



## Introduction To Greenstar

people, energy, ecommerce  
and digital culture

updated March 12, 2004

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**Greenstar delivers solar power, health, education and environmental programs to small villages in the developing world -- and connects people in those villages, and their traditional culture, to the global community.**

We work with people in traditional cultures to express the voice of the community to the world through original music, artwork, photography and video and other arts. That voice is connected with respect and dignity to the land, to families, to language, tradition, to the past and to a clear vision of the future. Income from this priceless "digital culture" is used to fund an ongoing, community-driven process of literacy, local business, education and training, public health, and environmental programs.



### The Tour:

Click these links to see highlights of Greenstar's websites:

### The Sites:

- [Al-Kaabneh, West Bank, Palestine](#)
- [Swift River, Blue Mountains, Jamaica](#)
- [Parvatapur, Andhra Pradesh, India](#)
- [Patriensah, Ghana](#)

### Digital Culture:

- [free MP3 music](#)
- [free digital video downloads](#)
- [Sweatshops & Butterflies](#)
- [original artwork](#)
- [products: the Greenstar Cafe](#)
- [what is digital culture?](#)
- [how does it work?](#)
- [Love School: the sound of Jamaica](#)
- [Chalk Paintings:](#)

People in the Indian village of Parvatapur hold a Greenstar festival; [click here](#) for a selection of digital videos.

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To deliver these services efficiently and quickly, Greenstar has designed a portable community center. Using solar power generated by large photovoltaic panels, the center can drive a water purifier, a small clinic, a vaccine cooler, a classroom, a digital studio and a satellite or wireless link to the Internet. We work with the people of each village to develop an ecommerce website, employing local musicians, teachers and art professionals to record the voice of the community. Greenstar packages the materials for various markets, both direct to the consumer, and through licensing to businesses.



This formula provides new jobs and skills, strengthens local culture and language, and affirms people's independence. Villagers own the Greenstar Village Center themselves, and become shareholders in Greenstar.

To date, we have completed pilot installations in a remote Bedouin settlement on the West Bank in the Middle East; in a small community in the Blue Mountains of Jamaica; in the central India village of Parvatapur; and in a traditional Ashanti community in Ghana. Centers have been started in New Mexico, Brazil and Tibet as well with a South Africa program in planning. In over 60 other communities on all continents of the world, Greenstar has developed connections with people who are interested in building an "Edge Network" of people, skills, ideas, tools and cultural voices that will be of incalculable value to the whole world -- and to the women, men, children and families of those villages.

[images of India](#)



In the high Tibetan plateau in 2003, a young boy welcomes a new Greenstar solar power center.

Greenstar Community Center:

- [original model, Alexandria Egypt](#)
- [operation](#)
- [interior](#)
- [research report](#)
- [Tools for Independence](#)

The Newsletter:

- [current issue](#)
- [index, history](#)

In the news:

- [Pressroom: stories](#)
- [New York Times](#)
- [Jerusalem Post](#)
- [TIME Magazine](#)
- [Jamaica Observer](#)
- [The Hindu](#)



Original works by Greenstar artists, available in digital form on the Web: left, an abstract from Swift River, Jamaica; center, a student drawing of the Dome of the Rock from Palestine; right, a woman in Parvatapur India makes a traditional chalk drawing in the sand. [Click here](#) for a view of the Greenstar Gallery; [click here](#) for consumer products based on these images in the Greenstar Cafe.

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Greenstar is a profit-making business. Our first priority is to profit our partners in developing countries, then investors (who come from all over the world), and then to profit Greenstar itself, in order to fund ultimate expansion to 300 centers worldwide. Our "future building" process helps bring people up the literacy curve in practical, measurable ways, based on their inherent cultural assets and not on mining of the resources of their land, or on exploitation of their cheap labor.

Digital products available direct to the Internet consumer from the Greenstar World Gallery include music, paintings and drawings, photographs, video, poetry and stories, and new art forms such as animated panoramas. These products are also licensed by businesses, as "digital premiums" to communicate with customers and motivate their participation in a wide range of "green" programs, including alternative energy, textiles and clothing, and interactive entertainment.

- [Technology Empowerment Network](#)
- [World Summit, Johannesburg](#)
- [Greenstar at Work](#)
- [To-to-Toe: with the Editors of Grist](#)

Special Projects:

- [Solar Oven in Afghanistan](#)
- [AIDS Education in Ghana](#)



Leaders from the Brazilian community group Progreso Saude Alegria work with Greenstar to establish solar-powered community centers in the Amazonian villages of Suruaca and Urucurea.

The Business:



Greenstar works closely with local village leadership in a "future building" process. Above, leaders from India, Jamaica and the West Bank. [Click here](#) for a free selection of downloadable traditional music from villages around the world.

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Greenstar was founded in 1998 by a small group of people, including a high tech executive, the former head of the US Department of Energy's National Renewable Energy Lab, and a member of the White House Office of Media Affairs. Today, we embrace a stellar group of twenty Ambassadors as well, with world-class skills in finance, telecommunications, public relations, media production, international development, Internet technology and marketing, medicine and education. The company maintains a small, de-centralized network of offices in Los Angeles, Seattle, Cairo and Hyderabad, India.



Solar panels on the roof of the Greenstar center in a Bedouin village, on the West Bank.

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main website: <http://www.greenstar.org>

- [Strategy](#)
- [Investment Criteria](#)
- [Frequently-Asked Questions](#)
- [E-merging Markets](#)

#### Why Greenstar?

- [Purpose, ideas](#)
- [E-Philanthropy](#)
- [Information Technology](#)
- [Presentation/ Slideshow](#)
- [The Words of Isabel Allende](#)

#### Who?

- [Directors, Affiliates](#)
- [Detailed Backgrounds](#)
- [Contact Greenstar](#)

#### Getting Connected

- [Free Newsletter](#)
- [Explorers: for Individuals](#)
- [Premium Partners: for Organizations](#)
- [email Directors](#)

email [editor@greenstar.org](mailto:editor@greenstar.org)

See [biographies of key Greenstar executives and Ambassadors](#).

If you're still hungry for information after this introduction, chances are what you're looking for can be found in [our FAQ \(Frequently-Asked Questions\)](#). And if you want to get involved with Greenstar, there are three simple ways: [subscribe to the free Greenstar Newsletter](#); join the [Greenstar Explorers](#), our volunteer-intern program; or, if you're an organization, consider getting involved as a [Greenstar Premium Partner](#).



The faces of Patriensah, Ghana;  
photos by Kirsten Hintner

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[Click here](#) to download this introduction,  
in easily printable form.



A young Navajo girl from To'Hajiilee, New Mexico, where a Greenstar center was begun in 2002.