Introduction

This study is the result of a thought experiment that leads to a unique re-evaluation of the practices of participation (the involvement of stakeholders in decision-making; typically in the fields of urban planning or social design) and their long-term effects. What would happen if the encouragement of socially responsible behavior in citizens and their involvement in socially significant projects were organized on the principle of "the more you contribute to the common good, the more opportunities you have"? Is it possible to construct a new system of relationships within a limited territory based on the "economy of merit" — a technology that would motivate people to implement social projects, take account of their involvement in these projects, make social activity transparent, and ultimately lead to collaborative management of the territory and its sustainable development?

The thought experiment presented here took shape for us in the form of Meritterra (from the Latin meritus - deserving, worthy, and Terra - earth: MeritTerra, "land of merit") as the ideal model of a social structure. The basic principles of Meritterra's organization were laid as the foundation of a pilot study.

The pilot projects were conducted in 2012-2014 in the Shcherbinka neighborhood of Yuzhnoe (Southern) Butovo area. Yuzhnoe Butovo is widely known as an experimental district, and the Shcherbinka microdistrict seemed to us the most curious due to the heterogeneity of the population: representatives of different social groups (different in economic, cultural and ethnic terms) lived there, who did not interact with each other in any way or were not even familiar with each other. We developed the concept of the Territorial Merit Bank with the aim of cooperation of the population's socially active part, introducing and developing the best volunteer practices, involving residents in the development of the neighborhood and providing them with support.

At the first stage of the study, we suggested that residents of the neighborhood do something useful for each other to "get a merit," and then exchange the merit for a similar service at their discretion. It was possible, for example, to conduct computer literacy lessons for the elderly (this social program was called "My grandmother knows Windows"), and then exchange this merit for English language courses. There was also a format of exchanging goods for goods - the project "Old Life of New Things". Furthermore, area beautification contests aimed at getting to know and bringing residents together. For example, participants of the Neighbors contest visited the entrances of other residents of the neighborhood and voted with points, "merits", for the possibility of graphic design of this space: it was possible to vote for all entrances except for their own.

Later, at the second stage of the research, such initiatives were developed thanks to the Territorial Merit Bank website, where people could post their project, their idea, and other participants could vote for it. This started many other social-entrepreneurial projects in the territory, such as "Green Notebook" (creation of creative handmade notebooks from production waste) and "School [training] of concierges". The site was also a place to post announcements about goods and services that residents were willing to share. At this stage, our project participants received plastic Territorial Merit Bank cards that provided a ten percent discount at local vegetable shops.

Pilot projects showed that adherence to the "merit principle" ensures a multiple increase (5-10 times) in citizens' social activity in the very first year - and, as a result, there is a proportional increase in entrepreneurial and socio-entrepreneurial activity in the project area. By the end of the project, more than 15,000 residents had participated in social projects at least once: volunteer activity grew to 51%.

The most robust initiatives and communities formed through the Scherbinka/Butovo project activities include:

A community of artisans engaged in conducting applied master classes on interior design, open street spaces, knitting, and sewing;

A community of amateur ecologists who conduct master classes and lectures in district schools and serve as a unifying force for pond clean-up activities;

A social entrepreneurship project with a permanent venue based on the center for social adaptation and protection of the micro-district, providing employment for socially vulnerable groups, including large families, people with disabilities, and pensioners; it also offers opportunities for self-development, communication, and socialization;

A community offering psychological, social, and other assistance, including cultural and recreational support to families with children;

An infrastructure project focused on the development of cycling in the micro-district, organizing inter-district competitions and a cycling school for young riders;

A project providing daily domestic philanthropic assistance to veterans of the World War 2 and homefront workers, children of the war, featuring workshops for sewing and repairing clothes, and a service for accepting requests for assistance such as grocery shopping, calling a social taxi, and other needs;

A resource center for local activists, where residents' requests for various actions and events are processed, and support is provided from the moment of idea formation to conceptualization until results are achieved.

The results of this study have inspired us and propelled the development of the Meritterra concept.

We began to contemplate what Meritterra might look like on the scale of a city, a country, and even the entire planet. What if the "elite" were not groups maintaining control over various types of resources, but individuals actively participating in various transformations (for example, local ones like neighborhood improvements) and thereby gaining access to resources based on the extent of their social contribution? What if the distribution of resources, including the influence on decision-making, was primarily dependent on social contribution? The dynamic nature of this model could potentially address the issue of global inequality over time. Not to mention a broader range of issues related to the ethics of business and much more. But can such a project unite people with vastly different views? Can it become a tool for solving the global problems of humanity: medical, ecological, and others?

The book presents an attempt to answer these questions. The first part of the book outlines the concept of Meritterra: key concepts and principles of meritonomic systems are defined. The second part describes in detail the project implementation approach we follow. The appendices (1,2,3) contain examples of "technical" solutions important in the context of project development.

The MeritTerra Concept

The idea of uniting people with different value orientations and attitudes to solve global issues seems extremely naive. Yet, long-term projects aimed at studying the values of residents from various countries, such as the World Values Survey, European Values Survey, Eurobarometer, Arab Barometer, and many others, provide a basis for such considerations.

The most well-known and significant research project by the American sociologist Ronald Inglehart is the [World Values Survey](). The main conclusion drawn by Inglehart and his team is that modern societies are moving away from survival values (or materialist values, including conformity, the pursuit of economic and physical security, low regard for human rights, xenophobia) and are transitioning to self-expression values (or post-materialist values, including the pursuit of freedom and self-fulfillment, high regard for human rights, tolerance). This shift in values is explained by generational change: Intergenerational differences in post-industrial countries arise as a result of long-term socio-economic transformations[1]. The transition to self-expression values, in turn, leads to a global shift towards democratization: "...we argue that: (1) socioeconomic development brings increasingly favorable existential conditions; (2) this gives rise to mass self-expression values, which place a high priority on human freedom and choice; (3) these values mobilize social forces that seek the adoption of democracy, if it is not yet in place, and favor the survival and deepening of democracy, if it is already in place" [Inglehart, Welzel, 2005: 172]. Nonetheless, Inglehart and his colleagues' conclusions regarding the assertion of civil and political rights and the strengthening of democracy are valid under one important condition: Ultimately, the "integrity of the elites" determines whether democracy will be real or illusory.

Setting aside questions of how productive the designated classification of values is and what the ideal political system looks like, we would like to focus on issues of representation, the search for resources of influence and decision-making, and the transition to global long-term social transformations, based on previous arguments.

It seems that the active part of the population currently lacks effective tools to prevent or limit the undesirable use of technologies and abuse of power. There is no mechanism for direct influence. Meanwhile, artificial intelligence, nuclear weapons, or industrial pollution pose a threat to the extent that tools for immediate influence on the situation of their use are inaccessible. We are convinced that the availability of such tools concerns everyone.

Instead of waiting for favorable conditions to emerge, or for global elites to facilitate the resolution of pressing issues, or for the maximum number of individuals to have the opportunity to change the current state of affairs, we propose an alternative path – to engage the broader population in making significant decisions. We suggest turning to social technologies that can improve lives now. We aim to create conditions where the decency of the elite is not what society depends on. We propose the model of meritonomics as the foundation of a new social structure and the project of a transitional period as a mechanism to coordinate our visions of a better future.

The concept of meritonomy (coined by analogy with "economy" and first introduced by [Jonkers H.L., van der Woerd J.P., van Beek-Vlaanderen Oldenzeel W.A., Gravendeel B., 2011]) denotes the process of "managing the flow of social values." Meritonomy marks the transition from economic thinking to meritonomic thinking and, accordingly, the transformation of the entire

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[1] However, researchers note that the transition to values of self-expression is nonlinear and that social and economic crises can cause society to revert to survival values.

transaction system. This shift implies a reevaluation of processes previously described in terms of maximizing economic benefit. In meritonomy, everything is measured in Merits — in the realization of the common good. We believe this value dimension of relationships possesses greater potential relative to the economic dimension. Numerous questions at the intersection of sociology, economics, and political science can now be examined within the framework of this new scientific discipline, which studies the orientation towards values and actions in connection with these values — meritonomics (modeled after "economics").

This is not about another globalization project aimed at searching for universal values and uniting people based on them. We adhere to the ideals of a poly-civilizational approach: The "Meritterra" project described in this work offers technologies that allow individuals to express their attitudes towards the activities of others based on the values they hold dear. The discussion of global issues will take place on a common platform where representatives of different communities will be able to find common ground. In other words, we aim to reach a state where every person has representation, and through this representation, to a state of society where the very existence of our planet is not in question.

From this, we can formulate the first step – agreeing on a vision for the future. Of course, one could say that the 17 Sustainable Development Goals of the United Nations outline a model of what we aspire to achieve. However, firstly, these do not encompass all the problematic areas, but only the most critical ones. Secondly, the question remains: How many people on the planet are ready to work, invest their time and other resources in order to reach these goals? And how can we ensure that the majority of people are willing to do so?

The platform for such a discussion could be Meritterra. The present study outlines only one of the options for transitioning to a meritonomic system. What Meritterra will eventually look like, and exactly how the project will be implemented, is up to you to decide. We invite you to join our deliberations and co-creative design of a common future to address these and other questions.

What is MeritTerra?

The MeritTerra Project (from Latin: meritus – deserving, worthy, and terra – earth: MeritTerra, "land of merit") was created to address the issue of cooperation among socially active people[2]. MeritTerra is a model of social organization where the influence and economic opportunities of participants depend on their contribution to societal development and the assessment of the social significance of their contributions (social impact, expressed in merits). This is a polycivilizational project that provides equal opportunities for everyone, regardless of nationality, citizenship, or origin. In this sense, it can be contrasted with, for example, a meritocracy.

Despite the proximity of the ideals of a meritocratic society, founded on the power of the deserving or the worthy, to the ideas of our project, we suggest a different mechanism for forming the "elite."

The traditional meritocratic elite is formed from the top down: those deemed worthy select those who deserve to join their ranks. In Meritterra, however, merits are determined "from the bottom up" by all active community members, with the elite being a segment of the horizontal

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[2] Meritterra provides an opportunity to participate in social activities for people who have not participated in such things before. Regardless of what resource you have (at least an hour of free time, or money, or goods, or services - anything), you can participate in useful activities at a convenient time and in an appropriate amount.

community that possesses the greatest amount of social impact. Merits cannot be bought with money or passed down through inheritance, which ensures progress towards the ideals of social justice and sustainable development values.

The core concept of our system is merit.

Merit

Merit (from Latin meritus – deserving, worthy) is a unit of measurement for gratitude for social contribution, a digital embodiment of this gratitude. Merits are awarded for a specific socially significant project or action. Such projects or actions are referred to as *facts* (from Latin factum – done, accomplished).

Every participant in Meriterra, or *agent*, produces a limited amount of new merits every day. By interacting with other agents regarding the facts they have produced, they evaluate the social impact (impact evaluation) of the project or action and, in accordance with this assessment, distribute the "emission" merits. Merits that are already in one's personal account can be managed without restrictions; however, under no circumstances can one accrue "emission" merits for oneself. (For more on the evaluation of the social impact, see The Real World. Impact-Invest Cooperation.)

Meritonomy

Social impact = 㐱 = Social captial

Merit

Virtuous circle of impact-evaluation-merit
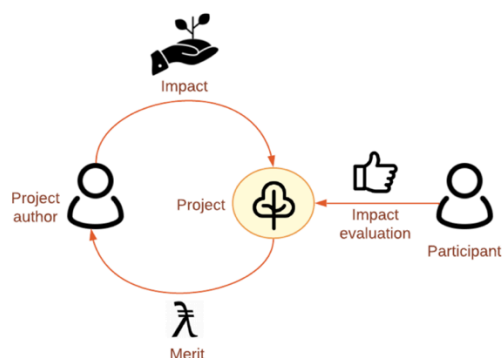
Merit serves two functions:

● Social Currency Function: Merit operates alongside traditional currency as a token. Merits are awarded for socially significant projects or actions (facts) and can then be used to exchange for goods and services within the system, convert into personal income in those joint funds where this is provided for, exchange for tax benefits, access to discounts or free transportation, and more.

● Voice Function: The evaluation of social contribution is carried out "bottom-up" through voting. In this process, everyone can vote on decisions (such as the distribution of joint funds, the installation of a fountain or a bench in the park, or the selection of someone to be responsible or appointed to a position) with the number of merits they have earned in socially beneficial projects. *(You can read more about how these functions are implemented below.)*

As merits are expended during exchanges and voting, one must continually reaffirm their status through actions, not just promises. Imagine an election system operating non-stop, 24/7/365, where votes are granted solely for valuable actions – this will be the essence of our system. In it, the centralization of merit capital does not occur. The "Matthew effect," where those who initially have certain advantages can multiply them, and those who are initially limited in resources end up even more disadvantaged, is curtailed in Meritterra by the social impact: to increase your own merits, you must participate in the creation of facts. You earn merits by contributing to your community (for the **common good**), and you spend them to realize your will, opinion, or desire (for **private good**).

The following will describe just one of the potential models of the system. The architecture of the project allows for experimentation with exchange algorithms in different communities and more, enabling participants of Meritterra to select the optimal "settings" themselves. The great diversity of organizational forms within merit-based communities will enable the construction of a more efficient overall model.

Interactions concerning facts

The primary forms of agent interactions concerning facts include: **manifestation**, or presentation of the "accomplished"; **verification** as confirmation, checking of the fact; **evaluation**, implying the fact's conformity to the common good; **emission** and **exchange** (of merits).

Let's take a closer look at the described forms of interaction.

The allocation of merits depends on the evaluation of specific projects (facts). Agents who have proposed a certain project and are involved in its implementation must present the results of their work for collective discussion – to manifest the fact. If it is confirmed that the project was completed in accordance with the application, the project is then assessed in terms of its social impact. If the fact aligns with the values of the community, embodying ideas of the common good, then a merit issuance occurs. Participants of the project receive merits proportionate to their contribution to the production of the fact. The merits obtained can then be used to exchange for participation in decision-making or various benefits and other private goods.

One of the tasks that will need to be solved jointly with the communities and partners of Meritterra involves the development of verification mechanisms – determining how to establish that the projects have been implemented by the agents who originally declared them on the project platform. We suggest that artificial intelligence (AI) may serve as one of the tools for such verification. With access to the history of merit transactions of agents, AI is

capable of tracking various suspicious operations and identifying statistical anomalies, proposing that the community makes the final decision based on this data. (For more on the evaluation of the social impact, see The Real World.)

As a result of interactions between agents, trust relationships can be established. The notion of trust, in turn, is connected to the concept of social capital: without trust relationships, it is impossible to unite agents capable of exhibiting social activity, participating in the production of facts. A high level of trust determines the agents' ability to create close connections and interact effectively. Therefore, social capital serves as an indicator characterizing the relationships between agents and their degree of civic participation. The digitized portion of an agent's social capital is what we call merit capital. Merit capital allows not just digitizing existing social capital, but giving it a new form that helps to increase trust between agents (by making transactions transparent) and, consequently, to increase social capital.

Merits are not transferred directly between individual agents — like a gift or a loan. Agents may: allocate merits for facts produced by other participants of Meritterra, use merits for exchanges and voting, or invest in projects at the implementation stage.

On the Meritterra platform, a range of projects is presented. It is possible to mark several of them as significant by allocating to the projects "emission" merits—merits previously earned for participation in the production of facts. If there are not enough "emission" merits, active merits can also be deducted from one's main account.

In turn, project participants who have received these merits can find other unrealized projects and spend their active merits on their development, thereby raising the projects in the overall ranking. This is how investing in projects works: a participant of Meritterra becomes part of the project team and earns a share of merits for it. The project owner enters into a contract with the team and investors (whether they contribute merits or, for example, volunteer time), which is formalized as a smart contract, and upon completion of the project, the earned merits will be distributed among all investors. Thus, all project participants are considered social investors, regardless of the method of participation.

If we are talking about goods introduced by Meritterra participants, then merits can actively participate in their exchange—in "trade." We put the word "trade" in quotes because the basic principle, according to which we believe the exchange of goods and services in Meritterra should be carried out, is the principle of gratitude (the equivalent in the real economy is post-payment).

Active merits can be exchanged for goods and services within the internal market of the system. To exchange goods, you must demonstrate that you have participated in the production of at least one fact, and this activity has been recognized as socially useful. A person can view the profile of the one who wants to receive the goods or services and decide whether he is ready to provide the desired. The decision is based on what merits the "buyer" has (each merit is tied to a specific fact), and how they behave in the community. Are they generous or greedy (this is visible from previous transactions), do they share or try to only take. Ultimately, one can imagine the following scenario: an agent who has done a lot for their community, donated the merits earned to charity, and does not have enough merit capital to "purchase" goods or services. In this case, other agents can provide assistance in the form of goods or services for a symbolic 1 merit, and also leave a comment indicating the reason for such a decision—this is also an element of transparency that should be available to participants in statistics.

Let's consider the following situation. A decision must be made: whether to direct funds from the public fund's budget to congratulating veterans or installing a playground. There is only enough budget for one. A vote is called. The vote for either decision is made with "emission" merits; the merits are then burned. Before the end of voting, campaigning events may take place. Regardless of the outcome of the vote, the merits will go to a good cause (the common good), and community members who supported the decision that received fewer votes can unite and propose their project on the Meritterra platform.

It is naturally questioned how the relationships between agents affect their interactions regarding facts. Can it be assumed that merits are always assigned solely based on facts? Is it possible for a situation to arise in which merits are allocated not in proportion to the social contribution but rather out of personal affinity or prejudice?

Meriterra implies "power of merit," not "power of the merited people." This distinction is fundamentally important to us. We proceed from the notion that the values of the community are an independent variable that cannot be reduced to specific agents or relationships between them. It is the focus on the common good that sets the coordinate system where trustful relationships between agents are established: They are formed as a result of interactions that, in turn, presuppose a commitment to the values of the community (the common good). This leads to the next step – differentiating relations between agents from relations between agents and communities.

Merit in the Communities of Meritterra

Anyone who wishes can establish their own ***community*** in Meritterra based on any ***values*** they choose. The values of the community provide its members with a sense of direction towards the common good. Ultimately, community members must make decisions and act based on a shared understanding of good—based on common relevance settings. In other words, the community "tunes" the agents' discernment abilities (***frames***) in such a way that they act according to certain values. It is precisely the commonality of frames as specific interaction settings that ensures uniformity of the criteria by which community members evaluate each other's projects or actions. Community members must align not only in values but also in actions related to those values.

The community interacts with other collective and individual agents of Meritterra as an independent entity. The relationship ***protocol*** of individual agents who are members of the community and the community itself is understood here as a social contract (***covenant***), which implies the alienation of some of their own rights for the benefit of the community and the establishment of a new unity. Formed through such an agreement, the community defines local "rules of the game," rules of entry into the community, and principles of organizing the lives of its participants, being for them a source of authority (including as an arbiter of disputes), sanctions, and incentives.

Every community issues its own merit – let's call it LM (Local Merit). This applies to communities that can be formed based on geographic location, shared interests, and so on. Agents can belong to multiple communities simultaneously and influence the internal affairs of the communities by using the merits they issue.

Communities also have their own restrictions on the emission of merits. For example, one community may have a limit of issuing 1000 of their own LM per day, another may have a

limit of 1 LM, and so forth. The correlation of local merits with each other occurs at a higher level.

Communities can host their projects on the Meritterra common project platform and earn Global Merit (hereinafter referred to as GM) for them. The exchange rate of local merit to global merit is: 100% of the community-produced LM equals 100% GM in the community's wallet on Meritterra.

An inherent attribute of Meritterra communities is their sovereignty. This is exemplified by the fact that no matter how much GM is allocated to a project from external sources, these merits cannot influence the distribution of influence within the specific community.

Let's assume that Alice and Bob have formed the AB community. Each of them has 10 LM_AB – local merits of this community. Then, Alice received 1000 GM for her personal project published on the global project platform. These 1000 GM will not affect decision-making within the AB community. Similarly, the 1000 LM_C (local merits of community C created by Carol) that Alice received are incompatible with the LM_AB, which she and Bob use to manage their AB community. The distribution of influence in Alice and Bob's community remains unchanged. Thus, an agent with a large number of GM will participate, for example, in voting for territory improvements on an equal footing with their neighbors. Global merits are exclusively intended for global transactions and decision-making that extend beyond the confines of local communities.

In the community, there are numerous self-regulation mechanisms. For example, the community (alongside AI as an auxiliary verification tool) can monitor fraudulent project mechanics and "burn" merits involved in corruption schemes. Additionally, within a specific community, member A can point out the need to reduce the influence of member B. To do this, A can remove merits from B's personal account at the cost of "burning" an equal type of their own merits, that is, by reducing their own merit capital[3].

Negative Merits

Based on the principle that any form of anger towards others erases your previous merits, we have introduced the concept of "negative merits". If a community member believes that the actions of others are harmful to the common good or to someone particular, they can intervene. However, it is necessary to explain the reasons for this and to give away an equivalent amount of their own merits. In other words, the amount of merits you wish to "burn" from another person is the same amount you must spend. This achieves what we previously described in terms of the decency of elites and control over influence. Negative merits are one way of community self-regulation. It is also a potential solution to the problem of bullying, a method of regulating the "money supply," and combating "inflation".

There is also the possibility to offset negative merits through the donations of other participants who deem the "act of punishment" justified.

If several community members decide to use negative merits at once, they can share the costs among themselves, maintaining the balance of power.

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[3] It is important to emphasize here that, first, Meritterra involves postmoderation, not premoderation, and second, the only source (and ultimate authority) of decision-making is the community.

The accrual of negative merits does not lead to the formation of a cancel culture. It only reduces the likelihood of socially irresponsible behavior on the part of both the "hater" and the "canceler" (not necessarily different people). In this case, it is only about increasing the price of negativity, since every post on the site costs merits, and the post itself, in turn, is the object of voting. An agent who, for some reason, acted against the community's interests is not automatically categorized as an "untouchable." They can still participate in community affairs and in the production of facts. Both positive and negative feedback serve merely as tools for the co-tuning of participants.

Diversity of Meritterra Communities

Each community can establish its own rules on top of Meritterra's "basic settings." These rules include not only the merit issuance algorithm, but also community entry requirements, forms of social organization, and much more.

There may be numerous variations, but they are united by a common principle: You can always understand the values on which the community is based, the form of governance, how the issuance of merits occurs, and so on. If a participant of Meritterra publishes a set of personal values, the algorithm will suggest to them the communities closest in spirit and identify a circle of like-minded individuals. We call this basic approach to community formation fractal, as it applies to different elements of the Meritterra array.

The diversity of communities provides an opportunity to launch a social technology manufacturing industry at the next stage, where various practices of living in Meritterra will be developed (this is the focus of the second part of the book – The Embodiment of Meritterra: A Common Approach). This will create the possibility, for example, to establish business-oriented communities engaged in new ways of production and business organization. They will independently decide how to distribute the fruits of their labor. Companies may distribute shares, a portion of profits, or bonuses within the team, proportionate to the merits earned by the workers. Such a distribution would be particularly applicable in the field of startups, where the situation is extremely dynamic. Another example: Suppose in a certain local community, people decided to donate 1% of their incomes to local charity projects and connected to the Meritterra online platform (decentralized autonomous organization, DAO; more on this later) to calculate the potential impact of these projects. Based on the calculations, they distribute the collected funds among the projects.

Multicommunities

Communities can come together and unite with one another. For instance, there are environmental organizations with varying specializations that operate in different countries. They can create a multicommunity where the communities, as collective agents, will interact with each other.

Let's assume that a local eco-community of a city has decided that its project is worthy of being presented for discussion at the interregional level. On the Meritterra online platform (DAO), the project is assigned an additional interregional hashtag. At this level, interregional community merits are accrued. It is important to understand the principle of correlating local and interregional merits: No matter how high a rating the project receives at the local level, it will not affect its quotation at the supra-community level. The exchange rate of local and interregional merits will be determined in such a way that 100% of local merits at the local level will be equal in value to the total amount of all interregional merits in the wallet of the given city community

at the interregional level. In other words, interregional merits are related to local merits in the same way as global merits are related to local merits.

Metacommunity

The highest, most global level of community is the level of metacommunity with global impact, which we call the Meritterra community. It unites all communities of every direction and level. Its main value is the sustainable development of the planet. Initially, this can be referred to as aligning with the United Nations' sustainable development goals, but as the community matures and grows, the list of goals and values can expand.

This means that with various – and sometimes mutually exclusive – values of communities, the unified meritonomic protocol of the metacommunity of Meritterra provides the opportunity to:
● understand the logic of the social process of other communities and community unions;
● construct a super-system in which contradictions are resolved.

In Meritterra, everyone is entitled to their own thoughts and opinions. However, a proposal has been made to prohibit the discussion of political and religious views in the common area. The central concern is not the uniformity of beliefs, but rather the level of involvement in projects of social significance.

The most effective way to validate one's views in Meritterra is through the production of facts and the acquisition of merits. By doing so, individuals can demonstrate the strength of their convictions in a tangible manner.

We dedicate ourselves to building the future and adhere unwaveringly to this principle. Nevertheless, this does not hinder participants from exploring their beliefs and dedicating themselves to what they deem important at other times and in different spaces.

The Meritterra meta-community manages the Meritterra Foundation, which receives financial contributions from all types of commercial activities of all projects within the Meritterra ecosystem. The meta-community is tasked with determining what exactly the presented project has contributed to the world in terms of achieving sustainable development goals. Local communities, by declaring their projects as global, assign them the global impact hashtag on the Meritterra online platform (DAO), thereby gaining the opportunity to receive global merits (GM). It should be noted that at such high levels, the list of evaluated projects can be quite extensive, so it is likely to be divided into categories that primarily attract the attention of participants interested in the relevant topics.

Exchange rates are calculated automatically in Meritterra since there is no separate organization like a Central Bank to set the exchange rates. Instead, the rates are determined based on the merits of communities towards Meritterra. The merits issued at this level (Global Merits or GM) accordingly have global circulation.

The Embodiment of Meritterra: A Common Approach.

Our approach to project implementation is as follows:

1. We formalize ideas, create a plan, and fine-tune basic concepts through discussions, texts, and calculations. At this stage, a community of developers is formed.
2. We launch an experiment. Based on the groundwork, a model is created that will be tested and debugged on social networks, in a simulation game, and possibly in offline gaming formats.
3. We implement the most successful practices in real life, involving businesses and local authorities:
   - At the first level, we create a community of analysts (Think Tank), where the generation and formalization of Meritterra's ideas take place, and we form the accompanying infrastructure;
   - At the second level, we launch a continuously operating subsystem of a new type of relationships, actively using elements of blockchain technology in social networks, as well as launching a prototype of the Game with a plugin for gaming communities, which will be connected to the relationship technology working in social networks (here "Game" is already a fully-fledged and permanent part of the Meritterra world);
   - At the third level, we introduce a set of developed tools called Global Impact Cooperation: We provide the opportunity to apply our product in companies, organizations, municipalities, and so on.

The most successful practices will be implemented gradually, thereby minimizing the risk of critical errors. New social technologies will naturally emerge from the bottom up, rather than being imposed from the top down.

The structure of Meritterra

The organizational form of the project should address the following tasks:

- Make Meritterra an attractive project for investors;
- Protect the project from external manipulations: Ensure that the community cannot be influenced by money purchases;
- Continuously increase Meritterra's economic independence, ultimately achieving 100% economic sovereignty.

Based on these objectives and the core ideas of the project, we envision Meritterra as an assembly of three worlds (the global components of our project) interconnected by two funds, namely the Meritterra Investment Fund and the Meritterra Foundation.

Funds of Meriterra

While the processes of distributing goods and influence must ultimately be arranged meritonomically, we recognize the right of Meritterra participants to choose the exact form and extent of their involvement in the collaborative creative process. Our goal is to provide the opportunity for all stakeholders to participate with the maximum diversity of views and potentially – all people on the planet. Consequently, neither a traditional investment fund nor non-profit organizations (NPOs) alone will be sufficient.

In addition to the core team that will work 24/7/365 on creating and maintaining the organizational, technological, socio-technological, legal, commercial, informational, and other components of the project's infrastructure, we will need two more categories of participants:

● A large number of people, organizations, and communities who will become participants in an unprecedented experiment in the conscious design and implementation of a new system of social relations.
● Financial and non-financial investors of the project. Not every investor will be suitable for the role of a participant in our project – even the term "impact investor" does not fully convey the image of individuals possessing the necessary combination of humanity and pragmatism to turn the idea into reality.

The full-scale transition to merit-based decision-making will be gradual: It will be implemented at different stages of the project's development. The inclusion of specific participants in the decision-making process will also occur gradually. Criteria for participation in decision-making will need to be developed - we will define them together with those who will contribute to the project's development.

As the success of the project depends equally on participants from each of the categories that we have reflected in the structure of the fund system, it consists of two main elements: the Meritterra Investment Fund and the Meritterra Foundation.

Meritterra Invest & Meritterra Foundation
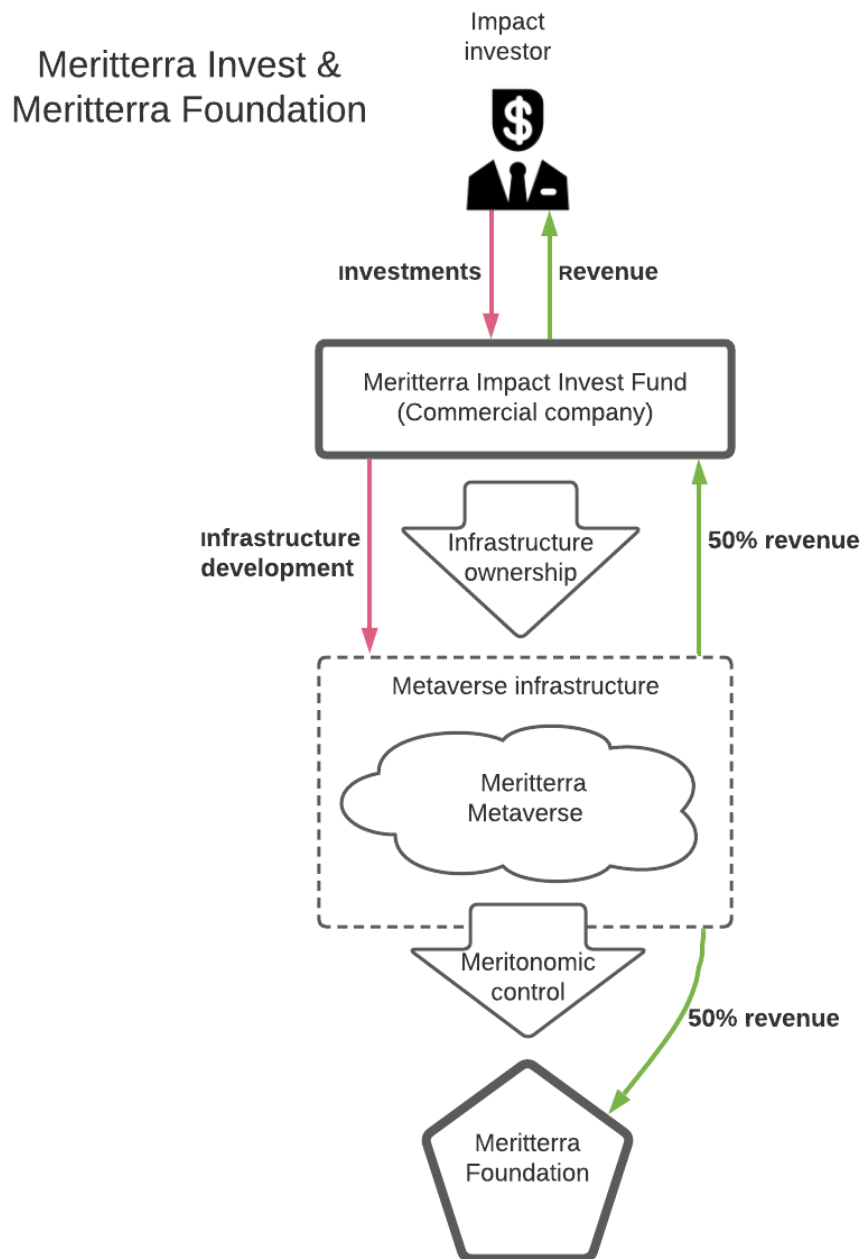
Meritterra Investment Fund

The parent organization is the Meritterra Investment Fund – an impact investment fund organized to create the infrastructure for Meritterra and all its component projects, as well as to make impact investments in projects that will become part of the Meritterra infrastructure or prove their contribution with merits. This fund acts as a holding parent company, attracting investors to put money into the project. Among its responsibilities are:

● Financing the creation of the MT platform software;
● Financing the Meritterra analytical center (Think Tank);
● Providing partners and investors with expertise and analysis;
● Ensuring compliance with legal norms in all territories of presence;
● Promoting the Meritterra project.

The Fund generates revenue from advertising, premium services, affiliate programs, commercial projects of Meritterra (such as merit management), and commissions on the MT platform. Please note that the Fund, owning intellectual property, cannot prohibit third parties from providing their versions of client or server software for the MT platform: All basic software and protocols have been open-source from the very beginning. This is done to ensure that Meritterra remains open, regardless of its founders' decisions.

Meritterra Foundation

Meritterra foundation
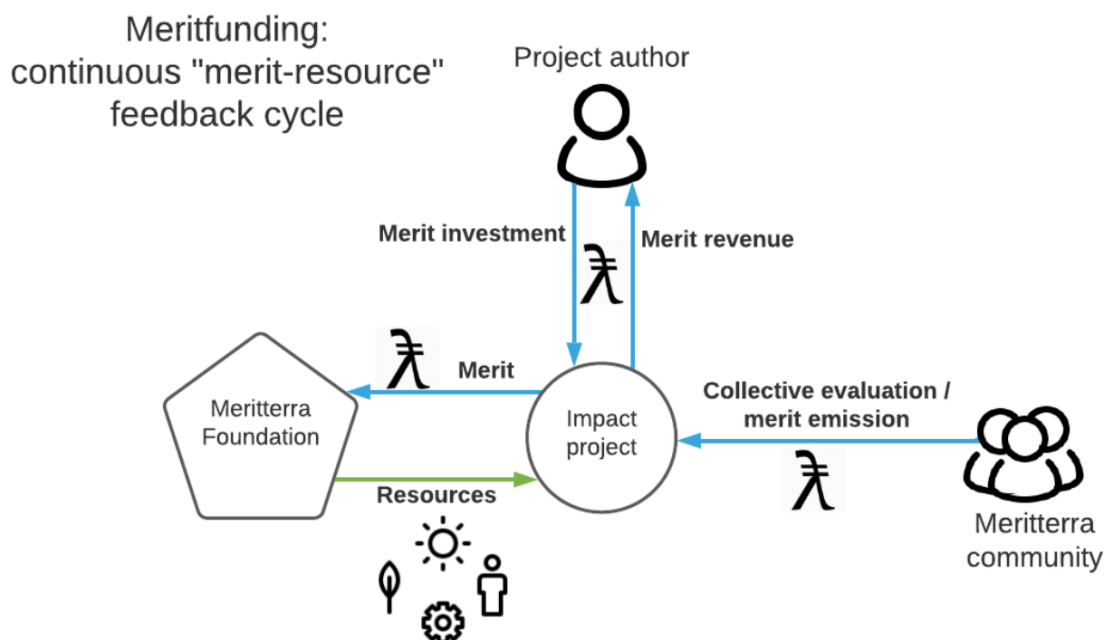
The Meitterra Foundation operates as a decentralized treasury: 50% of the revenues and property of Meitterra itself will initially belong to this fund. This is a necessary condition for establishing fair relations between investors and the community.

The foundation has a non-hierarchical structure: All decisions are made based on the merits of the participants, and the formal leadership of the foundation serves merely as a legal entity that executes the community's orders, recorded in the form of smart contracts. One of the possible legal forms is a Heritage Fund, which is managed by lawyers: By law, they are obliged to do exactly what the community says and have no right to make decisions independently.

The foundation has a right of first refusal (ROFR) concerning the shares of Meritterra Investment Fund.

The following responsibilities are assigned to the Meitterra Foundation:

- To finance projects created by members of Meritterra that are approved by the Meritterra community (as the fund's resource capabilities expand, a charitable component will be added – a mutual aid fund from which money can be obtained for personal needs in exchange for merits);
- To allocate impact investments provided in the form of direct financial donations (such investments also help investors to build merit capital);
- To repurchase shares of the Meritterra investment fund whenever they become available (using the Right of First Refusal, or ROFR).

The goals of the Meritterra Foundation are:

- To create and finance the infrastructure of Meritterra necessary for the implementation of a new approach;
- To establish a global standard for measuring impact;
- To promote impact investments worldwide;
- To assist impact investors by providing pre- and post-investment analytics through the Meritterra platform;
- To promote sustainable development by investing in those projects that are voted for by project participants.

In addition, one of the objectives of the Foundation is to achieve independence by acquiring a sufficient number of shares in Meritterra Investment Fund, thereby transitioning to full ownership of Meritterra's infrastructure.

The Three Worlds of Meritterra

The three worlds of Meritterra reflect the project's presence in three spheres of human activity: The World of Thoughts and Ideas; The Virtual World; The Real World.

The World of Thoughts and Ideas

The first world is a realm where the creation and development of the science of meritonomics and the Myth of Meritterra (a collective narrative) take place. Here, social technologies, myths, and scenarios are developed, and data obtained from projects are analyzed. At the heart of the World of Thoughts and Ideas are the Meritterra Think Tanks – the project's analytical centers.

> This book is one reflection of the activity in the world of thoughts and ideas of "Meritterra". We invite all interested readers to discuss and disseminate our ideas – to form a unified information environment for the discussion, implementation, and promotion of meritonomics.

In the world of ideas and thoughts of Meritterra, there are three basic components:

- The fundamental part, the philosophical and scientific components of Meritterra – this is where the creation of meritonomics occurs[4];
- The applied part: The infrastructure of the project, our social technologies, and methods of working with communities;
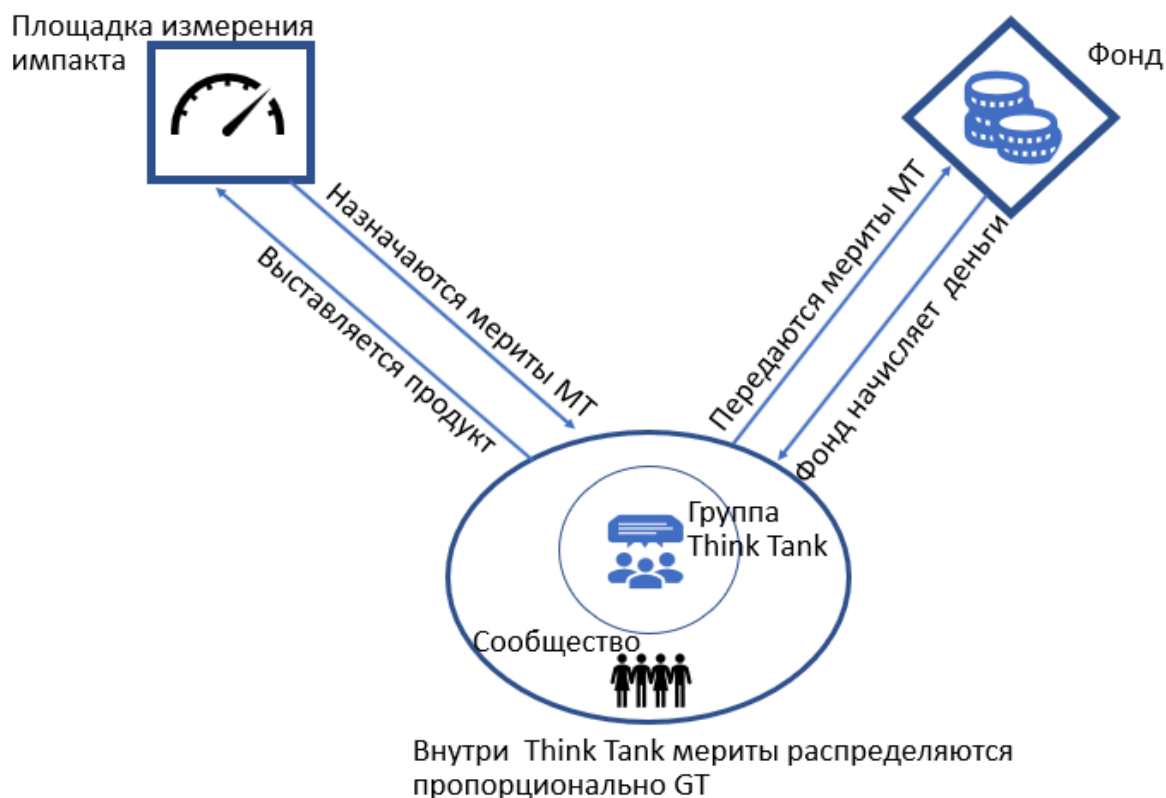- The ==image-meaningful== part, reflected in the Myth of Meritterra.

The heart of the world of ideas and thoughts is the Meritterra Think Tank: Specialized communities where the project's concepts are created, and its scientific and philosophical-ideological components are developed. Within the Think Tank, there are three groups of people who invent the system and create the basic concepts for Meritterra. Each of these groups focuses on solving their own tasks:

1. The first group of the Think Tank is strictly scientific. It focuses on measuring the impact, identifying behavioral patterns in Meritterra.
2. The second group of the Think Tank is applied; it consists of specialists who address the problems of the Meritterra online platform (DAO) and study the practice of applying meritonomic tools.
3. The goal of the third group is to develop materials for popularizing the Myth of Meritterra, including texts, series, movies, games, and other types of content.

The structure of the World of Thoughts and Ideas

For Myth, the work of a large online community (similar to Wikipedia) is needed, which could generate new ideas. This global community of thoughts and ideas of Meritterra, in turn, consists of specialized communities formed around the aforementioned Think Tank groups. The concept looks as follows: Each of the Think Tank groups is at the core of its community. Around this community, meritonomic interaction is organized with other participants. The results of this group's activities are reflected on the impact measurement platform of Meritterra and gather Merit – this is the share of the intellectual community in the overall fund. Within the community, the overall result is divided proportionally according to the merits of this community, which participants award to each other.

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[4] Speaking about the creation of a philosophical component, it is important to note that this narrative should include a background: a description of the process of origin of Meritterra's ideas, their primary sources, their theoretical basis and the transformation of said ideas over time;

Scheme diagram labels:

Площадка измерения импакта

Фонд

Назначаются мериты МТ

Выставляется продукт

Передаются мериты МТ

Фонд начисляет деньги

Группа Think Tank

Сообщество

Внутри Think Tank мериты распределяются пропорционально GT

Scheme: Each Think Tank group is the core of its community.

Scientific Aspect of the Think Tank: Meritonics

Since meritonomics must take into account both rational economic logics and value orientation, we need a new scientific discipline. Let's call it "Meritonics," analogous to the familiar Economics. This new discipline will inevitably be situated at the intersection of various social sciences: sociology, political science, and economics. As it evolves, it will increasingly incorporate mathematics as more extensive data on merit transactions, the issuance of merits, their correlation with community values, and many other aspects are accumulated.

Working in communication with the large decentralized community of Meritterra, the Think Tank will receive a vast array of new data, which will be used to create mathematical models of real and forecasted behaviors. This will necessitate the integration of artificial intelligence: experiments will be required to test the theoretical concepts obtained. The digitization of social processes thus opens up the possibility to study them more precisely and fine-tune them.

The social technology Merit is crafted on the principles of meritonomics. It serves as a transformative tool for the social structure by generating a merit rating that captures the interplay among elites, governments, and society. Status within these entities, as well as ranking positions, are dynamic and require ongoing affirmation.

Merit is an adaptable algorithm with applications across various facets of life:

● Merit Economy (also known as the "Economy of Merit"), operates on the principle that one's contribution to the common good correlates with their entitlement ("the greater your contribution to the common good, the more you can receive"). This involves the equitable distribution of collectively generated wealth, which may encompass income, company shares or fund stakes,

jointly utilized or owned goods and services, as well as public goods, tax incentives, and financial benefits such as loans, investments, grants, and government funding.

● Merit Governance introduces a system of decision-making that blends democracy with meritocracy ("the more benefit you bring to society, the more significant your voice in decision-making").

Meritonomy

Social impact = 冘 = Social captial

Merit

These areas of the meritonomics approach, in turn, come together in an impact-cooperation that will globally protect the interests of civil society.

The Applied Section of the Think Tank

The applied part of the project is a group that is involved in creating specific algorithms, methods, and technologies for personnel management, territory and business management, impact assessment, and so on. Specialists in this area work with issues such as how to assemble a team, gather resources; how to make decisions; how to select leaders in a meritonomic logic.

At the level of social cooperation, impact projects, social and volunteer initiatives are analyzed. At the level of social-entrepreneurial cooperation, the issues of providing services to businesses, government and the population are analyzed. Finally, impact investment cooperation focuses on issues of joint ownership of companies and collective impact investment activities.

Learn more about existing developments in the Real World section.

Narrative part of Think Tank. The Myth of Meritterra

The third component of the world of thoughts and ideas is the Myth, which will help popularize information about Meritterra. The central part of the Myth aligns with universal human values: No matter how you relate to the world, you must do good deeds; in return, you will receive goodness.

Based on the Myth of Meritterra, series, movies, and online games with augmented reality can be created (for more details on this, see: The Virtual World). These projects have the potential necessary to engage in Meritterra the adherents of mass culture – the most active audience.

Drawing an analogy with the Think Tank scientific group, a community of authors is forming around Myth and his group – everyone interested in the development of Myth. This community

develops the world of Meritterra, creates concepts, plots, and texts for various types of games, a series, and Myth itself. The games and series generate income, a portion of which will go to the Meritterra Foundation fund. Moreover, the community's intellectual products will be showcased on the impact measurement platform and evaluated in merits, based on which the community will gain the rights to manage the fund. The overall goal of the community is to engage interested individuals and companies in content development.

For the effective dissemination of our ideas, approaches that work in other Meritterra worlds will be used. For example, various companies and organizations can be attracted as online community partners: streaming services for the series, and game developers for the game. At the same time, companies must understand that participation in the project entails an obligation to follow a socially-oriented policy: A part of the partners' profits (for example, half) will go into the common fund.

The Virtual World

The game that is not a game.
So Buddha might have said.

The primary goal of creating a virtual world is to establish a virtual prototype of Meritterra, fine-tuning techniques and rules of interaction in the least painful form possible – through a game. This is a collaborative design of the future, towards which we will move openly and consciously, doing so in a way that communities with different value systems will see their equal and dignified place in the new world, a fair way of interaction, decision-making, and dispute resolution.

The virtual world consists of two main layers: the online platform Meritterra (decentralized autonomous organization, DAO) and the mythological gaming layer.

The online platform Meritterra (DAO)

The online platform Meritterra (DAO) offers individuals the opportunity to create online communities or register with existing ones and to experiment with meritonomics, a system for quantifying impact, decision-making, resource distribution, influence within the system, elections, and so on.

Online communities are characterized by all the aspects we discussed in the first part of the book ("The Idea of Meritterra"). In designing a virtual world, we assume that:

- All communities are based on values;
- Values can only be distinguished by their active manifestations (facts);
- Only the members of the community can determine the correspondence of facts to the community's values;
- Feedback about the facts is expressed in the allocation of merits;
- Upon recognition of merit, a member of Meritterra is endowed with merit capital as a digitized portion of social capital.

The online platform Meritterra (DAO) allows for the implementation of a merit-based logic into existing environments and communities, including online, territorial, work, and entrepreneurial groups.

Concept, features and role of the Meritterra online platform (DAO)

Our online platform is a decentralized online system that is the backbone of Meritterra. It is the foundation for the interaction of the project participants.

As mentioned in the first part of the book ("The Idea of Meritterra"), communities have sovereignty. We cannot measure the values of a community, but we can discern, identify them in the process of observing the actions of community participants.

Communication in communities

Participants receive notifications of events and projects tagged with hashtags that their communities have established. When a project is created, its author selects communities and hashtags whose participants may be interested in the project. For a project with multiple tags, notifications are sent independently. To prevent spam and fake projects, we introduce the following rules:

- if there are few recipients of a hashtag, we send the message to all of them;
- notifying a wide range of recipients requires burning personal merits;
- if the author cannot pay, the project will first be shown to a random community, which can give the project a "green light" in the form of merit credits to the account;
- participants can seek out "expert witnesses" near the project and ask them to verify that the project is real.

The project's software is currently implemented as a chatbot for the popular messengers Telegram and Slack.

"Social Capital Miners"

The online platform Meritterra (DAO) will have a "Social Capital Miners" feature for people to "mine" social capital. This feature will be used by different participants of varying degrees of activity. Potentially every Meritterra participant can become a miner.

> Why "mine"?
>
> It should be mentioned here that merit is not a currency in its essence. However, we understand the process of merit issuance by analogy with mining. The only way for a new merit to appear in the system is through feedback about a specific project (fact), which implies the issuance of merit. Hence, by association with cryptocurrency miners who create coins using a special algorithm, we call social miners (or social capital miners) agents who draw attention to certain projects and thus contribute to the creation of new merits.

The job of a miner is to screen global projects from around the world, giving them their merit scores. Tutorials, movies, documentation on various disciplines and topics will be created to enhance the skills of these "global evaluators".

In order to involve as many people as possible in this work, an appropriate motivation mechanism is provided: If a miner "guesses" the project - that is, if the project, to which he draws the attention of other participants with his evaluation, rises in the rating, receives a massive response, is voted for by a large number of countries, communities, reaches a

sufficiently high threshold in receiving merits - the miner receives merits for the accuracy of the evaluation, for a high degree of qualification and integrity.

The most successful miners will subsequently advise agents preparing to announce a new project.

Game layer

The game layer of the virutal world is based on the Myth of Merritterra, which represents the ideas of creation and destruction through the metaphor of a protective Field, which is recreated or destroyed depending on people's actions. This playful mythological metaphor provides an opportunity to interact with participants in such a way that the feeling of gratitude becomes something tangible and meaningful.

The Myth of Merritterra for the popularization of the project.
The Universal Field and the Inner Sphere.

Since ancient times our planet has been surrounded by a Field that protects people from the radiation coming from the center of the Galaxy.

This radiation acts in such a way that people fall into ignorance, stop seeing things as they are, fall into illusion.

They become afraid of everything in the world, resulting in fighting, killing, taking a piece from each other and teaching it to their children, spreading the effect of the radiation even further in space and time.

The civilization of Meritterrians, known in ancient myths as Hyperborea, Atlantis, Urania, Early Tartaria (tarti aria, the land of the Aryans) built a system generating a universal protective Field from the energy of love, appreciation and gratitude.

The system consists of various megalithic objects located throughout the land in special places in a specific order.

The incredible artifacts (Pyramids of Egypt, China, Machu Picchu, Stonehenge, Kailash, the giants of Easter Island and many other megalithic complexes) that have survived to this day are part of the overall energy system of the planet, which collects positive psychic energy, transforming it into the Field.

When the Field works Meritterra becomes manifested on earth: It is a "golden age", mastering of new technologies, space, development of spiritual practices. When the Field weakens, the dark ages begin.

Sometimes the energy infrastructure collapses (Babylon), and civilization dissolves into barbarian peoples. The Bible, ancient Greek myths, and the mythology of the Aryans, who in time immemorial spread culture, language, and technology throughout the world (Vedas, Ramayana, Mahabharata).

What opposes chaos and decadence? Each Meritterrian has a personal Sphere within, which is connected to the universal Field.

Thanks to this they, without knowing themselves why, do "good deeds", move the development of civilization. Homer, Socrates, Leonardo da Vinci, Pushkin, Tolstoy, Gandhi, Enstein, Martin Luther King, Elvis and John Lennon. They are not sick with the thirst for power and profit, it is difficult for them to bargain and fight for pieces of the money pie, they recognize each other by deeds and.... because the inner Spheres are drawn to each other.

The system that generates the Field works. But every major conflict, war, terrorist attack and even a single bad deed destroys the Field, because it generates the energy of hatred, and people fall into more illusions and problems. The Field is holey, it is almost non-existent.

Therefore, in order to protect the Earth, it is necessary to start with patience, with justice, with the feeling of gratitude, to ask oneself more often: "To whom and for what am I grateful?" Begin and end your days with this.

In affairs and projects, one should manifest the "inner Sphere", ask oneself: "Who will be grateful to me for doing this?", "What can I do to evoke this feeling in people?".

It is necessary to create a system where money becomes the equivalent of gratitude, all projects will work on the field, and each transaction between participants will cause more gratitude in them, create more protective energy.

In parallel to the series, a game with a similar plot is being created based on the Myth of Meritterra (see Appendix 1). We are forming a game space with possibilities of story branching and authorial influence of participants (based on quests, open-world games, life-simulation games), where player rating is mediated by merit voting. The aim is to make both the game and the series infinite: New conditions here would lead to new ideas and findings.

Appendix 2 presents different types of games based on the Myth of Meritterra.

Interaction between the game layer and the Meritterra Funds

Around each of the game types a community of developers and players is expected to emerge. Each community will form its own self-governing foundation - part of the Merriterra Foundation - and these entities will aim to create their own impact projects. For example, they might come up with a game that helps the adaptation and learning of the hearing impaired, which would receive appropriate merits. These merits would, in turn, give the developers rights in the management of the common fund.

The creation of games, movies and TV series is impossible without the cooperation of merit communities with the developers of games and TV and movie productions. At the same time, developers contribute a part of the income from production and operation of the products to the Meritterra Foundation.
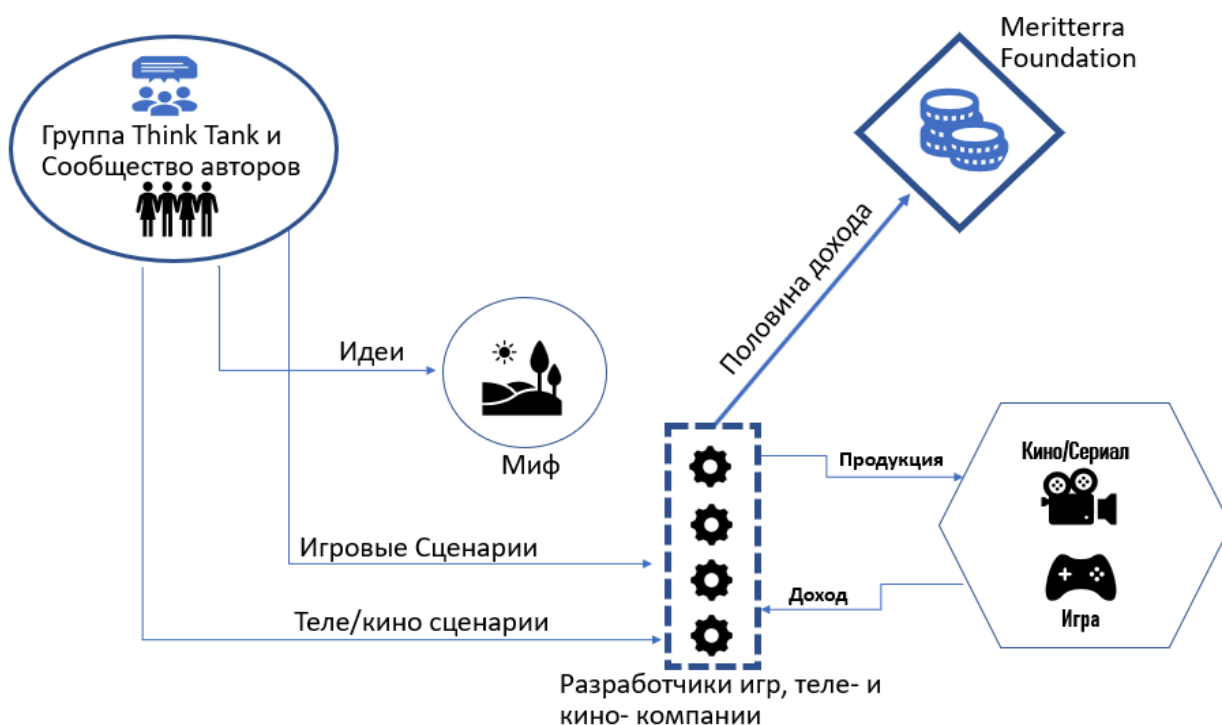
Scheme: A portion of the proceeds from the use of games, movies and TV series by the producing company goes to the Meritterra Foundation.

Forms of integration of games and the Real World

A few words about the strategy and sequence of integrating the game universe and the real world.

We assume that initially a mobile city-builder game will be released - that is, a game of the first type that players will be comfortable using via smartphones. In the game, as mentioned, they will build their houses, settlements, improve them, in the context of the Mythos take a vow to knight Meritterra, restore the Field with the energy of gratitude, and so on. At the same time, it will have a "roll call" with the Myth game, in which players of the first type will periodically enter, analyzing and perceiving the basic attitudes of Meritterra.

By participating in the citybuilder game, players generate monetary income in one way or another, with some of the money going to the general Meritterra Foundation and some going to the local and territorial funds of the communities in which players participate. Players choose which communities and impact projects to invest in.

Accordingly, the local fund, receiving monetary resources, has the opportunity to finance real projects in the given territory. Socially useful projects can be promoted by the players themselves or by some structures - for example, municipalities or companies. The decision on which project to allocate the available funds to is made by the players themselves by voting with merits received from other participants during the game. This is one form of integrating Meritterra into the real world. It involves those who want to contribute to the development of social projects in the territory - for example, volunteer communities and NPOs interested in fundraising resources for their projects.

An evolving form of integration can be working with virtual objects. With the help of game designers, organizations can create in-game objects, houses, interactive and simple videos, etc., to attract the attention of ordinary players to themselves and their activities. For example, suppose the Wildlife Foundation sponsors the creation of a game object in the form of a house, tree, or animal, clicking on which the player receives information about the importance of acting in defense of wildlife and how to interact with the Foundation. Similarly, programs can be embedded to teach separate garbage collection, care for parks, gymnastics for pensioners.

Meritonomy-type interactions are also possible. For example, someone embeds free yoga classes into the game, and the game community thanks that person with meritons that they can use as they see fit. It is possible to use these objects for promotions of various companies or in a situation where, for example, a cafe, with the help of a game designer, places its object in the game in order to participate in volunteer projects together with the local community (thus improving its reputation and earning merits at the same time).

Finally, the third important stage of integrating the game space with the real world is the use of AR technologies. Any owner of a smartphone with a downloaded game, while on the street, can point it at any real objects that can be connected to the game. When the app is enabled, the smartphone can alert the player that a given establishment or organization is in the game, which means they can be seen and interacted with in AR. A portion of that organization's revenue is donated to local community foundations.

Both components of the virtual world - the online platform that brings together a variety of virtual communities outside and inside Meritterra, and the game space that brings together multiple gaming communities - aim to eventually merge into a single ecosystem.

The future vision - and general goal of the project's development - is to create an economically self-sufficient, decentralized social organism. Meritterra will eventually belong to itself, i.e. its participants will belong to it proportionally to the merits. Initially, it is likely that the Meritterra investment fund will own the bulk of the invested funds and, accordingly, the management rights. As the invested funds are returned to the fund and external investors, the community of Meritterra participants will gain more and more independence and eventually become a fully self-governing meritonomic organization.

The Real World

The third world of Meritterra is a realm of interaction with real life. This interaction is termed as the Global Impact Cooperation (GIC).
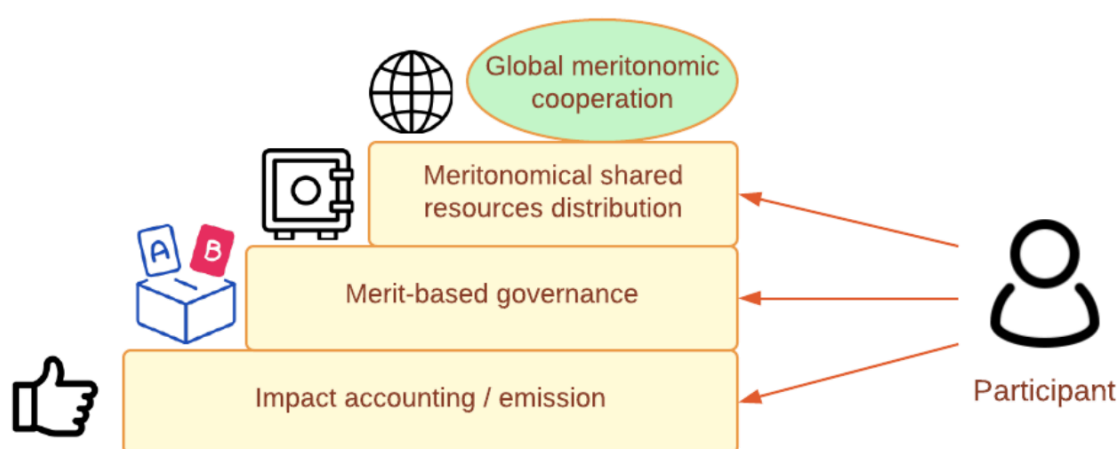
The Global Impact Cooperation (GIC) is an infrastructure that serves as the tangible embodiment of Meritterra and unites all three worlds and all projects into a cohesive whole. Its primary objective is to establish an international institution advocating for societal interests regarding states and businesses. The GIC has three functions: the issuance of merits; the assessment of Impact and calculation of social capital; and management and voting through merits, including the distribution of shared resources, such as funds.

The GIC operates on three levels:

- Social cooperation (impact projects, social and volunteer initiatives, based on which merits are accrued and impact is calculated);

- Social entrepreneurship cooperation (participants of the system become a collective social entrepreneur: a common platform for providing services to businesses, the state, and the population; this can be done through placing advertisements by companies on Meritterra platforms, staff training, placing social projects in the Meritterra system, through applications necessary for businesses to receive feedback from the population);
- Impact investment cooperation (joint ownership of companies, collective impact investment activity). The GIC possesses three basic functional layers.

Layers of Meritterra global cooperation

Schema: Functions (layers) of Global Impact Cooperation

Levels of Activity in the Global Impact Cooperation

Social Cooperation

This level enables any individual or group wishing to participate in meritonomics to quickly and easily, without any prior preparation:

- Connect to the system for evaluating each other's actions using merits;
- Register their community;
- Post their project for assessment, team-building, or resource gathering;
- Join the communities and projects of other participants. The main focus at this level of cooperation is on impact projects, social and volunteer initiatives, which form the basis for the allocation and issuance of merits, as well as the calculation of impact.

At this level, non-profit funds are formed, which participants manage using merits. Participants can also engage in the exchange of resources and opportunities using merits and receive discounts from commercial partners of the project.

Social Entrepreneurial Cooperatives (SECs)

This is a level of cooperation where participants of the system become a collective social entrepreneur: A common platform for providing services to businesses, the state, and the population. With respect to businesses, this can occur through:

- Companies placing advertisements on Meritterra platforms;
- Staff training;
- Hosting social projects in the Meritterra system through applications necessary for businesses to receive feedback from the population.

In this case, the payment for these services will be directed to the Meritterra Foundation fund. Other forms of interaction may also be applied – for example, training company employees and individuals in various aspects of meritonomics, searching for staff based on meritonomic criteria (this refers to gaining access to the service record of candidates for a position in an SEC-participating company). A candidate, wishing to demonstrate their merits in the field of social activity, voluntarily grants access to their meritonomic data, and the company gains an additional argument in favor of a positive decision.

Such a data block – the Merit ID – will show reliable information about the benefits a person has brought to the community, the social projects they have led, and how they have assembled a team. For the opportunity to use this data viewing system, the company pays funds, which, as in the previous example, go to the Meritterra Foundation fund. This principle applies to all funds earned by SECs as a collective social entrepreneur.

Impact-invest cooperation

At this level, participants get the opportunity to carry out collective impact investment activities and become co-owners of the following companies:
1. In the first stage, people receive Rewards for their socially useful actions and accumulate social capital.
2. At the second stage, project owners place them on the site, where these projects will be reviewed and analyzed by expert participants, as well as partner organizations. They submit their expertise to the community.

   Some projects may be subject to restrictions related to the fund's investment memorandum. Limited projects cannot be accepted for voting. They must first be brought into compliance with the requirements.

3. Further, participants invest their social capital in those projects that they consider to be impact-useful and economically feasible/profitable. To do this:
   a. the amount of money intended for investment appears in the system.
   b. applications from all impact investors are collected (*to do this, they deposit the amount of merits that they would like to invest*).
   c. the rate of investment + merit is formed in this round: 100% Merit = 100% of money (*dollars, bitcoins or other currencies*).
4. As soon as the applicant – the project owner – collects a sufficient number of merits corresponding to the amount of money needed for investment, the transaction is automatically closed by a smart contract. The following consequences occur:
   a. shares in the recipient company of the investment are redistributed in favor of the Meritterra Foundation investor;

b. inside the fund, a record is created about how many shares of this company are now owned by each participant from those who invested their funds. The general calculation logic is as follows:
   i. The Fund and its participants own a 50% to 50% stake in the company.
   ii. The half that belongs to the participants is distributed based on the ratio "the share is 100%, and the amount of invested merits is 100%".
c. participants' shares are managed through the fund until the investment is returned in the form of income from the company's activities or the sale of shares.
d. after that, any of the participants can sell their share in such a company.

We are creating an investment system where people who do not have their own free financial capital will be able to gain experience in socially responsible investing and become co-owners of many different projects. Our motivation is as follows:

1.   Bring society and business closer together, strengthen their positive connection and show interdependence.
2.   Help people learn to understand the logic of business processes and, accordingly, understand this contribution to the common good.
3.   Teach businesses and society to see a direct link between social good and their own benefit.
4.   Extend the views and logic of social investors to a much wider audience – tens and hundreds of times larger than today.
5.   Create a new institution of "social owners" who are interested in the success of hundreds and thousands of businesses on their territory, as well as outside it.
6.   Increase the income and influence of the socially responsible part of society.
7.   Make direct investments less risky and therefore more attractive.
8.   Create a new impact investment mechanism that can be used by other impact funds and investors.

An important aspect of this process is the fact that the project team can "earn" investment by their own efforts, organizing socially useful activities and receiving community assessment in the form of merits.

There are cases when the entrepreneur's vision is not clear to others. I would like to create conditions under which an entrepreneur can receive not a commitment, but gratitude from the community in the form of investments that he received for his own merits. In other words, this is money that is the property of this entrepreneur with only one restriction: He must spend it on the project that he claimed.

The entire history of such attempts will remain in the distributed database of Meritterra and will be both a showcase of achievements and a support for decision-making by future partners of the entrepreneur. In other words, the project team can actually raise funds independently, using the meritonomic mechanism and the already existing basis of sustainable projects. The team can engage in social activities independently or as part of a large community of social activists who are able to allocate the necessary merit funds.

This is the logic of impact investing: Even those who are engaged only in non-profit activities receive global rewards for it and can invest them in sustainable impact projects. They can begin to receive real dividends for themselves personally from non-profit activities in the form of participation in management and in the form of some material benefits from existing merits.

> At the moment, we define the share distribution between the company and "private owner" as 50/50, but this is only a preliminary scheme.

In general, we can say that by using the impact investment mechanism, we are creating a layer of socially responsible investors who understand this idea, have already brought benefits to the world and are striving to improve their competence in the field of social investment, and are more immersed in this issue. They are motivated by the fact that they will invest in the values that they have earned themselves.

We also assume that with this form of investment, people will be more likely to invest in projects that will be tied to their "home" territory – where they are familiar with many things. In other words, we aim to create a system where people will invest in projects that they will use themselves.

The specific feature of the system is that even before the project gets approved, it already gathers a community of interested people around it. This allows us to set minimum thresholds for the number of participants evaluating the project, which will ensure greater openness and democracy. For example, at least 10,000 participants must vote. Or at least 10 participants with the status of an expert in this field. Or at least 10 participants who are already engaged in similar projects. This is necessary to ensure that in addition to public voting – which is often based on emotions – there is also a significant share of expert, constructive assessment, which would create the basis for the future obtaining a real economic and meritonomic effect.

It should be noted that all of the above does not negate the need for a professional team of experts or several partner organizations that can conduct high-quality expertise of projects before putting them up for voting. We also need people who will help projects improve their level. All the activities of such partners and teams, in addition to participating in projects, will generate metrics for them according to the same logic as for project participants.

Meritterra Products

We have described different levels of cooperation: social, socio-entrepreneurial, and impact-investment cooperation. Following the principle of maximum inclusivity, we create six "connectors" for entering Meritterra from different fields of activity. These are six products at the intersection of IT and social technologies that are designed to become convenient tools for integrating meritonomic logic into real social and economic life:
- meritonomical product (*Merit Management*);
- a tool for local communities (*Merit Local Governance*).
- meritonomical trade union (*Merit-Union*);
- social network for communities with built-in meritnomics (*Merit Community Management*);
- plugin for game worlds and metaverses (*Merit Gaming*);
- impact calculus.

Each of these products will bring benefits and profits to the Meritterra community, and fill the funds. For more information, see Appendix 3.

Global Impact Cooperation Product Results

We have given a brief description of the main tools of Global Impact Cooperation. To summarize: A system of communities consisting of specialists in this field is built around each of the products. This is not only a community of experts in this field, but also an analog of a trade union. Communities receive a basic product, test it from the point of view of professionals in the relevant field, come up with new technologies, and then register the finished product in the system. Then all this is transmitted to companies and organizations, from where already "vital" use-cases – that is, data on application practices-are transmitted to the community knowledge base.

Once again, let's define the principle of distribution of income from products: previously, it is 50-50. The first half is left to investors who invested in the project at an early stage, as well as to developers and implementation specialists themselves. The second one is sent to the global impact fund.

Developers and specialists from the community (*but not investors who manage only their 50%*) will have the opportunity to co-manage and manage the main fund for any useful activity, in accordance with the merit economy system. The fund has a growth perspective: As it develops, it can become an investor in various specialized projects, in the dissemination of ideas, in support of community members, for example, in their education, a one-year vacation. Over a certain horizon, this fund may even be transformed into a pension savings fund.

In development, the impact cooperation system will allow recipients of products to use measures to access all relevant benefits: tax benefits, loyalty systems, discounts, investments, and so on. The meritonomic system of social loyalty will help you do this.

Meritterra Global Impact Cooperation: A Social Loyalty System

The link between the worlds of Meritterra and the world we are used to is the System of Social Loyalty, where we provide merit economy entities with the opportunity to enjoy the benefits of the ordinary economy outside of the system of internal merit relations – and, on the other hand, we offer people, ordinary citizens, organizations and companies who are not involved in the merit economy to use the their own benefits and the realization of their aspirations, for a more subtle regulation of relations in society.

Above, we have described the general principles of issuing and applying merits, and the organization of funds as the basis of the merit economy. But we also need a system that can convert merit points into Social Loyalty Points (SLP): A tool for a Social Loyalty System adapted for each city, region, or company that wants to interact with Meritterra.

Here are some ways to interact with the usual system of economic relations.

Interaction with corporations (Enterprise meritonomy)

A simple example of the useful use of merits in a traditional economy can be interaction with retail networks, when managers of retail companies, wanting to demonstrate their commitment to the principles of socially oriented policies, introduce discounts for customers who own merits. This is a kind of social advertising for commercial companies ("We support social projects, and you also support them").

A deeper level of merit usage here is associated with the organization of cooperatives, companies, or cooperatives by community members. Another option is for existing companies to join the cooperative community of Meritterrans.

If an ordinary company wants to receive an investment from the merit community represented by the Merit Foundation, then (after the cooperation has begun) this company is partly becoming a member of the merit economy. Accordingly, taking into account the details of the agreement between the Fund and the company, it will receive preferences and discounts for cooperation participants. In fact, this is an analog of the principles of the well-known consumer cooperation, when there are two prices: for members of the cooperative and for everyone else. At the same time, companies that have joined the new system will be required to accept payments within the limits and according to the rules prescribed in the agreement with the Fund.

Interaction with local Communities

Another way to introduce merits into circulation is to interact with public authorities, for example, with municipalities, where, by the way, it is possible to test the social loyalty system without much expense. For example, the Mayor's office, as in the case of companies, wants to show that it supports social projects on its territory and introduces benefits for merit holders, discounts on public services, and so on.

It is possible to give priority grants for new social projects and not only that. City leaders can also grant such well-deserved people additional rights when voting on important social issues and projects – however, if we talk about the economic application of the social loyalty system, these are primarily discounts, regular and tax benefits, grants, and more.

Virtual-game space (Virtual Words)

Another important way to influence the "old" economic life is to be active in the Meritterra gaming space. Participants can automatically convert game gratitude points received for creative activities in the game into merit points and, through the SLP, into regular currency in real life, "investing" in the territories where they live or stay. The rules of participation in the game can specify the proportions (percentages) in which points collected will be displayed in real life.

At the same time, participants choose the object that the money will go to: Non-profit and other socially oriented organizations that receive funds as grants for volunteer, charitable and other activities that fit the concept of a social project. This is an example of a "link", the interaction of the virtual and real world through the merit economy, where the Game has a broad social impact that goes not only beyond the game itself, but also beyond the zone of interaction of subjects of the merit economy. Game points are partly spent in-game and partly converted into rewards that have a positive social impact on territories that game participants are tied to in the real world.

Online communities

Another area of application of the social loyalty system is the scientific and information environment. This means, first of all, the development communities of the Meritterra information platform and related products. This is a promising area of application of new principles, where programmers, engineers, and voluntary participants who provide useful information for the system unite in a community like Wikipedia, which also begins to build its life according to the principles of Meritterra. And, accordingly, this community also earns merits, introduces SLP, and transfers merits to benefits, discounts, and other benefits (that is, access to the social loyalty system that operates in a given city or state).

Let us note separately that self-government and the internal life of such communities should be carried out on the same principles as in the cooperative system: on the democratic principles of Merit Governance and with socially-oriented approaches of Merit Management.

Meritterra: global impact cooperation
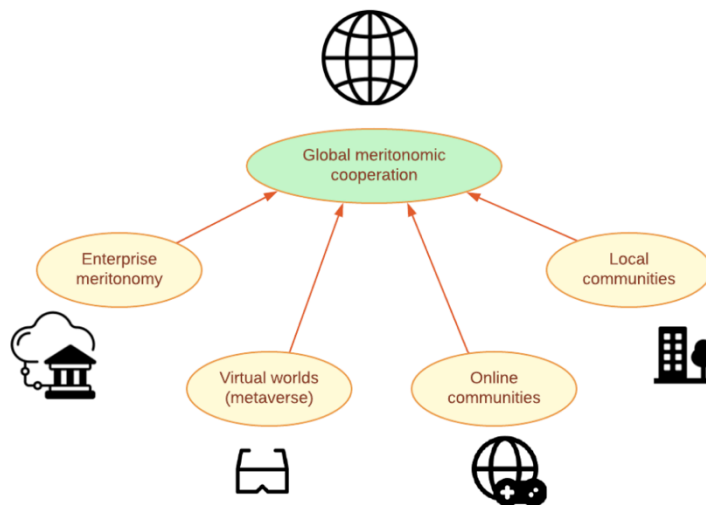
Scheme: Distribution of the social loyalty system.

Once again, we would like to draw your attention to the principles of distribution of merits obtained as a result of socially useful activities of companies, administrations, and so on. The rules of Meritterra should provide for a fair solution to this issue, so that all employees, volunteers, and project participants who have earned merits receive them in the amount corresponding to their contribution to the common cause. The same applies to merits obtained as a result of interaction with state and municipal authorities: All participants actually involved in socially useful activities of the administration should be taken into account when distributing the received merits.

Thus, recipients, that is, a fairly wide range of people, get access to the loyalty system (to all discounts, benefits, and so on), as well as to participate in resolving issues related to the distribution of funds. They are involved in the life of Meritterra as full participants.

Results on the economic infrastructure of Meritterra

We want a person living in any city in the world to be able to expect real returns on their noble deeds. At the same time, the "price" in global terms for the same goods in different markets should be the same, regardless of the price difference in local currencies.

Of course, such a system should have an increased level of information security. The prospect is that in the future, merits will win more and more confident global positions as online means that do not belong to anyone, and in the future - their wider distribution, up to a hypothetical gradual and voluntary abandonment of traditional currencies.

Online platform for transferring goods and services

As mentioned above, one of the areas of development of Meritterra is an online platform for the transfer of goods and services that operates outside the fund system. In fact, it is an extension of Global Impact Cooperation and the social loyalty system, but technically it is a kind of

marketplace where community members who have the values can display products that they own and are ready to part with, and services that they can provide to other participants.

At the moment, there is no clear decision on which principles the distribution system will work - on the principle of the usual "bargaining", "market" or on the new merit principles based on gratitude, the size of which depends on the desire of the person giving thanks. In the second case, the following scheme can be used:

1.   Any product, or more precisely, a transaction, is worth 1 merit for the recipient, and this product, in fact, is already part of the totality of community goods.
2.   The recipient, at his own discretion, rewards the giver with additional measures.
3.   Based on the recipient's past social achievements (indicated in their profile), the giver decides whether to provide such a product or service.

Thus, we rely on the reflection of the giver, who decides whether to give or not to give the product, understanding that there is a risk of not getting anything in return for the product. As a result of this approach, we expect that the "top" will not be those who have more goods, but those who are willing to share, and who do more socially useful things.

The second system is preferable, but it is likely that in practice, both approaches will initially work on different sites in order to move from a more familiar and understandable one to a new, less familiar one. When comparing approaches, conclusions will be drawn about the feasibility of a particular solution. Also, at first, there may be a certain limit for participants of the free product platform (based on the number of merits, age, or other criteria that the community will develop).

Impact cooperation results

The entire Meritterra community strives to expand the possibilities of social investment – to build up competencies in this area in society, to understand the social responsibility of investing, money and measures. This is also supported by Global Impact Cooperation, which is located at the very core of Meritterra. In it, as in a puzzle, co-ops of different levels are formed, as well as all meritonomic products-technologies. People around the prototypes of these technologies create communities, and in the future, ready-made business technologies work in these areas, bringing profit.

In these communities, meritonomic logic is created and researched, and their participants receive the right to finance from an investment fund – both an impact investment fund and a local one. The system of social loyalty permeates all structures and elements of global impact cooperation, and helps to adapt meritonomic logic to the logic of existing social and economic life.

Thus, through the social loyalty system, through Meritterra products, and through cooperation in general, we can integrate all agents into a collective entity, which in the future can create a large decentralized organization that unites a wide variety of people. Perhaps such an organization will be able to solve many global problems.

Gateway to the worlds of Meritterra

Right now, we are actively engaging all the worlds of Meritterra to work on filling, developing, and shaping them. If you are ready to take on the implementation of one of them, contribute to the discussion, or otherwise create an impact – we are waiting for you in our community!

Project map
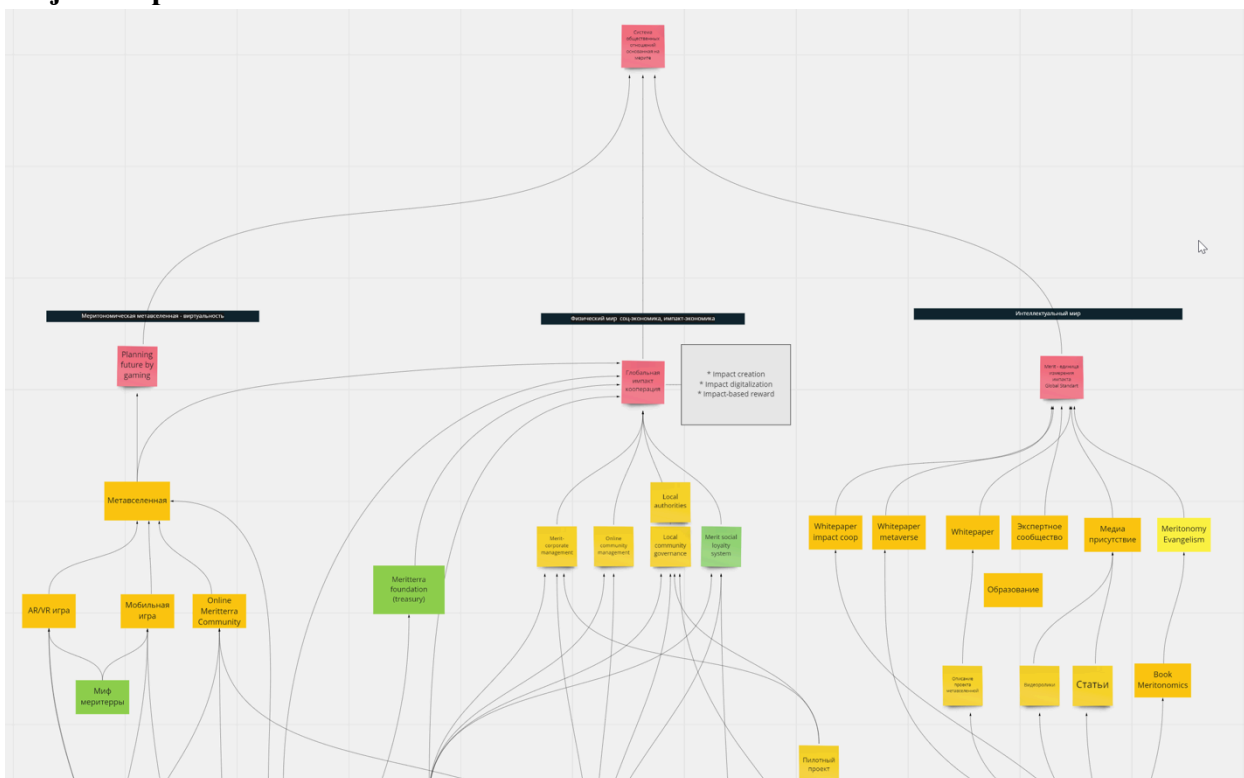
Current project objectives:
●   Development of training materials: books, brochures, websites.
●   Building a meritonomic software development platform.
●   Implementation of merit management in enterprises (on a commercial basis).
●   Implementation of joint meritonomical projects with state, academic and non-profit organizations.
●   Development of the online game Meritterra.

The project will require the creation and/or improvement of the following tools:
1.   **Intelligent optics** that will allow us to see, understand, and analyze the processes that are taking place. Such optics will **be meritonomics**.
2.   **Communities of people and organizations** interested in this approach and seeking to reduce damage during the "phase transition".
3.   **A technological platform** that will allow you to safely and efficiently experiment, and then gradually implement new interaction algorithms. It will consist of:
        a.   **Technology for digitizing social capital and making** public and economic decisions – the Meriter platform or Meritbook. This is a SAAS solution that connects via bots or directly via an open API to various communication environments from instant messengers to collaborative platforms such as Slack and intranets (*MVP stage*).
        b.   **A distributed ledger with a built-in meritonomic algorithm** that exists preferably on personal devices – Merit Ledger (*stage: academic prototype*).

Project roadmap:
1.   Forming a community of people interested in implementing Meritterra.
2.   Development of client software and its application within the Meritterra project itself (*Merit Source*).
3.   Development of scientific principles of meritonomics, and organization of an international Think Tank.

4.   Development of a backend for the meritonomic ecosystem – a decentralized, scalable, distributed, inter-entity Ledger (academic prototype).
5.   Development of an online game with augmented reality (*MT platform*).
6.   Implementation of joint meritonomy projects with state, academic, non-profit, and commercial organizations.
7.   Development and publication of educational materials: books, films, comics.

How to join Meritterra

There will be many ways to join the project – from voting through the Meritterra app and online games on the MT platform to participating in real-life augmented reality events. The algorithm is simple:
1.   Download and install the Meritterra app and log in to it.
2.   Find communities that match your values and join them – or use the Meritterra bot in your messenger (*WhatsApp, Telegram, Slack, etc.*).
3.   Start rewarding other participants with your "daily MT" or help the project earn merit points.

Conclusion

The dream of creating a single harmonious world, where there are no wars and conflicts, and where planetary problems are solved jointly by all inhabitants of the Earth, striving to achieve the goals of sustainable development, finds expression in the project of globalization. Nevertheless, the latest attempt at globalization has admittedly failed to live up to expectations and has only led to regionalization. The main reason for this crisis, in our view, is that one "correct" value system was presented as universal and was introduced through pressure: involvement in the globalization process was labeled as an economically profitable venture. However, localized values were ultimately decisive.

While we share the idea of uniting people with different value orientations, we still believe that in order to achieve a global world, we need to work on our mistakes and take a critical look at the existing tools for realizing such a project. First of all, we need a different intellectual optics, a more comprehensive, meritonomic, view of social processes, which will make visible those aspects of relations that were previously overlooked, remaining in the area of a "blind spot".

Meritonomics as a social technology makes it possible not only to eliminate the contradiction between the common and private good, between public benefit and personal gain but also to organize the interaction of different value systems at the local and global levels so that each country, each region, each community develops in accordance with its values. Let us briefly describe how exactly this happens first at the local level and then at the global level.

Each community has its own values and, in its own way, answers the question of whether an action is useful, and whether it corresponds to the value system of this community. Specific actions or projects (facts) are evaluated by community members with the help of merits, and as a result, it becomes clear how socially meaningful they are. Given the feedback on facts, we get a digitized part of social capital - merit-capital - in the agents' accounts. This manifested[5] part of social capital allows for increased trust between agents and to interact effectively, solving a wide range of social and economic contradictions due to the arrangement of the interaction space itself. The number of merits possessed by an individual agent (his merit-capital) reflects how "worthy", or "honored" a participant of the community they are and what degree of influence they have on decision-making in this regard. Merits received by agents for realization for the common good can be used by them to realize their own opinions or desires.

Similar processes occur at the level of interaction between communities as collective agents. Transparency and comprehensibility of the algorithm of distribution of influence in connection with merits allows to scale it - to extend it to higher and higher levels of interaction and thus to take into account different value systems in the issues of achieving the common good. Thanks to the scalability of this technology, every Meritterra participant, every socially active person, will understand what principle is used to organize decision-making at the global level: just as issues are solved on the scale of a neighborhood, street, district, city, region, country, they will be regulated on a global scale.

Transparency of the algorithm of distribution of influence, in turn, has two important consequences for effective coordination of actions. Firstly, Meritterra participants will be able to make reasonable demands to their representatives, i.e. to the elites, who will deal with certain issues as leaders of their communities. This will lead to a transformation of elites - a movement toward greater social responsibility, integration, and understanding of the real needs of

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[5] Meritonomics as a scientific discipline is capable of manifesting all the processes involved in merit-transactions and tracing where distortions in merit conversion occur. Distinguishing these distortions will allow us to find a quick and optimal solution to the problem.

communities. Existing elites will be able to change their behavior so that it corresponds to the collective interests. Secondly, the process of global harmonization of interests will be clear, and protected from corruption, manipulation, and other methods of influence, which creates prerequisites for a more fruitful interaction, and widening the circle of those interested in solving global problems.

Thus, Meritterra offers tools for coordinating interests and uniting agents at the local (local) and global levels, allowing us to find answers to questions of various scales - from improving the neighborhood and finding compromises "between business and society" to solving world problems and settling global conflicts. Ultimately, we arrive at a softer and more promising version of realizing a shared world - without trying to change existing value orientations. The embodiment of Meritterra involves the creation of a collective agent of the highest order that is designed to unite all people, communities, companies, and states, which we call the Global Impact Co-operation.

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Appendix 1. A series based on the Myth of Meritterra

The plot is based on the story of how in ancient times the Earth is visited by representatives of a highly developed humane civilization and discover that the planet is exposed to harmful radiation coming from space. Wanting to save earthlings, the aliens come up with a protection system, but without the involvement of the inhabitants of the planet themselves, it is impossible to implement it.

Together, a global network of protection objects is being created-pyramids that generate a protective field. But for the field to work, the energy of kindness and gratitude is needed, which can only come from people. The aliens fly away, and the "era of prosperity" begins on Earth.

All this takes place against the background of personal love stories, conflicts, and experiences of the main characters who participate in global events. At the end of this part of the series comes the collapse of the world of harmony and prosperity: people made a failure in the system, so we got into today's world, where the system of protection from greed and anger does not work.

The second part, which will combine the events of the past, present and future, will feature a functional innovation - "scenario genesis". Meritterrans, seeking to restore the protective field, will be able to influence the events of the series and become its direct participants. This approach will ensure that people are even more involved in the practical application of meritonomics.

The plot will be able to develop simultaneously in different directions, which will be used when creating an online game (see Appendix 2).

Appendix 2. Three types of games based on the Myth of Meritterra

Urban planning simulators

The first type is a mobile game like "city builder", where participants are engaged in construction, and communication in virtual cities-communities. The game is based on working out the practice of meritonomical relations: In addition to the usual game actions, participants can work, make joint decisions, and get merit, some of which goes to the Meritterra Foundation, and the other part is distributed in territories where participants live in offline communities.

This game is the main one, it has a connecting role in our game reality. It is internally aimed at multiplying and expanding to the size of a full-fledged ecosystem-repeating the real world as much as possible, where you can invite real commercial companies, where you can meet each other, communicate in different ways, produce and transfer products.

NPOs and other participants will be able to have their own representative offices in the game and "fundraise" money, merits and other resources for their projects, and businesses will be able to participate in community affairs and invite players to their homes, offering them discounts and payments in merits. Municipalities and other organizations will be able to place their objects there, introducing people to the methods of their work – for example, with the elderly, or with their projects – to create virtual objects that will collect merit from players, which can be used to distribute general funds for territorial projects.

The game aims to convey the ideas of sustainable development to the participants. Various educational programs and quests are built in, after completing which participants will learn, for example, to help solve the problems of people with disabilities, take care of nature, collect garbage separately, and so on. All this can also be rewarded with merit points.

Players spend most of their time in their own gaming communities, but each community has an "exit" to the general portal: A central square where people from different communities have the opportunity to visit each other and discuss big projects in common. Also here, they support the Field by directing the measures accordingly.

Participants are not isolated from real-world news. If, for example, there is a war somewhere, a natural disaster, a gross and obvious violation of human rights, or any resonant aggressive action, the game world considers this as damage to the Field and reacts. Restoring the Field requires the energy of kindness and gratitude to all conflicting parties, which should be directed to the "damaged area", that is, to the point in the world where the event occurred. All this should be done without involvement in political and economic conflicts on any side.

MERITTERRA is a mobile game that aims to create an environment for finding like-minded people and realizing your goals. The player is engaged in arranging his house and plot, and then streets and urban spaces.

The game contains tools for working with communities, making public decisions and sharing resources, as well as an algorithm for engaging players in the real world. To explore the game world, users complete quests that involve interacting with both other players and organizations in their city. As part of the game interaction, local players can implement public projects and create local communities.

Game Features:
- each player has their own house and plot in the game;

- players can visit each other;
- there is a mode of communication with the local community.
- it is possible to organize joint virtual streets or live with random players.
- combining virtual quests in the game with tasks in the real world, including interaction between players and partner organizations using QR codes or NFC tags.
- live communication with people around you and build virtual management zones with them.
- new locations in the form of downloadable content as a reward for actions in the real world.

The global city Square is a central platform where, as in city squares, there are storefronts of shops and restaurants, as well as storefronts of communities: "streets" of participants. On this square, there are periodic gatherings of all players who rate each other's "street", as well as vote for the distribution of money collected in the game for real social projects offline.

Mythological Quest

The second type of game is mythological. In other words, this is a game designed to introduce people to the basic rules and ideas of Meritterans: It provides everything necessary for users to fully experience these ideas. This game has a quest type, where players have the opportunity to choose one or another character, but there is no such multi-variant scenario as in the first type of game described above.

We also welcome the participation of partners – gaming companies, who, knowing about the social orientation of this game, may want to take part in its development and development. As we discussed in the section about the Myth, the scenario basis of the game will be handled by one of the Think Tank divisions, and the community formed around it later.

A few words about the content: Within the framework of the Myth, we are creating a transparent and open game "order of the Knights of Meritterra". It will include all participants who want to restore the Field. The time of secret societies is over, and the age of openness has arrived. Orders, secret societies, politics, and wars have always been games. Dangerous and violent, but games. Moreover, the games are secret, hidden from the general eyes. We are finally ushering in an era where things are called by their proper names.

In fact, a variation of the mythological game will also be an interactive movie in which the player takes on the role of a "knight of the Order of Meritterra": he/she learns about a Field that has almost fallen, and vows to restore it – to prevent the dark future that has opened up to him/her, acting simultaneously in the present and in the past. By burning merits, the knight – both in the game and in the movie – sends energy to maintain and restore the metaphorical Field. However, this is only possible if the intentions are pure and not selfish – that is, if you do it for others, and not to go to heaven or "bribe eternity".

One of the main ideas of the system is to increase awareness, so we build elements into the system (in the game and in other types of Meritterra media content) that should stop a person for a few seconds so that they ask themselves: "How do I feel about this world? How do I perceive it now?"

Meritterra Plugins

The third type of Meritterra game projects is a platform that would allow many existing, well-known and not-so-well-known games to intersect in a common virtual space. And on such a

platform, where they would have the opportunity to interact with each other on the basis of meritonomics, delving into the merit worlds and implementing merit ideas. You can do this by using plug-ins that are embedded in the program code of existing games. With their help, players would have access to a common "platform". Initially, the site will become such a platform. Over time, it will develop to the level of an independent merit game, and the ultimate goal is a global hub and an embassy of Meritterra in each game.

Rewards obtained outside of this platform, in this case, expand the capabilities of players inside regular games. Meritonomical technology implemented in partner projects will allow participants, in addition to local game currencies, to also earn merit points.

On the common platform, visiting players from different games can meet, exchange ideas, join the work on "restoring the Field", or allocate funds to social projects, display their actions and projects on the impact measurement platform, receive rewards, and so on. In other words, there will also be the development of merit practices and the involvement of players in the worlds of Meritterra (in impact cooperation with subsequent changes in the player's status, volunteer communities, and online communities).

Appendix 3. Global Impact Cooperation Tools

Merit Management

Merit management is a new, value-oriented, human-centered approach to company management. At the same time, it is a software and scientific product that connects an enterprise or organization to new merit tools for solving socially-oriented tasks and communicating with Meritterra communities.

Thanks to the merit management technology, the company gets a new meritonomic dimension of interaction, which can be represented digitally. With the help of merits, the company's management can manage the attention of employees, provide them with opportunities for self-realization, and harmonize the employee's values with the company's values.

The mechanism of distribution of the bonus fund (linked to a percentage of profit) in proportion to the measures gives each employee the opportunity to participate in the overall financial results of the company. This practice gradually motivates even those employees who are not part of the shareholders to increase the company's income. On the other hand, merit management will allow employees to participate in socially useful activities of the company: to increase the impact, and to participate in the distribution of charitable budgets of the company.

> All social processes that occur in the company are subject to digitization through merit. Merit management identifies the social cost of achieving economic benefits. Maybe the actions of a manager who received a one-time profit led to the fact that an experienced accountant quit, and the assistant got a heart attack? All this can be reflected in the form of data on the socio-psychological situation at the enterprise.

Merit management digitizes three types of interactions in a company:
- how a particular employee behaves with others and the company ("Interaction KPIs");
- corporate culture and collective relations in a broad sense, including mutual assistance and during off-hours;
- volunteer events, charity events, and other activities aimed at making an impact in the external environment.

Thus, we can say that we measure the personal impact that a person has in three spaces: within business processes, within relationships in teams, and outside the company.

Usually, companies focus on standard KPIs and use material incentives, but the space between the introduction of these tools and the result obtained at the end of the month usually remains in a gray or even black zone. Merit management allows you to shed light on these areas, and show the movement of social energy in the enterprise here and now.

The interaction KPI allows you to quickly understand how a person performed in the past period from a social point of view – how they affected other employees, and how their responsibilities affected them. For example, it often happens that a certain employee was a great professional, but he did not have any communication with others – or he did, but the result of this communication was deplorable: People experienced stress when contacting him, and lost productivity. The merit mechanism will reveal this contradiction, and this is the case where merits make it possible to make hitherto invisible processes visible.

This feature allows you to see what connects people to the corporation at the value level. Employees assign each other's values within the framework of those values that are fixed in the system by hashtags, so everyone can see what corporate values really work. The more posts with a given hashtag, the more comments on it, and the more merits, the more important and relevant this value is for employees. On the other hand, if a value is declared, but there are no actions behind it – or these actions do not cause a response – it means that it is not a real value for the team.

We believe that the advanced management of a company should understand that it needs to study social energy in a team and work with it, to control the moral climate. The company can allocate funds for the meritonomical fund, for the material content of merits, and see in the end how this affects the economic results of the organization.

The most important function of merit management is to reflect the mutual assistance of employees, to show friendly feelings towards each other. This can be assistance in organizing a football match, transporting employees' children to kindergarten – or any actions for mutual support. It is also important that all this is made known to the team: We want our employees to tell us about this type of activity and share their positive impressions. To solve this problem, merit management is indispensable: A part of the company's total measures will be used to support such activity.

Probably, acting according to the usual logic, the company will spend more money on encouraging KPIs than on stimulating mutual support for employees, but from our point of view, such meritonomic incentives should play no less a role. Perhaps, for this purpose, a separate bonus fund should be organized in the company, which would encourage such relationships in the team.

You should also take into account how the declared values and corporate culture work. For this, small things are important: For example, not only the same organization of a football match, but also how a person brought coffee to other employees at the time when they needed it. It looks like a small thing, but all such small things affect the climate in the company – and all of them can be taken into account.

How much merit to charge for these actions is decided by the company itself, and the employees themselves. It is only important to understand that it is wrong in principle to evaluate such actions with money. To do this, you need a tool like meritonomics, when the main thing will be moral satisfaction from receiving the gratitude of your colleagues.

Modern HR practices try to avoid using negative ratings when measuring the climate in teams. However, it is obvious that a negative attitude to any actions or events is an important part of real social processes in the enterprise, usually hidden from management and the team. Our product allows constructive criticism. Moreover, if people find it valuable, they can also encourage such criticism with metrics.

Please note that data on social activity can only be disclosed voluntarily. We will be talking about access to the bonus fund: If you open your information about merits, you get access to voting, reactions to other people's actions, and to someone else's project. At the same time, both a positive reaction and criticism, defense of one's position, and a reaction to other people's criticism are welcome. Transparency in this system makes it possible to correct insufficiently well-established processes.
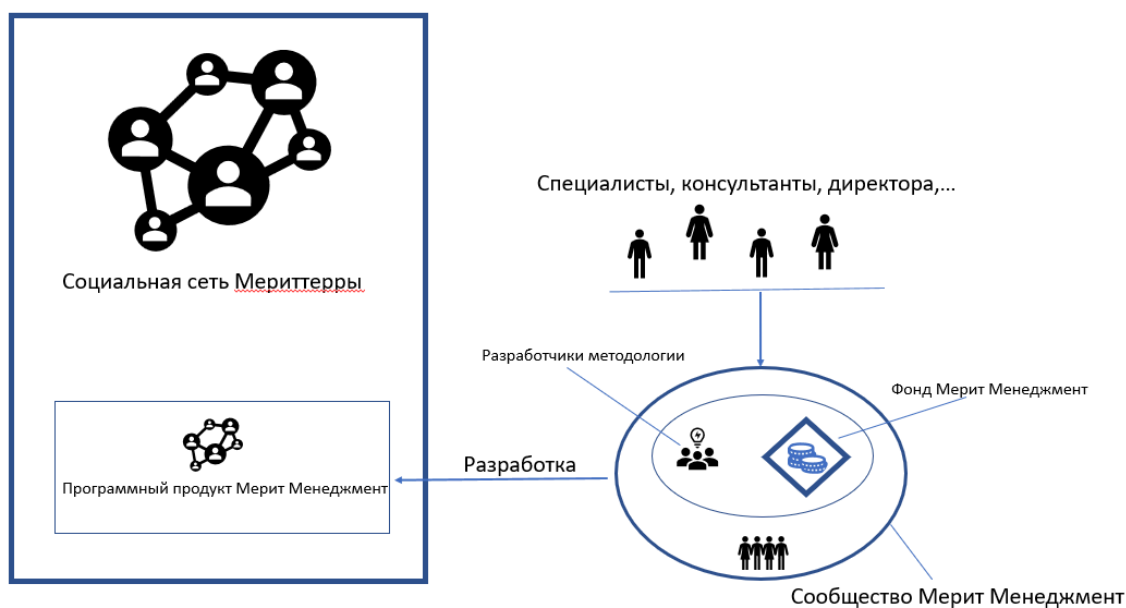
Merit Management
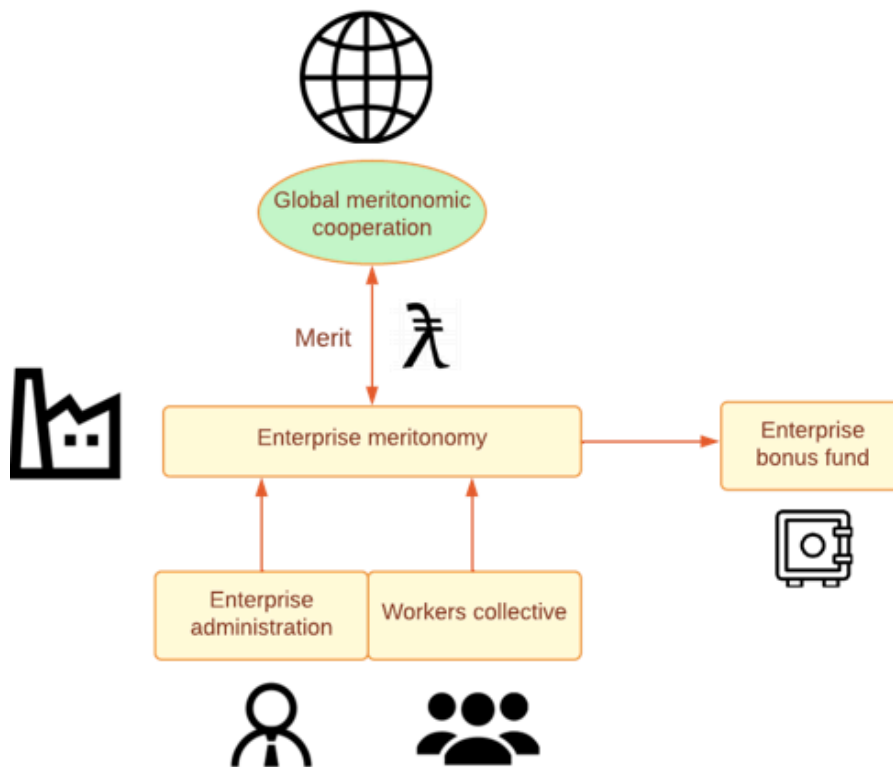
Scheme: Merit management at the enterprise.

To understand the importance of applying merit management, let's cite the following fact: According to a survey by the McKinsey consulting agency, up to 40% of company employees are considering leaving soon. Moreover, among the three main reasons there was no dissatisfaction with material prosperity. Most of all, they were concerned about the lack of a sense of belonging to the goals and values of the company, underestimation on the part of their superiors, and underestimation on the part of the company.

The implementation of merit management as a market product will include several stages:
1.   The online part and working methods are being developed.
2.   Test sales and implementations are conducted, as well as debugging in practice.
3.   As soon as the idea that we have a finished product is formed specialists are invited: sociologists, HR consultants, and specialized companies, with whom practical experience is exchanged.
4.   A large community is created (like a meritonomic trade union), where the methodology and technology of the product and implementation practices are debugged.

Subsequent implementation implies substantial income, some of which goes to the general fund of the merit management community, and some to the Meritterra Foundation (for example, 50/50). At the same time, it is important to remember that this product is part of the virtual space of Meritterra, part of a large social meritonomical network.

Scheme: Merit management as part of the Meritterra social network. A large professional community is emerging around the primary developer community.

The community can spend its share of income on the education of participants, mutual support in difficult situations, volunteer projects, research, and in the future, even on pension provision for community members. As a "meritonomic trade union", the community will also protect the interests of authors and inventors of innovative products, if they post their inventions on the community site. The proceeds from operating the products will be shared between the author and the community foundation. Promotion can also take place through merits: Having them, the author receives his share in the merit management fund, and already through it receives rights and monetary profit.

The system will help develop elements of self-management at the enterprise and will give people the opportunity to solve many issues – for example, where to direct social investments of the company. Also, the new principles will save the management of companies from the idea of "retaining the employee", preventing attempts to leave for another job, and will lead to an understanding that it is much more important to give the employee a field for realizing his abilities, including by moving from one team to another.

Global Impact Cooperation will help change the logic of HR policy and encourage companies to take seriously the well-known principle: The main thing is that a person should be happy to go to work in the morning and happy to return home in the evening.

People spend most of their lives at work, so it is very important what kind of relationship they have with other employees. In some Japanese companies, an employee is required to spend one weekend out of three with their work team. However, there is an element of compulsion, whereas the meritonomic approach may interest people in a positive impact. In the meritonomic system, employees evaluate each other objectively, and with this assessment, they push others to increase tolerance, empathy, solidarity, and fairness in their relationships.

Since merit management is designed to solve two main tasks (human resources management and company management) then two groups of experts will unite around employee at the expert level: HR experts and managers-managers. The ultimate goal of the product is to create a new management standard in which every employee is a cooperative member.

It would be useful to draw up a declaration on new management principles, which would set out the main task: To find a place for each person where they can maximize their potential. Let's also add that ideally, the product will work in such a way that not only the manager, but also artificial intelligence based on a large array of collected data will give people recommendations on making personnel and management decisions, and recommendations on ways to develop themselves.

Meritonomical data that will be received from corporations may be separately relevant for companies that study corporate culture, work processes, staff interaction, and so on. Our tool provides a new, more complete set of optics for the company's management and owners. Accordingly, it requires new competencies from managers: You need to understand how to interact with this social fabric. Accordingly, the development of merit management in its consulting part will allow you to receive feedback and improve the very methodology of merit management.

Also, merit management can help companies establish their roots in the territory and strengthen their ties with territorial communities. Apple provides its offices for local communities and invites them to come and discuss their problems. This gives popularity to the company and its products. This is another aspect of corporate life in which merit management can be applied to build productive relationships with the client community and other stakeholders – for example, local communities in the territories where the company operates.

Globally, we are talking about a paradigm shift in competition. Of course, a person or company can also compete in the merit space with other people and companies for a larger share in the general fund. However, the very essence of the meritonomy fund is that you will only receive your winnings when other participants voluntarily give you merit points.

There can be a bonus fund for performance indicators and a separate bonus fund, which is linked to the number of merits and distributed depending on the availability of merits. Through merit management, we can remove the contradiction between "we earn money here" and "we are friends here". Each act of helping another person can be measured in terms of merit and have a certain impact on bonuses. This is how meritonomics removes the contradiction between competitive logic and the logic of mutual assistance.

Merit Local Governance (MLG)

A tool for creating local cooperation, which is a fractal copy of the global Meritterra. The product is intended for use in real territories, primarily in local government structures. The main source of resources here will be local communities in partnership with local businesses and city administrations.

Merit Local Governance has two aspects:
●   Methodology of self-organization of local communities, development of joint solutions, distribution of influence and joint resources.
●   Organized interaction of the community with local administrations, including managing real resources (for example, allocating funds to territorial projects based on a measure vote), and making decisions in the given territory (for example, whether to put a fountain in a city park).

The meritonomic community is organized here in the form of social and entrepreneurial cooperation. Main points:

- MLG communities will be formed from local residents, NPOs, socially responsible companies and social entrepreneurs.
- MLG communities will include public and commercial organizations, as well as people who are willing to contribute their resources and participate in responsible decision-making.
- The status of each participant will depend on the accumulated merits, their merits.

Such communities will become the foundation of civil society, a partner of the state in solving social problems. By engaging in the complex relationship between government and business, the third sector will be able to regulate the social system through meritonomics. This will solve many problems, including protecting domestic markets, youth employment, and relieving the State apparatus of some of the responsibilities that Meritterra communities can share with it.

The easiest way to participate in the MLG community is to post products and services that the participant is ready to provide to merit holders. This can create a generator of free resources that are not used in the economy: second-hand items; goods that are subject to recycling, but are suitable for use; free time for pensioners, young people, the unemployed and other residents; and services that entrepreneurs cannot sell for money. These unused resources can be used to solve the social problems of territories.

You can request missing resources on the platform, which allows you to estimate the demand for goods/services that are currently unavailable or poorly evaluated. Project participants, as well as NPOs and public and political figures associated with them, will learn that such resources are in demand in social and entrepreneurial activities and will make efforts to involve them in the activities of the cooperative.

The system is aimed at creating an active community on the territory, which includes representatives of all social groups: pensioners, schoolchildren, students, volunteers, NPOs, SMEs, large businesses, employees of the City Administration and the media.

An online platform based on the meritonomics principle defines:
- The amount of public works performed thanks to meritonomics, and their share of the total number in the city.
- The number of residents who solved their problems using meritonomics.
- The volume of active users participating in the meritonomy program as non-material co-investors, their contribution to social projects in terms of fiat currencies.
- The number of civic communities willing to participate in the regional program for solving social problems as co-organizers, participants, or performers.
- The amount of public works performed due to the desire to purchase goods and services attracted to the system.
- The volume of public works and the solution of socio-economic problems by residents using the meritonomics program mechanism.
- The volume of the number of residents who participate in specific projects of organizing a comfortable urban environment and in social and participatory design activities initiated on the platform.
- The volume of potential leaders who initiate a new project and are ready to take responsibility for solving complex issues (based on the results of voting and participating in the discussion).
- The amount of equity participation of residents who invest their physical participation in the implementation of city programs, through meritonomics.
- The number of leaders that lead followers and new members based on their referral links.

The online platform allows you to keep records of the number of residents who are in a difficult life situation and have received assistance thanks to the program, track the dynamics of acts of mutual assistance, involvement and participation of residents in social and public works.

In essence, MLG is the Center for Managing the Social Justice of the Territory, where rewards are received on merit, where society understands who received these services and for what. Management in this system interacts with self-government on mutually beneficial terms.

As a result, social problems become a source of income for the population, the purchasing power of citizens increases, the level of poverty and tension between rich and poor, as well as between the authorities and society decreases, dozens of indicators increase, the territory's GDP, social and business activity increases, and the outflow of personnel and youth decreases. People become interested in participating independently in improving the quality of life.

The number of merits people and organizations have is an indicator of the effectiveness and relevance of their activities. The total number of merits in the system indicates the general indicators of the territory: the level of development of NPOs, social activity, etc. However, these data are needed not only to assess the situation, but also to improve it, encourage charity and social activity. The introduction of a rating in measures does not incur any budget costs, but it allows you to encourage NPOs or attract third-party participants in the social market, which puts NPOs in a competitive environment.

Based on the initial parameters of the project, an online platform is set up where residents can register services, items, acts of mutual assistance and socially useful activities.

The online platform allows you to keep records of the number of acts of mutual assistance and assess the volume of public works performed, because the main criterion for change is not the potential value of the product, but the fact of exchange or donation itself. The system records the "thank you" expressed by the recipient. The program allows you to keep track of the volume of goods and services submitted by users on the platform, as well as the number of exchanges made and targeted assistance. We can take into account the volume of goods and services that have become popular due to the program, and that residents would not have been able to purchase earlier due to the lack of funds and a mechanism for accessing them.

In the project, local businesses provide discounts to participants of public works. Purchasing power is stabilized due to the fact that part of the check is paid not in money, but in "social points" – measures. Residents move from the logic of consumption to the logic of mutual assistance, where the contradiction between the private and the common good is removed: the more benefits to the community, the more merits; the more merits, the more personal benefits. Thanks to the project, participants can receive social points for performing public works and exchange them for services or used products for themselves or others in need.

Meritterra creates a motivational mechanism for direct participation of citizens in creating a comfortable urban environment and leads to an increase in the number of residents participating in social and participatory design activities. Social points encourage participation in discussions and voting for possible solutions, and make the mechanism for choosing a common solution transparent. In Meritterra, decision-making is transparent and can be a source of positive news that inspires residents, encouraging them to be active in the development of the territory. The program allows you to track the growth of the percentage of residents who were previously viewers and readers, and thanks to the project became active participants.

In addition to providing direct assistance to those in need, active members of the platform can transfer their earned social points to their wards so that they can choose additional products and services in the catalog. Thus, the amount of social benefits available to well-wishers increases, and the amount of assistance increases.

The "core" of a local community is Custodians – any agents who are willing to take responsibility for a particular area of community activity and help other community members (including when it comes to organizing projects). The future Custodian declares that he is applying for this role, and becomes a candidate if he/she has a certain number of merits in his/her account. At the same time, the risks of losing your status, your merit capital, and your rating for the Custodian are just as great as the opportunity to do something that will be accepted by the community and bring additional merits.

A guardian has three characteristics: key, seal, and territory. When registering as a Custodian, they indicate these three characteristics, thereby indicating their area of activity for all members of the local community. The key, seal, and territory embody various aspects of the Custodian's activities and competence sets:
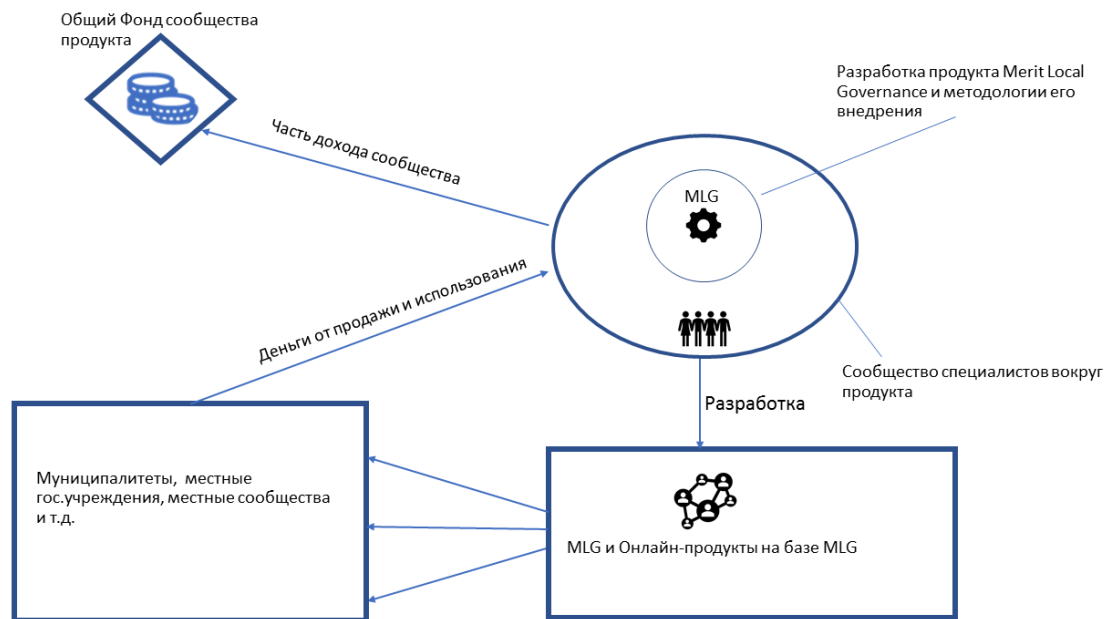
●   As a "Key Keeper", the Keeper is a holder of professional competencies. For example, a Custodian may have a legal key, a lobbyist's key, a psychologist's key, a fundraiser's key, an entrepreneur's key, and so on. These are the professional skills or qualities that they are willing to use to help the community.
●   As a "Seal Keeper", he is responsible for a specific social activity of the community: ecology, improvement of house territories, care for the elderly, small businesses, and so on.
●   As the "Custodian of the Territory", he is responsible for a certain territory, which should become indicative for others. It can be a city, village, street, or even an entrance.

Merit-Union

Similar to merit management, a "meritonomical trade union" will be created around the team that launches MLG – a professional community that interacts with local communities or municipalities. This community brings together experts who will be the ultimate authority in solving important issues. So, for example, at the level of local communities, not only a "general civil" vote is assumed, but also a vote of the meritonomic trade union on facts that require the assessment of specific specialists (from teachers to herpetological experts specializing in amphibian and reptile life, and so on).

Meritonomical trade unions are formed around the professional activity of each of the listed merit products. HR specialists will gather around corporate-oriented products, territorial development specialists and others will gather around products for local activity, game development experts will gather around this area, and community managers will gather around working with communities. Each of them will have its own general fund, which will be managed by participants using expert merits.

The money received from municipalities and businesses will be distributed among product creators, implementing employees, and the general fund. Similarly, the use of the product generates revenue, half of which goes to the Meritterra Foundation.

Общий Фонд сообщества продукта

Часть дохода сообщества

Деньги от продажи и использования

Разработка продукта Merit Local Governance и методологии его внедрения

MLG

Сообщество специалистов вокруг продукта

Разработка

Муниципалитеты, местные гос.учреждения, местные сообщества и т.д.

MLG и Онлайн-продукты на базе MLG

Scheme: Community around the product: Meritonomy union Merit Union.

Merit Community Management (MCM)

MCM is a tool for managing (or rather, self-managing) online communities, which is an independent product. If the community claiming to use this product is non-commercial, there will be no fee for its use. If we are talking about a corporation that assumes some benefit from its use, then, accordingly, the product becomes paid, and part of the income goes to the general fund.

Similar to the previous products, Merit community management forms a community of specialists (*Merit union*), community managers (*KM*) and merit engineers around itself, which strives to develop new competencies in this area, new technologies, as well as creates a common fund and manages it. MCM is a "connector" for online communities and specialists. In this area, you can participate in the global Impact Coop, which gives you the opportunity, while engaging in your professional field or activities within the values of a particular community, to join the construction of a new civilization: Earn social capital and use your assets to manage the general community and its funds.

Who is the KM community manager? Community creator, expert, customizer – there are many aspects. Evangelists inspire communities. Strategists formalize the ideology, create regulations, content policy, communication culture, and so on. Administrators monitor the implementation of community rules and make regulatory decisions. Some combine different roles.

MCM is a tool that allows the community to set parameters for how it would like to develop, what personal and professional qualities of participants should be encouraged and what should not be. A community merit architect is a specialist who is inseparable from the community and its values. Its specialization is to:
- analyze the data obtained as a result of meritonomic transactions;
- show trends in which the community is moving;
- compare them with other communities;

- warn about possible difficulties when the community is "skewed" in one direction or another, deviations from values;
- suggest merit algorithm settings that would lead everyone to the desired result.

For example, if the community does not make the projects that were intended, then the merit engineer suggests an algorithm for calculating merits that would stimulate activity. And in the event that the activity and business absorbed the participants, if the value framework began to lose, it offers a different configuration algorithm. And then the community, voting by merit, can adjust its state by choosing different interaction algorithms. This makes the community's self-governance mechanism transparent.

Merit Gaming

This is a plugin for immersing yourself in the system of merit relationships through computer games developed by developers who are partners of Meritterra. This project is also an independent product of Meritterra.

Similar to other products, Merit Gaming forms a community of merit engineers who implement meritonomic logic in games, gathers a professional community, is part of a global impact cooperation, and brings social benefits calculated in terms of merit.
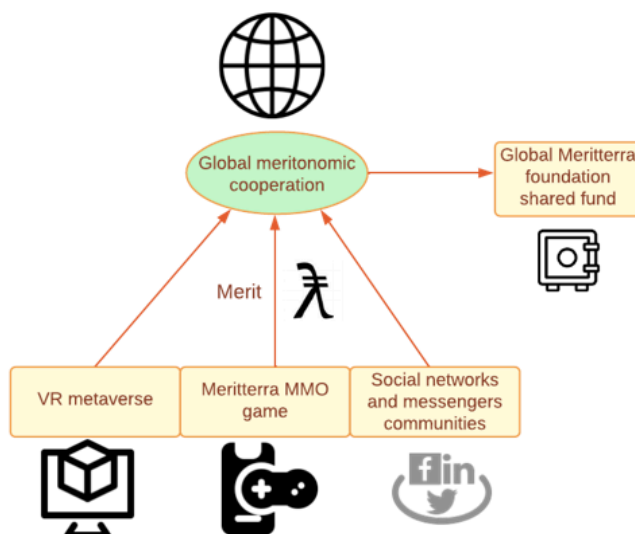
Scheme: Meritonomic products for online communities - gaming and social

We also remind you that the funds earned in games can be invested by gaming communities in offline or virtual impact projects.

Диаграмма: Игра → Доход → Игровое сообщество → Распределение → Фонды → Социальный проект
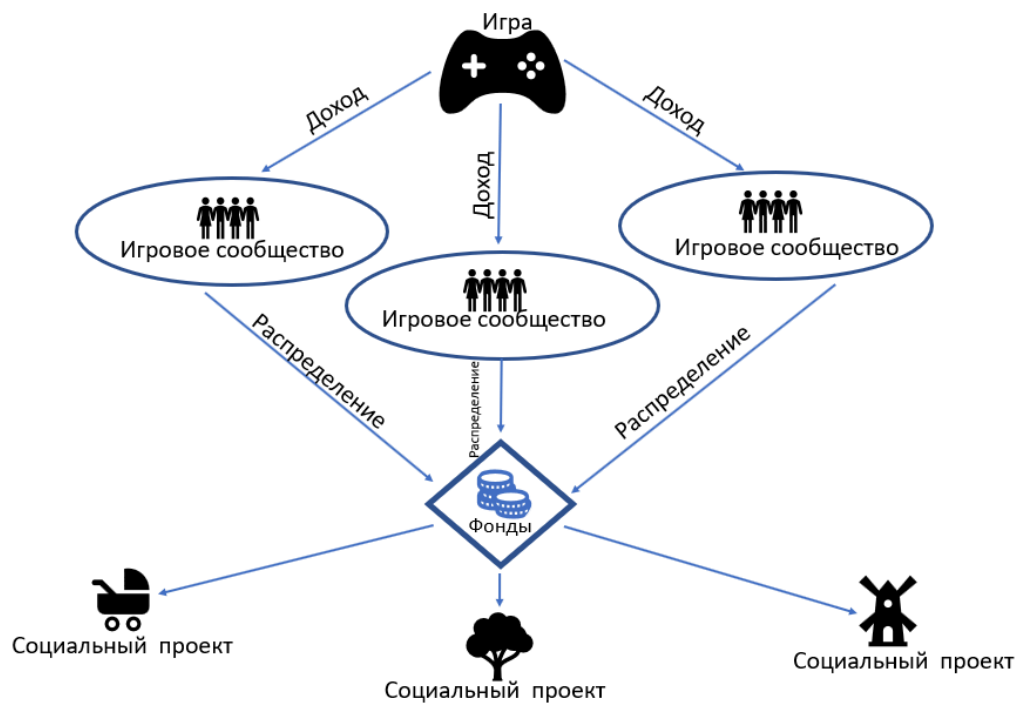
Impact calculation system

The central commercial product of impact cooperation, which simply cannot exist in isolation from it. It is intended for everyone who is interested in getting a visible public reaction to their actions and plans, rather than an abstract one: for corporations, already operating online and offline communities, environmental organizations, local governments, and so on. The impact calculation system will allow these participants to assess in advance the perception of their commercial and other projects, as well as their implementation in terms of social impact.

At this stage, it is important that users of the product are considered "uncritical" by evaluators, that is, people will react not to the fact, for example, of charitable or social activities of corporations, but to how corporations themselves present their plans, what they tell about themselves. Moreover, the product will allow you to use such a tool as impact management: Modify your projects in real-time in accordance with the information received about their real impact on society and nature. Given that impact management is one of the most important components of UN sustainable development, this is particularly significant.

Potential customers of the impact calculation system primarily include:
● corporations.
● impact investors – they are also impact funds that invest in development projects because they ultimately want to know the reaction to their commercial projects.
● state organizations, local administrations and self-government structures, NPOs;
● venture funds that also critically need to take into account new approaches to corporate planning and management to calculate not only the profitability and environmental consequences of their actions, but also the social impact of their projects.

For those who use the impact calculus system, a Web3.0 software product will work, which will allow you to access the system for determining social reactions. A convenient built-in tool will be such a function of the software product as selecting a "focus group" – the desired selection of social communication subscribers. For example, if you are interested in the reaction of the scientific community, you put a "tick" on the corresponding option. If you need responses from

environmentalists, administrators, creative workers, residents of a given neighborhood, or even global reach, just select the appropriate feedback group. The payment amount is linked to the audience reach.

A few more words about expert communities: I would like to emphasize that we do not claim a monopoly on the only correct solutions. However, in terms of the purely social consequences of companies' activity, our products can be irreplaceable – such as, for example, the described impact calculation system.