

**Press release PPF2009\_001**

**May 25, 2009**

**FOR IMMEDIATE RELEASE**

**Peoples Projects Foundation launched**

*"Peoples Projects Foundation will fund carefully selected, practical, sustainable energy related projects. It will also organize workshops and seminars, and generally seek to inform people, around the world, of what can be done now (as well as in the future) to help secure our planet."*

*Peoples Projects for the environment is an active new fundraising organization with a mission, and attitude! A deliberate nod to what will surely become known as "The Obama Generation" or, at least, "The Obama Decade":*

**No need to delay, no need to wait for new technology.**

**Get over it! Get on with it! Do it now! Si-we can.**

**Lelystad, Netherlands – May 25, 2009**

Today, Peoples Projects Foundation is launched as a non-profit organization by Dixon van Iersel. The Foundation will be active worldwide, without limit.

"We have, after all, just one world to secure."

Dixon, IT specialist and experienced businessman, brings organization and management experience, and internet expertise to The Foundation.

At the launch, Dixon summarized:

"Peoples Projects for the environment, is, **must be**, an effective fundraising organisation in order to carry out the further ambitions of The Foundation."

"Peoples Projects Foundation will fund carefully selected practical sustainable energy related projects. It will also organize workshops and seminars, and generally seek to inform people, around the world, of what can be done now (as well as in the future) to help secure our planet."

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"I intend Peoples Projects' activities to be part of the antidote to both the conservative and venture investment business models. Models which have, collectively, brought the world to such a sorry state of floundering around in the face of an appalling climate crisis, and in addition, have contributed to the failure of the largest, leading, we-know-how-to-do-it economies, and by extension, all the world's smaller economies."

"To give an example: Since the first oil crisis in 1972/3 and in the face of the growing climate crisis, no significant research, development and commercialisation funding or investment has been available for photovoltaics.

Why? Because photovoltaics are *un-sexy* as a business model.

A solar panel, photovoltaic or heating, is built; then, sold with a 10-25 year guarantee.

End of story. No follow on business. No dependency is created."

"In the world of business, it is like selling an ink jet printer that doesn't need cartridges. Or, in the case of a small appropriate solar utility vehicle, selling a car equivalent which needs no oil from Saudi Arabia and no refinery and no shipping and no fuel distribution and no filling station and... Look at the line-up of potential enemies a solar vehicle has, just as a concept. And yet, as a reality, averaged across climate zones, solar vehicles could provide zero emissions (and, effectively, zero input) to most suburban transport chores.

"Direct sun-to-user energy is one of the best options open to secure the future of our world. I believe that people, ordinary people, may understand this better than does the business community in its present form. After all, people hate ink jet cartridges. Reason enough to contribute to, and become a member of Peoples Projects Foundation."

"Peoples Projects for the environment is ambitious. Its messages will be highly visible. With this in mind, and to put our effort and your money to work, our first project, to be announced shortly, will be a magnificent, practical, solar demonstration together with an associated full length, potentially "major", cinematic film."

Dixon van Iersel

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