



DRIVINGTHECHANGE

FEATURING

Evolution
Revolution
Love

WELCOME TO MY EXPEDITION -A ONE YEAR TRANSFORMATIONAL TRIP THROUGH EUROPE

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SEASON #1



" I spent the last 3 years manifesting my dream project, this new chapter in my life titled "Driving the Change".



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THE MISSION

Come with me on a truly unforgettable journey as I travel Europe in a Landrover Defender over the course of a year. 'Driving the change' by connecting and sharing stories with remarkable people; crossing a continent and experiencing different cultures; finding new ways to heal our disconnection from nature; cooking on fires; sleeping under stars; taking time for yoga, meditation and a deeper exploration of the metaphysical.

Driving the Change is ME in a nutshell: the essence of what I love doing, my purpose, my values, and the stuff that drives my soul. It is not 'just another trip', it's an adventure packed with purpose and led by Spirit. It presents a strong, deep message about love, compassion, purpose, change, evolution, revolution, humanity, and inspiring others to live in the present and from the heart. It will be documented, live-streamed and shared, to bring you the real, raw stories of true change-makers.

I want to explore and challenge every cell in my body, what better way than by going deep, surrounded by breath-taking nature, forcing myself out of my comfort zone and into adventures beyond my wildest imagination. Searching for growth, experiences and purpose. Being alive!

Many people have similar dreams, but feel caught in the rat race or can't "afford" to break out.

I am here to show you that you can.

We can. Together.



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THE PLAN

I've engaged with thousands of entrepreneurs and worked with great business coaches. Despite well laid plans 80% of businesses fail in the first few months.

Instead of a fixed plan I'm 'getting ready to be ready' for an unpredictable adventure. I've spent months manifesting the ideas, activities, hot spots, magnificent places to visit and people to meet, ways to create attractive footage and great content. The journey will have "off days" to rest and re-focus, days to catch up with admin & blogging, time for engagement with sponsors and connection in co-working spaces, some nights for good sleep in a real bed with a hot bath, times for planning a few days ahead; now and again I'll touch base in Germany to update equipment and supplies and give my partner a hug. In between all this is space for the unexpected adventures to arise... those are the best part.

Season #1 begins in Sweden, and continues through Norway, the UK, Germany, France, paragraph text Spain, Portugal, and possibly Morocco.

Each day invites the questions:

Who will I meet today...

... and what will I learn about myself next?

What lies beyond the horizon...

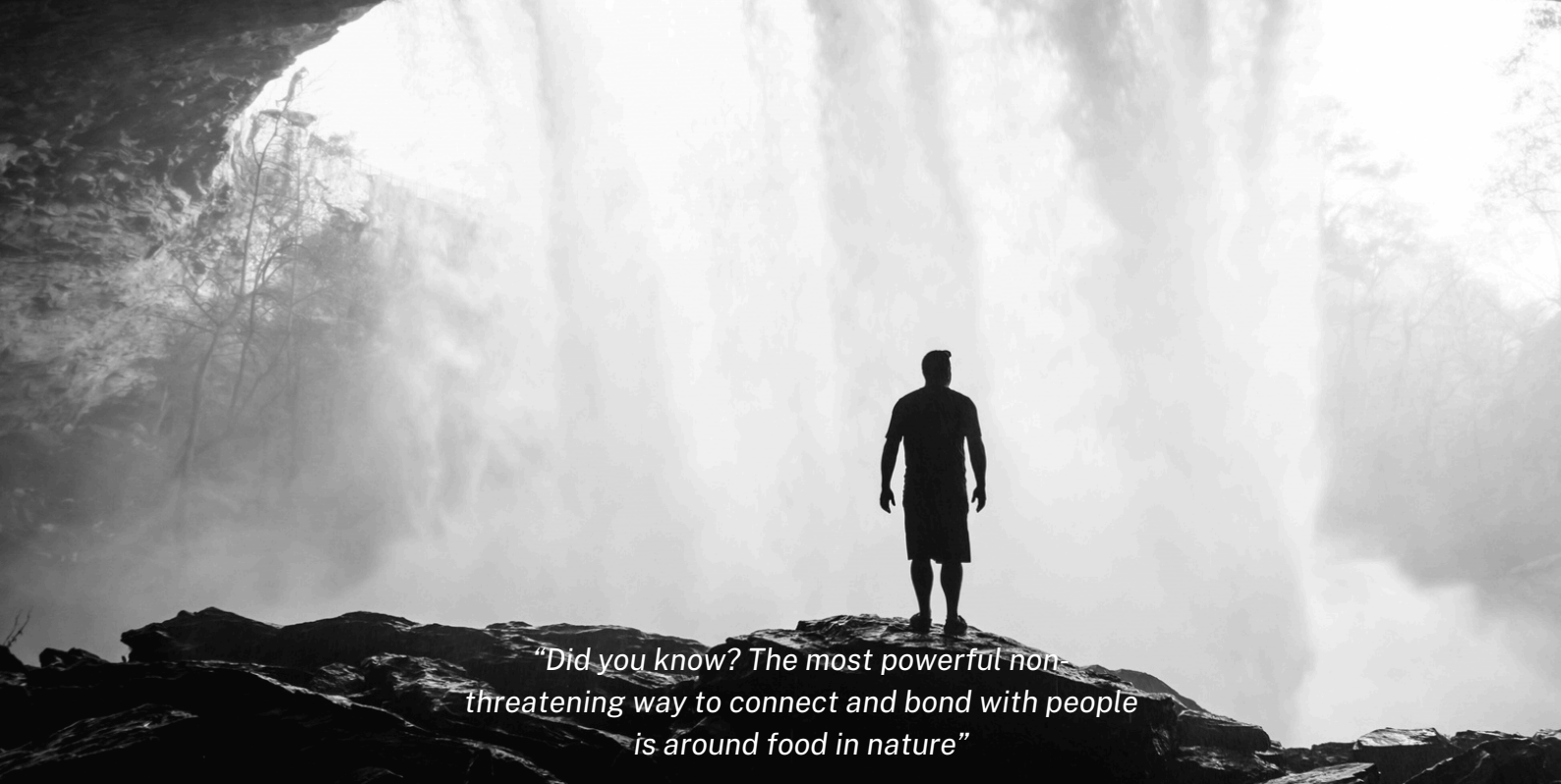
... or around the bend in that road?

Where will I sleep tonight...

... and what will nature teach me?

*1 Year
through
Europe*

Will it be worth it?....Hell yes!!



"Did you know? The most powerful non-threatening way to connect and bond with people is around food in nature"



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ACTIVITIES



"A passion and a promise is my open door policy. I will always have a fire going and some scrumptious food to share "

Follow the tour and witness my nomadic, non-sugar-coated lifestyle that will feature the people I meet on the road, as well as my social media followers. We'll be bonding with nature, cooking together under the stars, visiting hot spots, gathering, running and attending events, while also finding time for stillness, nothingness for those wanting to go deep.

Expect images from diving into an ice cold lake, meditating on the roof of the Landrover, joyful people dancing around the fire, preparing fresh fish on the bbq, or maybe cooking a storm with a celebrity chef, strolling through colourful food markets, meeting up with other Landrover and outdoor enthusiasts, brainstorming sessions with other bloggers and content creators, coaching sessions with business people, healing sessions, fixing a tire in the pouring rain, workouts lifting rocks and squatting with trees on my back, and there will be much, much more....

"Yesterday I was clever,
I wanted to change the world.
Today I am wise,
I'm changing myself."

-Rumi

Derek Barber

The people whisperer



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ABOUT ME

Age 55, born in UK, I grew up in Germany. I lived in South Africa for 7 years and 5 years in Spain / Marbella-Malaga.

A serial entrepreneur for the past 30 years. I am passionate about coaching, supporting entrepreneurship, networking, globetrotting, fitness, fishing, personal growth, spirituality & great food.

A professional chef with 25 years' experience in catering, and as a private chef, I am also a qualified fitness instructor.

Founder of J Biz Lounge - networking events with a twist - I have hosted 30 events in South Africa & Spain and built up a substantial global network over the past decade.

Current:

Founder- Driving The Change

Sales ambassador - VEO World

Director / Europe - Run Wild for Rhinos

WHAT PEOPLE SAY ABOUT ME



Derek is always sizzling something good, not just yummy dishes, also business opportunities. I love his professionalism and the fact that he is such a great networker, connected with amazing people in the world . An ace guy to get to know more, proudly my friend & business partner.

Ghazala Jabeen No1 Marketing machine- Business growth specialist



I am happy I have Derek Barber in my life. People who support,guide and can call friends on this interesting journey of entrepreneurship. Derek is someone I can count on when I need to find ways of unlocking my personal value and when I need a genuine opinion. Every conversation with him is inspiring and always helps me move forward. He is also one of the few people with legit world class international connections and opportunities hes not shy to share with others. If you are looking for a coach, mentor and guide, youd be fortunate to have Derek by your side

KK Diaz Business coach 3x author/publisher CEO of A-Game business Consulting.



*Every time I have had the opportunity to connect with Derek he has always come across as dynamic but humble with a wealth of knowledge in many different fields.
having the priveledge to chat with him one on one about my business he quickly understood my challenges and the direction that i was moving in.
with his personal insights into why things were happening the way they were and then providing me with easy implementable solutions
I now have a plan to move forward and succeed.
Should you be provided with an opportunity to interact or connect with Derek, my erecommendations are to grab it with both hands-you, your business and your life will definetly benefit from it.*

Ruth Coetzee Self publishing specialist



*We travelled continents, business brought us together. My dealings with Derek have always been very advantageous, a spirited individual, a larger than live character. You can tell he is present, he is in the moment with you.
Sit with Derek, eat with Derek, just hang around with him, you will be a better person for it. Whatever pursuit he follows he does it with a 100% passion.*

Dave Ives Leadership developer / Network Marketer



I had a phenomenal time on a 2 days floating networking event on a luxury yacht in Marbella. If you want someone to put on amazing events, Derek is the person to do it. The most professional guy I know.

Reg Lenney Multi award winning holistic coach/ Lifestyle consultant.



limited spots
for vehicle
branding



DRIVING THE CHANGE **SPONSORSHIP**

Let's get straight to the point!

How can I afford this costly, trip many have asked?
The truth is, I can only do this with YOU and your support.

Let me take your brand with on these amazing & advantagious adventures.

If you feel that my mission aligns with your brands philosophy, we should talk how to showcase your brand and transfer your message in the best possible way, to our audience, and with the world.

The goal is a long term mutual beneficial relationship with an attractive ROI, where everybody wins. * up to 200%

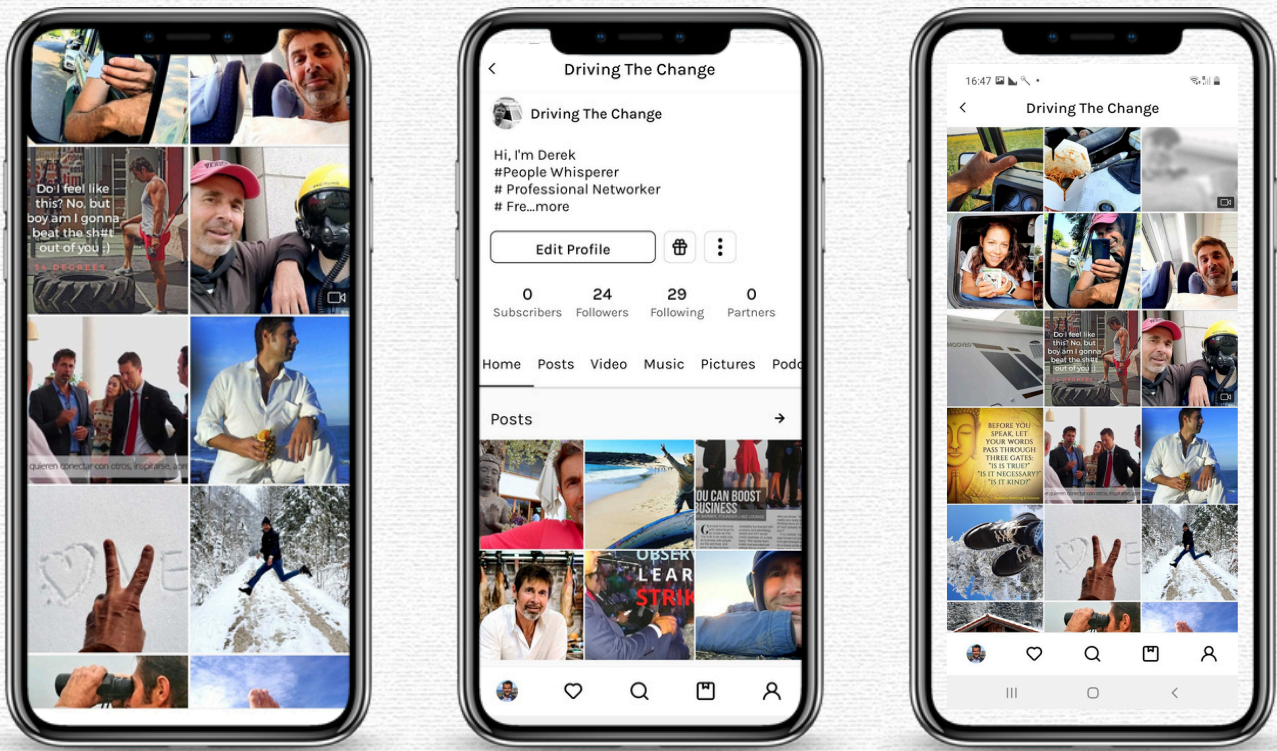
As a sponsor you will be supporting my tour " Driving The Change", my channel on the VEO platform (see page 5) and contributing to improve our care of this planet and ourselves, and ensuring a brighter future for the generations ahead. I am sure these are things your network and customers would love to see and will appreciate your good will.

BRANDING

- Banner / photocall at special events & gatherings
- Interviews
- Product placement on social media
- Vehicle branding
- Website (under construction)
- VEO exclusive sponsor loan agreement with 100% interest, and access to the social media platform
- Global reach through cross- pollination with other strong partners/ networks (Run Wild for Rhinos,etc)

TARGET AUDIENCE

- Digital nomads
- Globetrotters / Adventurers /Anglers
- Landrover Defender & outdoor enthusiasts
- Sustainability warriors/ envirementalists
- Foodies & chefs
- Peak performance & change seekers wanting to become the best version of themselves
- Exhausted CEO`s, leaders & entrepreneurs
- Investors



And now the story gets really exciting...the missing puzzle piece has been found.

SOCIAL MEDIA

I have partnered with a new, all-in-one, social media & streaming platform with a unique approach to media, developed by Swedish philanthropists. “VEO” means *Value Each Other* and offers a safe place to connect and share exclusive content. A perfect fit for my adventures and my audience. Our digital rights protected, and we all get to create income through our interaction and content. This is where I’ll be sharing my passion with my subscribers and other content creators.

VEO shares my core values and is an ethical online space I can confidently invite my followers, and the new friends I make on the road, to join me. Together we all can build a fair residual income stream to turn our dreams into reality beyond our imagination.

I will continue using other platforms, while moving more and more exclusive content to VEO as my preferred social media platform. It is, after all, designed to benefit 1 billion users.



Designed for
1 billion users



watch [2min teaser clip](#):

*VEO is running the final beta testing phase and I can invite you to already create and test your own channel and experience the app with all its amazing features, before we open to the world..



Giving back



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Social impact

Rhino conservation



"Let's move from caring to doing !"

Sharon Tait Jessop

With strong cords to South Africa, I am both excited and honoured to support this amazing cause of a dear friend of mine. Sharon Jessop is a wildlife warrior, conservationist, fitness fanatic, ultra-endurance athlete, adventurer, adrenalin junkie, serial entrepreneur, coach, trainer, motivational speaker and TV show host.

Sharon has recently acomplished an incredible 3-month, 3000-mile rhino-awareness-run through several provinces in South Africa. Yes, 'run'. *She is a Guinness Book record holder.

Reforestation project



"Did you know that Trees are also important for our physical and mental wellness"?

During my trip I will be "Turning miles into trees". My goal, (with your support of course), is to plant 1 million trees. Needless to say there are hundreds of reasons for that, most obvious is , my contribution towards fighting climate change, and poverty .

" The best time to plant a tree was 20 years ago, the 2nd best is now. "

Get in touch with me asap to explore how you can get your first trees planted, and owner of seeds (\$)

Cleaning the oceans



"I am further proudly an ambassador of 4ocean, 27,619,489 pounds of trash pulled from the world's oceans, rivers, and coastlines. visit



PSSSSSSST

COMING SOON



What you see is just the tip of the iceberg

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PODCAST

I have completed 2 extensive podcast "masterclasses", by the Podcast Guru himself, Jason Allan Scott, from UK, and I can't wait to jump into this amazing industry, and take the opportunity to share my stories, (from wherever I will be in the world)and those of my special guests, to an even wider, global audience.

NFT - ECOSYSTEM

I will be using a new commerce and engagement opportunity for creators and brands to build entire digital economies through the specialized functions of their NFTs, giving brands the freedom to design and showcase their NFTs with uncompromising utility and personalization. Offering my fans valuable new ways to connect and engage with all my creations.

The future economy isn't about control, it's about access!

ONLINE SHOP

Sharing is caring. A natural process will be that I don't want to hold back , and therefore with greatest pleasure will share all my top favorite products I like and use. *For my community there will be discounted prices and tons of benefits, *all integrated with the NFT platform.

FUTURE DOCUMENTARY

Yes, ...you heard correctly. Something huge is boiling under the crust. If my journey and all adventures documented on social media havent blown you away, THIS WILL'.

Imagine a kind of " The secret" movie, just all around CHANGE. Powered by a team of exceptional movie makers, script writers and contributions from special guests you all will know.

Watch the space.

CONTACT



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www.driving-the-change.com (under construction)

Important disclaimer

None of the above can be guaranteed.

On an adventure trip like these, unforeseen circumstances have to be taken into consideration. Things like possible travel restrictions due to covid, theft, damage on vehicle, health issues, or bad weather conditions.

However, I assure to do my utmost to make this trip a phenomenal success for all parties involved, and the sake of humanity.



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MANUFACTURED IN GERMANY

