



**3ZERO CLUB™**

## **CONCEPT NOTE**

June 2021

Dear Friends,

We are ready to launch a very significant initiative on June 28, 2021. Against the backdrop of the ongoing pandemic and our commitment to the policy of No Going Back, this initiative is going to be the most appropriate and impactful step for young people to take.

This initiative consists of setting up the global chain of 3ZERO Clubs of young people committed to creating a world of three zeros. These 3ZERO Clubs will provide platforms to young people to explore ways to achieve this goal with their creative initiatives. Each Club is a self-formed, self-contained mini-Club of five members with self-chosen tasks to play a decisive role in creating a three zero world.

I draw your attention to the concept note of 3ZERO Club. Anybody interested to know more about 3ZERO Clubs, please visit our website or write to us.

I hope you'll think of creating a 3ZERO club if you qualify; if not, encourage young people around you to create 3ZERO Clubs. It will be lots of fun for them. They'll be amazed to see how many friends they can make all over the world and how much they can contribute to creating a world of three zeros. "No Going Back" will be the foundation of their commitment.

I invite you to join the launching ceremony of the 3ZERO Club on June 28, the first day of our Social Business Day 2021.

See you at the launching of the 3ZERO Club.



**Professor Muhammad Yunus**  
2006 Nobel Peace Laureate



## INTRODUCTION

The 3ZERO Club is an initiative towards achieving the Nobel Peace Laureate Professor Muhammad Yunus's vision of creating a world of three zeros — zero net carbon emission, zero wealth concentration for ending poverty, and zero unemployment by unleashing entrepreneurship in all.

This initiative of setting up a global network of 3ZERO Clubs is undertaken to make young people familiar with the goal of three zero world and ways to achieve this goal with the creative initiatives of young people. Each Club is a self-formed, self-contained mini-Club of five members with self-chosen tasks to play a role in creating a three zero world. Each Club empowers itself by connecting with other such Clubs, having a larger range of common features. The Clubs become exponentially powerful as they link themselves up with each other. This networking expedites, in a systematic way, the process of reaching the goal faster.

Each Club is a doer on its own and at the same time a support unit for many other Clubs in the system. Each Club will define its role and programme as they grow. As the Club activities widen, they transform the members who gradually unfold themselves as a force to change the world. The Club gives the opportunity to young people to take up the responsibility to create a world of their choosing rather than spending their lives complaining about the world they live in. Each Club can form its own "Circle" focusing on any particular subject or orientation, or join any existing Circles to widen the world of friends having a common interest.

## VISION

The vision of the 3ZERO Club is to create a world of three zeros – zero net carbon emission, zero wealth concentration for ending poverty, and zero unemployment by unleashing entrepreneurship in all.



## MISSION

The mission of the 3ZERO Club is to inspire and enable the youth to ideate, create and lead with the entrepreneurial spirit to solve the most pressing social and environmental issues of our time.

## CLUB

Each 3ZERO Club is formed with a fixed number of five young persons between the age of 12 and 35 years. The age difference between the oldest and youngest members within a Club cannot be more than seven years. Each Club is headed by a person with the title of Key Person and assisted by a deputy known as Deputy Key Person. Members at the time of the registration are known as Founding Members, the Key Person as the Founding Key Person, the deputy as the Founding Deputy Key person.

Unless the 3Z Global Centre is notified in December each year, the new Club Key Person and the Club Deputy Key Person, current Key Person and the Deputy Key Person will continue in their positions.

Anyone from any part of the world, from any poor, rich, rural, suburban and city areas, can be a Club member or create a Club.

## 3ZERO CLUB REGISTRATION PROCESS

3ZERO Clubs are registered at 3Z Global Centre online at [www.3zero.club](http://www.3zero.club). The website gives detailed instructions on how to register. Once the registration process is completed, the Club will get a welcome letter with the Club's ID number. Each 3ZERO Club is formally born after being registered with the 3Z Global Centre and receiving a welcome letter.



## AREA OF FOCUS OF A 3ZERO CLUB

There are so many things a 3ZERO Club can do to turn the world around. A Club may start with a very broad area of interest, such as achieving a world of three zeros. To make it manageable, the Club has to find a narrow area within the broad subject. This needs intensive discussion among the Club members. They can see what other 3ZERO Clubs are doing and the common interest among the members of their Club.

The focus decided by the Club becomes a part of the name of the Club. For example, if the Club chooses 'environment' as the core issue, it will be known as "3ZERO Club for Environment".

There are many focus areas to choose from, such as:

<b>Environment &amp; climate change</b>	<b>Technology &amp; innovation</b>	<b>WASH</b>	<b>Sports</b>
<b>Microcredit</b>	<b>Waste</b>	<b>Education</b>	<b>Health &amp; wellbeing</b>
<b>Entrepreneurship</b>	<b>Circular economy</b>	<b>Employment</b>	<b>Art, culture &amp; music</b>
<b>History</b>	<b>Tourism</b>	<b>People with disabilities</b>	<b>Economics</b>
<b>Agriculture</b>	<b>Forestry</b>	<b>Food &amp; nutrition</b>	<b>Mother and child</b>
<b>Energy</b>	<b>Transport</b>	<b>Literature</b>	<b>Social business</b>
	<b>Social fiction</b>	<b>Journalism</b>	

A Club is free to choose any area of focus. A Club can choose a focus that is not in the above list, or a branch of any one of these. If requested, 3Z Global Centre may connect a 3ZERO Club with Clubs with similar interest.

## ACTIVITIES OF A 3ZERO CLUB

The activities of a 3ZERO Club can be as diversified as the members making it up. Each Club is its own decision-maker within the framework of the mission of the Club. It will decide on the focus of its attention. It can narrow down its attention to a very specific aspect of a large agenda. It will all depend on the aptitude, special interest, experience and orientation of the Club members. A Club may begin with an objective of learning – to learn from members from other Clubs. But sooner or later it has to start a programme around a particular subject on which it will focus. The focus area can be changed any time later by notifying the 3Z Global Centre that is responsible for keeping all records. 3ZERO Clubs set up a process of learning from each other, inspiring each other and finding strength from each other.

Each Club is responsible for designing its action programmes and executing these programmes. The Clubs are encouraged to keep 3Z Global Centre informed about their programmes and any changes in the programmes, for record-keeping and sharing the details of the programmes with other Clubs in their Circles to help enrich each other's programmes.

A continuous process of mutual sharing is the key to the success of the Clubs in achieving the collective goals of all the Clubs.

A basic test of the success of a Club is to check if all members are enjoying whatever they are doing through the Club. If they are not enjoying them, then the Club has to revisit its own programmes, as well as the programmes of the Circles that the Club is associated with. A 3ZERO Club must be a constant source of joy, excitement, and achievements to its members.



The Club must give the members a feeling that they can do something concrete and significant in the local context, to begin with, and ultimately hoping to make it important even in the global context. It is the significance of each thought and action of the Club that makes the Club worthwhile. The most important aspect of the Club is its commitment and the direction of its actions. No action is insignificant if it is directed to changing the world. Turning imaginations into tiny actions is the core strategy of the Clubs.

Long-term commitment of each Club, linking up with other Clubs to broaden the Circle of friends to learn from each other, work together, and the massive power of communication technology can set in motion the tsunami of change that is desperately needed now.

## INITIAL DAYS

The Club may start with a deep discussion among the members about what it would like to do in the first six months. The Club may contact the 3Z Global Centre to see if there are Clubs or Support Organisations that provide orientation services to new 3ZERO Clubs. The Club may take its own initiative to understand the concept of 3ZEROs and translate the concept into action items.

Members may try to get a broad understanding of the problems of global warming, wealth concentration, and unemployment and may search for examples that play a role in addressing them in concrete ways.

They may –

- explore how social business can be created to address these problems;
- get introduced to some social businesses which are devoted to addressing these problems;

- participate in events related to the concept of 3ZEROs and Social Businesses; and
- connect with other Clubs to organise common programmes or join their programmes.

## CIRCLES, CIRCLE CENTRES AND NETWORKS

A Club may reach out to another Club or a group of Clubs having the same focus area or some common denominator. It may look for Clubs in the same city or even neighborhood or look for Clubs of a specific type of membership, such as same gender or age group.

Five or more Clubs with some common characteristics may form a cluster to be known as a Circle. A Circle is recognised only when it is registered with the 3Z Global Centre. The participating Clubs decide the common features of a particular Circle. A Club can get in touch with the 3Z Global Centre to get their help in finding Clubs with common characteristics to form a 'Circle' or to join an existing Circle with desired features.

Clubs may form a Circle based on common country, language, province, district, city, a particular neighbourhood of a city, or any other administrative or geographical identity, such as the multi-national entities like EU, ASEAN, SAARC etc. or any other common denominator.

Circles decide their own common programmes. The initiating Club or one of the participating Clubs is designated as the Circle Centre to undertake the coordinating role of the Circle Centre. The key person of the Centre is known as the "navigator" for the Circle. The co-key person is known as the "co-navigator".



In addition to Circles, Clubs can form a “Network”. Unlike the Circle, the Network doesn’t need any common denominator. For any convenience, Clubs can form Networks. Networks have Network Centres with Network Navigators and Deputy Navigator, just like the Circles. The common goal for all Clubs would be to connect with each other for more power to create more impact.

## **ROLE OF AFFILIATING INSTITUTIONS**

### **YUNUS SOCIAL BUSINESS CENTRE (YSBC)**

A Yunus Social Business Centre (YSBC) is an academic centre located in a university to undertake research, action research and offer courses on social business. YSBCs may offer informal affiliation to 3ZERO Clubs to help them organise their programmes, provide guidance to implement programmes, connect university faculty and students, monitor the activities of the Club, offer training facilities, undertake action-researches, conduct design competitions, connect them with resource persons, and give them technical assistance.

As a token of affiliation, the YSBC will issue a certificate of affiliation to a 3ZERO Club. A YSBC may withdraw its affiliation to any Club without assigning any reason. Similarly, a Club may decide to discontinue its affiliation with a YSBC. In both cases, it has to be done through 3Z Global Centre. If a Club is not affiliated with a YSBC, it would be deemed to be affiliated with 3Z Global Centre.

### **3Z SUPPORT ORGANISATIONS**

Organisations that are willing to provide any kind of assistance to Clubs may be registered with 3Z Global Centre as 3Z Support Organisations.

Clubs, Circles and Networks can approach the 3Z Global Centre to get connected with appropriate 3Z Support Organisations. There will be choices of programmes offered to Clubs, and Circles, such as design competitions, workshops, field visits, events etc. Some 3Z Support Organisations may aim at the specific type of Clubs, Circles and Networks, and others may offer services to all Clubs, Circles, and Networks.

## 3Z GLOBAL CENTRE

The 3Z Global Centre is responsible for resolving all issues relating to the Clubs, Circles, and Networks. It has the final decision-making power on all issues relating to rules and procedures, objectives, registration, affiliation, cancellation of registration, acceptance and cancellation of membership in any Circles, or Networks or any other organisational matters.

Power to prepare and amend guidelines that defines the relationship among the Clubs and between the Clubs and the 3Z Global Centre remains vested in 3Z Global Centre. It is responsible for keeping all information about the leadership, membership, receiving and disseminating all news, activity reports, presentations, videos, photographs, from Clubs, Circles, Networks, etc.

The 3Z Global Centre is headed by an Executive Officer (EXO). The EXO is appointed by Nobel Laureate Professor Muhammad Yunus, who is the Chief Advisor of the 3Z Global Centre.

The 3Z Global Centre serves as a one-stop help centre for all Clubs, Circles, support organisations, YSBCs, and facilitates networking among all Clubs and associated organisations. It plays a key role in co-organising and coordinating network events, programs, and competitions. The 3Z Global Centre helps the Clubs to get connected with support organisations and facilitate and co-organise programs for affiliating institutions. It provides services to Clubs to get introduced to individuals who can help Clubs to develop and execute their programs. It makes efforts to

connect Clubs with foundations, government agencies, international organisations, corporates, media, business leaders and organisations who may support Club activities, and vice versa. It draws media attention to programmes and projects undertaken by Clubs. It helps Clubs in organising national, regional, and global programmes. It organises various design competitions, workshops, lectures, and conferences. It invites ideas and proposals from Clubs to undertake various programmes at a local, regional or global level. All 3ZERO Clubs, Circles, Networks, the 3Z Global Centre are informal entities.



EXO  
The 3Z Global Centre  
9th Floor, Grameen Telecom Bhaban, Zoo Road, Mirpur 1, Dhaka-1216, Bangladesh  
Email: [connect@3zero.club](mailto:connect@3zero.club) | Website: [www.3zero.club](http://www.3zero.club)

