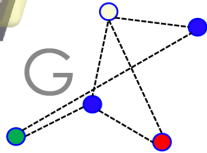
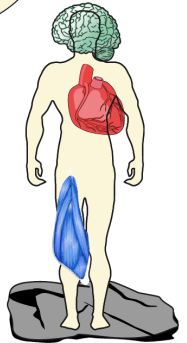
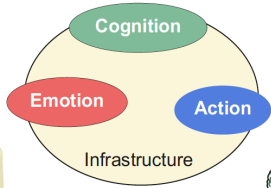
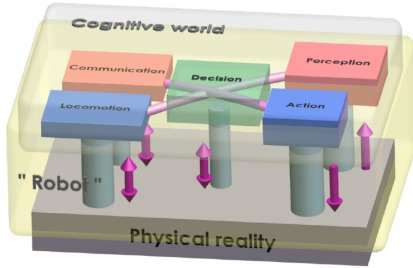



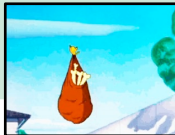



B-Prize for Cognition



- Cognition (including AI) is initially biological, and is now also implemented for much on machines.
- The Prize aims at enabling the development of beneficial effects.
- Cognition is important for the 4 "colors" of life: for the *imaginary*, and also, via modeling, for the *real*, for *values*, and for the *collective*; and gateways connect these worlds.
- The Prize must help to disseminate this knowledge, for the general good.
- It conciliates five generous principles, for large-scale actions.
- The rules provide for a triangular system:
 - Sponsor(s): financial resources and long-term public recognition
 - Public: financial and cognitive benefits, with a view to a better life
 - MCS Theory of Cognition (including the notion of expertise – to do right and fast; and some elements of wisdom).

C o g n i t i o n (via modeling)

Action for survival and changing the world	Cognition (per se) for planning and steering action	Emotion for synchronization with reality* for setting goals and launching action**
"Muscle", physical engine	"Brain", cognitive engine	"Heart", Indicator of values at stake (threats and opportunities)
Physical, real world, Laws of nature; true 	Cognitive, imaginary world , Laws of logic; right 	mixed mode, ("meta-logic") emotional domain; Laws of value ; good 

* immersed part of iceberg (unconscious)
** visible part of iceberg; re. etymology of emotion

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