



# MEMBER'S HANDBOOK



**3ZERO CLUB™**

# Table of Content

- 03** What Can I Find in This Handbook?
- 05** Welcome Letter from Nobel Peace Laureate Professor Muhammad Yunus
- 07** What is 3ZERO Club?
- 09** Steps Toward Creating a 3ZERO Club
- 14** Programme and Activities of a Club
- 18** Networking and Connectivity
- 20** Affiliating Institutions
- 22** 3Z Support Organisations
- 23** 3Z Support Person
- 24** 3Z Global Centre
- 26** International Events
- 28** Resources & Contacts



# What Can I Find in This Handbook?



## How to Establish a 3ZERO Club?

This Handbook elaborates what 3ZERO Club is all about, background, vision and mission of the 3ZERO Club. It (also gives an overview to the) guides the persons (potential Club members) who have decided to form a Club, how to find like-minded persons to join the Club, (find and recruit members), build a leadership team and finally register a Club with the 3Z Global Centre.

## How to Operate a Club?

Club members can use this Handbook to design and implement their operation plan and run the Club's activities. It has a guideline on developing Club's annual action plan and strategies to engage with members and communities. In addition, this Handbook guides the Clubs on creating networks programmatically, geographically, and using the services of the Support Organisations and 3Z Global Centre. It also provides the guideline on reporting the Club's activities to the 3Z Global Centre to help them develop a database for monitoring the Clubs' directions and build facilities to support them in their present and future programmes.

## Networking and Participation in Common Programmes

A Club can connect with 3Z Global Centre to build Networks and Circles of like-minded Clubs and participate in various local, national, and international programmes coordinated by the Networks, Circles, and other relevant organisations.

## Forms and Contact

The final section of this Handbook provides forms, and contact addresses needed to create and operate a Club.

Welcome Letter from  
**Nobel Peace Laureate**  
**Professor Muhammad Yunus**



## Welcome Letter from Nobel Peace Laureate Professor Muhammad Yunus

Thank you for your interest in 3ZERO Club.

If you like the idea and you are within the age range of 12 to 35 years, you can take the initiative to form a Club. Five young persons can form a 3ZERO Club. These five persons don't have to be in the same location. They can be located anywhere in the world. The important thing is whether they feel a bond among themselves to work together for building a three zero world. If you are outside the age range, you can draw the attention of young people you know within your family or families that you know. This idea of forming a club (with five members) originated from the thought that any individual can become an actor, even a powerful actor, in solving global mega problems. Networking of these mini-Clubs offers them a framework to let them get in touch with each other and make them extra powerful.

For the purpose of the 3ZERO Club, global mega problems are identified as three mega issues: global warming, wealth concentration, and unemployment. The goal of the Club is to bring all these problems to zero or non-existent. That's why the Club is named as- the 3ZERO Club. Three zero is a big task. But nothing can stand in front of committed youth power.

The Club aims at planting the seeds of awareness of the power of the youth. It defines the purpose for which they would like to use their power. When the purpose and the power are combined, it leads to actions. 3ZERO Club is about purpose, power, and action.

Networking expands the power of the Clubs. It encourages the youth to take charge of the steering wheel of their lives and coordinate their journey with the members of their generation. Technology, particularly social media, will magnify this power of the youth to make the impossible possible.

### Welcome to the world of 3ZEROS.



Professor Muhammad Yunus  
2006 Nobel Peace Laureate



# What is 3ZERO Club?



The 3ZERO Club is an initiative towards achieving 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.





# Steps Toward Creating a 3ZERO Club

The first thing to do is to talk to the persons who may be interested in joining you in forming a Club. Talk to them individually and collectively so that there is no misunderstanding about members' roles and responsibilities in the 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.

A 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.

## Selecting the 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 interests.

Moreover, the Club members will prepare an activity plan, the things the Club would like to do in each half of a year (January – June and July – December). A club may continue to do so for each half of every year.

## Register with 3Z Global Centre

3ZERO Clubs are registered through 3Z Global Centre online at [www.3zero.club](http://www.3zero.club). Each 3ZERO Club has to have five (05) members (between 12 and 35 years old), including a Key Person, a Deputy Key Person and three other Club members. Also, the age difference between the oldest and the youngest member should not be more than seven (07) years.

Five youth interested in creating a 3ZERO Club will choose their Key Person and Deputy Key Person. In the first stage, the Club Key Person or any other member needs to submit the Club registration application form with all the information required for the registration. Then the 3Z Global Centre will review the application form and make sure that the applicant Club meets the registration requirement. Upon approval, all members will get a welcome letter with the Club's ID number from the EXO of the 3Z Global Centre. Thus, each 3ZERO Club is formally born after being registered with the 3Z Global Centre and receiving a welcome letter. The second stage is an extended period of 12 months after the Club registration. Within the 12 months, the members need to complete their membership profile.



### STEP 1

Five youths agree to create a Club, and agree on Key Person and Deputy Key Person



### STEP 2

Key Person will fill-in the 3ZERO Club registration form online at [www.3zero.club](http://www.3zero.club)



### STEP 3

3Z Global Centre will review the submitted registration application



### STEP 4

3ZERO Club registration approval and welcome letter from EXO

## Membership and Management of a 3ZERO 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.



# Programme and Activities of a Club



The Club members will prepare an activity plan, the things the Club would like to do in each half of a year (January – June and July – December). Club may continue to do so for each half of every year.

Initially, a new 3ZERO Club may do the following during the first six months:

### **Prepare an Activity Plan**

The Club members together will develop an activity plan for the first six months, which will indicate the key activities they want to do. It can be a set of events, sessions or seminars or meetings. All activities will be co-designed with participation of all members of the Club, and should reflect the interest of the Club members. After designing the activity plan, the Club member will submit the plan to the 3Z Global Centre to inform the things they will do for the next six months.

### **Connect with Other 3ZERO Clubs**

One of the important aspects of the 3ZERO Club is to build networks and connectivity. Therefore, each Club is encouraged to organise self-introduction meetings (can be physically or virtually) with at least two other clubs during the first year. Those Clubs may belong to the same or different Circles. The Clubs may share their half-yearly plans and discuss future collaboration.

The primary and ongoing activity of the 3ZERO Club would be to create Circles and Networks of Clubs for the purpose of bringing the three zero world into reality. The goal for all Clubs would be to connect with other Clubs with a similar perspective of ideation that would strengthen their energy through mutual support and participation in the activities.

### **Regular Meeting with Other 3ZERO Clubs**

Each Club may have its internal meeting at least once per month. This can be a virtual or physical meeting. In those meetings, the Club members may discuss their present and future activities, agendas, and action plan to implement those activities. This meeting can also be an information-sharing session, where Club members can discuss a topic related to three zeros or any other issues related to the interest or focus of the Club.

## Organise an Introductory Meeting with Circle and Support Organisation

A new Club is encouraged to make one initial contact with one Circle and, if possible, with one support organisation to get to know each other.

## Social Fiction Design Competition

Social Fiction Design Competition may be held on creating stories, images, and visions of the world on solving social problems in fictional ways. This competition may be open to any individual regardless of age or academic affiliation.

There may be varieties of categories in the social fiction design competition:

**Writing:** By writing short paragraphs that relate to a story about a possible world without a particular social problem or any social problems. Participants in the competition can express their creativity and understanding of social issues.

**Illustration:** Through drawing or graphic designing, participants can showcase their creativity based on themes they set in accordance with the genre of social fiction.

**Rhetoric:** Participants will be given five minutes to give a speech on how the solution to a particular social problem can lead to a new society.

**Cinematography:** Participants may have the choice of creating their own social fiction movies or screenplays.

**Animation:** Short animations based on a script made by the participants that relate to social problems being tackled or a new future without social problems.

**Poster Presentation:** Awareness posters can be made around some social problems.

## Social Business Design Competition

This design competition may engage Club members (as individuals or teams) and youths living in the community to design a social business idea following the seven principles of social business. The business idea should be feasible from the financial perspective and address issues like water, circularity, sports & social change, poverty alleviation and employment. The social business should also be designed to focus on a social problem faced by a significant number of people who will be the targeted beneficiaries of the business.

Some other forms of events can be:

- City events;
- University events;
- YSBC events;
- National and regional events; and
- Global events and summits.





# Networking and Connectivity

## 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 neighbourhood or look for Clubs anywhere in the world, 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 a common country, language, province, district, city, a particular neighbourhood of a city, or any other administrative or geographical identities, 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. The key person of the Centre is known as the "Navigator" of 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.



# 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 may 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.

Affiliation with a YSBC is not obligatory. It is an option.

A photograph of three people—two men and one woman—smiling and looking at a small robot on a table. The man in the foreground is wearing a grey t-shirt and has a beard. The man behind him is wearing a white t-shirt. The woman on the right is wearing a blue long-sleeved shirt, a blue knitted scarf, and denim overalls. They appear to be in a workshop or classroom setting.

# 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 Support Person

Individual persons can provide support to 3ZERO Clubs in the same way as the support organizations do. However, they'll have to be registered in the same with 3Z Global Centre.





# 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 define 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 Peace 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, 3Z 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 3Z 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.



# International Events

## Social Business Day

Social Business Day is an annual three-day or week-long conference organised by the Yunus Centre each year from June 28, and is hosted by Nobel Peace Laureate Professor Muhammad Yunus. The conference is organised as a family reunion of social business activities and supporters. The event highlights the developments in social business in various directions. It brings social business leaders to exchange experiences and plan for the future. Furthermore, it brings together the social business community, consisting of leading experts, academics, innovators, and aspiring social business activists. This global event takes place in various cities of the world.

## 3ZERO Club Convention

Social Business Day will include discussions and presentations on 3ZERO Clubs. A 3ZERO Club convention will be held parallelly within the framework of Social Business Day. 3ZERO clubs will be part of the global family gathering of social business practitioners and friends. Club members will be invited to attend and participate in the entire Social Business Day programme.

## Global Social Business Summit

The Global Social Business Summit is the worldwide leading forum for social businesses. It serves to spread awareness of social business, foster discussion and collaboration between practitioners and stakeholders, as well as present and conceive best practices. The annual event is organised jointly by the Grameen Creative Lab and Yunus Centre. It brings together experts from private sectors, corporate leaders, foundations, NGO leaders, political leaders, civil society, governments and academia over a few days of meetings, forums and workshops. This event has already taken place in Wolfsburg, Vienna, Kuala Lumpur, Mexico City, Paris and Berlin.

From 2021 3ZERO Club members will be invited to hold their sessions and participate actively in the Global Social Business Summit as a part of the social business family.





# Resources & Contacts



## 3ZERO CLUB Registration Application Form

***Read the following instruction before starting the registration form.***

The following 3ZERO Club registration form is the first stage of your 3ZERO Club registration process. When this application is accepted, you'll have full status as a 3ZERO Club.

The second stage is an extended period of 12 months after your Club registration. You can give your thoughts, examine all the aspects of the questions, and send your preferences and views as per the application blank of the second stage. You can submit this immediately or take up your time to 12 months. to answer all the questions.

While submitting the registration form for STAGE 1, please check that your 3ZERO Club has five (05) members (between 12 and 35 years old), a Key Person, a Deputy Key Person and three other Club members. Also, the age difference between the oldest and the youngest member is not more than seven (07) years.

If you need any clarification or face any technical issues during the registration process, please send us an email at [connect@3zero.club](mailto:connect@3zero.club), and we are happy to help you. Once you complete the application, 3Z Global Centre will review the application for any missing information. If everything is in order, you will receive a letter from EXO, who is the focal person of the 3Z Global Centre.

We would suggest you to watch the instructional video on how to complete the application form. You can also download a sample form and check what information you'll need to complete the application.

You may now start your 3ZERO Club registration process!

## **3ZERO Club Information**

### **1. Key Person**

Name of the Key Person\*

Email\*

Phone/Mobile no\*

Gender\*

Date of Birth\*

### **2. Deputy Key Person**

Name of the Deputy Key Person\*

Email\*

Phone/Mobile no\*

Gender\*

Date of Birth\*

### **3. Club Member 3**

Name of the Member\*

Email\*

Phone/Mobile no\*

Gender\*

Date of Birth\*

### **4. Club Member 4**

Name of the Member\*

Email\*

Phone/Mobile no\*

Gender\*

Date of Birth\*

### **5. Club Member 5**

Name of the Member\*

Email\*

Phone/Mobile no\*

Gender\*

Date of Birth\*

**Club's Focus Area** (Drop-down list with a "add a focus are" option)

(Instruction: Please select the focus area that your 3ZERO Club will be working on in future. You can choose a focus area from the following drop-down list or add a new focus area)

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

**Club's Address** (the city, state, zip code, country, phone number and email address in must)

(Instruction: If your Club is a virtual Club, then give the address of the Key Person)

Address\*

City/District\*

State/Division

Zip Code

Country\*

Phone/Mobile

Email\*

**How did you hear about the 3ZERO Club initiative ?**

- 3ZERO Club website
- Facebook
- LinkedIn
- Friends or colleagues
- Google search
- Others..... (Please mention)

## **Declarations**

*(Please read the following statements and click on the checkboxes)*

- Membership Rules: We have read, understood and accepted the membership rules.
- Privacy Policy: We have read, understood and accepted the privacy policy.
- We would be happy to get information on the latest events, workshops and opportunities.

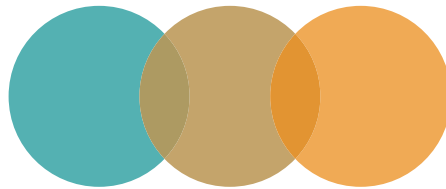
*"Thank you so much for submitting your application to register your 3ZERO Club!*

*We will carefully review your application and inform you if the 3Z Global Centre has approved your Club registration. Meanwhile, please encourage other changemakers around you to create or join a 3ZERO Club. It will be lots of fun! You will be amazed to see how many friends you can make all over the world and how much you can do to create a world of three zeros.*

*Keep an eye on our social media pages and website to know about the latest updates and events. You can also contact us and let us know how we can promote your Clubs and support your action. Contact us at [connect@3zero.club](mailto:connect@3zero.club)."*







**3ZERO CLUB™**

**WRITE TO US**

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)