



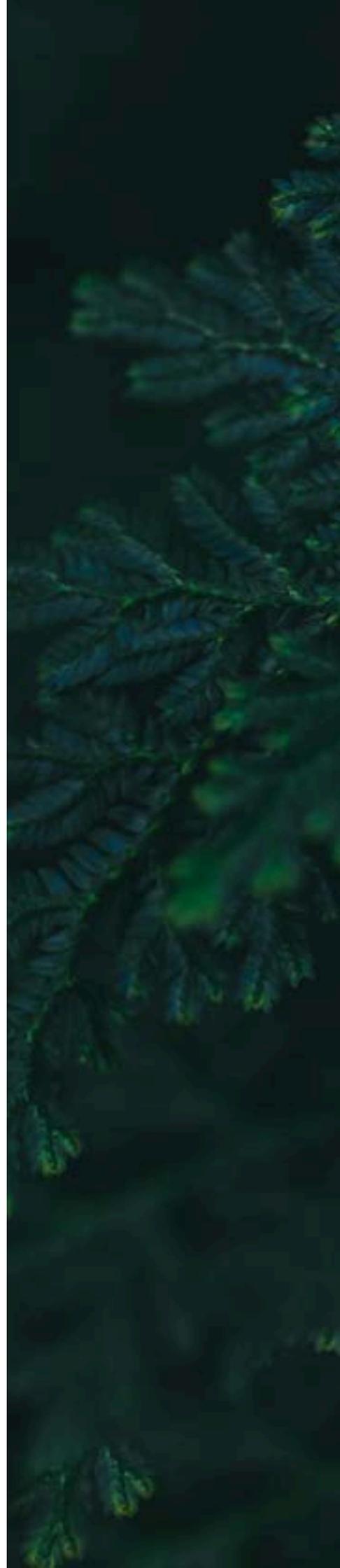
ProSocial
World

ANNUAL REPORT

2023

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LETTER FROM THE President

Many nonprofit organizations have prosocial missions, working for the welfare of others in one way or another. ProSocial World stands apart by considering the fundamental nature of prosociality in all its forms. How can organisms who behave for the benefit of others or their group as a whole evolve in competition with more self-serving organisms?

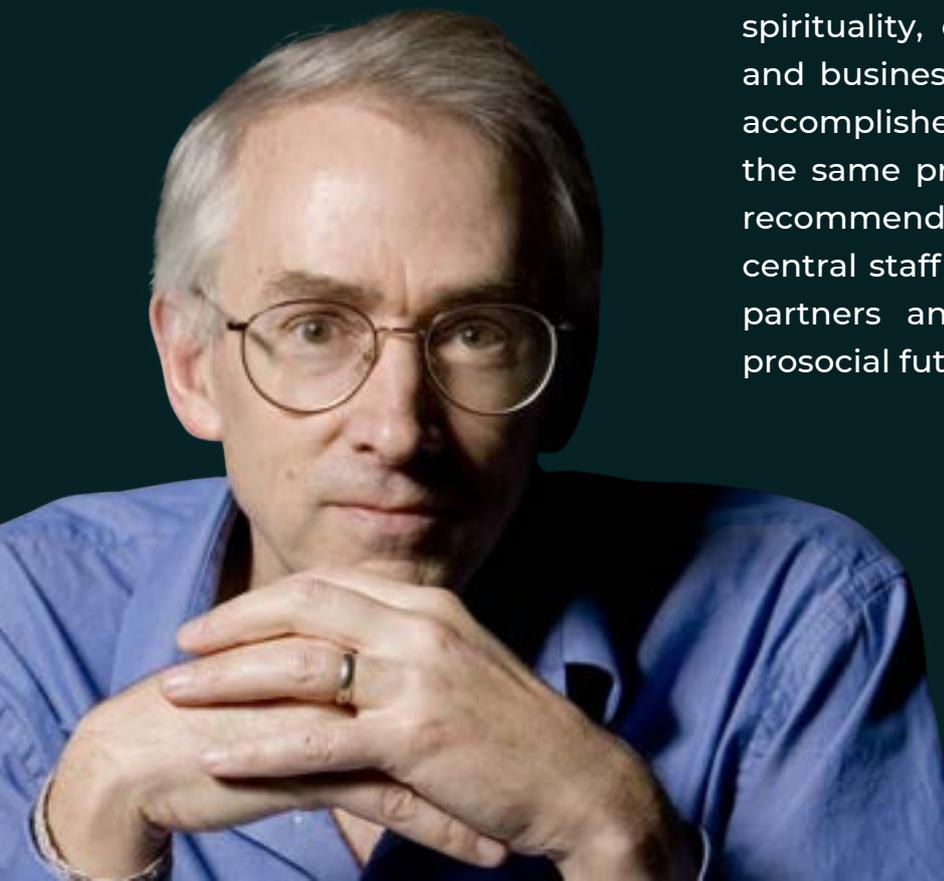
This question can be asked not only for the biological world but also for the human world. It enables us to function as philosophers, scholars, and scientists, but also as practitioners. By delving so deeply into the fundamental nature of prosociality, we emerge with a practical toolkit for “consciously evolving a world that works for all” that can be applied to all contexts and at all scales.

As you will see in this report, ProSocial World is already functioning as a major hub for “this view of life” in our fourth year, applying it to topic areas as diverse as spirituality, education, health, economics, and business. I’m proud of what we have accomplished, in large part by adopting the same principles for ourselves that we recommend to others. I am grateful to our central staff and expanding community of partners and look forward to a bright prosocial future.

in Gratitude,

David Sloan Wilson

President





LETTER FROM THE Managing Director

There is almost a sensual longing for communion with others who have a large vision. The immense fulfillment of the friendship between those engaged in furthering the evolution of consciousness has a quality impossible to describe.

– Pierre Teilhard de Chardin

The first three years of operations for any business are foundational. ProSocial World has built a solid foundation from which to grow and scale globally. Reflecting on the first three years, I'm reminded of some of the core components that underpin ProSocial's cultural, technical, and scientific infrastructure and some of the successes along the way.

In 2023, we worked with our technology partner to create a custom back-end IT system and database that connects our registrations, website, CRM, and other essential IT functions necessary for scaling. We also custom-designed and developed ProSocial's research tool, which enables us to gather data, conduct research with groups, and begin to couple Research with Experiential Learning. We can now begin to offer research services along with our suite of programs and courses.

As part of developing ProSocial's unique research capability, we have made sure that our research is built on ethical rigor with review by the certified Institutional Review Board (IRB), Northstar. The IRB is a standard that reviews research studies to ensure that they comply with regulations, and ethical and institutional standards to protect the privacy of research participants. ProSocial is now able to offer its research to interested groups, organizations, and partners.

We have also added to our publishing capability. ProSocial's online magazine, [This View of Life](#) (TVOL), has recently received the distinction of serving as a Peer Review Journal. This enables some articles published by community members to be reviewed by peers with similar competencies as a form of self-regulation by other qualified professionals within their field. We continue to provide regular podcasts, workshops, and salons that feature big conversations from across the diverse field of human evolution.

ProSocial World has developed and launched its flagship program, called ProSocial Action Lab. This in-depth program invites groups to explore the full range of the ProSocial framework, including advanced tools, practices, research, community offerings, facilitators, and coaches. This master class helps cultivate experienced ProSocial groups.



It also provides facilitators and coaches with a wealth of experience working with groups that are applying the ProSocial framework. We are now also beginning to modularize our programs into a variety of forms and formats to better meet the needs of those interested in ProSocial. We are developing informational and introductory courses, as well as intermediate and advanced practitioner programs, both for groups and facilitators.

We have also been researching the cutting edge of evolutionary science and spirituality through our ProSocial Spirituality initiative. This initiative is enabling us to research the integration of Elinor Ostrom's eight core design principles with Wayne Teasdale's nine elements of interspirituality. In addition to this we are exploring how ProSocial integrates with Buddhist principles and other frameworks such as Pierre Teilhard de Chardin and Sri Aurobindo. This exploration is helping us develop the capacity to explore and research many different spiritual frameworks and meaning systems that we can continue to build on in the years to come.

We are also continuing to catalyze our community offerings by expanding the reach of the ProSocial Commons, a community of individuals and groups that are collaborating, exploring, and embodying ProSocial in their own unique ways.

In summary, ProSocial World has assembled a capable and inspirational team of professionals and an expanding network of individuals, groups, and partner networks. We have been busy laying the groundwork necessary to serve as a launching pad for rapid growth and liftoff. ProSocial has a vast and humbling mission. Our team is rising to the occasion by building a solid foundation that will enable us to help catalyze conscious cultural evolution. Our world needs to quickly become more prosocial.

We want to express our gratitude to all of the supporters of this work, including the John Templeton Foundation and other foundations, our growing network of individual donors, and partners, and to the ProSocial community at large. We are able to do this work because of your generous support. On behalf of the board, and core staff of ProSocial World, thank you. We're just getting started. The best is yet to come.

in Gratitude,

Jeffrey M Genung

Managing Director

Board of Directors



Guru Madhavan
Chairman of the Board of ProSocial World, Senior Director of Programs for the National Academy of Engineering



David Sloan Wilson
Co-founder and President of ProSocial World



Paul Atkins
Co-founder, Vice President and Secretary of ProSocial World



Barbara Oakley
Treasurer of ProSocial World, Educator, Writer, and Engineer



Rita Colwell
Professor at the University of Maryland College Park and President of CosmosID



Michele Gelfand
Professor of Organizational Behavior and Psychology at Stanford University



Kiran Bali
Member of the British Empire, Magistrate



Jeff Genung
Managing Director of ProSocial World



Dr. Norman Anderson

October 16, 1955 to March 1, 2024

Honoring and Remembering ProSocial Board Member Dr. Norman Anderson

Assistant Vice President Research & Academic Affairs at Florida State University

It is with sadness that we share the passage of our friend and fellow board member Norman Anderson who recently passed away. We offer our deepest condolences to his family, friends and loved ones. His brilliance, sense of humor and contemplative spirit will be missed, but his legacy of love will be remembered by those who had the privilege of knowing and serving with him.

We are ProSocial World

A 501c3 non-profit that helps groups become more cooperative, adaptable, and resilient in order to take collective action.

We believe that to catalyze rapid, positive cultural change we need to recognise our interconnectedness and continuously improve the relationships we have with ourselves, each other, and the planet.

Our purpose is to consciously evolve a world that works for all.

We work with people throughout their lives, and across society, to achieve regenerative impact: from children and young people to entrepreneurs, businesses, and communities.

Our approach to change incorporates three different scientific disciplines and perspectives that have not previously been combined: evolutionary science, contextual behavioral science, and Elinor Ostrom's Nobel prize-winning work on community development and the commons. Each of these sciences are extraordinary in their own right. Together, they constitute an integrated methodology for continuous social improvement.

Our work focuses on three areas:

1 / Research

We explore the integration of modern evolutionary science, behavioral science, and spirituality - providing an inclusive framework that can help groups to become cooperative and adaptive.

2 / Experiential Learning

We enable, support, and expand a global community of facilitators who can create the right conditions for learning, collaboration, and co-creation.

3 / Cultural Transformation

By doing these things we can accelerate a major, multi-level evolutionary transition and better adapt to our rapidly changing world.



2023 Impact: By the Numbers

Thanks to the generous support of our supporters and funders, ProSocial has continued to make a significant impact in 2023.



Partnering to Amplify Our Impact

ProSocial World works with international NGOs, nonprofits, and other like minded organizations to address complex challenges on a worldwide scale.

Our partners don't just contribute to our work financially. Their ideas, in-kind support, expertise, and more are making a positive impact in the lives of diverse groups and communities around the world.





ProSocial
World

EXPERIENCING LEARNING

2023



EXPERIENTIAL LEARNING: **Programs & Services**

Our programs and services comprise a suite of learning and development activities conducted in deep collaboration with our community. These are designed to build individual and collective capacity for collaboration in a variety of contexts, including environment, business, and education.

The aim of our programs is to help individuals and groups develop more healthy and prosocial repertoires of behavior including self-awareness, self-management, and prosocial purposeful action in the world. With our community, we host online forums, workshops, and global events that invite peer networks, partners, facilitators, and community members to engage in self-organizing activities using the ProSocial framework as they strive to realize desired change within their respective spheres of interest and influence. As such, we aim to make our programs, services, and community-based activities accessible to all. Ultimately, we seek to consciously evolve cultures of love and cooperation that support and regenerate human and planetary well-being.

In 2023 we trained over 70 people across the world to bring the ProSocial practice to their communities.

In February, we launched our new Leading ProSocial Course. Designed for facilitators who want to become ProSocial facilitators, Leading ProSocial equipped participants with the skills needed to support groups to work together more effectively by taking a value-directed and prosocial approach to achieving what is important in the long-run.

This included enhancing psychological flexibility, perspective-taking, and exploring the intrinsic motivation of those involved. Fieldwork and action learning reinforced the integration of core principles and practices across the system, the workplace, and into the community.

Through our initiatives, we've worked with almost 800 people globally to make a difference in their communities.

ProSocial Health

The ProSocial Health initiative significantly broadened its reach this year. We established the fortnightly Health Circle, a peer-support forum that became a cornerstone for practitioners to discuss the integration of prosocial processes in healthcare. This diverse group of 35 healthcare practitioners, professionals, and health equity advocates has begun developing a Health Circle Innovation Roadmap to propose systemic solutions tailored to the sector's needs. Our approach is poised to foster significant advancements in healthcare well-being, supported by ongoing research opportunities aimed at implementing multi-nodal impact and process evaluations.

For example, engagement with the founders of the PLEA Agency, a non-profit mental health and education provider, has been instrumental in contributing to the expansion of ProSocial World's research ecosystem. ProSocial procedures are woven into PLEA's "PEAK" intervention while teaching adolescents on the autism spectrum. Through this engagement, a network of researchers formed, with ProSocial serving as the central node, including experts from Missouri State University, University of Reno (Nevada), Ulster University (UK), and Universidade Federal de São Carlos (Brazil). Future opportunities are aimed at creating a bespoke ProSocial participatory action research program.



ProSocial Schools

ProSocial Schools has made remarkable global progress. We designed and delivered three teacher education cycles at Leipzig University, Germany, engaged over 200 educators through two Behavioral Science courses, and established a Community Science Lab. Each education cycle and lab was rooted in prosocial principles and evaluated producing internal reports.

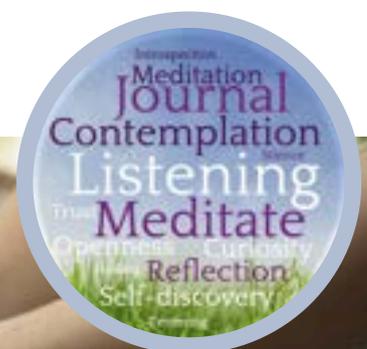
The online OpenEvo Learning Hub now features three self-study modules and a supported version for students. Fellows collaborated to create a short course for the World Youth Leadership Program, engaging 80-100 young adults across 60+ countries. This collaborative initiative, with partners in Germany and Poland, exemplifies the impact of our international team in shaping global education.

ProSocial Spirituality

ProSocial Spirituality completed Phase 2 of our integrated training and research initiative, the ProSocial Spirituality Active Group Engagement (P-SAGE) program, involving at least 30 participants representing two cohorts of international non-profits, Ecopeace Teen Cafe and New Republic of the Heart. The program was devoted to applying the core design principles (CDPs) of group collaboration and elements of mature interspirituality to specific challenges the group was facing. Each phase included thorough program and impact evaluations. The evaluation report is due for completion by Q1 of 2024.

Testimonials highlight the program's effectiveness in nurturing supportive environments conducive to deep connections and insightful interactions, ultimately fostering a culture of understanding, empathy, and development. Findings underscore the transformative power of collective endeavors grounded in shared values, authenticity, and mutual respect, positioning P-SAGE as a pioneering program driving both individual and collective evolution within spiritual communities. The program assessment boasts a consistent 95 Net Promoter Score, surpassing our 72+ target.

Additionally, our active participation in The Parliament of the World's Religions allowed us to conduct several workshops and hosting of a ProSocial Spirituality exhibit and gathering space, collecting data on contemplative practices and interspiritual engagement. Captivating word clouds reflects the insightful perspectives gathered during this major international event.

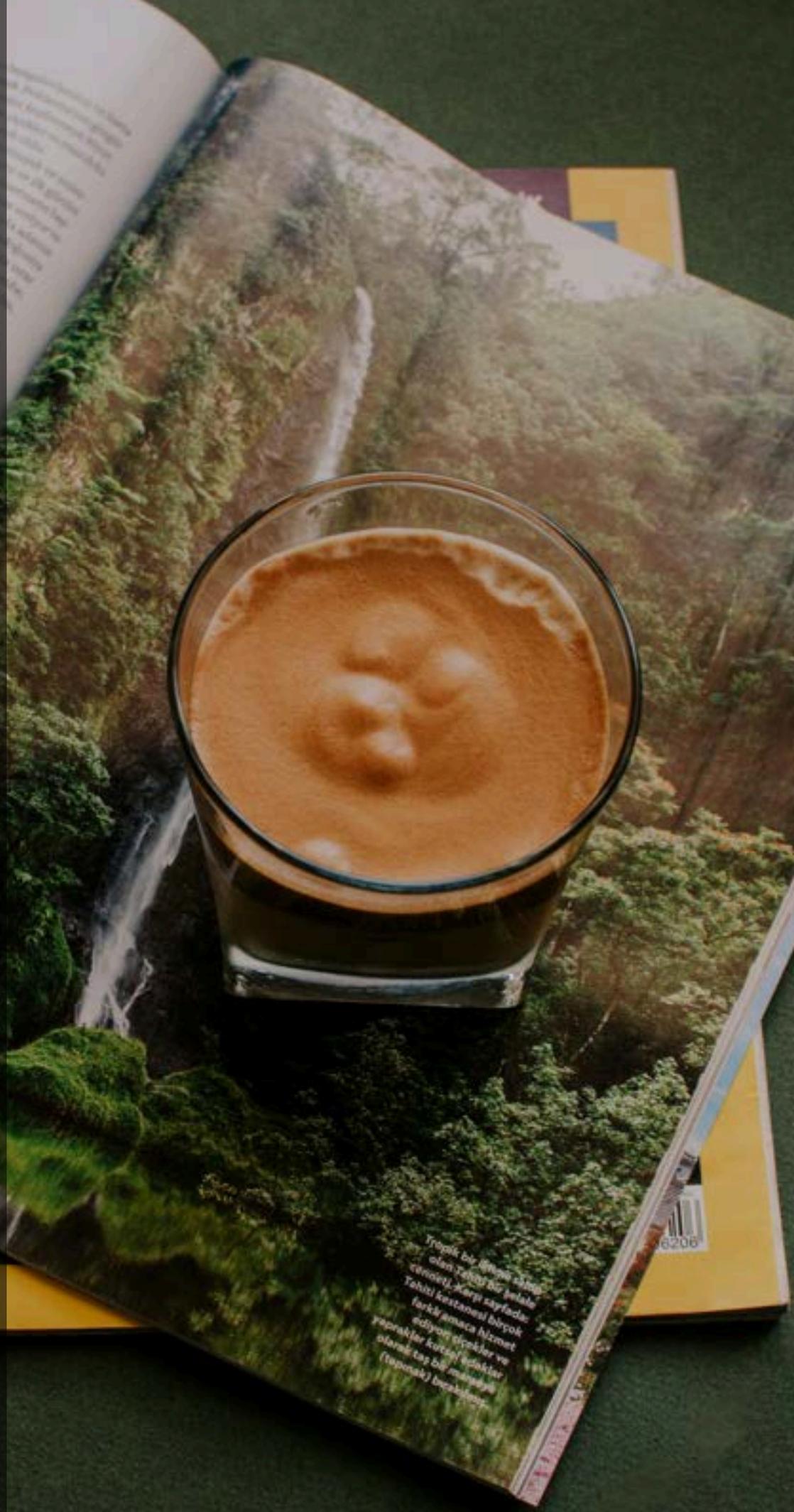




ProSocial
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RESEARCH+ PUBLICATIONS

2023



Research & Publications

Research and publishing comprise a suite of activities designed to increase our global impact and improve ProSocial programs and processes through co-creating culturally adapted research methods and multilingual tools, integrating iterative cycles of participatory action research and program evaluation, and inspiring action through the sharing of case studies and evidence of impact.

Overview - Research and Publications

This year, ProSocial World's Research and Publication domain achieved significant milestones, reinforcing our commitment to rigorous evaluation, academic contributions, and transformative practices across various sectors. We finalized 3 research reports and 3 internal evaluation reports for ProSocial programs and published 3 papers in peer-reviewed academic journals.

Academic Publications

- Multilevel Cultural Evolution: From New Theory to Practical Applications.**
Proceedings of the National Academy of Sciences (PNAS)
- Behavioral Science and Education for Sustainable Development: Towards Metacognitive Competency.**
Sustainability
- Developing Teacher Competencies for Teaching Evolution across the Primary School Curriculum: A Design Study of a Pre-Service Teacher Education Module.**
Education Sciences



Our research team designed the first iteration of a monitoring and evaluation framework , enabling us to capture actionable outcomes and effectively communicate the impact of ProSocial interventions.

Our innovative measurement techniques include and build upon validated constructs such as Basic Psychological Needs Satisfaction, Psychological Flexibility, and language analysis drawing from Relational Frame Theory (RFT).

These efforts culminated in a comprehensive [research report](#) which set the stage for numerous future research initiatives. Preliminary findings were presented at the N2 Conference, "The Noosphere at 100: The Future of Human Collective Consciousness". Through these efforts, we have begun to build an evidence base for ProSocial methods, including case studies, technical reports, and peer-reviewed journal publications.

Research Ecosystem

The ProSocial research team now boasts a collaboration with over 15 international organizations. This represents a significant stride toward achieving our primary goal - fostering an expanding and diverse research ecosystem.

This network comprises field sites, researchers, prosocial facilitators, and community partners collaboratively engaged in co-designing and guiding community-based cultural evolution. Our partners are actively incorporating ProSocial methods, and providing their own insights into evolutionary processes, cooperation, and behavioral adaptability.

Our network of partners and collaborators are bringing ProSocial methods into their own local context. Through our research efforts and those of our collaborators, we have seen Our network of partners and collaborators are bringing ProSocial methods into their own local context. Prosocial has been applied in diverse contexts for populations across the global community. For example, an evolutionary community of Auroville India (focused on science, spirituality, and human awakening); an indigenous village without digital connectivity or electricity in Brazil (forest regeneration and community building); villages in Sierra Leone, Africa (reducing sexual-based violence against girls and women); and a quadripartite of 4 government organizations in the United Nations (improving collaboration between organizations for an initiative with a \$3.7 Billion budget). xxsentence ab broad outcomes/benefitsx?

Research Ecosystem

- Reflections on Living Brother Wayne Teasdale's Elements of Interspirituality:**
2023 Parliament of the World's Religions (PoWR) Conference



ProSocial
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COMMUNITY ENGAGEMENT

2023





2023 PROSOCIAL WORLD ANNUAL REPORT

THE IMPORTANCE OF VALUING **Community Engagement**

“Listening for needs and listening for values of self and others are important ways to build connection.... I feel that connection and community are at the heart of ProSocial.”

- CT

2023 marked a transformative year for the ProSocial World community. The ProSocial Commons continued to offer an array of engaging activities, including weekly seminars, café spaces for networking, book clubs, and community-led groups such as the Philosophy Circle and Examined Lives. Beneath these visible efforts, significant internal readjustments were underway.

Historically, our community has functioned as a collection of disparate initiatives. The past year initiated a concerted effort to unify our facilitators' community, various initiatives, and academically-oriented groups under a shared ethos of action learning. This integration is guiding our exploration into the essence of operating as a ProSocial Commons—defining our boundaries, understanding our relationship with the broader world, and consciously evolving a sustainable global society.

Furthermore, 2023 underscored the enhancement of our onboarding process. We eliminated mandatory donations for new members, shifting towards a structured commitment process to delineate mutual benefits and responsibilities clearly. This change is part of our broader strategy to refine the ProSocial environment and establish enduring frameworks that support this ecosystem.

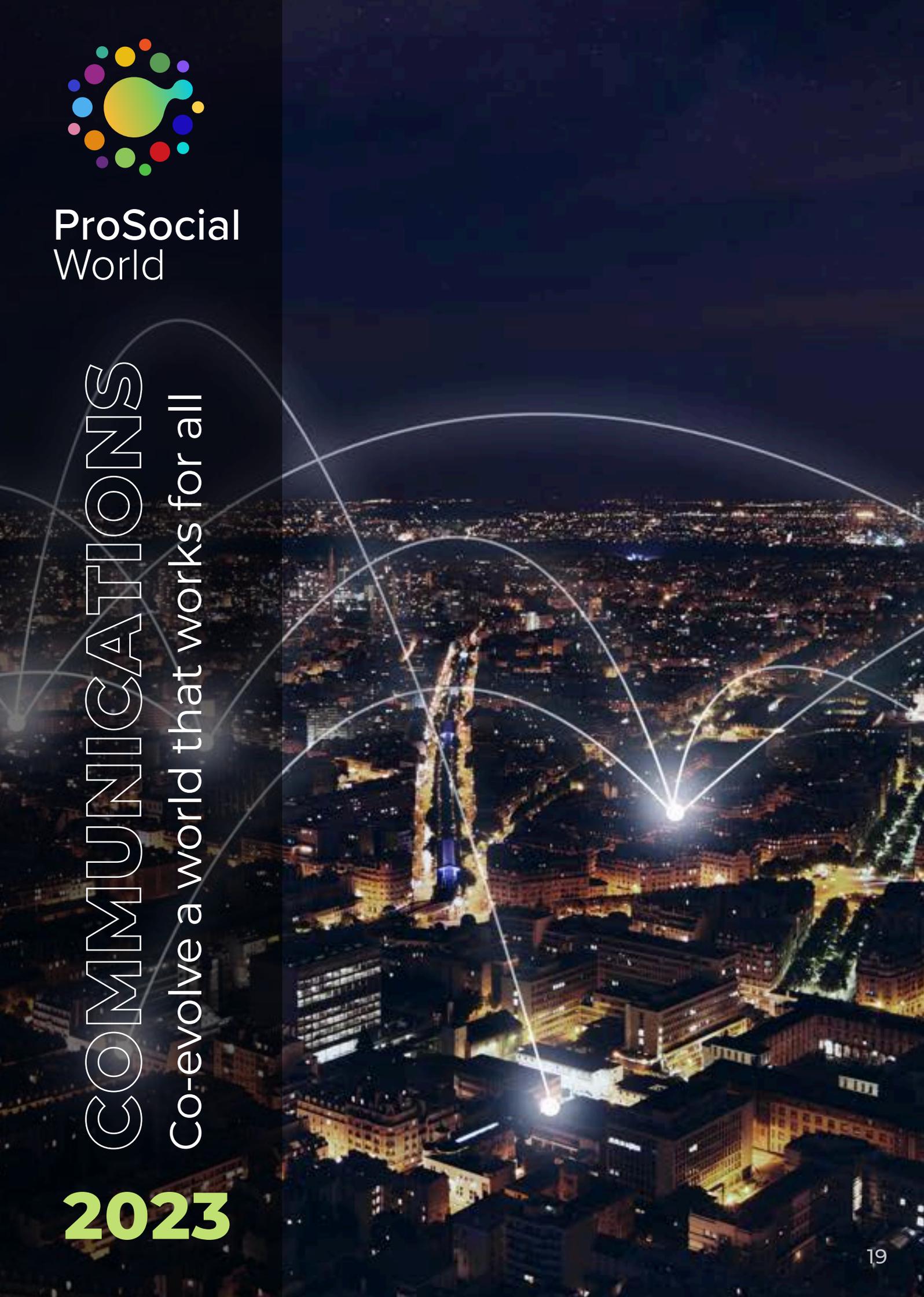


ProSocial
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COMMUNICATIONS

Co-evolve a world that works for all

2023



Communications

To carry out our organizational purpose to "Co-evolve a world that works for all", it is essential we expand our communications to represent and reach all affected parties, especially those that have been historically marginalized in the scientific discussion.

Scientific literacy is an integral part to this and to a society in which scientific and technological issues are among the most pressing policy concerns. Our communications outlet, This View of Life, is dedicated to taking what is traditionally inaccessible in academia and educating the general public and decision-makers on evolutionary science.

This has been an exciting year for This View of Life as it was fully integrated into ProSocial World. With the creation of our new website in January 2023, thousands of TVOL articles were moved from ThisViewofLife.com to its new home at ProSocial.world. With a small executive team, we created the architecture for the new ProSocial site as a whole with TVOL as its scientific foundation and public outreach face.

During this period, we designed the new TVOL magazine layout and supervised its implementation with Iris Cocreative. In addition, we exceeded our outputs from the previous year and launched a new initiative:

This View of Life as an open-access peer-reviewed journal.

After over 1000 articles and 100 podcasts by over 450 contributors from over 50 nations, TVOL is adding the capacity to publish peer-reviewed articles. It is formatted for the ease of online reading and the downloadable pdf is attractively formatted as an academic article.

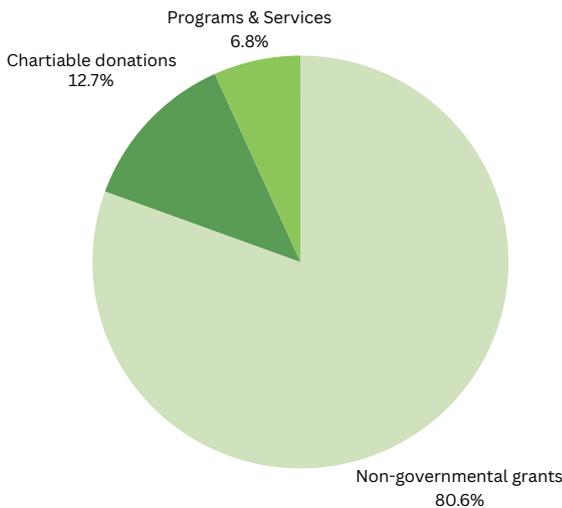
TVOL strives to works towards consciously evolve a world that works for all through its peer review articles:

- Our articles will be open-access.
- Our charges will be much lower than average and will be transparently related to our production costs
- We strive to publish within a few months of submission
- We have adopted an open peer-review process, which includes making the reviews and author responses available along with the published article
- We offer editorial services to our authors
- We intend to work with authors to promote the content that they publish

In the spirit of equity, we are also offering progressive pricing so that scholars of means in WEIRD countries of the Global North can offer to pay more so that early-career scholars or those from the Global South can pay less or have the fee waived entirely. Based on this combination of benefits, we hope to better the publishing experience for authors and audiences alike, and increase the accessibility and impact of evolutionary science.

Financial Sustainability

Revenue



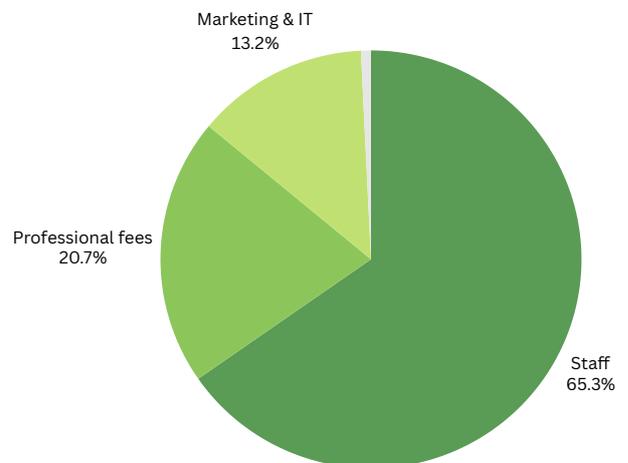
Revenue

ProSocial is supported by a number of grants and by generous donations from our supporters and community members. In addition to grants and donations, ProSocial is also supported by revenue that comes from the programs and services we offer throughout the year.

Allocation of Expenses

In 2023, ProSocial World allocated the majority of our expenses to support our staff so they could work with others to carry out our programs, services, and research.

Expenses



TOGETHER

WE ARE A POWERFUL FORCE FOR CHANGE

Want to become part of the
impact you see here?

[DONATE NOW](#)

www.prosocial.world



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2023