



Speakers Inc USA Ideas Board



Motivation/Inspiration
Global Citizenship/Leadership
Ecological/Exploration
Viking Expedition
Earth Charter - an Ethical compass
for our time

Bjørn Heyerdahl

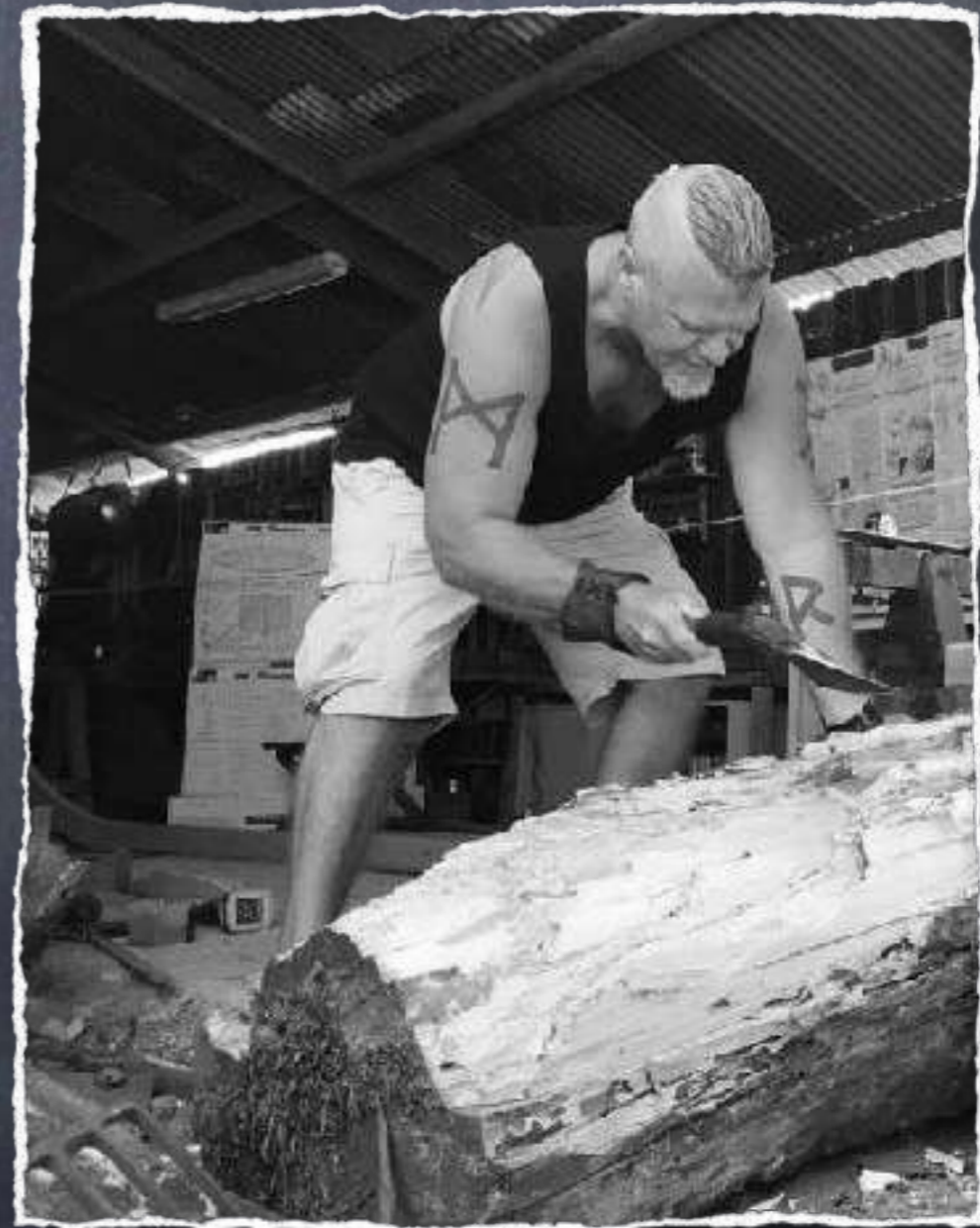




Meet Bjørn Heyerdahl



- Active Explorer
- A lifetime of exploration, conservation and building regenerative models in Africa and globally
- Ecologist, Biospheric designer, Philosopher
- Author
- Educator and public speaker
- Viking lineage back to 812AD
- Grandson of Thor Heyerdahl of Kon-Tiki Expedition Fame (1947)
- Endured a 6 year military prison sentence in Apartheid South Africa
- Bjørn seeks and shares models of sustainable life earth
- Built and Sailed, under the Earth Charter Flag, his own authentic viking ship 2019/2020 - inspired by earth friendly materials and zero waste principles
- Leader of the Midgard Expeditions since 2002



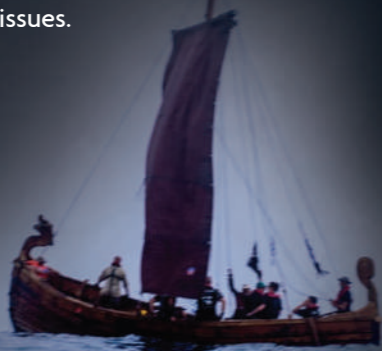
“In the tradition of your grandfather, Thor Heyerdahl, may you explore for knowledge and share what you learn for the benefit of the world.”

NORMAN BAKER, NAVIGATOR: RA EXPEDITION.

“I was very interested to hear about your expedition for sustainability and I wish you every success.” **DAVID ATTENBOROUGH.**

TAKE A STEP INTO THE LIFE OF A VIKING. Join the journey on a handbuilt Viking Ship, from the Heyerdahl Boatyard, in the oldest mountains on earth, across southern Africa, down to the Indian Ocean and around the Cape of Storms. You don't just read this book, you experience being a Viking crew member. Feel what it's like to be groomed toward your highest potential in this epic tale of the conquest and discovery of your true Self, what the attainment of deeper identity with all living things is, experience the regeneration of living systems and have the adventure of a lifetime.

BJØRN HEYERDAHL is an active explorer, environmentalist, integral systems thinker, biospheric designer, philosopher, writer, internationally renowned speaker, and consultant on humanitarian, environmental regeneration, and development issues.



THE MÍDGARÐ EXPEDITION BJØRN HEYERDAHL



THE VIKINGS ARE COMING



THE MÍDGARÐ EXPEDITION

BJØRN HEYERDAHL

Book Review by Anton Cherkasov-Nisman of "The Midgard Expedition" - Author Bjørn Heyerdahl

I read it through in one breath.

The composition where the author alters chapters taking the reader from his shipyard to the past history of the expedition and then explains his ideas on sustainable living at the same time touching on the psychology of leading an expedition is great. It makes the narration very dynamic and impels the reader to go on.

This book contains much more than the story of the construction of a Viking ship and sailing around Cape of Storms. Bjørn frankly shares various episodes from his life, explains in detail his view on current state of our civilization which once preferred the anthropocentric development over natural evolution in the wilds. It is important that the author is not launching into lengthy discussions with the risk to end up being scholastic, but offers clear plans for overcoming the ecological crisis on a planetary scale. Many chapters address the psychology of leadership, the ability to look at problems from different points and the ability to change one's life and the world around us.

Someone may find this book overly didactic, and the proposed solutions are uncompromising and bordering on utopia, but the more you know the author through his story, the better you understand that he does not intend to trifle with the reader and beat around the bush. Straightforwardness is one of the main advantages of this book written outside of the genre framework and the truth revealed by author hits the nail right on the head.

While reading this book I have made at least three dozen of bookmarks and for sure I would return to them and reread corresponding chapters more than once.

Bear in mind that this is not an adventure novel, but in many ways philosophical work, so do not expect easy entertaining reading. You will need to work, but the efforts spent will be rewarded in full.

Finally I must add that the figurative and rich language of the book makes it a joy to read.

Anton Cherkasov-Nisman

Editor-in-Chief

Motor Boat and Yachting Magazine Russia

Earth X TV Series: 'Forces for
Nature' 2nd Episode shoot
August 2021 Sean and Bjørn



EarthX

Visuals and Inspirations







Vikings in Africa?

- Nothing inspires a sense of adventure like an adventure in the wilds of Africa!
- Nothing epitomises courageous leadership more than Vikings building ships and crossing oceans facing everything the planet can throw at them (Bjørn is Norwegian-South African)
- Bjorn personal insights on solving, food security, poaching, sustainability, pollution and conservation issues from a unique, integral, broad picture as well as very close up, gritty, insider perspective on corporate and personal responsibility
- Africa - as Microcosm of the world - 'Lessons out of Africa'
- USA and European business, tourism, farming, hunting, fishing, safari, culture, diversity, species extinction - crossover and interest
- African cattle cultures and Texas cattle ranching - regenerative agriculture and animal husbandry
- Investment consultant/ advisory - eco tourism, ethical, sustainable farming business in Africa, NGO's ratings and reviews of work being done
- Earth Charter and UNESCO Chair Ambassador role





The Story...



- Bjørn and his expedition team take us on an expedition around Africa's southern most tip
- He faces all the challenges of designing, financing, building a vining ship and selecting and training a crew. He shows us how it was done - good and bad - and how it could be done more intelligently
- He shares how an ethical compass is as important as one that shows true north and how we can all achieve our goals without compromising the planet we depend on



Potential Topics:

- 1. Inspiration/Motivation
- 2. Ethical Business & Regeneration - The Earth Charter
- 3. Leadership Lessons from ancient and modern Vikings
- 4. The Midgard Viking Expedition (Based on Book and Documentary)
- 5. Global Citizenship - Lessons from Viking Age
- 6. Standing for something - against all odds
- 7. An Escape Story: from SA military Prison to the open Ocean on a Viking Ship - Bjørn Heyerdahl



Pure Inspiration!

Presentation One





The Plot

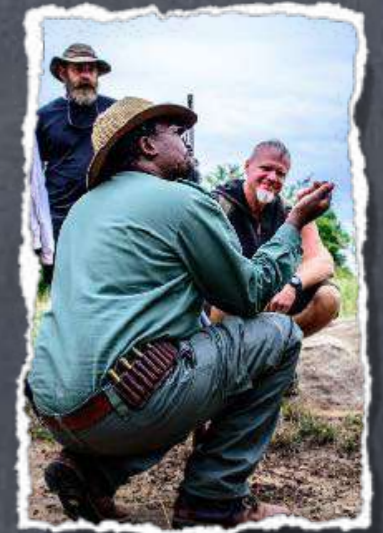


- Bjørn Builds an authentic ocean going Viking ship himself with hand tools just like his ancestors and sails it around the most feared Cape of Storms
- This world first is done to prove that lessons from our past can inspire courage, endurance and ingenuity in dealing with our uncertain future
- This inspirational tale shows anyone that impossible dreams can be manifest through sheer determination and persistence driven by a clear personal identity
- He inspires courage and to live by the courage of our ethics & convictions
- Intention: to inspire, uplift, engage and entertain the audience, to get the audience to care, to understand the full human story on earth as their own story and to stand for something

The Characters



- Bjørn Heyerdahl
- Susanne Williams
- Alison Heyerdahl
- Vikings
- Rhino/Dolphin -Protection NGOs
- Hlahlwe Game Park
- Tribal Peoples



Conflict



- Internal conflict arises between the audiences need for safety, security, financial gain; and their personal ethics and feelings of accountability to their children, as well as the larger community of life
- Conflict and uncertainty as to what can be done and what they can personally do, to lead a life less ordinary - an inspiring life of contribution ...





Theme



- Idea : If you can understand the whole sphere of life, your role in it and see it and yourself in an 'integral light', you can be inspired to take on the issues of our day
- Belief : Unless people really believe in their potential, care and identify with the rhino (or any other species) & its whole environment they will not act intelligently
- Moral : tokenism is useless - courage & backbone are needed for the integrated approach required
- Lesson : by our choices in life and how we vote with our wallets and feet - we can change everything
- Insight : "you cannot save yourself without saving the rhino; you cannot save the rhino without saving the rhino environment"



The search for intelligent life on earth

- intelligence inherent in the system of life
- humans aligned with this intelligence
- temporary illusions of autonomy

Expansion of care and Identity

- I
- We
- Us
- ALL of us

Four Stages of becoming an influencer

- ❖ Waking up
- ❖ Growing up
- ❖ Cleaning up
- ❖ Showing up

Resources & abundance mentality

- Every Acorn contains a Viking ship

What it took for you and I to be here today

- What did our ancestors face, overcome and bring into being in order for us to be here and complain about the air-conditioning?
- Who must they have been?

You are not done

- These petty first world issues are nothing!
- the right to safety of person, to work, to freedom, to travel... we have grown soft and entitled in a hazardous universe
- Everywhere people are in shock that things are not going their way
- climate change, extreme weather events, wars, famine, plague, sickness, pandemics, dictators, crime, financial collapse ... these events used to be called life on earth

Viking Qualities in your DNA

- Resilience
- Adaptability
- Identity
- Creativity
- Strength
- Intelligence
- Endurance



Feel — Colour — Texture — Genre

- Intelligent, informed, grit
- Blue & earth tones pallet
- Grainy — gloss
- Reality/in your face confrontatio
adventure/expedition
- Chuck Norris meets David Attenborough



Target Audience

- General Public?
- What does US audience want/
need?
- Corporate - What do they want?
- Influencers
- Youth
- NGO's

Conduits



- Earth X events
- Earth X TV
- Explorers Club NY (LA Chapter)
- Earth Charter
- Influential Business, Civic, Academic organisations
- Social Media & Traditional Blogs and Op-eds

Roles and Nature of Partnership

- Ownership
- Agency contract terms
- Copy right
- Earning potential (Realistic expectations)
- Financial arrangement %
- Roles and responsibilities
- Audio visual requirements (online vs in person)
- Travel costs
- Video Production Opportunities



Financial Considerations

- Speakers fees per engagement virtual/in person
- Goals annually
- Monthly
- USA speaking circuit - cost benefit
- Logistics and sundries - Actual
- Production EarthX TV internal

Goals & Tasks

- Prepare offering for Sp.Inc website/proposals
- Increase speaking assignments for/with Speakers Inc
- Increase Book sales
- Increase audience of EarthX TV (sponsorship of speaking events by EXTV) New client for Speakers Inc
- Build Video Library - recording presentations
- Networking
- Consultancy and education assignments
- Midgard Expedition fund raising
- School Curriculum development (combined with Earth Charter education already in schools)

Attendances & Administration

- Annual/quarterly Trip USA?
- Accounting and Invoicing
- Tax and international Banking
- Events conferences in USA?

References

- www.midgardexpedition.com
- www.earthcharter.org
- www.integralclimatechangesolutions.com
- youtube channel Midgard Expedition, Waaipoort Climate Park, Earth Charter interviews
- 'Regenerative agriculture, One little Calf at a Time' <https://youtu.be/jDwB91k6gTQ>
- 'Earth Charter Education towards a Regenerative Future' <https://youtu.be/scqFUGbbLo>
- Chapter 11 - Immersions in the Wilds of Africa, "The Midgard Expedition" - the Search for Intelligent Life on Earth - a book by Bjørn Heyerdahl

Perspective Shifts for audience

"You cannot 'save the rhino' without saving the rhino environment. To save the rhino requires a deep understanding and study of not just the animal itself and its habits and movements; it requires an intimate understanding of the biomes that accommodate and feed it, the animals that cohabit with it, the birds that remove ticks from its body, the mud and microbes it rolls in, the water it drinks and the riverine systems and rainfall cycles that produce its water, the climate that it thrives in, the communities that surround it and their attitudes to poaching, their economic and social circumstances, the politicians that sign protocols and laws that protect it and its environment, the security and police that defend it, the poachers that profit from its horn sales, the belief systems of men in China that consume it for potency, the corrupt politicians that turn a blind eye for profit or directly deal in its hacked off body parts.

It requires an understanding that you are the rhinoceros environment".

Author Bjørn Heyerdahl - The Midgard Expedition

www.midgardexpedition.com/shop/



Educational/
instructive
component



Bjørn sketches the
concept for an
integral design
for the whole
Hlahluwe Biosphere

