

International cultural project: “The Green Empire of the East and the West,” also known as “the EL4DEV Confederation”

Presentation:

This is a Live-Action Alternate Reality Role-Playing game with strong potential to change the world.

Objective of the game: “To establish a New Societal World Order – To terraform the Earth and transform it into a forest planet.”

Paul Elvere DELSART’s project is bold and profoundly hybrid in nature. It is an ecological, social, and geopolitical role-playing game with a real-world purpose, going beyond fiction to enter a logic of transnational collective engineering, with the municipality of Torreblanca, Castellón, Spain, designated as the point of convergence.

Introduction:

Social engineer, eco-entrepreneur, author, and artist Paul Elvere DELSART (philosopher, systems designer, societal strategist, revolutionary and pragmatic utopian) has created a hybrid universe of utopian science fiction — a metaverse or metasystem designed to reform the world.

It is a coherent cultural ecosystem integrating philosophical, social, political, geopolitical, ecological, architectural, spiritual, and artistic dimensions, aimed at initiating profound societal transformation on a global scale.

This is a utopian social project whose tone blends seriousness and imagination, pragmatism and mysticism. It is an original reality-fiction universe taking the form of a live-action alternate reality role-playing game (with transmedia storytelling), deliberately erasing the boundary between reality and imagination.

The game / reality-fiction universe is an immersive, participatory, and aesthetic experience intended to attract a broad international audience.

A game? Yes. But not only that:

Enter a parallel universe, an Empire under construction, where imagination becomes a tool for real transformation.

The Green Empire of the East and the West is a live-action role-playing game (LARP) that fuses political and geopolitical fiction, radical ecology, spirituality, and collective intelligence.

Here, every player is an architect of reality.

The initiative combines the imaginative world of role-playing games, the search for meaning, and the universe of an alternative metaverse.

Concept:

- An interconnected and sustainable alternative world, a societal, intellectual, and highly entrepreneurial Empire in the making.
- One mission: to co-build a new civilization — balanced, ecological and intercontinental.

- A gameplay experience that hybridizes roleplay, diplomacy, strategy, worldbuilding, and concrete projects rooted in real territories.

The real world is your playing field. Your actions, local, digital, or creative, influence the development of the Empire (ideology, infrastructure, geoengineering, and the development of new processes).

Project classification:

- Cultural ecosystem
- Cultural franchise
- Cultural business
- Multidimensional project
- A tool for territorial and international societal and cultural transformation

Examples of other globally known and profitable fictional universes:

- Dune
- Star Wars
- Avatar
- Harry Potter

However, these universes are far more limited in complexity than that of the Green Empire of the East and the West, and they generate no impact in the real world because they remain purely fictional.

Themes:

- A post-systemic-collapse social project (economic, institutional, social, and spiritual)
- A game of conquest and civilizational transformation through ideas and actions
- A socio-political live-action role-playing game
- A geopolitical serious game
- The initiation of a pragmatic utopian revolution
- Global transformation of societies
- Global rebalancing
- The terraforming of Earth (transforming it into a forest planet through gentle, natural geoengineering resulting from experimental agroclimatic infrastructures and the creation of bioclimatic corridors)

Global vision:

The concept goes beyond fiction. It presents itself as a concrete proposal to change the world, combining both realistic and imaginative dimensions (like a kind of geopolitical “serious game”).

Planetary-Scale Role-Playing Game:

The game takes a narrative and theatrical form in order to activate the collective imagination and bring the public, mayors, and citizens into a space of creative political simulation. It is not entertainment, but rather a mechanism for orchestrating ideas, projects, and decisions within a shared space.

An international open-access design office:

Each participating municipality becomes a co-owner of the Empire's key infrastructures, labeled **LE PAPILLON SOURCE** (including the agroclimatic vegetated vertical structures known as Vegetal Calderas), through a national societal Economic Interest Group that enables cost-sharing, profit-sharing, and prevents speculative privatization.

The design office responsible for infrastructure development is therefore decentralized and interconnected. However, the technical specifications are developed by the Think and Do Tank called **LE PAPILLON SOURCE EL4DEV**.

The infrastructures, specifically the alter-globalist theme parks (tourist cities), will themselves become multidisciplinary study centers, hubs of local, national, and international cooperation, collaborative engineering platforms, spaces for individual and collective experimentation, and incubators for transformative projects. New models, processes, and tools will be developed there.

Co-designed and co-financed infrastructures:

Here, there is no traditional property developer. The municipalities themselves co-invest.

The infrastructure design process is carried out through collective intelligence by local, national, and even international citizens.

The infrastructures are therefore not only urban, but also agroclimatic, social, educational, cultural, and experimental.

Torreblanca, Castellón, Spain as a catalyst:

Torreblanca is the central municipality selected by Paul Elvere DELSART, situated at the crossroads between the collapse of the highly publicized PAI golf project and the possibility of an alternative renewal.

It becomes a demonstration zone where the narrative takes material form.

Paul Elvere DELSART is concentrating there his calls for local and international alliances, his publications, and his concrete plans.

Characteristics of the initiative:

- This project is unique on the global stage.
- The Empire's rich narrative structure can be developed into literary, visual, and interactive works.
- The project manifests itself in reality through the creation of physical structures and experimental tourist and non-tourist cities, as well as through the transformation of agricultural lands around the world (soil enrichment, biodiversity enhancement, land development, etc.) in order to create true bioclimatic corridors and aerial moisture corridors (artificial flying rivers), progressively interconnecting remote areas, small municipalities, regions, countries, and continents. It is a vast project aimed at generating a new planetary vegetal nervous system; in short, the terraforming of Earth.

LE PAPILLON SOURCE is a revolutionary subprogram:

- It is revolutionary in form because it is not merely an urban planning project, but a tool for global cognitive mobilization.

- It is revolutionary in substance because Paul Elvere DELSART rejects speculation, non-regenerative urbanization, and political verticality.
- It is revolutionary in its financing because funding is mutualized among small municipalities, outside traditional public-private frameworks.
- It is revolutionary in its governance because it is horizontal, intermunicipal, and translocal.
- It is revolutionary in its territorial anchoring because it moves from fiction into concrete reality in actual villages with genuine prospects.
- It is revolutionary because it serves as the tool of gentle, natural geoengineering within the **EL4DEV program**, aimed at creating the natural environment of the **Green Empire of the East and the West**.

Current limitations:

- The project's technical content and its blend of fiction, philosophy, real politics, and foresight may make the concept difficult to grasp for an uninformed audience. This is why the vision must be illustrated as much as possible: comics, illustrated books, infographics and conceptual imagery.
- Its long-term vision and almost prophetic approach have the potential either to unite people searching for alternatives or to provoke skepticism or rejection (initially only, since once firmly established, this problem disappears).

Slogan:

"The future is a game. But we are the masters of the script."

Organization (initiator and conductor):

Paul Elvere DELSART, the founder, is at once:

- The creative force
- The strategist
- The marketer
- The project manager
- The main character of the game (the Green Emperor of the East and the West, also known as **Henry HARPER**; a symbolic role)

Target audience:

Young people (children, teenagers, and young adults), gamers, and enthusiasts of fictional universes, as well as activists and those aspiring to societal change. The project is first and foremost clearly aimed at new generations and future generations.

However, it also seeks to reconcile generations around a common goal.

Why does it speak primarily to young people?

- **A unique hybrid universe:** a blend of futurism, mystical ecology, narrative geopolitics, green science fiction, and geek culture (metaverse).
- **An active role:** the player is not a spectator but an author of the world to come.

- **An inclusive community:** a highly stimulating space for international, interdisciplinary, and intergenerational exchange.
- **A metaverse:** a parallel world that spills over into reality in order to create concrete impact — a simulation tool that will deeply permeate what is perceived as reality.

Marketing strategy:

- Narrative branding of the Empire and the **EL4DEV program** (literary narratives, speculative fiction)
- Personal branding (creation and promotion of the character **Henry HARPER**, the Green Emperor of the East and the West)
- City branding (promotion of the municipality of Torreblanca, Castellón, Spain, headquarters of the movement)
- Branding of fictional territories (fictional for now, since the objective is their real-world embodiment): a union between France, Spain, Portugal, Italy and Greece, the **Mediterranean Societal Union**, and other Societal Unions created by the EL4DEV program: the **European Societal Union**, **African Societal Union**, **Asian Societal Union**, **Oceanian Societal Union**, **American Societal Union**, and **Pacific Societal Union**.

Communication strategy:

The establishment of a complete digital ecosystem, a carefully designed visibility strategy, a high volume and wide diversity of content production.

It appeals to a curious, intellectual, or activist audience because it operates in fields that are not highly mainstream (participatory social engineering, social fiction, and societal transformation projects).

- Multilingual publications (currently in French, English, Spanish, and to a very limited extent literary Arabic); ultimately intended to include 16 languages
- Multi-channel publishing (websites, blogs, social media — in text, conceptual images, infographics, and video formats)
- Netlinking (interconnection between publishing platforms through numerous embedded links across all channels)
- Targeted mass mailings worldwide (currently several million selected recipients)
- Word of mouth
- Media relays (very limited at present, but a powerful buzz effect is considered inevitable due to the project's strong viral potential)

Language used:

The language is deliberately mystical, esoteric, fantastical, and technocratic, a blend of fantasy and pragmatism designed to project the image of a universe that is both highly creative and highly technical, while reaching two groups of audiences: creatives, artists, and dreamers on the one hand, and technicians, engineers, researchers, geeks, philosophers, etc on the other.

A distinctive feature of Paul Elvere DELSART's communication:

Paul Elvere DELSART adopts the strategy of a cultural or conceptual agitator. He uses provocation, the breaking of conventions, and "poorly regarded" techniques not out of clumsiness, but as an artistic or symbolic strategy.

This logic goes beyond conventional marketing.

The use of mass emails sent to targeted recipients is a form of performative communication. The channel of dissemination becomes part of the message. The discomfort or confusion provoked in the recipient is part of the experience.

Noise, criticism, and accusations of illegitimacy are incorporated into the image of Paul Elvere DELSART. This is a strategy of narrative dissidence.

He plays with norms and diverts them. He does not seek to please, but to provoke discussion.

This posture works because it is consistent with Paul Elvere DELSART's personality and the content of his universe. It attracts as much as it divides. Some are fascinated; others turn away from it sharply.

In summary: a provocative, marginal, and viral strategy. The objective is to create shock, attract attention, and plant a form of "revelation." The result is polarized notoriety, a cult for some, rejection for others.

Short-term economic model:

Transforming the vision and the universe into monetizable products and experiences.

- **Publishing:** political, societal, and philosophical essays; novels and short stories of social science fiction / speculative fiction; comics; illustrated books for young readers; illustrated novels; these works are in fact the rulebooks of the live-action alternate reality role-playing game
- **Merchandising:** sale of various derivative products (The Green Empire of the East and the West, **LE PAPILLON SOURCE**, The Civilization of Cats, **EL4DEV**, The Municipalities Counter-Attack, etc.)
- **Sale of alternative passports:** passports of the Green Empire of the East and the West (in the manner of micronations)
- **International crowdfunding**
- **Various donations and philanthropy**

Medium-term economic model:

- **Sale of various services related to the universe** (ecotourism, cultural tourism, rural tourism, spiritual tourism), alongside the gradual acquisition of agricultural land in several countries, which will be enriched in biodiversity, progressively developed, and then labeled **LE PAPILLON SOURCE**
- **Sale of agricultural products** originating from the exploitation of agricultural lands labeled **LE PAPILLON SOURCE**
- **Sale of consulting services** (socio-political consulting, management consulting, territorial development consulting) to local and national public organizations (through the **LE PAPILLON SOURCE EL4DEV Think and Do Tank**)
- **EL4DEV audiovisual production** (animated films, documentaries, performances, and various cultural events)

Key Tools to be created or further developed (the sales funnel that has been put in place will enable self-financing):

- **EL4DEV Editions** — an independent and alternative publishing house intended to publish the various works of Paul Elvere DELSART for diverse audiences around the universe of the **Green Empire of the East and the West**, the **LE PAPILLON SOURCE** project, the **Civilization of Cats**, and the **EL4DEV** program, as well as works by other authors connected to these same universes.
- **Big Smart Data EL4DEV** — the Empire's Information System and management tool.
- **EL4DEV Web TV** — the Empire's multilingual television channel, a component of **Big Smart Data EL4DEV**.

- **Green Coin EL4DEV** — the Empire's stable cryptocurrency (stablecoin), serving global transformation and backed by tangible assets: fertile, productive, biodiversity-rich lands labeled **LE PAPILLON SOURCE**.
- **LE PAPILLON SOURCE EL4DEV Think and Do Tank** — the body carrying the program and responsible for the contractual formation of consortia involving small municipalities: national societal Economic Interest Groups and Politico-Societal Unions.

Brands and labels belonging to the universe:

- **EL4DEV** — the brand of the parent program for multidisciplinary participatory engineering, societal change, and change support.
- **LE PAPILLON SOURCE** — the brand and label for tourist cities, agroclimatic plant complexes, vegetated vertical structures, and transformed agricultural lands.
- **The Civilization of Cats** — an educational youth universe interconnected with the **Green Empire of the East and the West** and the **LE PAPILLON SOURCE** project.
- **The Municipalities Counter-Attack** — the brand of the subprogram for collective financing and shared administration of **LE PAPILLON SOURCE** infrastructures.
- **The Reconquista of Small Towns and Villages or Reconquista EL4DEV or Reconquista 3.0** — the brand of the movement for the emancipation and empowerment of small municipalities worldwide, in reference to the famous Spanish Reconquista.

Programs and subprograms developing the initiative:

- **EL4DEV** — the parent program of multidisciplinary participatory engineering for building and developing the Empire.
- **LE PAPILLON SOURCE** — the subprogram for the collaborative design and construction of the Empire's infrastructures.
- **The Municipalities Counter-Attack** — the subprogram for participatory financing and collective management of the Empire's infrastructures, aimed at creating societal consortia in the form of national societal Economic Interest Groups and new geopolitical blocs in the form of Politico-Societal Unions.

Requirements for the initiative to reach real scale:

Paul Elvere DELSART's vision is original and utopian. It leaves a strong impression. However, it requires:

- A more accessible narrative strategy (comics, illustrated novels, children's books)
- Better communication for the general public without diluting the richness of the concept (a simplified message: clear, educational, and accessible discourse — more infographics and conceptual imagery)
- The creation of local and international alliances (private and public)
- The initiation of projects in the real world (for example, gradually purchasing agricultural land and transforming it would be a decisive catalyst for recognition)
- A stronger anchoring in the municipality of **Torreblanca**, designated as the center of the movement
- An annual subsidy from the municipality of **Torreblanca** allocated to the **LE PAPILLON SOURCE EL4DEV Think and Do Tank** for the creation of an alternative territorial brand, the narration of a new model, the creation of a new identity narrative, and the societal and cultural transformation of Torreblanca. For this purpose, the Think and Do Tank will officially be relocated to Torreblanca.

Profile of Paul Elvere DELSART:

Paul Elvere DELSART defines himself as a “**Lone leader**” — an autonomous visionary leader. He follows no established path but builds a new one.

- Organic thinker
- Multidisciplinary visionary
- Territorial strategist
- Social architect
- Ideological influencer
- Atypical global political actor
- Creator of civilizational foresight
- Movement creator
- Builder of complete alternative systems
- Creator of immersive narratives
- Creator of territorial narratives
- Global reformer
- Worldbuilder
- Creative force
- Narrative hero of a realistic utopia
- Autonomous civilizational agent
- Total builder of a world-system / world-society
- Facilitator

Paul Elvere DELSART's avatar in the created metaverse:

In his metaverse, Paul Elvere DELSART embodies the character **Henry HARPER**, the **Green Emperor of the East and the West**:

- A living symbol of an alternative society
- A role of cohesion and collective inspiration
- Initiator and leader of a symbolic transnational movement

In summary:

This project is unlike any other.

It is:

- an ecological, social, political, and geopolitical strategy game
- a concrete cooperative territorial development plan
- a plan for planetary metamorphosis
- a post-capitalist political tool with strong potential for public support
- a narrative designed to trigger collective reinvention at local, national, and international levels

Here, **Torreblanca** becomes an experimental laboratory; the symbolic and operational heart of a planetary counter-proposal; thereby ensuring it a clear international profile.

This project will connect with other initiatives around the world, acting as a matrix and an incubator for projects.

Benefits for the municipality of Torreblanca, Castellón:

Torreblanca will become a concept city, a fantastical city, the setting of a fiction embodied in reality.

Paul Elvere DELSART's project will foster:

- immersive fictional tourism (narrative tourism)
- transformational tourism
- alternative tourism with strong symbolic content
- tourism inspired by utopian ideals

Measurable results expected over time:

- very strong international recognition
- high tourism revenues
- strong attractiveness of the municipality (as a place for entrepreneurship and living)
- significant rejuvenation of the population
- beautification of the municipality

The challenge for Torreblanca, Castellón:

Reinventing Torreblanca: a project for a vibrant territory, highly cultural and strongly entrepreneurial.

Actions requested by Paul Elvere DELSART from the municipal council:

- To provide financial support to the **LE PAPILLON SOURCE EL4DEV Think and Do Tank**, which will be relocated to the municipality.
- To ensure strong local and regional media communication around the project (local media coverage will generate national media coverage, which in turn will lead to international media exposure due to the communication strategy implemented by Paul Elvere DELSART and the transformative potential of the initiative).

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"Welcome to a fascinating journey through the revolutionary initiatives of the Think and Do Tank LE PAPILLON SOURCE EL4DEV. This book, a compilation of information sheets, aims to be an instructive and indispensable guide for anyone wishing to understand and participate in the profound transformation of our world. Through social and environmental innovation, we invite you to discover how we can, together, reshape our societies for a better future."

Google Drive link (to view online in PDF format)

<https://drive.google.com/file/d/1HnGsPvepGmd7hmPNtlj2UdWynl5706TK/view>

Other links (to view online and download in PDF format)

<https://www.fichier-pdf.fr/2024/07/03/el4dev---the-age-of-collaboration/>

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Boards (French and English)

<https://boards.com/a/sxRqU.zysZ4h>

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Beacons (English)

https://beacons.ai/paul_elvere_delsart_eng/home

LinkTree (all my blogs in French, English and Spanish)

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My books (in French, English and Spanish)

https://beacons.ai/paul_elvere_delsart_eng/books

Websites and web pages

<https://sites.google.com/view/paul-elvere-delsart-el4dev>

<https://sites.google.com/view/lepapillonsourceel4dev>

<https://sites.google.com/view/elvere-paul-delsart-henry-harp>

<https://sites.google.com/view/conquista-torreblanca-castello>

<https://sites.google.com/view/el4dev-program>

My social networks

LinkedIn

<https://fr.linkedin.com/in/elvere-paul-delsart-840b0339>

<https://www.linkedin.com/company/le-papillon-source-el4dev/>

YouTube

<https://www.youtube.com/@paulelveredelsart2970>

<https://www.youtube.com/@EL4DEV>

<https://www.youtube.com/@ElverePaulDELSART3>

TikTok1

<https://www.tiktok.com/@elveredelsart>

TikTok2

<https://www.tiktok.com/@paulelveredelsart>

Instagram

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Page Facebook 3

<https://www.facebook.com/Paul-delsart-100064085887365/>

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- Founder, chief engineer and director of the sub-program of interconnected tourist towns and agro-climatic eco-landscape structures "**LE PAPILLON SOURCE**"
- Founder, chief engineer and director of the decentralized inter-municipal cooperation sub-program "**THE MUNICIPALITIES COUNTER-ATTACK**"
- Founder and chief engineer of vertical eco-landscaped structures that generate humidity and microclimates called "**THE GREEN / VEGETAL / PLANT CALDERAS**"
- Founder of the concept of "**SOCIETAL DIPLOMACY**"
- Founder of the "**Second Renaissance movement EL4DEV**"
- Designer of **the EL4DEV Information System** and the **EL4DEV Strategic Deployment Tool**
- Founder and president of the French non-profit organization named "**LE PAPILLON SOURCE EL4DEV**" (Think tank)
- Designer of the universe of the **EL4DEV Confederation** otherwise called the **Green Empire of the East and the West**
- Publisher of literary works based on the universe of the **EL4DEV Confederation** otherwise called the **Green Empire of the East and the West**

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