



# Global Ecobrick Alliance Earth Enterprise Intention Map

Version 2.0

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[www.ecobricks.org/about](http://www.ecobricks.org/about)



**ecobricks.org**  
Global Ecobrick Alliance



# The Global Ecobrick Alliance

The GoBrik platform and its development are managed by the Global Ecobrick Alliance (GEA). The GEA is a not-for-profit 'Earth Enterprise'(EE) guided by our publicly accessible Intention Map, core team and circulars. As an EE the GEA is structured to have no profit motive and a mission and vision focused on serving the Earth. As per our principles we have no corporate or business sponsors or donors. In this way, we move forward as an impartial third-party catalyzing individual, community, company and national plastic transition.

## 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.*



# Table of Contents

The Global Ecobrick Alliance	2
Vision	2
Mission	2
Dedication	2
<b>Table of Contents</b>	<b>3</b>
<b>Summary</b>	<b>6</b>
<b>Context</b>	<b>7</b>
The Situation	7
Failed Solutions	8
Deep Solutions	8
Holding Space	9
<b>Earth Enterprise Concept</b>	<b>11</b>
Planet over Petroleum , People over Profit	11
<b>GEA Goals &amp; KPIs</b>	<b>12</b>
1. Raise ecological consciousness through formal and informal education	13
2. Spread Ecobricking as an Ayyew life virtue and gateway to regenerative living	13
3. Develop Ecobrick Plastic Sequestration and encourage the spread of Collaborative, Cradle to Cradle, Greening Applications	13
4. Empower individuals, communities and companies to be their own regenerative movement	13
5. Give ecobricked sequestered plastic a value.	13
<b>Earth Enterprise Structure</b>	<b>14</b>
Ecobrickers	14
GoBrikers	14
Trainers	14
Members	14
Directors	15



Circulars	15
The Core Team	15
Main Circulars	15
Sub Circulars	15
GEA Country Coordinators	15
Technology Circular	15
Systems Circular	16
Chief Content Circular	16
Enterprise Circular	16
Evangelist Circular	16
Document Circular	17
<b>Core Team Mandalic Existential Commitment</b>	<b>18</b>
Personal:	18
Household:	18
Community	18
Region	18
Country	18
Planet	18
<b>Geographic Instantiation</b>	<b>19</b>
Indonesian Home & Community Headquarters	19
<b>The Center Circle Team</b>	<b>20</b>
Russell Maier – Lead developer, GEA Co-Founder	20
Ani Himawati - GEA Principal, CDD Advisor	20
Lucie Mann – UK	21
Lou Arseno – Philippines	21
Richard Goldsmith	21
Stephen DeMeulenaere – Token Model Advisor	21
<b>Financial Plan</b>	<b>22</b>
Revenue	22
Ecobrick Starter Workshops	22
GEA Training of Trainers	22
GEA Membership Dues	22



Catalyst Program Fees	23
GoBrik Shop	23
BrikCoin Genesis Sale	23
Ongoing BRK Sales	23
Resonant Patron Encouragement	23
Expenses	23
Open Books Accounting	24
<b>The Vision for 2020</b>	<b>25</b>
Main Focuses for 2020	25
Develop the Earth Enterprise Core, Circulars and Membership	25
Develop Community Headquarters	25
International ToTs	26
Upgrading and Translating Resources	26
GoBrik v1.0	26
Develop and Establish GEA KPI's	26
Oversee Indonesian Earth and Ecobrick Dissemination	26
Eacobrick Unfolding Documentary	26
Launch the BrikCoin Genesis Sale	26
Dissemination of the Catalyst Program	26
<b>The End</b>	<b>27</b>
<b>Resources</b>	<b>28</b>
<b>More Information and Social Media</b>	<b>29</b>



# Summary

Heartbreaking images of plastic pollution are igniting a global awakening. As consumers, companies and governments around the planet begin to realize the full impact of their participation in the petro-capital economy, ecobricking presents a portal to a journey of personal and collective transformation. Ecobricking movements around the world have become a gateway to localized community connecting, pointing the way to regenerative principles and living. In order to accelerate the regenerative transition and to safeguard it from subversion from petro-capital economic forces, the Global Ecobrick Alliance (GEA) has established itself as a Earth Enterprise (EE). Where 20th century corporations prioritized profit, an EE prioritizes principled service to planet and people. As an EE the GEA openly focuses on a mission of catalyzing local and global plastic transition towards a resilient regenerative vision. As an EE we serve as an earth-trustee to maintain and develop the technological and conceptual infrastructure of the global ecobrick movement. This includes the curation of ecobricking standards, the maintenance of the Ecobricks.org site, the Vision Ecobrick Resources, the GoBrik App platform, and the Brikcoin blockchain. In this way we envision a recognized standard for plastic sequestration that is in the best interest of planet and people. Through the development and dispersal of the Brikcoin manual blockchain we can value and support the efforts of the myriads of ecobrickers around the world. Through this valuable work, and its valuation through the launch of the BRK commodification of sequestered plastic, we maintain our team, platforms and ongoing development.



# Context

## The Situation

The widespread adoption of fossil fuels as a source of energy has defined the 20<sup>th</sup> century. The use of fossil fuels and petro-capital economic growth are directly tied to plastic consumption-- plastic pollution being a symptom of all three. Post-industrial capitalism has boomed throughout the last century in direct correlation to exploitation of petroleum resources. The availability of inexpensive petroleum-derived energy continues to enable and drive global economic growth. This economic growth has only been possible through the continued use, burning and processing of fossil fuels to power every facet of the economy. As petroleum is refined, there are by-products (*naphtha*) that cannot be used for fuels, but are ideal for plastic production. Thus, the usage of fossil fuels is directly connected to the production and the cheap availability of plastic. Finally the growth in plastic usage and gross national income per capita<sup>1</sup> is directly tied with the with national and global plastic waste generation. In this way, the increase in plastic pollution is a symptom of the petro-capital global economy.

The May 2019 report, *Plastic & Climate: The Hidden Costs of a Plastic Planet* reveals the ongoing and anticipated impact of petro-chemical sourcing, plastic production, plastic lifecycle, and plastic disposal, the report shows that plastic will have a massive climate impact over the next fifty

<sup>1</sup>Hoornweg, Bhada-Tata and Kennedy, ['Environment: Waste production must peak this century'](#), (Nature 502)



years<sup>2</sup>. Practically, this means the ongoing dispersal of loose plastic into the biosphere and the ongoing release of carbon dioxide and other greenhouse gases into the atmosphere.

Research shows that the petroleum industry has invested billions of dollars into increasing plastic production over the next decade. Any deep solution to plastic pollution requires not just the sequestration of plastic but the development and dissemination of a systematic undermining of the petro-capital economy.

## Failed Solutions

Industrial Recycling and Industrial Incineration, as introduced by corporations and profit focused companies have failed to address the phenomenon of plastic waste. We observe that industrial incineration minimizes citizen participation and decreases public ecological consciousness.

Incineration provides no mitigating incentives for reducing the consumption or usage of plastic.

Meanwhile, industrial recycling is not a closed circular process. Plastics that are recycled are rather put in a downward spiral that results in all plastic eventually escaping into the biosphere.<sup>3</sup>

Most significant, as plastic waste is a profitable business for profit-driven companies and corporations, there is no reason for them to deploy deep, transitional solutions to plastic. Nor are there incentives for companies to transition from plastic dependence. As plastic is fundamentally tied to the petro-capital economy there is no way to solve plastic within this system.

## Deep Solutions

As we come to understand how industrial attempts to manage plastic have failed, we are also gaining insight into the requisite characteristics of what is indeed required to solve plastic plastic.

*[2Plastic & Climate: The Hidden Costs of a Plastic Planet, Center for International Environmental Law](#)*, Executive Summary, May 2019

3 *['Recycling, The Evil Illusion'](#)*, Russell Maier, russs.net, 30 June 2016





a truly stemming plastic pollution. To truly solve plastic the enterprise must deal with the root causes of plastic. Industrial approaches, as they are fundamentally a part of the system that creates plastic in the first place-- fails. In contrast we see that any enterprise that will truly solve plastic, must have the following elements:

1. **Outside of the Petro-Capital Economy:** As post-industrial capitalism is the root of plastic production and consumption, it is key that the enterprise be independent of this economy.
2. **Non-industrial:** Given that the majority of industrial processes in our age are reliant on petroleum derived energy or material, principled core processes of the enterprise must be non-industrial, low technology, minimum mechanization.
3. **Micro-Local Processes:** Industrial processes have focused on large scale macro/global activities (factories, recycling plants, incinerators) while sacrificing local ecologies. In contrast, an enterprise based on micro processes tend to support local ecological and community well being and resiliency.
4. **Viral:** The enterprise must keep pace and indeed overtake the growth of the plastic problem.
5. **Ecological Consciousness Raising:** The enterprise must raise human collective ecological consciousnesses. Techno-fix solutions that do not impact consumer consciousness are not deep.
6. **Disruptive:** The process must systematically undermine the petro-capital system and consumption paradigm.
7. **Regenerative Directed:** The enterprise must guide towards the embrace of circular and regenerative principles.

## Holding Space



As we know from our personal experience as ecobrickers, the low-tech, principled approach of personal responsibility meets the criteria of a true deep solution. However, not necessarily! We have observed in other parts of the world, where the Ecobrick movement has not been fully nurtured and principled, it has not been able to mature into full its full sociologically potential. In these cases the movement's virality is decreased, its community and political impact are decreased, and its net contribution to plastic transition is blunted. The GEA, with the lengthy experience and expertise of its core team, has the role of naturing and guiding the open ecobrick movements in the right direction.

Ecobricks, are fundamentally different from traditional 'waste management' technologies in that they directly engage consumers in a way that decreases their long-term plastic consumption and directs them towards petro-capital disengagement. Most importantly, we observe that a deep solution to plastic must thus be clearly grounded outside of the petro-capital economy. In other words, the enterprise must not be locked into the capitalist economy through a reliance on capital or with a focus on profits. In addition our system and the fundamental ecobrick innovations and techniques must not rely on petroleum or industrial process.

The role, mission and vision of the GEA is to hold this course. In order to do so, the structure and principles of the GEA are key. We can not act as a traditional company, NGO, or even social enterprise. Instead we propose a bold new form of enterprise, one in which the Earth comes first.



# Earth Enterprise Concept

## Planet over Petroleum, People over Profit

As an Earth Enterprise (EE) the GEA operates under strict principles.<sup>4</sup> An Earth Enterprise is built on the concept of a 'social enterprise'-- where instead of a focus on social service, our service is to the Earth. The concept is inspired by the work of Mark Donovan developing the idea of an "Earth Corporation"<sup>5</sup> and the 'not for profit' (as opposed to a non-profit) concept by of the Post Growth Institute<sup>6</sup>. As an Earth Enterprise, the GEA is grounded on seven fundamental principles that ensure that our operation and our results are deeply in line with our vision and mission in both the short and long-term as laid out in our GEA EE Intention Map.

1. **Right-Purpose:** Our work is focused on solving plastic pollution through the raising of ecological consciousness and prevention. Plastic is one of the defining issues of our time which unites us across borders and traditions. Our work is dedicated to our Children, our Children's Children – and the children of all species, for all time.
2. **Open Source:** All the GEA's education resources are open source. This means that they are under a free-culture Attribution, Share Alike, Creative Commons License and open to the world, to be used, improved, contextualized and translated publically
3. **Mandalic Collaboration:** The operation of our enterprise, of our core team and of each

4 Ecobricks.org - About the Global Ecobrick Alliance Earth Enterprise: [www.ecobricks.org/about](http://www.ecobricks.org/about)

5 Earth Corporation concept was coined by Mark Donoan - <http://earthcorporations.com/about/>

6 *How on Earth: Flourishing in a Not-for-Profit World by 2050*, Donnie Maclurcan, Jennifer Hinton, Post Growth Publishing (first chapter issued for book's kickstarter supporters)



member embodies the principles of mandalic cooperation theory<sup>7</sup>. In this way the GEA holds the center space, core intention and principles of the unfolding global ecobrick movement.

4. **Platonic Emancipation:** We involve and encourage attraction and passion-based partnerships in our enterprise. The enterprise recognizes and encourages gender balanced synergies.<sup>8</sup>
5. **Ayyew Regenerative:** We ensure that all our processes, products and projects are regenerative. This means that they embody cradle-to-cradle and ayyew principles in all our processes, products and activities and sequester more CO2 and plastic than they create. This way we ensure our harmony with earth's cycles is ever growing more green.
6. **Equitable & Open Books:** All of our financial records, including Brikcoin blocks and transaction, are 100% transparent. A live feed of our financial transactions (income and expenses) is publically visible and searchable on our site<sup>9</sup>. A full chain of Brikcoin block generation and transactions that is human searchable and readable is available on GoBrik.<sup>10</sup> GEA staff salaries are established in a wage bracket to maintain a defined ratio from the highest to the lowest paid person in the organization.
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. in the future a wage bracket will be established to maintain a defined ratio from the highest to the lowest paid person in the organization.

7 [Mandalic Collaboration Theory](#), Russell Maier

8 [Platonic Emancipation](#), Russell Maier, July 31, 2018

9 GEA Open Books: [www.gobrik.com/#openbooks](http://www.gobrik.com/#openbooks)

10 BrikChain Explorer: [www.gobrik.com/#brikchain](http://www.gobrik.com/#brikchain)



# GEA Goals & KPIs

The following 1-5 year goals are derived from our mission and vision statements. We are working to develop a full Key Performance Indicator rubrick. Our KPIs will be derived directly from the following goals...

## ***1. Raise ecological consciousness through formal and informal education***

- **5 years:** To have a trainer network established in every country
- **1 year:** Develop a comprehensive working & result framework of key performance indicators

## ***2. Spread Ecobricking as an Ayyew life virtue and gateway to regenerative living***

- **5 years:** Ecobricking is incorporated and compulsory in school systems and companies
- **1 year:** Lots of TOTs, trainers, trainer network and regenerative partnerships

## ***3. Develop Ecobrick Plastic Sequestration and encourage the spread of Collaborative, Cradle to Cradle, Greening Applications***

- **5 years:** Ecobrick Food forest play parks are a common community collaboration activity
- **1 year:** Trainer Earth Builder network established, ToTs, spreading

## ***4. Empower individuals, communities and companies to be their own regenerative movement***

- **5 years:** Plastic pollution is seen as an opportunity for mining plastic to make ecobricks
- **1 year**



## **5. Give ecobricked sequestered plastic a value.**

- **5 years:** That ecobricked plastic becomes a commonly accepted medium of exchanged
- **1 Years:** Version 1.0 of the GoBrik platform and full block chain integration.

# Earth Enterprise Structure

The GEA is in place to serve the global ecobrick movement. It will incorporate members of the movement to their varying levels of commitment.

## ***Ecobrickers***

On the periphery of the GEA EE are the ecobrickers, the men, women and children making ecobricking and in their own ways leading the plastic transition. The GEA is first and foremost to serve them and amplify, nurture and encourage their luminous passion, examples, and impact.

## ***GoBrikers***

The GEA maintains and develops the GoBrik Platform to support ecobrikers around the world. Those who make use of the platform we serve more specifically through their participation in the app.

## ***Trainers***

GoBrikers that choose to take their ecobricking to the next level by joining the GEA Trainer Program receive certification and an upgrade GEA account. They also are eligible to join the GEA as a yearly member.



## ***Members***

Trainers that pay their yearly membership dues and maintain their trainer status are then eligible to partake of GEA directives and decisions through voting in our yearly AGM and regular issue polls. Members can opt to run for director positions.

## ***Directors***

GEA presidors are members who have been elected to full time participation in the GEA core team. Presidors together make decisions for the EE. Directors receive a paid salary, trainer of trainer status and can form and be part of GEA Circulars.

# Circulars

The GEA will be divided into circulars that will preside over the unfolding of the Earth Enterprise. In the center a core team of leaders will preside over a periphery of circulars. These circulars will be formed from GEA members who have completed GEA Trainer Training.

## ***The Core Team***

Will be comprised of six directors. These individual leaders or partner pairs will be responsible for their circle and it's overlap with the others. As their responsibilities increase, they will expand in a similar hexagonal pattern of delegation.

## ***Main Circulars***

Six main teams/committees will attend to the unfolding Earth Enterprise.

## ***Sub Circulars***

Sub-circulars may be formed by leaders and members of the main circulars to undertake tasks



and projects. Only GEA members may lead sub-circulars, however, any GEA Trainer may participate.

### ***GEA Country Coordinators***

Leaders of ecobrick movements at the country level will be appointed. These leaders will ideally be GEA members.

### ***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 our collaboration potential.

### ***Systems Circular***

The goal of this circular is to maintain our principles 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.

### ***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.

### ***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.

### ***Evangelist Circular***

Will manage 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.

### ***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 world view 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 manifest the GEA mission and vision in our own lives daily.

## ***Household:***

Ensuring that our homes are zero waste and include the usage 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, our core team, circulars and members shall embody the vision and principles in our own homes first. This leads to the establishment of a GEA home base and community hub that instantiates the core regenerative principles and manifested vision of the plastic transition movement. Establishing this vision as fully as possible leads to the full blown manifestation of a multigenerational, regenerative community.

## **Indonesian Home & Community Headquarters**

We envision seeding a home, and a community dispersion that models 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.

GEA trainers, members, and ecobrickers will then have a model and a vision to replicate and model in their homes and communities.



# The Center Circle Team

## ***Russell Maier – Lead developer, GEA Co-Founder***

Russell Maier has spearheaded the the spread of ecobricks in South East Asia and is the lead founder of the Global Ecobrick Alliance. With almost two decades of web development experience, an academic background in philosophy and a decade of leading large collaborative projects, Russell is the lead behind the Brikcoin project and GEA Earth Enterprise concept. Representing the GEA Russell' has been covered by the BBC, the Guardian, the Jarkata post, CNN-- but perhaps more importantly, hundreds of small local radiostations, newspapers and tv outlets where his work and the ecobrick movement has touched. With a perspective gleaned from integrating in some of the most politically and economically challenged cultures on the planet -- from refugee camps in Gaza, rainforests in Costa Rica, to four years living with the Igorots in the mountains of the Northern Philippines, Russell brings to the GEA team, his passion for solving ecological and social challenges with a simple, low-tech, mandalic, regenerative solutions.

## ***Ani Himawati - GEA Principal, CDD Advisor***

Ani Himawati is an Indonesian anthropologist who has worked to empower communities around the country in cities, towns and remote villages. For the last fifteen years she has worked



simultaneously at the grass roots and executive level in the Community Driven Development (CDD) programs with NGOs, Government and Development Aid Agencies, such as the UN and the World Bank. Ani is one of the principals of the Global Ecobrick Alliance and has assisted in GEA Training of Trainers workshops all around South East Asia. She brings her first hand experience of CDD programs to the GEA team, as well as her development work experience designing nation wide implementation programs.

### ***Lucie Mann – UK***

Lucie is one of the first GEA Trainers in the UK. She and her family have spearheaded the UK ecobrick movement from several dozen ecobrickers to hundreds of thousands in the space of a year. Lucie's background in aquaponics and deep passion for ecology inspires her passion for plastic transition. Lucie oversees the UK GEA Trainer team and the movement there.

### ***Lou Arseno – Philippines***

### ***Richard Goldsmith***

### ***Stephen DeMeulenaere – Token Model Advisor***

Stephen has over 25 years experience with digital currencies and 8 years experience with cryptographically secured digital currencies. Before the word 'Bitcoin' was coined, his contributions in the field of monetary design have been noted in dozens of books and magazines from "The Future of Money" by Bernard Lietaer to "The End of Money and the Future of Civilization" by Thomas Greco. Focused on the potential of how restructuring capital can solve environmental and social problems, Stephen has been a natural fit to the Brikcoin project, advising over the last two years. Previous positions include the organizer of the Blockchains for



Sustainable Development for the UNCTAD World Investment Forum in Geneva, brand ambassador for the Malta AI and Blockchain summit and Asia Region Leader at Qoin - Smart City Currencies. Stephen brings his field and theoretical experience in complimentary currency design and implementation as a senior advisor to the Brikcoin team.



# Financial Plan

As an Earth Enterprise our financials must be a full uncompromised reflection of our principles. 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 is a stable and abundant stream of revenue to cover the essential operational costs of the technical and philosophical 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:

### ***Ecobrick Starter Workshops***

GEA Trainers are qualified to lead Ecobrick Starter Workshops and charge as they wish for the service. The GEA Country Team provide a suggested Starter Workshop fee for their country in their currency. The trainers are encouraged to work with this pricing and to charge for their travel and workshop expenses. The trainer receives the full paid price.

### ***GEA Training of Trainers***

The GEA offers the opportunity for ecobrickers to become ecobrick trainers and join the GEA members through online training of trainers and through live, on location, commissioned Training of Trainers. GEA Trainer of Trainers host these workshops and receive 80% of the net revenue with their expenses covered.



## ***GEA Membership Dues***

GEA Trainers are eligible to become members of the GEA. Memberships are renewed yearly, and the fee goes directly to the GEA.

## ***Catalyst Program Fees***

Companies that join the GEA catalyst program pay a yearly, structured fee. The Trainer who enlists the companies participation receives 50% of the company's yearly fee and is responsible for guiding the company over the course of the year. The other 50% goes to the GEA.

## ***GoBrik Shop***

GEA products, such as the EarthWand and various GEA Open Source Designs Kits are being sold on the GoBrik Shop. Sales of these products will go direct to the GEA. Later, sales of user products will also be hosted on the Shop and a percentage of these will also go to the GEA.

## ***BrikCoin Genesis Sale***

The GEA is steadily moving into a position where it will be able to launch a preliminary sale and valuation of the BrikCoin following the ICO model. Genesis BRK sales will go direct to the GEA.

## ***Ongoing BRK Sales***

Once Brikcoins are launched for sale on GoBrik, Central Reserve BRK will be saleable as plastic offset credits to companies and individuals. The Offset sale of CS BRK will go direct to the GEA.

## ***Resonant Patron Encouragement***

We remain open to the financial assistance of resonant patrons who wish to contribute directly to the plastic transition movement. However, as our platform develops, more and more such contributions can be done through BRK sales, product purchases, or investment in the BRK Genesis Sale.





## Expenses

The following core expenses are emerging as the main costs for the GEA to cover.

- Server, domain costs for Ecobricks.org
- Database and development costs for Gobrik.com
- Trainer fees for conducting online trainings and ToTs
- Digital services for the GEA such as dropbox, zoom, and more.

## Open Books Accounting

As per our Earth Enterprise principles, we strive for unprecedented levels of transparency and openness with our transactions and funds. We've thus created our open books system that can be accessed, searched and reviewed by anyone on [GoBrik.com/#openbooks](https://GoBrik.com/#openbooks) and soon [Ecobricks.org/openbooks](https://Ecobricks.org/openbooks). The system is still in development. Currently all incoming and outgoing BRK transactions are automatically recorded. We also have comprehensive accounts for all incoming paypal transactions and all incoming credit card transactions such as:

- Course registrations
- Encouragement
- GoBrik Shop purchases

We have manual accounting (and not yet complete) accounting for:

- Bank transfer payments
- IDR transfers
- Outgoing payments to staff and trainers
- Outgoing paypal and credit card transactions

This means that our books are not yet in sync with our accounts. We are striving to achieve this by the start of 2021.





# The Vision for 2020

The ecobrick movement has spread all over Southeast 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 and 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, encourage ecobrick hubs, and the use of ecobricks and BRK as a medium of exchange. 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 create a tremendously inspiring documentary film. Using the app's statistical aggregation, we will be able to track and show the amount of plastic kept out of the environment.

## Main Focuses for 2020

### ***Develop the Earth Enterprise Core, Circulars and Membership***

The development of the GEA Earth Enterprise Membership and Circulars 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 2020.

### ***Develop Community Headquarters***

Our Indonesian base, a base for the ecobrick core team, and pilot projects around Yogyakarta Indonesia.



## ***International ToTs***

To seed Training of Trainer workshops in Southeast Asia and South Asia countries in 2019

## ***Upgrading and Translating Resources***

Upgrading and translating our free, open source, Vision Ecobrick Guides.

## ***GoBrik v1.0***

Expedited development of GoBrik to a full Android and iOS app and its translated release in each country

## ***Develop and Establish GEA KPI's***

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.

## ***Oversee Indonesian Earth and Ecobrick Dissemination***

Ecobrick Pilot Constructions throughout Indonesia

## ***Eacobrick Unfolding Documentary***

Documentary on the process: Video and Action Research Report

## ***Launch the BrikCoin Genesis Sale***

Put up 1,000,000 BRK up for sale upon reaching the 100,000 BRK mark with the central reserve.

## ***Dissemination of the Catalyst Program***

To develop a focused circular to manage and implement and disseminate the Catalyst program far and wide as a source of income for GEA Trainers and the GEA.



# 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 transition 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.



# Resources

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

[www.Ecobricks.org](http://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](http://www.Ecobricks.org/about) Learn about our core team, our philosophy, mission and vision.

[www.ecobricks.org/what](http://www.ecobricks.org/what) What is an ecobrick exactly?

[www.ecobricks.org/why](http://www.ecobricks.org/why) The full benefit list of ecobricks as a plastic solution.

[www.facebook.com/ecobricks.org](http://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](#)



# More Information and Social Media

For more information on Ecobricks, the GEA, and the Ecobrick movement please see:

[www.Ecobricks.org](http://www.Ecobricks.org)

[www.GoBrik.com](http://www.GoBrik.com)

[www.Facebook.com/ecobricks.org](http://www.Facebook.com/ecobricks.org)

[www.instagram.com/ecobricks.plastic.solved](http://www.instagram.com/ecobricks.plastic.solved)

[www.youtubue.com/ecobricks](http://www.youtubue.com/ecobricks)