituency – humanity. As such, the Plan is not burdened by the arbitrary human divisions like race, religion and nation. The Plan has defined 10 Action Plan Pillars to categorize its efforts – below are some of the important questions and strategic considerations inherent in each Pillar:

Community

Community questions and strategic considerations include:

- How do we eradicate extreme poverty and hunger?
- Individual Civic Responsibility – What should be reasonably expected from every citizen on Earth in order to positively sustain life well into the future?
 - Time investment / financial investment / intellectual investment / environmental stewardship perspective / spiritual investment >> universal promotion and practice of the Golden Rule
 - Use **Hope** and **Purpose** to inspire people to help sustain human life on Earth
- NGO / Non-Profit Responsibility – What is the role in the global society of non-government organizations and the overall non-profit community, individually and collectively, in the face of human extinction?
- Rehabilitation – How do we help people recycle their lives in the face of personal adversity so they can be productive participants in the global strategic action plan?
 - Criminal, Mental, Physical, Addiction, Trauma and other adversities
- Nationalism – How do we stem the growing tide of nationalism which is a direct threat to the global collaboration necessary to sustain human life?
- How do we significantly reduce the growing global tide of crime, violence, and hate?
 - What global gun control measures should be enacted?
- Criminal Activity – How do we stem the growing global tide of organized crime involving drugs, fraud, identity theft, and human trafficking – fueled by the internet, smartphones, social media and selfishness?
- How do we significantly reduce the crippling economic, health and social implications of illegal drugs? – Cocaine / Heroin / Opioids / Meth / Fentanyl

Creativity

Creativity questions and strategic considerations include:

- Artistic Creativity – How can the world direct and shape artistic creativity to provide inspiration to others as they work to save the world?

- Entrepreneurial Creativity– How can the world direct and shape entrepreneurial creativity to reinvent our global economy to concentrate on solving the world’s problems while supporting the basic needs of all mankind?
- STEAM Creativity (Science, Technology, Engineering, Agriculture, Math) – How can the world take full advantage of current global intellectual and technological capacity to help solve its problems and sustain life on Earth?

Culture

Culture questions and strategic considerations include:

- Race, Ethnicity, Religion, Sexual Orientation – In the face of extinction, how do we blur these arbitrary societal divisions to create one unified constituency called humanity?
- Smartphone – In the face of extinction, how do we change the use of smartphone technology and social media to support societal growth, instead of eroding it?
- Entertainment – What role in society should entertainment and sports and the massive amount of money they represent play in the face of potential human extinction?
- History – How should history be intertwined with society when we are not sure humanity will be a viable species in 100 years? What is the role of history – the study and presentation of our past – when humanity is not sure there will be a future?
- How do we gain maximum benefit from the power of Faith to inspire people of Faith to become leaders in support of the Plan?

Economy

Economy questions and strategic considerations include:

- How do we quickly and strategically connect the local, national and global economies in common purpose to sustain human life on Earth?
- How do we quickly and strategically transition from a consumer-driven global economy to a sustainability-focused economy?
- How do we quickly and strategically redirect current nationalistic spending on defense and space exploration in the face of global extinction?
- How do we construct a global partnership for the future development of the world to sustain human existence?

Education

Education questions and strategic considerations include:

- How do we reimagine and redesign Pre-K through secondary school education in the face of human extinction?
 - How can we achieve universal primary education?
- How do we reimagine and redesign College & University education in the face of human extinction?
- How do we reimagine and design adult education in the face of human extinction?

Environment

Environment questions and strategic considerations include:

- How do we get the global community to finally acknowledge the scientific findings of the past 30 years related to our changing climate so we can act with common purpose around the world?
- How do we mitigate the environmental impacts of Climate Change while minimizing the negative human impacts?
 - What is our global plan for dealing with rising sea levels, inland flooding, wildfires, intensifying storms and habitat destruction?
- How do we quickly influence humans to regularly practice the 4 R's – Reduce, Reuse, Recycle, and Replenish?
 - How are we going to quickly change the throw-away society and significantly reduce our dependence on plastics and other petroleum based products?
- How are we going to promote bio-diversity and mitigate the impact of invasive species?
- How do we quickly ween ourselves off fossil fuels and develop more renewable energy?

Equality & Justice

Equality & Justice questions and strategic considerations include:

- Human Rights
 - How do we guarantee all mankind the universal human rights defined by the United Nations in 1948?
- Equality
 - How do we eliminate discrimination and inequality in all its forms – ethnic, racial, religious, gender, income, sexual orientation, age, and disability?
- Social Justice – Fair and just relations between the individual and society
 - How do we break the barriers to social mobility?
 - How do we create safety nets and economic justice for all?
 - How do we eliminate human trafficking / modern day slavery?
- Criminal Justice
 - How do we reconstruct the global criminal justice system in the face of extinction?

Government

Government questions and strategic considerations include:

- How do we create an effective global government that intersects with current local, state + provincial, and national governments in a positive manner?
 - How does the United Nations fit into this strategy?
 - How are rogue nations to be handled when their actions run counter to globally accepted sustainability efforts?
- How do we quickly connect National Governments in global collaboration?
 - What about nuclear weapons / weapons of mass destruction?
 - How do we coordinate current National Government Social Programs?

Health

Health questions and strategic considerations include:

- Physical Health
 - How do we improve maternal health and reduce child mortality within the strategies of population management?
 - How do we combat HIV/AIDS, malaria, superbugs and other diseases, as well as the implications of antibiotic resistance?
 - How do we maximize access to vaccinations to eliminate preventable diseases?
- Mental Health – how do we strengthen the overall mental health of humanity in the face of extinction?
 - How do we better recognize and treat depression and the short / long term impacts of trauma?
- How do we offer every human access to comprehensive and affordable health care?

Population

Population questions and strategic considerations include:

- How do we provide safe and adequate food and water for the world’s growing population?
- How do we strategically manage the growth of human population in a sustainable manner? How does the practice of abortion fit into those strategies?
- How do we manage and facilitate immigration as global economies and climates constantly change?

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Matoaka Sustainability Action Plan Research

The ***Matoaka Sustainability Action Plan*** intends to take full advantage of all available scientific and social analysis research, investigations and efforts to inform the work in each sustainability category. The initial research list is dominated by the collected information and organized efforts of the United Nations.

Components of the United Nations

United Nations Organizational Subsets – To be connected and associated with the 10 Action Plan Pillars:

- UN General Assembly (GA)
- UN Economic & Social Council (ECOSOC)
- UN Human Rights Council (UNHRC)
 - UN Refugee Agency (UNHCR)
- UN Security Council (UNSC)
- UN Children’s Fund (UNICEF)
 - An agency of the United Nations responsible for providing humanitarian and developmental aid to children worldwide

- Committee for the Peaceful Uses of Outer Space (COPUOS)
 - UN Office for Outer Space Affairs (UNOOSA)
- UN Sustainable Development Solutions Network > <https://www.unsdsn.org/>
 - ***We promote integrated approaches to implement the Sustainable Development Goals (SDGs) and the Paris Agreement on Climate Change, through education, research, policy analysis, and global cooperation***

United Nations Specialized Agencies – UN funds and programmes are distinctly different from specialized agencies. In general, the funds and programmes are established by a resolution of the UN General Assembly and have a focused mandate. They are funded either mainly or entirely through voluntary contributions and have a governing body that reviews their activities. Coordination is facilitated through ECOSOC and the Chief Executives Board (CEB). On the other hand, specialized agencies are legally independent of the United Nations and have separate budgets, members, rules, and personnel. The bulk of their funding comes from voluntary contributions from governments, institutions, and individuals. Some specialized agencies, such as the International Labour Organization (ILO), have been in existence longer than the United Nations. There are currently **17** specialized agencies:

- Food and Agriculture Organization (FAO)
- International Civil Aviation Organization (ICAO)
- International Fund for Agricultural Development (IFAD)
- International Labour Organization (ILO)
- International Maritime Organization (IMO)
- International Monetary Fund (IMF)
- International Telecommunications Union (ITU)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
 - A specialized agency of the United Nations aimed at contributing "to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information
- United Nations Industrial Development Organization (UNIDO)
- Universal Postal Union (UPU)
- World Bank Group:
 - IBRD: International Bank for Reconstruction and Development
 - IDA: International Development Association
 - IFC: International Finance Corporation
- World Health Organization (WHO)
- World Intellectual Property Organization (WIPO)
- World Meteorological Organization (WMO)
- World Tourism Organization (UNWTO)

United Nations Universal Declaration of Human Rights (1948)

- United Nations Office of the High Commissioner for Human Rights (UN Human Rights) > https://www.ohchr.org/en/udhr/documents/udhr_translations/eng.pdf

- Simplified version by Amnesty International UK >
https://www.amnesty.org.uk/files/udhr_simplified.pdf

United Nations Declaration of the Rights of Indigenous Peoples (2007)

- <https://www.un.org/development/desa/indigenouspeoples/declaration-on-the-rights-of-indigenous-peoples.html>

The 8 United Nations Millennium Development Goals (MDGs)

- [https://www.un.org/millenniumgoals/2015_MDG_Report/pdf/MDG%202015%20rev%20\(July%201\).pdf](https://www.un.org/millenniumgoals/2015_MDG_Report/pdf/MDG%202015%20rev%20(July%201).pdf)
 - to eradicate extreme poverty and hunger;
 - to achieve universal primary education;
 - to promote gender equality and empower women;
 - to reduce child mortality;
 - to improve maternal health;
 - to combat HIV/AIDS, malaria, and other diseases;
 - to ensure environmental sustainability; and
 - to develop a global partnership for development
- From the ***World Health Organization*** >> The MDGs are inter-dependent; all the MDG influence health, and health influences all the MDGs. For example, better health enables children to learn and adults to earn. Gender equality is essential to the achievement of better health. Reducing poverty, hunger and environmental degradation positively influences, but also depends on, better health

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Matoaka Sustainability Action Plan as of 11-1-2020