

SUMMARY “REVI PEACE PROJECT” for Russia-Ukraine

Torino

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The purpose of this document is to summarize the description of a proposal aimed at approaching peace between Russia and Ukraine, called the “REVI⁽¹⁾ PEACE PROJECT”

- ▶ This “REVI⁽¹⁾ PEACE PROJECT” (RPP) to approach peace, supports the use of specific and targeted Media actions to be taken towards Russian Leadership and Population
- ▶ The specificity and the ability to attain precise targets comes from 4 unique tools:
 - These 4 tools (specific historical elements, demographic and psychographic analysis of Russia and psychological profile of targeted Russian leaders) have been developed in many months of interdisciplinary work, creating specific models and data bases. These can and will develop objective data elements
 - These tools have the aim of devising Media strategies and actions, that will help start peace talks in a stronger position for the Western coalition and Ukraine within the RPP
- ▶ The members of this “REVI⁽¹⁾ PEACE PROJECT” (RPP) have mixed nationality: European (EU), Russian, American, British and Indian too; majority are MBAs and Engineers, but there are even psychologists, jurists, International political experts, economists, historians, academics. They resort to advanced knowledge tools from all these different fields.

(1) Borrowing the name “REVI” from the 1° part of a hillside “borgo” in Italy, where the idea was conceived

After bloody fighting, the Ukraine War should evolve into a “Media War” or a “Propaganda War”, taking the example of WW II...

- ▶ **This war at the beginning of 2024 shows a standstill with an enormous death toll:**
 - Estimates show that the total death toll is possibly of **400 to 500 thousand killed** and an equivalent number of heavily injured with a very high proportion of civilians
 - **Damages in Ukraine are estimated at 700-800 B\$**
 - There has been an investment of **many Billions of \$ in arms on both sides.**
- ▶ **As in WW II, this is time to emphasize the role of the War fought outside the battlefield which is essentially a “Media War” or a “Propaganda War” :**
 - News on the War was given constantly with **many listening to BBC or «Voice of America» in occupied Europe and Asia**, specially the Philippines
 - **News on non war activities were given as the actions of “exile governments”**, for instance of the De Gaulle exile government and that of the exile Polish one
 - **Specific condemnation to actions of German or Japanese occupying governing forces were given and alternative actions were laid out.**
- ▶ **Similarly we believe that the Western countries, some of them and specially the EU should plan actions of some kind in this “Media War” or a “Propaganda War”, strongly relying on the large Russian Expat community here and existing media. Anyway Putin and the KGP (Kremlin Group of Power) have already been waging this type of war incessantly and openly against the West.**

... **but recurring to modern technology and devices, at much lower costs** -2-

This the “REVI⁽¹⁾ PEACE PROJECT” (RPP) proposes “Media and Propaganda” Actions to be taken now, the main being a Russian “shadow” and Anti-war President and skeleton Government...

- ▶ Firstly Media services should be set up with the use of different options:
 - TV and Radio (quite prominently)
 - Social Media, specifically Telegram
 - Newspapers and other printed media
 - Other “media arms”, even “Word of mouth” where possible.
- ▶ **Getting Western authorities and governments to back a DEMOCRATICALLY VIABLE OPPOSITION “SHADOW PRESIDENT” ⁽²⁾ IN THE ‘24 RUSSIAN PRESIDENTIAL RACE AND AFTER IT:**
 - Campaign to stop the war in Ukraine, just aiming at peace, working with:
 - A group of prominent and knowledgeable Russian colleagues
 - A dedicated and experienced Western staff w/ govt. support.
 - **Articulate the campaign on issues, besides the war, that are very weak in Putin’s agenda:**
 - **Rapid slowdown in the Russian economy**
 - **Impoverishment of the Russian people**
 - **Restrictions in the life of Russians at home and abroad**
 - **Isolation of Russia from Europe and hostility all around**
 - **Other key issues targeted to the KGP (Kremlin Group of Power)**

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(2) The recent appearance of Boris Nadezhdin could be an opportunity **Confidential**

This the “REVI⁽¹⁾ PEACE PROJECT” (RPP) proposes “Media and Propaganda” Actions to be taken now, the main being a Russian “shadow” and Anti-war President and skeleton Government...*Cont.*

- ▶ This “Shadow President” could have a basic “Shadow skeleton Government” with 4-5 key Ministers
- ▶ Continue and step up the campaign even after Putin’s electoral victory, showing all the backdrops and problems with his government and its actions, specifically those concerning the war in Ukraine
- ▶ We have called **this whole project** the “REVI⁽¹⁾ PEACE PROJECT” (RPP) for **RUSSIA-UKRAINE**

... that could continue effective action against the KGP after the elections as long as the war continues

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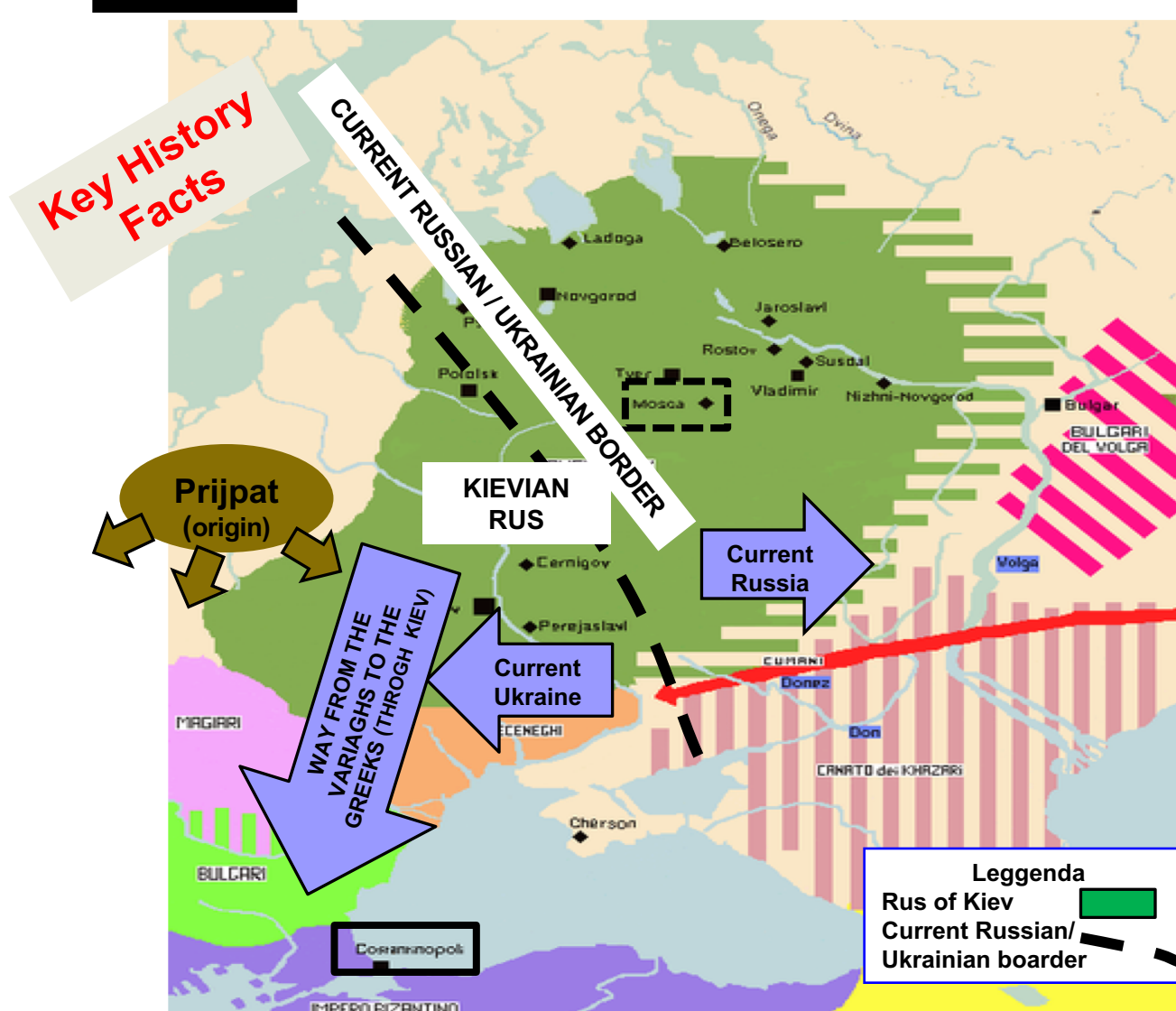
(2) The recent appearance of Boris Nadezhdin could be an opportunity

The 4 tools for the “REVI⁽¹⁾ PEACE PROJECT” have been developed for specific understanding of Russia in favour of the project

- ▶ The 4 unique tools for the “REVI⁽¹⁾ PEACE PROJECT” (RPP) were developed in many months of interdisciplinary work brought to the creation of specific models and data bases
- ▶ These 4 tools are:
 1. In the initial part, we start with a quick **"historical excursus"** of Russia especially in its **vicinity, overlapping and distances from the "Ukrainian close neighbours"** often at the origin of current problems
 2. There follows a **demographic analysis of Russia** in relation to:
 - **Ukraine**
 - **USA**
 - **Europe often exemplified by Italy, where this document originated**
 3. There follows an approach to Russia with the use of **Psychographics through a specific model to describe the Russian populace created for the purpose of this project**
- ▶ Finally there is another specific model generated to create **unique profiles of current Russian leaders, using the GARF (Global Assessment of Relational Functioning) technique.**
- ▶ These tools are briefly summarized in the next pages:
 - It is shown how these tool can help in developing specific **Media actions** towards Russian Leadership and Population within the “REVI⁽¹⁾ PEACE PROJECT” (RPP).
 - Some key findings are added alongside in the project

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A detailed Project report is available. From it, the historical part starts by showing current Russia's strong relations with Ukraine began with Kievan Rus ("Kievskaya Rus") at the end of the 1^o millennium AD



Comments	
▶	The origin of the Eastern Slavs is in the Pripyat marshes (indicated in brown on the map). From there after the collapse of the Roman Empire they move towards: <ul style="list-style-type: none"> — East The so called Eastern Slavs (Russians, Ukrainians and Belarussians) — South The so-called Southern Slavs ("Yugoslavs" in fact), including Slovenians, Croatians, Serbs and Bulgarians. — West the Western Slavs pushed forward: the Poles, Sorbians, Czechs and Slovaks
▶	The Eastern Slavs and the Finns had strong disagreements in the area around Kiev (among the first cities created already in the fifth century AD) and called in the Variagians or Vikings from the North to settle them.
▶	The Variagians formed a state around Kiev, "Kievan Rus" together with the Slavs and the Finns which extended to the area indicated in dark green on the map

KIEVIAN RUS IN THE TENTH CENTURY COMPARED TO CURRENT BORDERS

Russia's dramatic growth to become by far the largest country on earth by extension, in just a few centuries is unique and has many implications

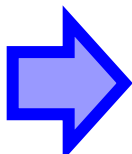
Key History Facts

MOSCOW → RUSSIA: FROM VILLAGE TO HUGE EMPIRE IN JUST 6 CENTURIES



MOSCOW VILLAGE

~1200 AD



GRAN DUCHY/PRINCEDOM OF MOSCOW



~1500 AD



RUSSIAN EMPIRE
24 MI. SQ-KM
(16% of World land)

~ 1800 AD

The report shows how Russia has quite some peculiarities compared to the rest of Europe and the rest of the world

Some peculiarities of current Russia

- ▶ **Geographical and climatic peculiarities**
 - **Vast territory: 17 million km²: 11% of total emerged lands**
 - **Very low population density: 8.3 inhabitants per km²**
 - **Extremely harsh climate ("extreme" Continental), not only in Siberia**
- ▶ **Historical peculiarities :**
 - **Accelerated growth in the last centuries: a small village in 1200, a small principedom in 1500 to a very large empire in 1800**
 - **Very different peoples (from Siberians to Chechens and Circassians)**
 - **Very authoritarian leadership (czar, Soviet leaders... current leaders).**
- ▶ **Indo-European language but very different and very widespread:**
 - **Russian is Indo-European, but with many non-Indo-European words**
 - **Many rules and also many exceptions**
 - **But by far the most widespread language in Europe: over 200 million vs 70 for English**
- ▶ **Divergent interpretation of some Russian words:**
 - **Ivan the terrible is not terrible, but "impressive"! Ivan Grozni and not Straznii or Ujasnii!**
 - **"Pateticni": Tchaikovsky's symphony is not Patetique or Pathetic but "passionate",**
- ▶ **"Emergency" etymology of various Russian words**
 - **Biesapasnast = Safety; means not total safety but "without danger"**
 - **Balnoi = sick or with pain – BOL, pain, an aggravating circumstance**

A “Psychographic representation” is used to describe the Russian population based on a specific model developed for this Project. Key elements are shown below

«**RATIONAL DEDUCTIVE AND STATISTICAL APPROACH**»
to the development of Psychography for the Russian population

- ▶ **4 mega-clusters** were devised by deduction and aggregation for this Project. Deductively it is believed possible to create 4 “mega-clusters” to provide a meaningful and reliable understanding of the Russian population, by aggregating the 8-9 or more groups that are normally shown. On the contrary, **it seems completely rather to obtain reliable data by dividing the population into the traditional 8-9 groups.**
- ▶ **These "mega-clusters" are here called "Psychographic Categories"** and are listed below:
 - **RADICAL TRADITIONALISTS:** pro-government and faithful to the Christian Orthodox Church
 - **MODERATE TRADITIONALISTS:** Similar to the first group, but sometimes against the government or potentially so
 - **PROGRESSIVES:** with an agnostic or even a religious background
 - **CONSUMERS / HEDONISTS:** defined by the name of the group itself as being those only following consumeristic attitudes.
- ▶ **The 2 Traditionalist cluster come out by far as the largest, with important differences, but the Progressive cluster has always had a strong influence on the rest of the population; on the “Progressives” cluster will the Media programs focus!**

The “Psychographic Analysis Methodology” includes the formation of 4 “psychographic factors” on which to build the Media program

- ▶ The psychographic factors chosen to describe Russian psychographic categories (following commonly accepted norms) are:
 1. **Socio-demographic traits:** include age, gender, city size, etc.
 2. **Values, political and social trends:** For this study of Russia, political trends are very important
 3. **Behavioural characteristics:** Religion, value of money, holidays, etc.
 4. **Fears and Anxiety**
- ▶ The first three factors constitute the general characteristics into which psychographic data are normally divided in Western countries.
- ▶ The last factor: **Fears and Anxiety** has been added because the Facilitator believes that it is a fundamental trait of the Russian population, much more than in Western countries Since the psychographic description is aimed at investigating the political and religious beliefs of different segments of the population, these were investigated elsewhere.
- ▶ **Russia's current leadership has a great grasp and control of the fears and anxieties of key parts of the Russian population, this will be carefully studied and tackled in this Project**

The Psychological Profiling portion of the Project wishes to understand the Kremlin Group of Power (KGP), giving rationalized profiles of the key members

- ▶ The portion starts with an understanding of the organization and the nature of the key figures around Vladimir Putin, through which he controls the Russian Federation.
- ▶ We have called this power group in the Kremlin **KGP (Kremlin Group of Power)**, following the acronym of the famous Soviet organization: KGB, to which this Power Group resembles and imitates.
- ▶ A very interesting in depth study of the power structure within the Kremlin, done in 2021, by a key Moscow consulting group was used in this analysis, together with other analysis done on the Kremlin power structures
- ▶ **A psychological analysis system**, following the GARF (Global Assessment of Relational Functioning) characteristics found in the DSM psychology manual, **was specifically created to help understand the varied cultural, ethnical values, interests and orientation of the key members of the KGP**

The Kremlin Group of Power (KGP) is evaluated following 6 significant criteria

- ▶ The main thoughts in this document come from the analysis of **KGP (Kremlin Group of Power)**, follows various documents and readings of the main people belonging to this **KGP Power-group**. These considerations are divided into 6 parts:
 - 1. Ideological Base of Putin’s Power-group**
 - 2. Strengths and weaknesses of this KGP Power-group** in retaining and exercising power and their mode of acting
 - 3. Relationship of the KGP Power-group (including himself) with the population in general and in its main division as done in the Psychographic study**
 - 4. Relations of the KGP Power-group with the Federal Russian administrative structure** (which are called: Oblast, “Republik”, Autonomous territory, Krai etc.)
 - 5. Relations of KGP Power-group with foreign countries and their governments**
 - 6. The KGP Power-group after Putin’s resignation or death and possible succession options**
- ▶ The rebellion and dramatic show of force of Evgeniy Prigozhin of the Wagner Group in June 2023, does prove the effective resilience of the KGP, even in front of assault and not its weakness. This statement will be validated in the complete presentation.

Putin and the KGP controls this vast extension through 10 faithful emissaries, of which 8 created by Putin in his first years as President

The Federal Russian administrative structure and the 10 Central Representatives



Indications (1)	
1.	Mayor of Moscow
2.	Governor of Saint Petersburg
3.	Plenipotentiary Representative of the President to the Central Federal District (2)
4.	Plenipotentiary Representative of the President to the Northwestern Federal District (2)
5.	Plenipotentiary Representative of the President to the Southern Federal District (2)
6.	Plenipotentiary Representative of the President to the North Caucasian Federal District (2)
7.	Plenipotentiary Representative of the President to the Volga Federal District (2)
8.	Plenipotentiary Representative of the President to the Ural Federal District (2)
9.	Plenipotentiary Representative of the President to the Siberian Federal District (2)
10.	Plenipotentiary Representative of the President to the Far Eastern Federal District and Deputy Chairman of the Government (2)

(1) The 10 Administrative Structures are shown in different colours while the 2 main city areas are circled in blue
(2) Created by V. Putin in 2000

The “REVI PEACE PROJECT” (RPP) intends to commence a “New Media approach” to relationships with Russia and current leadership, starting with the creation of...

- ▶ The general recommendation of the “REVI PEACE PROJECT” (RPP) is to implement a “New Media and Communication approach” based on a solid “New Knowledge base” to relationships with the Russian Federation
- ▶ This “New Knowledge base” focuses mainly on understanding and undermining the relationship between the key members of KGP (The Kremlin Group of Power) and these key members and key Psychographic segments of the Russian populations.
- ▶ This “REVI PEACE PROJECT” (RPP) should be supported ideally by the EU or by one of the key European countries in agreement with the US and other Western countries and should have the following features:
 - First a thorough understanding of the specific viewpoint of Putin, his people and the key portions of the Russian populace; a sound base of knowledge and understanding already exists, it just needs updating
 - The “New Media approach” should be communicated openly and as objectively as possible, to the Russian counterpart, to the Western Public and target portions of the Russian populace
 - Help create a “shadow” Candidate and skeleton Government, using the large Russian Expat community in the West

... a Russian “shadow Anti-war” Candidate and skeleton Government