



The Global Ecobrick Alliance

Earth Enterprise

Intention Map

| | |
|---|-----------|
| Summary | 4 |
| Mission | 5 |
| Vision | 5 |
| About Us | 6 |
| Earth Enterprise | 6 |
| Right-Purpose | 6 |
| Open Source | 7 |
| Mandalic Operation | 7 |
| Emancipation and participation | 7 |
| Full team: Minimum Wage Plus & Defined Maximum Wage | 7 |
| Transparency & Open Books | 8 |
| Not for Profit | 8 |
| Earth Enterprise Structure | 9 |
| Board of Directors | 9 |
| Chief Inspiration Officers | 10 |
| The Core Team | 10 |
| Technology Circular | 10 |
| Systems Circular | 10 |
| Chief Content Circular | 10 |
| Enterprise Circular | 11 |
| Evangelist Circular | 11 |
| Documen Circular | 11 |
| Core Team Mandalic Existential Commitment | 11 |
| Personal: | 12 |
| Household: | 12 |
| Community | 12 |
| Region | 12 |
| Country | 12 |



| | |
|---|-----------|
| Global | 12 |
| Geographic Instantiation | 12 |
| Indonesian Home and Community Pilot | 13 |
| The End | 13 |
| The Vision for 2018 | 14 |
| Outputs over 2018: | 14 |
| 2018 Budget | 15 |
| GoBrik App Development: | 15 |
| Establishing a Not For Profit Earth Corporation: | 15 |
| Website, and Social Media and Site Translation: | 15 |
| South East Asia Trainer of Trainer Events | 16 |
| Furthering the Indonesian Spread | 16 |
| Upgrading and Translating our Core Open Source Resources: | 16 |
| Chief Inspiration Officers | 16 |
| Trainer Network Creation and Management: | 17 |
| Ecobrickable Certification Evangelism | 17 |
| Documentary & Research, and Video Resource Creation: | 17 |
| Resources | 17 |



Summary

The Ecobrick movement is now spreading widely and growing exponentially in South East Asia. When at first the administration of the GEA core resources could be upheld by a small team of enthusiasts, the spread, energy and opportunity are fast exceeding their capacity. The need for a core team to hold, organize and cultivate the foundation systems of the movement is becoming clear. To curate our website, social media, media requests, and the development of our GoBrik app, we have formed an 'Earth Enterprise' to focus the movements energy and mandalic collaboration on our core vision. This *not for profit* enterprise will support and develop the technological and philosophical infracture for the plastic transition movement for the years to come. In this way we keep up with serving the exponential spread of the ecobricker network as personal, community and company plastic transition steadily gains momentum.



Vision

We envision a *Transition from Plastic* in our homes, communities and companies to an ever *Greener Harmony* with Earth's Cycles.

Mission

To raise *Ecological Consciousness* through the spread of *Ecobricking* and the transformation of *global plastic* into *local solutions*.

Dedication

Our work is dedicated to our *Children*, our *Children's Children...* and the *children of all species*, for all time.



About Us

We're a collective of ecobrick leaders from around the world united in the vision of seeing an end to "trash." All of us pack ecobricks in our homes. We're passionate about seeing ecobricks spread and to empower a transition from waste, trash, and pollution to live in harmony with the Earth's cycles. To do so we've come together as an alliance of ecobrickers: the Global Ecobrick Alliance (GEA).

The Earth Enterprise Concept

An Earth Enterprise is built on the concept of an [Earth Corporation](#) by Mark Donovan and the [not for profit](#) (as opposed to a non-profit) conceptual work by Donnie Maclurcan of the Post Growth Institute. As an Earth Enterprise the GEA operates on seven fundamental principles. These principles ensure that our process of operating and that our results, are deeply in line with our vision and mission for the long haul. The Earth Enterprise GEA is run according to the following principles:

1. Right-Purpose

The focus of our enterprise is for the Earth-- the transformation of plastic from pollution to solution by bringing together people is indeed for the benefit of people and planet. Thus our dedication statement: *our work is dedicated to our Children, our Children's Children... and the children of all species, for all time.*

2. Open Source

Our work is available to the world, to be used by anyone and improved by anyone. Our Vision Ecobrick Resources will be made available for anyone anywhere to access and improve upon. All our resources will be distributed under the Creative Commons License: Attribution, No Commission, Share-Alike.

3. Mandalic Orchestration

The operation of our enterprise, of our core team will embody the principles



of [mandalic cooperation](#). The GEA will hold the center space, the core intention, and principles of the unfolding mandala of the global ecobrick movement. The enterprise will hold and maintain the core intention, vision and mission and online architecture. In this way, the unfolding ecobrick movement will be open to full, unmitigated participation. The ecobricking will be fully adaptable by anyone, yet with a solid historical, philosophical and procedural core that can be referred to at anytime. Just as anyone can join the movement by making an ecobrick, we will empower nodes of operation to take off on their own. We will prioritize the development of automated systems that enable contribution with minimal enterprise growth.

4. Platonic Emancipation

We will involve and encourage attraction and passion based partnerships of towards harmonious masculine and feminine cocreation. The enterprise recognizes and encourages gender balanced synergies. The enterprise will be a context for cocreative supra-sexual commitment for individuals and and partners. Cocreative pairs can take on roles in the core team as trainers.

5. Full team: Minimum Wage Plus & Defined Maximum Wage

A wage bracket is established to maintain a defined ratio from the highest to the lowest paid person in the organization. We will have defined Minimum Wage Plus as 50% above the local minimum wage and the Defined Maximum wage is ten times the lowest wage. This keeps the wage gap relatively small and creates an incentive to raise the rate of the lowest paid person.

6. Transparency & Open Books

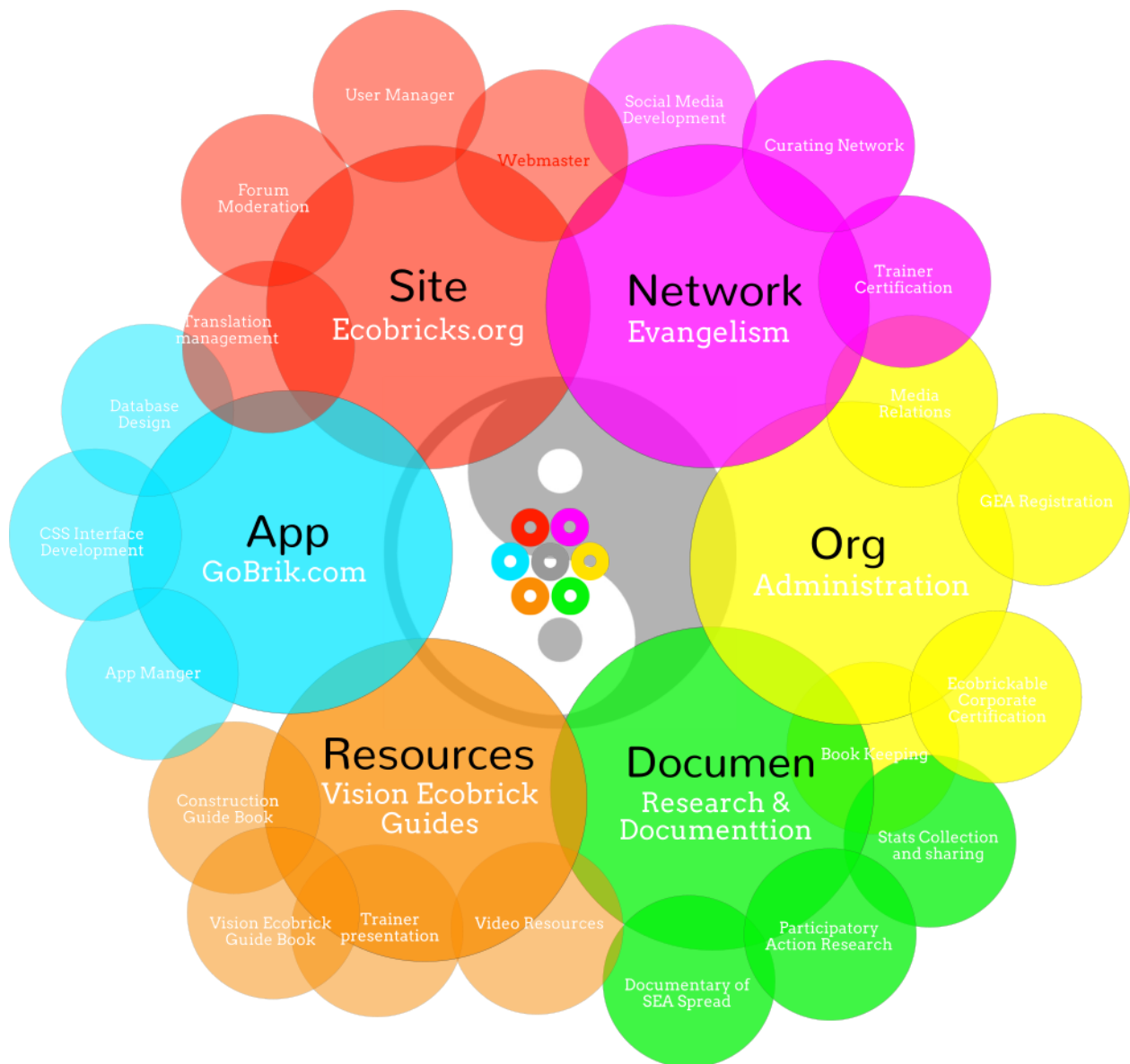
All our financials, in particular the process and transactions surrounding BrikCoins will be 100% transparent. A live feed of our full chain of transactions, that is human searchable and readable, is available on GoBrik. www.gobrik.com/#chain We are working on this for our fiat transactions, expenses and revenue.



Ecobricks.org
Global Ecobrick Alliance

7. Not for Profit

No individuals or shareholders will profit from the operation of the enterprise. At the end of the year, any profits or unspent funds will be reinvested back into the fulfillment of our mission and vision.





Earth Enterprise Structure

Board of Directors

A team of six executive directors/pairs will be appointed to oversee the yearly operations of the enterprise. Each board of director has a two year, renewable tenure.

Chief Inspiration Officers

A male and female duo will be the executive and leadership role for the GEA. They will report to the board of directors. The CIOs will be the lead spokespersons for the movement, and facilitate ToTs and Convergence, and media liasons as much as possible.

The Core Team

Will be comprised of six circle leaders which we will term, **Circulars**. These individual leaders or partner pairs will be responsible for their circle and its overlap with the others. As their responsibilities increase, they will expand in a similar hexagonal pattern of delegation.

1. Technology Circular

Will look after the systems and the expansion and management of our IT systems. This will begin with management of our wordpress website, understanding the functioning of our app, deploying a communication platform for our core circulars. This will also involve understanding and assisting the usage of our resource management platform (DropBox) and our translation management platforms (Localize and WPML). The ongoing goal will be to bring contributors on board to these systems, integrate, and expand systems and practices to continuously increase or collaboration potential.

2. Systems Circular

The goal of this circular is to maintain our principals of Transparency, Open Source, and Mandalic Orchestration through the ongoing automation of



education, tools and empowerment for the ever growing ecobrick movement. Will oversee our database and app expansion. Will play a central role in the planning, expansion, management and deployment of GoBrik. The goal of this circular will be to ever automate our processes so that our technical infrastructure can keep up with the exponential growth of the movement. Requires a background in database development, systems design, economics and understanding of ecobrick sociology. Ideally also current with cryptocurrencies concepts and app development.

3. Chief Content Circular

Will oversee the design, content and deployment of our Vision Ecobrick Guidebooks and presentations. Requires in depth design and page layout experience to ensure the improvement of all our guides. Will oversee the improvement and deployment of our guides, the collaborative design process with artists, and the collaborative translation of our resources. Will oversee the printing and distribution of our guides.

4. Enterprise Circular

Will be in charge of the management of the GEA Enterprise fundamentals. Initially this will include the setup and registration of our enterprise, the setup and management of our accounting systems. Must oversee the legal setup of funding receiving and disbursement and systems to protect our data and members from reprisals.

5. Evangelist Circular

Will management the overall strategy and logistics of our ecological consciousness raising and the dissemination of ecobricks. This will include the management of our social media, press releases, and Ecobricks.org posting. This will also include the management of our GEA Certification system and the ensuing network of GEA Trainers. This will also include the Ecobrickable Certification program with businesses and corporations, and the management of the licensing system.



6. Document Circular

Participation Action Research: workshops, trainings, projects, event, and anthropological research about the process and intermediate impact. Will coordinate video documentaries of the movement. Will aggregate GoBrik statistics. Will assist in using the documentation process to inspire the movement and those outside it.

Core Team Mandalic Existential Commitment

Our core team will mandalically follow three levels of commitments

Personal:

Ensuring that each of us consumes less plastic than one packs. Ensuring that our plastic output is negative and that our worldview and vocabulary embrace waste. We are aware that the old waste paradigm also has a personal Instantiation and just as we love the plastic we love ourselves and all our "personal garbage". We hold and daily manifest the GEA mission and vision in our own lives.

Household:

Ensuring that our homes are zero waste and include the useage of our Ecobricks for household utility.

Community

We lead plastic transformation in our communities through Ecobrick parties, Ecobrick builds and trainings. We are moving our communities towards zero waste.

Region

We are in touch with the traditional and political leaders of our communities to assist their transition to zero waste. We are there to answer their questions and share our consultation.



Country

We are aware of the national dynamics at play in our country and we are available to share our personal story with the media. We assist in contextualizing and translating the Ecobrick best practices to our country and culture and language.

Planet

Finally, we share our personal, household, community, regional and country insights with the GEA core team through our unique skills and talents to help realize our vision and mission.

Geographic Instantiation

Following our mandalic principles, we shall embody the vision and principles in our own homes first.

Indonesian Home and Community Pilot

We envision seeding a home, and a community dispersion that model the full potential of plastic transformation. This includes the home of the Chief Inspiration officers that is fully constructed with ecobricks, bottles and organic techniques, as well as a headquarters for the GEA. We envision that this will take route in a resonant community that can be empowered in the realization of this base, as well as community wide benefits and application of techniques over time. In so doing, we envision the creation of a GEA campus community that sucks in plastic from all around to manifest homes and the headquarters for the Earth Enterprise and GEA team that choose to join in.

Core team members will replicate this model in their homes and communities.

The End

The GEA Earth Enterprise will be disbanded once our vision of transition is made and the full localized valuation of plastic is realized. When the concept of “Trash” has been fully transcended and plastic is no longer used for disposal, our mission will be



accomplished and we can retire the enterprise. Any global organizational assets will be sold and contributed to the valuation of cycled plastic. Any land or localized assets will be donated to the community where they are found.



Financial Plan

Our goal is to generate revenue in order to and while realizing our mission and vision. Our revenue and expenses will be kept 100% transparent, as will the generation, distribution and transactions of BrikCoins.

Revenue

Key to the Earth Enterprise will be a stable and abundant stream of revenue to cover the essential operational costs of the technical and philosophic structure of the Ecobrick movement. Our goal will be to automate each of these flows as much as possible.

Revenue is flowing from the following sources:

- Individual trainings
- Online training and consultations
- Our GEA Catalyst Program
- Training of Trainer Workshops
- A fee structure for our Trainer Network
- BrikCoin sales

Expenses

We will strive to cover the following expenses for core technical and philosophical infrastructure of the movement:

- Server costs for Ecobricks.org
- Database costs for Gobrik.com
- Domain names, SSL Certificates, and plugin costs for these platforms
- Translation platform costs for Gobrik.com



The Vision for 2018

The ecobrick movement has spread all over South East Asia by word of mouth, social media and by our training of trainer workshops. We have observed, that our ToT sessions, where technique and philosophy are fully disseminated to passionate people, have a dramatic effect on the spread, its integrity, longevity and consequence. We thus intend to create a base in the city where the spread is most established, assist nearby Indonesia cities in establishing pilot projects. We intend to visit those countries in SEA where Ecobricking has already taken hold, convene the proponents, and run deep ToT sessions. We will use these opportunities to introduce and seed the use of the Ecobrick app to log ecobricking. This entire process will be documented over the course of a year, and as ecobricking spreads, ecobrick constructions and creations spring up, and the plastic is packed will be create a tremendously inspiring documentary film. Using the the app's statistical aggregation, we will be able to track and show the amount of plastic kept out of the environment.

Outputs over 2018:

- The establishment of a not for profit Earth Enterprise for the Global Ecobrick Alliance that will manage GoBrik.com and Ecobricks.org with the goal of self-funding for 2019.
- The formal funding of our GEA team for managing the Ecobrick movement and the maximal transformation of plastic waste in 2018
- Our Ubud base, a base for the ecobrick core team, and pilot projects around Yogyakarta Indonesia.
- To seed Training of Trainer workshops in South East Asia and South Asia countries in 2018
- Upgrading and translating our free, open source, Vision Ecobrick Guides.
- Expedited development of the Ecobrick App and its translated release in each country



- The sequestration of 100 tons of plastic into Ecobricks in the first year (tracked through our app)-- laying the platform for exponential growth in plastic diversion and reduction.
- Ecobrick Pilot Constructions throughout Indonesia
- Documentary on the process: Video and Action Research Report
- Development of the Plastic Transition Concept and equation.
- Implimenting the GEA Catalyst Program for companies as a revenue generator for the GEA.



Resources

<https://www.youtube.com/watch?v=xUXLFtdsptA> Two minute introduction to ecobricks:

www.Ecobricks.org Our movement's main website and home to all our open source resources.

<https://www.spot.ph/newsfeatures/newsfeatures-peopleparties/71089/interview-russel-maier-ecobricks-a00171-20170810-lfrm2> History of Ecobricks.org and my work seeding the movement.

www.Ecobricks.org/about Learn about our core team, our philosophy, mission and vision.

www.ecobricks.org/what What is an ecobrick exactly?

www.ecobricks.org/why The full benefit list of ecobricks as a plastic solution.

www.facebook.com/ecobricks.org Our Facebook page

<https://www.youtube.com/watch?v=Ynh0RYORsOM> A ten minute documentary on me and my work in the Philippines.

<http://www.ecobricks.org/cnn/> A special report by CNN Indonesia's 60 minutes Insight program on Russell, Ani and the Ecobrick movement.

Ecoliving Summit: [Russell and Ani talk Ecobricks](#)