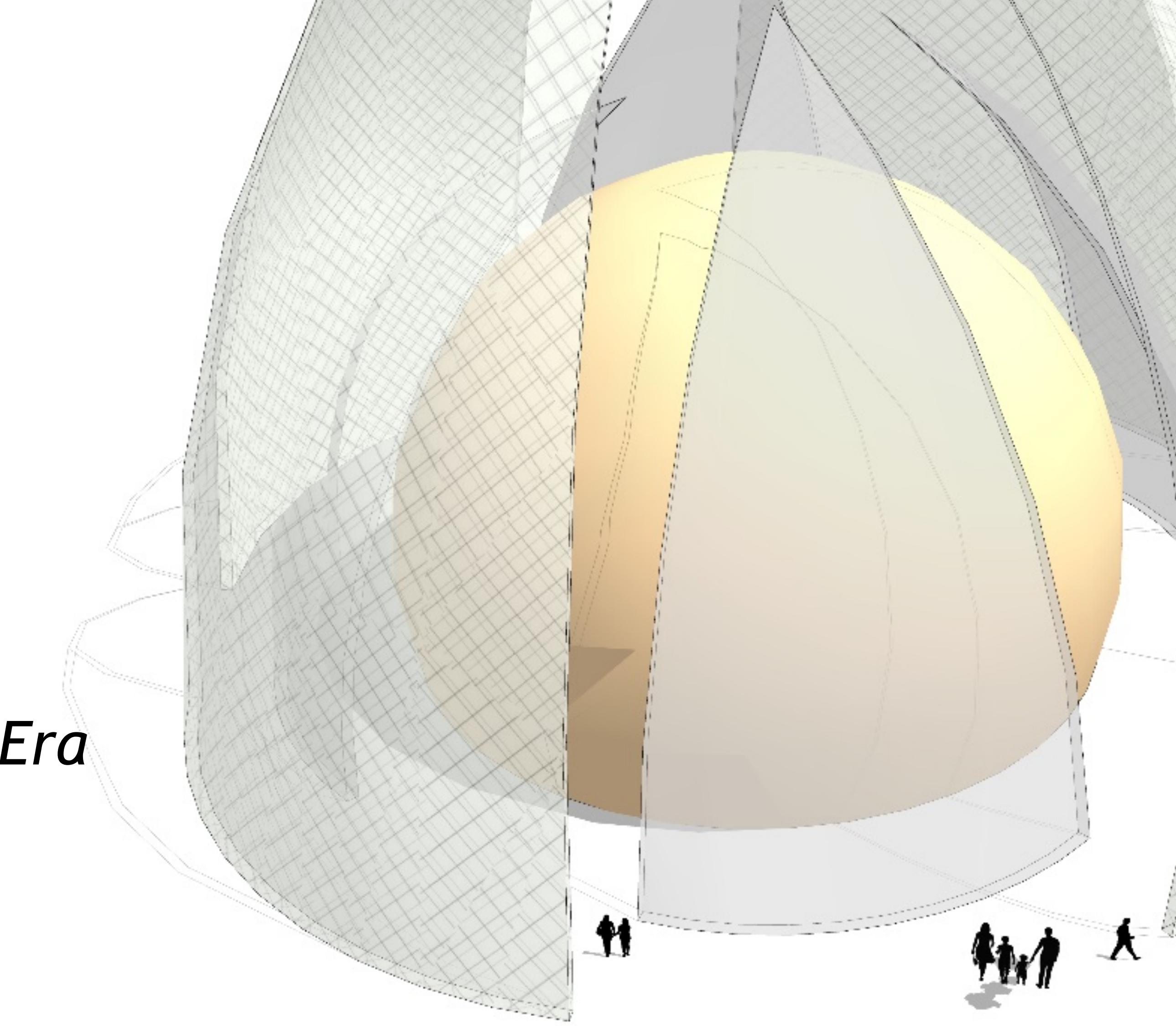


Hera

THE LIGHT OF WOMEN

Hera heralds a New Era



THE PROBLEM TODAY

HERA - THE LIGHT OF WOMEN
THE MISSION

HERA INTERNATIONAL TEAM

ADVISORY BOARD

AMBASSADORS

HERA CITY
REAL CHANGES

CONGRESS HALL

CAMPUS

MUSEUM

SMART GREEN CITY
PILLAR OF SUSTAINABLE GROWTH

HERA COMMUNICATION TOOLS
PERFUME

OBSERVATORY

HERA TV

Hera

THE LIGHT OF WOMEN

THE PROBLEM TODAY

Lack of participation by
50%
of global population,
which are women

Gender inequality



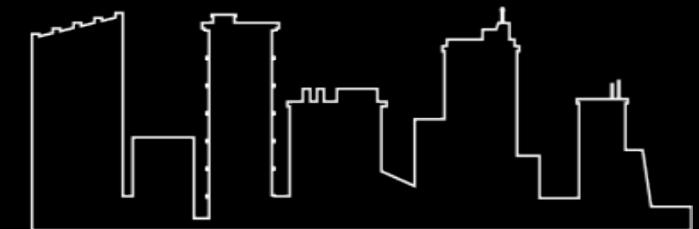
Disintegration of family unit

Fear and violence

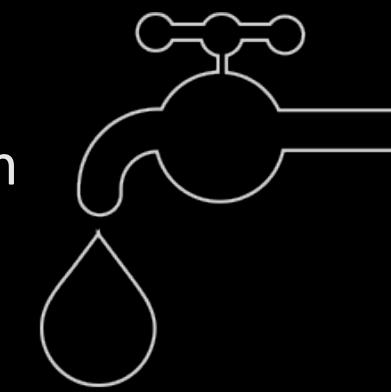
Degradation of planet.
Over the past 50 years
> 11.000
natural disasters

Lack of economic growth

68%
of the world population is
expected to live in urban
areas by 2050



4,2
billions of people live
without basic sanitation



2,2
billions of people
do not have access to water

50%
of the world's population
has no access to education
and health care

Hera

THE LIGHT OF WOMEN

HERA - THE LIGHT OF WOMEN

THE MISSION

- ▶ Hera is the umbrella for a new way of female empowerment
- ▶ Hera is an inclusive organization that promotes, educates, and elevates women promoting the sustainability of human development around the globe.
- ▶ A platform that unifies and magnifies the voices and work of extraordinary women, setting an example and standard for the future generations.
- ▶ Female mentorship program and education. When women register for Hera platform they are connected to women around the world and able to communicate and share experiences.
- ▶ Hera has an on-line marketplace where any woman can sell their sustainable products and designs around the globe.

Hera

THE LIGHT OF WOMEN

MARIANELA MIRPURI

FOUNDER

Marianela Mirpuri entrepreneur and philanthropist, founder of the Hera concept "The light of women", President of the Hera association, President of the Observatory for the Future of Humanity, Advisor to the Mirpuri Foundation. International challenges for Marianela Mirpuri include the city of Hera, cradle for the future of humanity.



GIL BAKHTIAR

ARCHITECT & DESIGNER

Gil Bakhtiar, member of the council of the Hera association, takes up the challenge of the unique architectural project of the Hera city. At the heart of the ecological, technological and social transition, participating in the design of the inevitable change of paradigm that is imposed on humanity, instills great motivation in it.

Hera

THE LIGHT OF WOMEN

HERA INTERNATIONAL TEAM

ADVISORY BOARD



Patrícia Medina
Mexico



Margarida Ruas
Portugal



Nina Braga
Brazil



**Marta Arsovska
Tomovska**
Macedonia



Mary Pagano
USA



Laleh Hancock
USA



Concha Huerta

Spain



Nuno Anahory
Portugal



Ghassan Aridi
Libano



**Miguel Horta
e Costa**
Portugal



Sandra Sánchez
Mexico



Dr. Jagbir Singh
India



Emanuel Pimenta
Brazil



Peter Greenberg
USA



**Subodh Narain
Agrawal**
India



**Nordine
Ouabdesselam**
Algeria



Layla Najafe
UK



Karima Benyaich
Morocco



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Stephanie Coo
Philippines



Heba Al-Farra
Kuweït



Emily Kuo Vong
China



Sangeeta Ahir
India



Rosalía Arteaga
Ecuador



Mercy Francis
UK



Genevieve Patin
Trinidad



Mariana Todorova
Bulgaria



Rosi Orozco
Mexico

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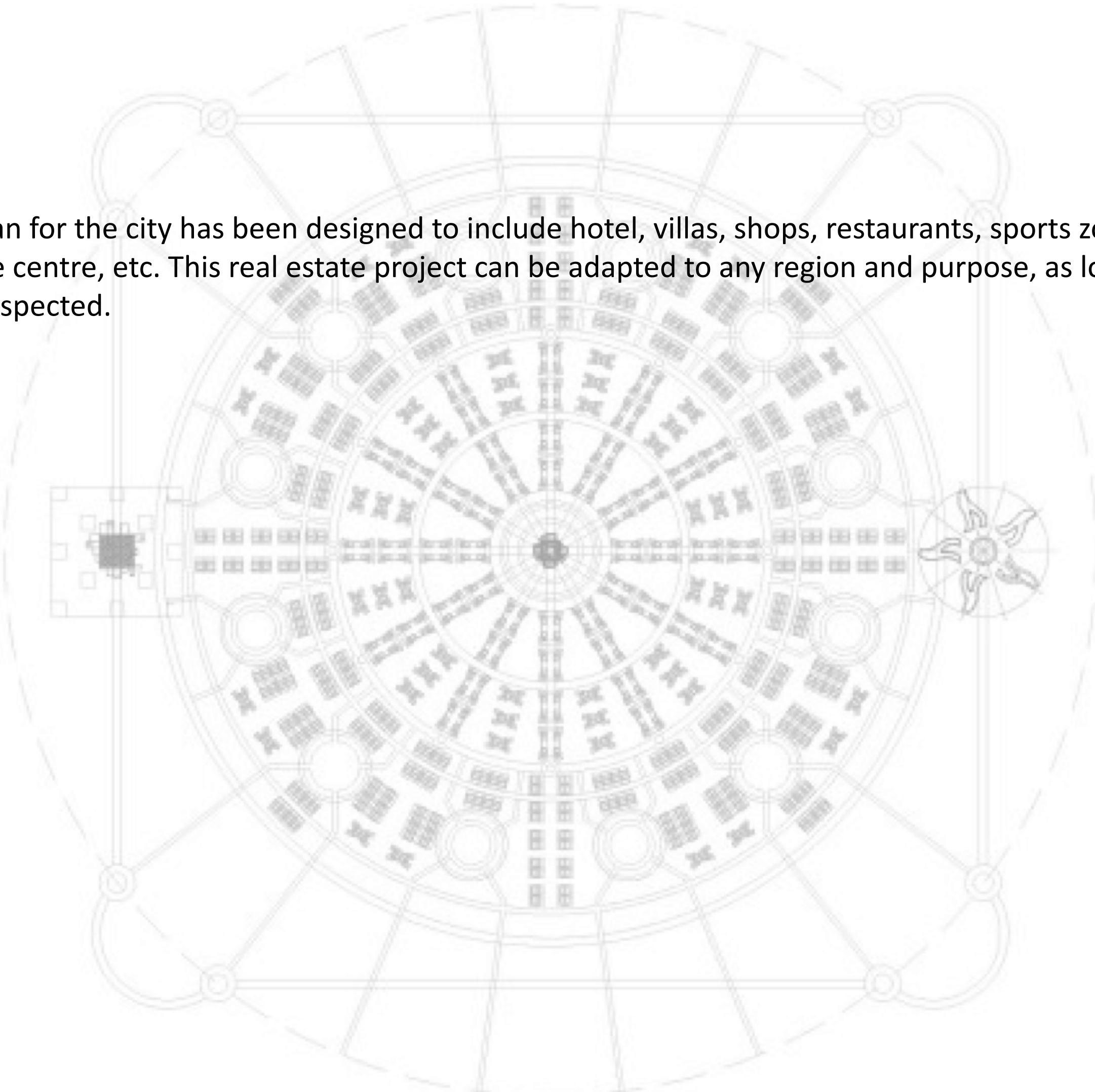
THE LIGHT OF WOMEN



A NEW CITY
REAL CHANGES

HERA CITY

An initial Master Plan for the city has been designed to include hotel, villas, shops, restaurants, sports zone, clinic and spa, conference centre, etc. This real estate project can be adapted to any region and purpose, as long as the core of the city is respected.



Hera

THE LIGHT OF WOMEN

HERA CITY

A physical place will emerge from it, a center of radiance of ideas, a pole around which a new urbanism will be developed.

The actualization of Hera City is a physical smart green city, for the future of humanity and in honour of women around the world. Hera city will bring all genders, nationalities, and religions together. In addition, Hera City will bring together students, families, leaders, scientists, innovators and artists. Hera City will be a space for symposiums, conferences, tourism, leisure, business and living.

It is important to know that a project like this will lead to a huge leap forward in economic, cultural and social development greatly enhancing the market value in the region.

A new city is an answer to these questions. This materialization is the creation of a city that takes into account environmental, social and cultural issues, to accommodate a mix based on exchange and self-fulfillment.

Well-being will be a constant and environmental sustainability a reality.



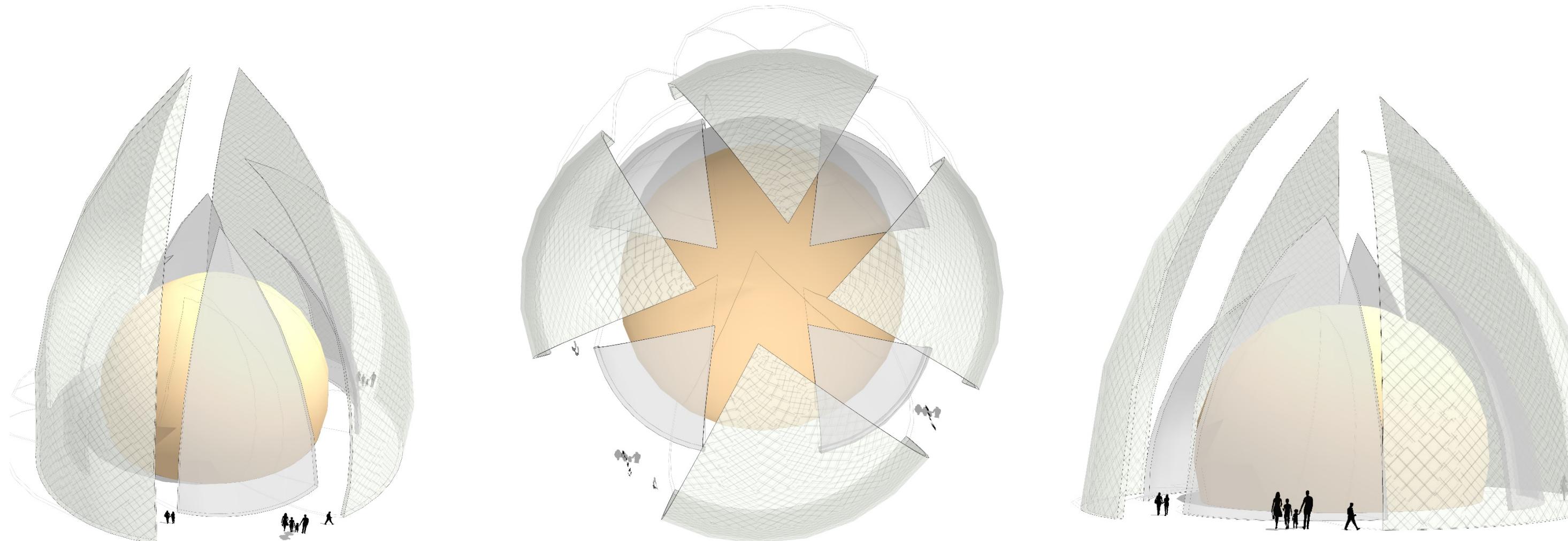
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CONGRESS HALL KNOWLEGE

The Sphere, symbol representing the world and its evolution, spirituality, womanhood, enshrined in a case of petals that open one by one to the world, according to a succession of circles, representing the finite and infinite whole, unity and the multiple, the full and the perfection like the "Creator of the Universe".

- Modular amphitheater
- Open space for exhibitors according to theme
- Permanent and ephemeral catering as needed
- Spiritual Center "the light of women"



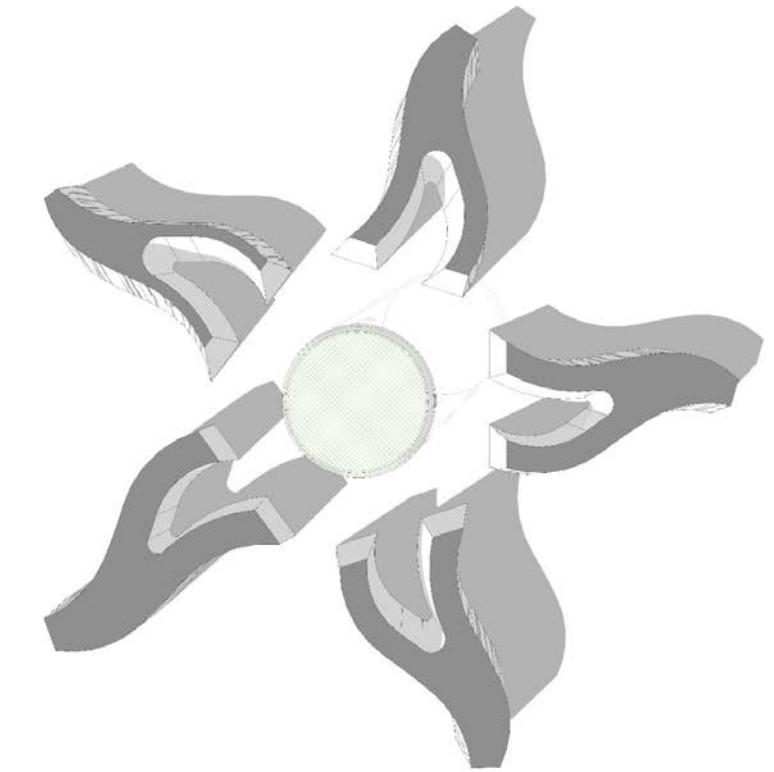
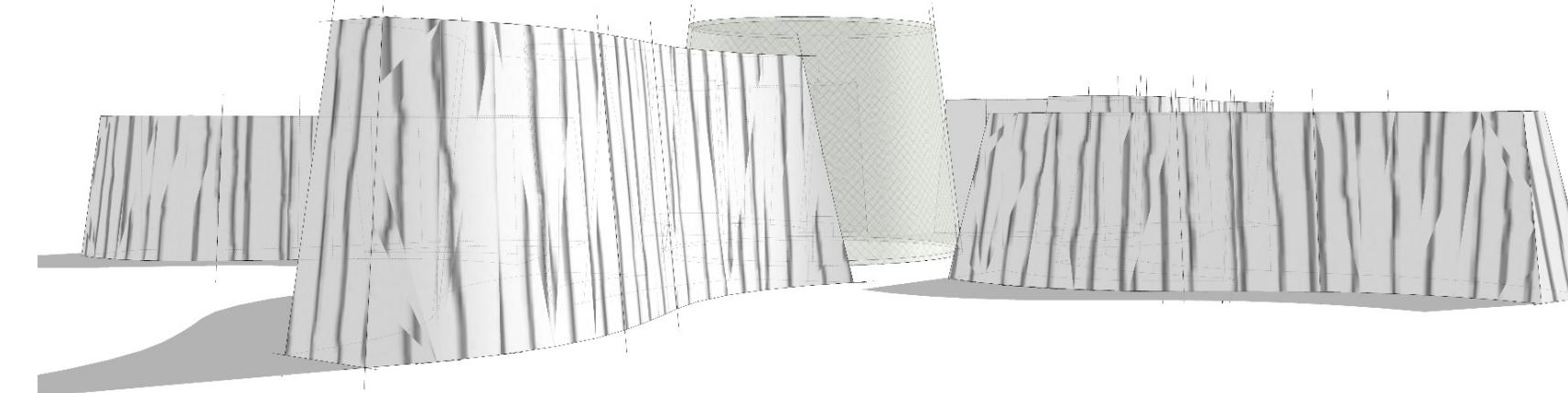
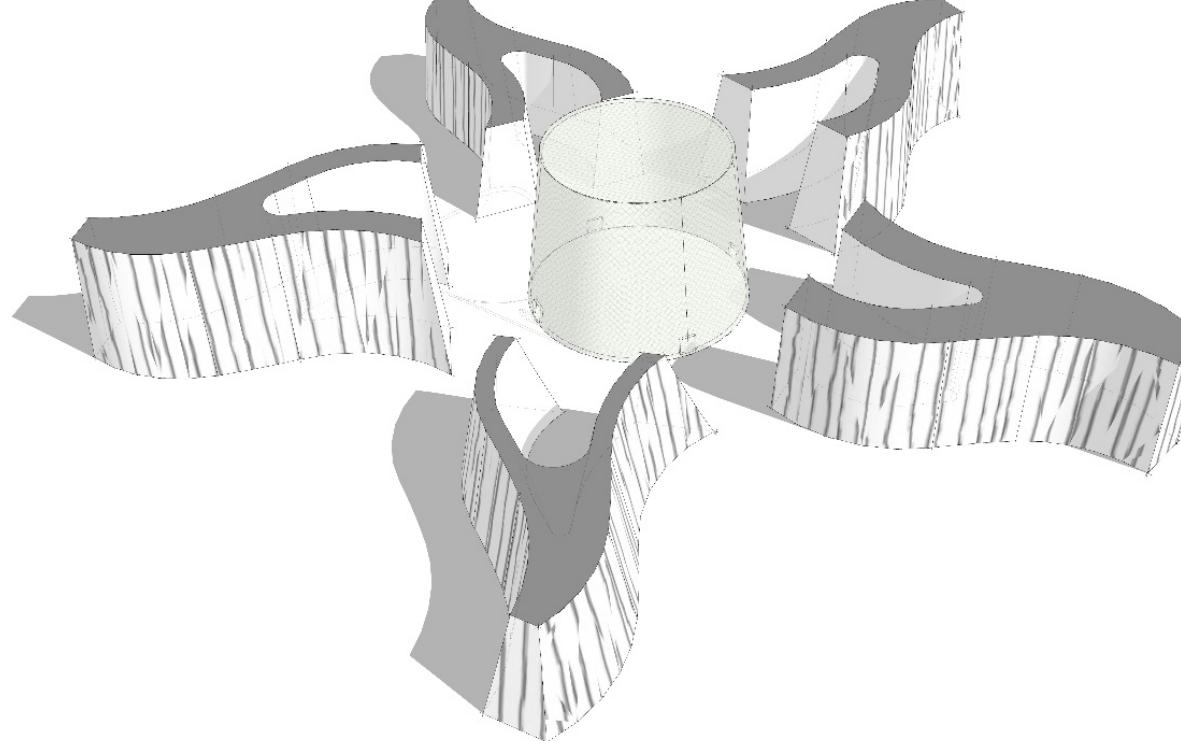
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THE LIGHT OF WOMEN

CAMPUS EDUCATION

The cylinder, which represents the initiatory journey of the trainee, creates the link between the five buildings, symbolizing the five continents, the five senses, the five elements.

A university campus that aims to receive trainees from all over the world through a scholarship that allows them to be hosted and follow the university curriculum they have been able to access after the required selection criteria. University or training exchanges are also part of this pole.



Hera

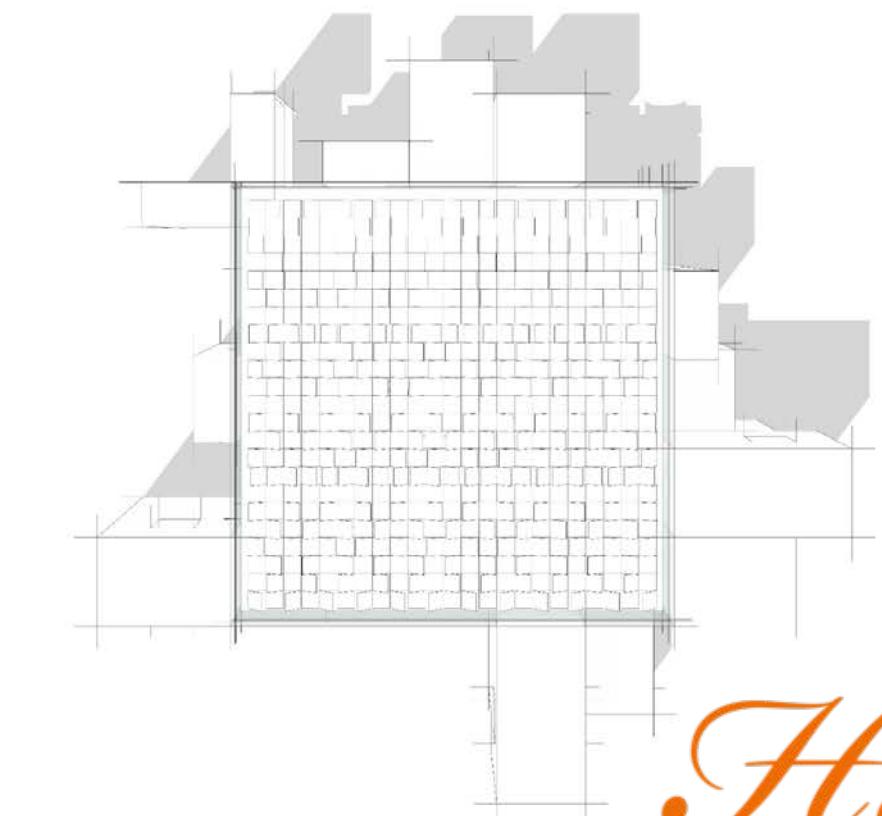
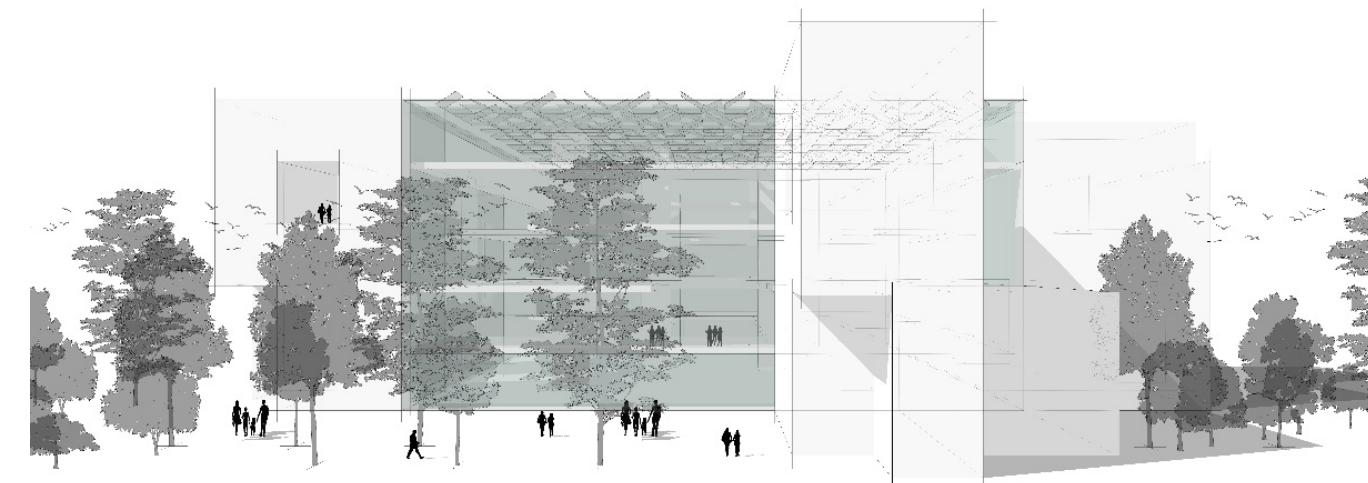
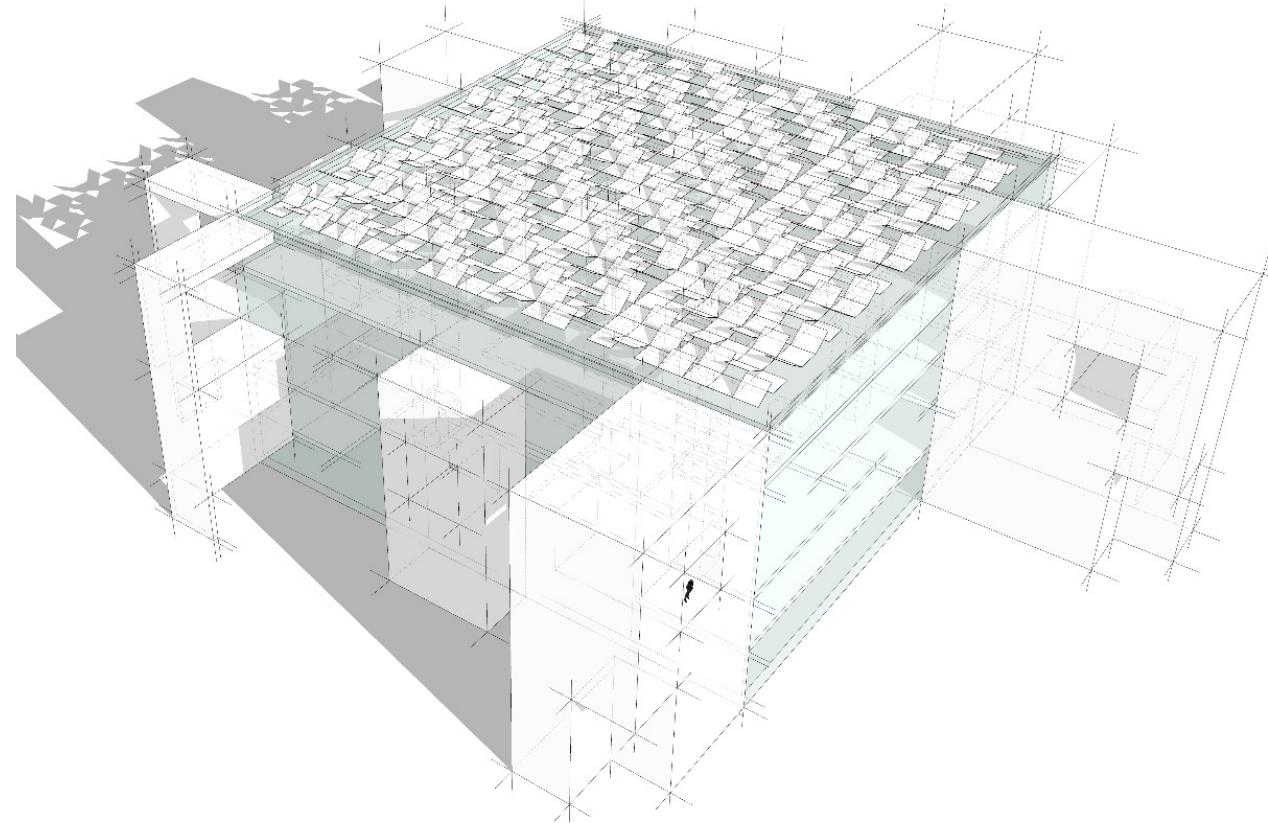
THE LIGHT OF WOMEN

MUSEUM CULTURE

The square, symbolizing the collective unconsciousness, matter and space, is expanding in a connected world.

A museum intended to display works for permanent and temporary collections in all areas of creation, non-restrictive yet directly or indirectly linked with the work of women, with the primary objective of supporting women's community associations integrating social responsibility.

A challenge is launched to international designers in all fields who will be invited to create unique pieces, combining creativity and social responsibility. These works of art will be part of the Hera collection, presented at the museum.



Hera

THE LIGHT OF WOMEN

SMART GREEN CITY PILLAR OF SUSTAINABLE GROWTH

HERA CITY is a smart city that offers humanity a better quality of life.

- ▶ Ubiquitous city with technology interwoven in everything from streets to buildings
- ▶ Hera will be a smart green city for the humanity of people for a better quality of life, not just the technologist.
- ▶ Sensors spread across the city to gauge energy consumption, smart traffic & parking, temperature, water, LED lights, video, intelligent transportation, safety, health and "security for all".
- ▶ Digital city services and public engagement.
- ▶ Sustainable energy solutions, electric vehicles, shared transport, food waste to energy, underground distribution.
- ▶ Sensors in farming for sustainable organic farming and "food to table".

SUSTAINABLE DEVELOPMENT GOALS



Hera

THE LIGHT OF WOMEN

A photograph of a diverse crowd of people at what appears to be a public event or performance. In the center, a woman with blonde hair and blue eyes, wearing a dark fur-trimmed coat, looks back over her shoulder with a slight smile. To her left, a man in a blue jacket also looks towards the camera. The background is filled with other spectators, some blurred and out of focus. A white coffee cup with the word "Gab" is visible in the bottom right corner.

HERA
COMMUNICATION TOOLS

PERFUME HERA - THE LIGHT OF WOMEN THE "EX-LIBRIS" OF HERA

One of the biggest communication tools of Hera is the perfume Hera The Light of Women.

This perfume has the mission of linking women through the same scent , and at the same time making them responsible for helping other women.

This scent will drive women from all over the world to Hera City , where they will reunite and make the change for a better future for Humanity.

Hera challenged the best bio perfumer, Jean Charles Sommerard from Sevessence/Paris, to create this perfume with a mission. (Please see video for details)

The perfume will be on sale in several platforms as a non profit product. The net result of its sales will be totally used in missions of empowering women worldwide through entrepreneurship and education.

We are Hera and we will recognize ourselves through the wonderful scent of this bio perfume, Hera the Light of Women.



Jean Charles Sommerard

Hera

THE LIGHT OF WOMEN

OBSERVATORY FOR THE FUTURE OF HUMANITY

OBSERVATORY FOR THE FUTURE OF HUMANITY

The Observatory for the Future of Humanity gathers the masterminds of this world in several fields to reflect on the future needs of humankind.

There will be seminars, conferences and the results will be published work.

This Observatory will structure the future Institute of Advanced Studies in Hera City.

www.asa-art.com/OFH

ASA Art and Technology



Cascais, Portugal



Emanuel Pimenta
Co-ordinator of OFH

Hera

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HERA TV

Hera TV is a video platform with interactive content for men and women around the world. We are offering content that helps women to learn more about other women and empower themselves. We are sharing tools and stories that will help humanity, in all aspects of living for a better future.

Hera TV can be found on You Tube and our mobile partner Fem Foundry.



Mary Pagano
Hera Board Advisor
Hera TV Founder & Creator

Here is some content you could use on Youtube

https://www.youtube.com/channel/UCnj0LHoq0__boseDTHZP_5A

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www.heracity.org