



**The Global Ecobrick Alliance  
Catalyst Program White Paper**

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Introducing our new GEA innovations



# Moving on from plastics: Transitioning to Regenerative Living

We live in a truly exciting moment of transition. All around us, individuals, communities and companies are realizing that we can do way better than the old modes of consumption and doing business. The old model of 'green' business meant 'minimizing our footprint'. With the world trampled in footprints, it is time to transition to impacts that are positive, that restore, regenerate and re-green. The Global Ecobrick Alliance (GEA) Plastic Transition Program enables this shift. By enabling an unprecedented collaboration between companies and communities we can start solving plastic locally through bold new regenerative principles, indicators and practices.



The GEA is an Earth Enterprise with the mission of empowering the local transition from global plastic.





The cheap availability of plastic has made it fundamental to most businesses. More and more companies yearn to move on, but with business models that have long depended on the use of plastic, the transition is daunting. While fully organic material technologies are still in their infancy, companies can start the transition away from plastic at an even more fundamental level: by adopting the next generation of ecological principles.

The grassroots global ecobrick movement is founded and guided by regenerative principles. The movement is spreading sure and steady around the world as it adopted as by individuals, communities and companies as their plastic solution. The Global Ecobrick Alliance (GEA) is focused on empowering local ecobricking through the maintenance of globally accessible resources, trainings and technology.

Individual ecobrickers, through their passion and commitment, have become catalysts in their communities for plastic transition. Whether an ecobricker is packing their own plastic or leading dozens of trainings, their leadership-by-example is key-- leading to more people joining the movement, and more and more plastic being kept out of the biosphere.

We believe the same, principled, leadership-by-example is possible for company's as a way to set off a chain reaction of inspiration. This is the **GEA Catalyst Program**. Using new key performance indicators, companies can transition from linear and petroleum based design, to full regenerative principles. In so doing, they can enlist the help of their community, for everyone's benefit.

#### GEA Vision

*We envision our homes, communities and companies transitioning from plastic towards ever more synced and greener harmony with Earth's cycles*

#### GEA Mission

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





The GEA Catalyst Program is based on a powerful new key performance indicator called the *Plastic Transition Ratio*. Your PTR enables you to first determine your reduction in harm to the biosphere, and then... your positive, greening, contribution.

### Plastic Transition Ratio (PTR)

$$O_i + O_c / P_c + P_p$$

Plastic Offset Internally + Offset by community / Plastic Consumed + Plastic Produced

- **Plastic Offset Internally** includes any plastic ecobricked by your company-- for instance by yourself, staff or employees.
- **Plastic Offset by Community** includes plastic packed by community groups that you get started ecobricking (as tracked and quantified by our system).
- **Plastic Consumed** is any plastic waste generated by your business (i.e. office waste, plastic waste from production of products, waste from factory, kitchens, packaging, etc).
- **Production of plastic** includes any plastic generated by your company (i.e. your product or the product's packaging).

A company can start calculating their PTR after compiling their plastic data and running their first company/community workshops. A manufacturer with high plastic production (i.e. making plastic products) will start with a very low PTR, (i.e. 0.0001). A cafe that has shifted to local and organic products may start as high as 0.8. In both these cases however, a PTR below zero means that both are still putting plastic into the biosphere.

A company's PTR can then be increased by *reducing* the plastic they are consuming or producing or by *increasing* plastic offset through internal ecobricking, and even more potently, through community collaboration.







The GEA Catalyst Program is all about ensuring we are in the right direction for transition. The program enables you to transition to regenerative principles, to lead by example with your PTR, and to support both the hard work of keen communities and of the GEA.

The Ecobrick Catalyst Program is designed to assist your organization's transition to regenerative principles and to inspire. The program has three components:

1. Implement regenerative principles and regenerative vision.
2. Transitioning your processes, packaging and products
3. Transitioning your net business impact on the biosphere

## Short Term Transition

- From excess plastic generation to zero Waste
- From cradle-to-grave design to Cradle-to-Cradle
- Discerning your Plastic Transition Ratio (PTR)

## Long Term Transitioning

From there, we aim to put you on the long term path towards:

- From zero waste to negative waste
- From *Cradle-to-cradle* to *Ayyew*
- From a PTR below 1.0, to a PTR above 1.0

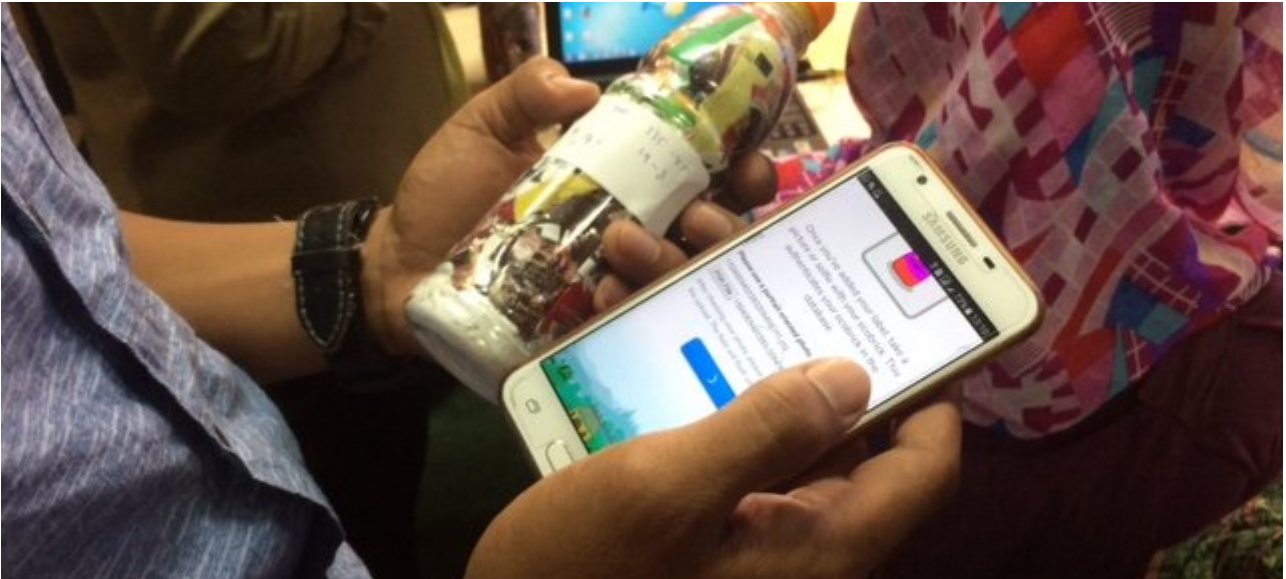
### Sustainability vs Regenerativity

The concept of Sustainability has been an economic virtue since the 1990's. A business model that can pay its employees, reward its owners and grow over time is 'sustainable'. However, traditional sustainability fails to encompass the ecological context of business. In contrast, 'Regenerativity', first acknowledges the ecological context-- that ecosystems are in decline because of our old ways of business. Regenerative processes, design and business, emphasize the healing, and restrengthening of damaged ecosystems.

*'Ayyew' is a new standard of circular design that strives towards materials and processes that are more and more in sync with, and enriching of, ecological cycles.*

*Read more about the Ayyew concept and its origins*





## How it works:

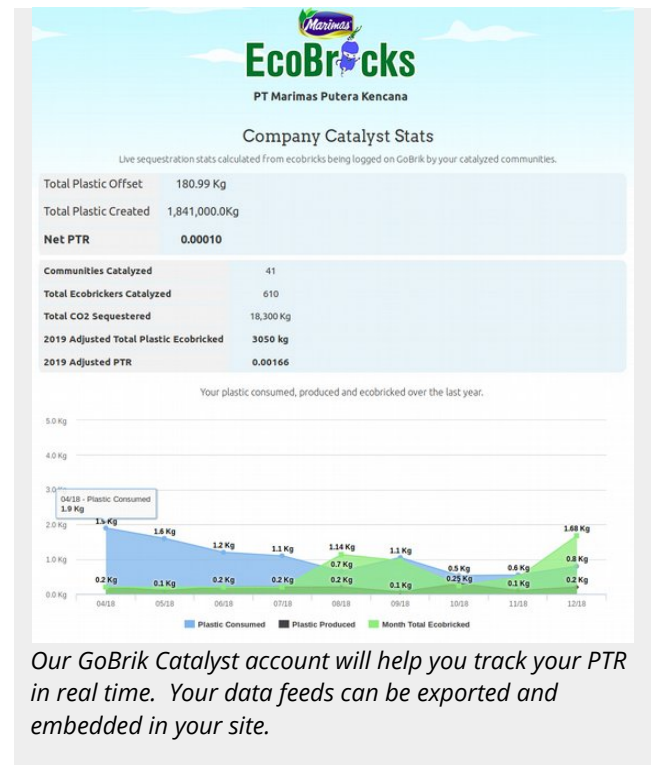
### 1. Apply for a Catalyst Account

Contact the GEA core team and apply for your GEA Catalyst account. The sign up procedure requires the following:

- Commitment to discerning your company's monthly plastic production and consumption
- Commitment to submitting your packaging for GEA reviewing
- Commitment to developing your company's plastic transition plan
- Payment of the first year of the Catalyst program fee.

### 2. Discern your plastic production statistics

Your Catalyst Account on our GoBrik App will be activated and will help you gather your stats and develop performance indicators. You will need to perform a company wide review of the plastic that your company consumes through the manufacture of products, the packaging of products and the day-to-day office operations of offices, factories, and/or warehouse operations.



### 3. Begin ecobricking!

Get your company or organization started ecobricking with one of our Ecobrick Trainings. This will get your company up and running taking responsibility for your direct staff and operational plastic. For large national or international companies we suggest a full GEA Training of Trainer program (additional cost). You can then keep track on GoBrik of the ecobricks made by you and your staff.

### 4. Review your product and packaging for ecobrickability

Once you start ecobricking, you will understand quickly the simple steps needed to make your product and packaging ecobrickable. In most cases, for wrapping, bags, and cellophane, this can be as simple as imprinting it with our ecobrickable designator logo. Once your plastic is ecobrickable, you have made a big step from dead-end design, to cradle-to-cradle.



*The GEA **Ecobrickable Certification Icon v2.4**, indicates packaging that can be easily ecobricked. The use of the icon enables an accessible first step to Cradle-to-Cradle design.*

### 5. Submit your Plastic Transition Plan

A transition from cradle-to-cradle to Ayyew will require a company Five Year Plastic Transition Plan as you investigate and invest in raising your PTR. Once your plan is complete, we ask that you upload it to your catalyst account for our review.

### 6. Catalyze more ecobricking

Once your company has begun ecobricking, you are in a position to host and lead workshops in your community. Ecobricks that are made through these workshops, and through communities you inspire, can be tracked and set towards your PTR! Every community that begins ecobricking through your catalyzation will be tagged, so that those ecobricks go towards your company's plastic offset and increasing your PTR.

#### **Catalyze other GEA trainings:**

Help us realize GEA Training of Trainers (ToTs) around the world. ToTs are highly effective at mobilizing ecobricking and plastic sequestration! ToTs have high costs for us and communities-- from renting venues, travel and trainer costs, and app costs. By assisting us and the local community realize a ToT (you cover 75% of the training cost, the community the remainder) your company is tagged as the catalyst and receives **Community Offset** credit for all the ecobricks that result over the next years.

*Indonesian ToT with 30-50 trainers: **2000\$***

*International ToT with 30-50 trainers: **3000\$***



*GEA ToTs are a way to catalyze communities and lead to plastic offsets that grow over years.*





## 6. Showcase your Certification

Once your packaging has been reviewed, your transition plan received, and your ecobrick course completed, you are good to go using the GEA Ecobrick certification:

- Use the Ecobrickable designation icon on your packaging and products.
- Use the GEA Certified Plastic Transition Catalyst on your promotional materials
- Embed your Catalyst Account [live RSS feed](#) of ecobricks your company has catalyzed into your web site or videos.



Ecobricks.org

certified plastic transition  
**CATALYST**

Once certified, your organization can use the GEA Plastic Transition Catalyst logo on your promotional materials-- along side your plastic transition ratio.

## 7. Track and Transition

Your company can now review your Catalyst Account performance indicators on a monthly basis and strive to reduce your overall Plastic Transition Ratio. Your Catalyst Account fee will be due at the end of the year, and will be reduced in direct proportion to your Plastic Transition Ratio. This will provide a direct financial incentive to the increase of your PTR by either decreasing your plastic production or increasing your plastic offset activities.

### Communities Catalyzed

These communities are connected to you catalyst account. Ecobricking from these communities is being tallied for you organizations offset stats.

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#### Ceria Ecobrick Bondowoso

Ceria Ecobrick Bondowoso is a Bank Sampah community based in Bondowoso, Jawa Timur, Indonesia. Currently, 40 members have packed over 12.2 kg of plastic with an average ecobrick density of 0.37 g/ml

Ecobricks Packed	54 Ecobricks
Community Leader	

#### FKPL Pasuruan

FKPL Pasuruan is a Neighbourhood community based in Pasuruan, Jawa Timur, Indonesia. Currently, 4 members have packed over 6.6 kg of plastic with an average ecobrick density of 0.43 g/ml

Ecobricks Packed	24 Ecobricks
Community Leader	

#### GEA Core Group

GEA Core Group is a Earth Focused community based in Ubud, Bali, Indonesia. Currently, 6 members have packed over 18.4 kg of plastic with an average ecobrick density of 0.93 g/ml

Ecobricks Packed	26 Ecobricks
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*Your Catalyst Account will show you the progress of the various communities that you helped get Ecobricking through Starter Workshops and Training of Trainer programs.*







## Fee Structure

Your first year Catalyst Fee is determined from an estimate of your yearly plastic production and consumption. Exact numbers are not necessary-- with basic data, such as weighing your office or factory plastic collected after a month, it is possible to generate reasonable and workable estimates. Meanwhile you can begin to implement mechanisms for precise tracking.

After your first year as a Catalyst and your Plastic Transition Ratio is clearly developed, your yearly fee will be reduced by inverse proportion. Thus, a company with a PTR of 0.01 will pay 99% of their fee for the second year. A company with a PTR of 0.6 will pay only 40% of their fee. In this way, your Catalyst fee will serve as a voluntary 'plastic transition tax' and a direct financial incentive for your organization to reduce its plastic consumption and raise your PTR.

### **International Company:**

>1000 tons of plastic per year

Fee: 25,000\$ - PTR% + ToT

### **Large National Company**

<1000 tons of plastic per year

Fee: 15,000\$ - PTR% + ToT

### **National Company**

<250 tons of plastic per year

Fee: 10,000\$ - PTR% + ToT (incl. ESW)

### **Regional company**

<100 tons of plastic per year:

Fee: 5000\$ - PTR% + ToT (incl. ESW)

### **City Company**

>10 ton of plastic per year: 2500\$ - PTR% (incl. ESW)

### **Medium Company**

>1 ton of plastic per year: 1000\$ - PTR% (incl. ESW)

### **Small Company**

>500kg of plastic per year: \$350 - PTR% (incl. OTC/ESW)

PDF

For medium and smaller companies, your fee will include a GEA Ecobrick Starter Workshop (ESW) or GEA Online Trainer Course. For large companies with hundreds of employees ToTs are recommended, and billed separately. See our [full list of training options.](#)





## Your fees directly support global plastic transition and regeneration.

Your catalyst fee goes direct to support the GEA and its focused mission, vision and clear operational principles of assisting the technological and ideological infrastructure of the global ecobrick movement. Not only does the movement prevent the pollution of the planet with plastic, with ecobricks we can build our greenest visions! The GEA's priority for ecobrick building is for gardens and food forest play parks. This is regenerative principles in full application: In this way, plastic becomes direct opportunity for greening and regeneration.

As plastic consciousness slowly raises around the world, so too does the interest and demand for deep solutions like ecobricks. The GEA is razor focusing on serving ecobrickers and ecobrick interest folks around the world. On [principle](#) we do not accept sponsorship or charity from corporations or companies, nor do we take funds from governments or grants. As a not-for-profit Earth Enterprise, we generate funds through our services and through personal contributions alone-- all of which goes straight to fulfilling our mission and vision. You can review the latest version of the Global Ecobrick Alliance's, [Earth Enterprise Intention Map and our annual budget](#) which is fully open for review.

Becoming an Ecobrick Catalyst is thus a powerful means of supporting our work and the global plastic transition movement.



Ecobricks are ideal for building community green spaces such as Food Forest Play Parks. Spaces such as these can be built by students and allow them to know edible plants.







## GEA Catalyst Benefits

- Be part of the exciting and highly marketable regenerative business movement.
- You get live stats of the impact of your offset efforts and investments (I.e ecobrick trainings)
- Usage of the Ecorickable icon on your certified packaging
- Usage of the GEA Certified Plastic Transition Catalyst icon on your business materials
- RSS Feed of Ecobricks you have catalyzed.
- Development of your plastic transition plan
- Discernment of your plastic offset ratio to guide your plan
- Your GEA Catalyst account will put all your data-feeds, ratio and performance tracking in one place.
- Your yearly Catalyst Fee becomes a financial incentive to follow your plastic transition plan
- The reduction of your Catalyst Fee by increasing your Plastic Transition Ratio, serves as a business incentive to lower your plastic production and increase your offset investments.
- Usage of BrikCoins as a medium of exchange for your company and customers



# Brikcoins Integration

The GEA has developed an alternative medium of exchange based on the value of the '[absence of plastic from the biosphere](#)'. Unlike many fiat and crypto currencies, our token is 100% grounded in reality: sequestered plastic. We are calling these "BrikCoins".

Brikcoins are a manual blockchain technology, that unlike traditional crypto currencies will be based on human-action *proof of service* (ecobricking!). Also unlike traditional crypto currencies that rely on massive amounts of energy and computing power, BrikCoins will be powered by *human authentication*. In this way, the currency will be accessible to anyone with a smartphone, a bottle, plastic and a stick willing to work hard-- encouraging both ecobricking and the logging of ecobricks.

Using our community of ecobrickers on GoBrik we will be able to authenticate ecobricks that have been made-- proving service and proving plastic packed. Ecobricks that have been authenticated will then be eligible for exchanges, sales and barter on the system. Meanwhile, BrikCoins will be distributed as rewards to those who worked to authenticate ecobricks and catalyze them.

This project has exciting implications for GEA Catalysts that which to further support the sequestration of plastic and increase their plastic offset.

- Enable your customers to exchange BrikCoins for your products or services
- Use your company's BrikCoins to acquire Ecobricks in your community for your construction projects
- Use BrikCoins to pay for your Catalyst account and other GEA trainings and services.

The integration of Brikcoins into the Catalyst program is still underway. You can learn more about [Brikcoins on Ecobricks.org](#)



*Brikcoins will soon become an alternative medium for community exchange among business keen to support their community's plastic transition.*

