



Global Ecobrick Alliance Earth Enterprise Intention Map

Version 2.2

November 25th, 2019

www.ecobricks.org/about



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 as a not for profit (NFP), with a mission and vision of serving the Earth through energizing 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
Table of Contents.....	3
Summary.....	6
Context.....	7
The Situation.....	7
Failed Solutions.....	8
Deep Solutions.....	8
Holding Space.....	9
Earth Enterprise Concept.....	11
Genesis.....	11
Unlike a Company.....	12
Unlike a Charity.....	12
Unlike a Foundation.....	13
Principled Practice.....	14
GEA Goals & KPIs.....	16
1. Raise ecological consciousness through formal and informal education.....	16
2. Spread Ecobricking as an Ayyew life virtue and gateway to regenerative living.....	16
3. Develop Ecobrick Plastic Sequestration and encourage the spread of Collaborative, Cradle to Cradle, Greening Applications.....	16
4. Empower individuals, communities and companies to be their own regenerative movement.....	16
5. Give ecobricked sequestered plastic a value.....	17



Earth Enterprise Structure.....	18
Ecobrickers.....	18
GoBrikers.....	18
Trainers.....	18
Members.....	18
Directors.....	19
Circulars.....	19
The Core Team.....	19
Main Circulars.....	19
Sub Circulars.....	19
GEA Country Coordinators.....	19
Technology Circular.....	19
Systems Circular.....	20
Chief Content Circular.....	20
Enterprise Circular.....	20
Evangelist Circular.....	21
Document Circular.....	21
Core Team Mandalic Existential Commitment.....	22
Personal:.....	22
Household:.....	22
Community.....	22
Region.....	22
Country.....	22
Planet.....	23
Geographic Instantiation.....	23
Financial Plan.....	24
Revenue.....	24
Ecobrick Starter Workshops.....	24



GEA Training of Trainers.....	24
GEA Membership Dues.....	24
Catalyst Program Fees.....	25
GoBrik Shop.....	25
AES Plastic Offset Sales.....	25
Resonant Patron Encouragement.....	25
Expenses.....	25
Open Books Accounting.....	26
The Vision for 2020.....	27
Main Focuses for 2020.....	27
Develop the Earth Enterprise Core, Circulars and Membership.....	27
Develop Community Headquarters.....	27
International ToTs.....	28
Upgrading and Translating Resources.....	28
GoBrik v1.0.....	28
Develop and Establish GEA KPI's.....	28
Oversee Indonesian Earth and Ecobrick Dissemination.....	28
Eacobrick Unfolding Documentary.....	28
Launch the Sale of AES Plastic.....	28
Dissemination of the Catalyst Program.....	28
Develop Staff Renumeration.....	28
The End.....	29
Resources.....	30
Main GEA Links:.....	30



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 20th 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 capita¹ 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 years². 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

¹Hoorweg, Bhada-Tata and Kennedy, ['Environment: Waste production must peak this century'](#), (Nature 502)

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



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.³ 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. 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

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



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 be 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.



“Not-for-profit means just what it says: making a profit is not the primary purpose of these organizations. Such companies do not exist for profit; they exist for a deeper purpose. Rather than focusing on profit as a goal itself, profit is a tool to help them achieve their mission.”

-How on Earth – Hinton & Maclurcan⁴

Earth Enterprise Concept

Genesis

In 2016, GEA principals Russell Maier and Ani Himawati discussed what path to follow for the GEA. Should they move forward as a company or register as an NGO, or a foundation? They consulted with friends and colleagues, however, neither course resonated with the mission and vision that was becoming clear for the GEA. They decided to move forward and define the GEA in terms that ensured the necessary principles to ensure a buffer from the pull of capital-economy. They wanted to be sure that the GEA could serve as a non-biased third-party, maintaining the standards of plastic sequestration and promoting deep plastic transition-- in much in the same way that the [Wikipedia foundation](#) maintains Wikipedia and promotes free and open knowledge, or that the [Mozilla Foundation](#) develops and maintains non-biased platforms to promote a healthy and open internet.

Consulting some of the leading authorities on alternative business structures, [alternative currencies](#) and [open source intellectual property](#), we've crafted the Earth Enterprise concept for the GEA. The concept builds upon the concept of a 'social enterprise', the concept of an [Earth Corporation as developed by Marc Donovan](#). Our formulation integrates the work of the [Post Growth Insititute](#) in defining a [not-for-profit \(NFP\)](#) enterprise. Where a social enterprise serves communities and people, our service is to the Earth-- meaning its ecological health and that of the people and species on it. Just as individual ecobrickers can focus on their embodiment of

4 Hinton, Jennifer & Maclurcan, Donnie (2016) How on Earth: Flourishing in a Not-for-Profit World by 2050 (working draft). Ashland, OR: Post Growth Publishing.



'*being the change we want to see in the world*', the Earth Enterprise provides the parameters for us to do the same as an organization. In so doing we take the best aspects of company and NGO structures while avoiding aspects that do not apply to our vision and mission.

Unlike a Company...

Unlike most companies, we do not distribute profits to individuals (such as owners, shareholders, investors, partners, workers, managers and board directors-- nor our trainers, members or core team). In fact, we do not have owners, shareholders or investors who expect to make money from the business.

Unlike some companies were not out to maximize capital gains for individuals or for-profit companies. Nor will any of our assets be distributed to individuals when the enterprise comes to its end.

Consequently, our focus is not on profit but on our mission, vision and principles. This is the essence of our Not for Profit status as developed by the [Post Growth Institute](#). In fact, following the [ecobrick non-capital principle](#), we're always striving on how to reduce our dependency on capital, petroleum and industry in our endeavours and designs.

However, just because we're not for-profit or pro-capital, doesn't mean we're for loss either! We still earn revenues from our services and products and raise funds for our bold projects.

However, unlike many companies, we fully disclose where our revenue comes from and where our expense payments go (see our [Open Books](#)) and we strive to make our content open source and public and freely available. Any surplus we do make are cycled back into the GEA to better meet our mission and deliver our earth service. In 2020 we will explore a model of using any surpluses to buy back Brikcoins on on the GoBrik marketplace.

Unlike a Charity...

Unlike a charity, we do not take donations, CSR funds, or sponsorships from companies or governments. In this way we ensure that we are not beholden to any particular course of action or biased agenda. Instead we seek to be financially independent and generate all of our revenue from the sale of our own goods and services ([trainings](#), [catalyst programs](#), [EarthWands](#), [open space presentations](#), etc.). In this way, we can proudly offer goods and services that are 100% in resonance with our principles and thus fund our endeavours and pay our bills with full authenticity.

Unlike many companies and organizations, our trainers, members and core team are not



remunerated for their work generating profit, but for the value they bring fulfilling our mission and vision. By remunerating for their earth service we return our revenues and surpluses to generative effect.

Unlike a Foundation...

Unlike many foundations and companies we spend no money on advertising or marketing-- instead relying on our authenticity and the principles of [collaborative mandalic manifestation](#).

Although we don't receive donations from companies, we do receive [encouragements](#) from individuals who resonate with our mission and vision. In 2020 we will move away from encouragements to offer services, products and [AES plastic offsets](#) to ensure balanced energy exchanges with our supporters.

Unlike an NGO we do not rely on volunteers to make things happen-- all of our operations are manifested through our GEA Trainer and Core Team-- folks who have been through one of our [advanced trainings](#) and are perpetually committed and resonant with our mission, vision and principles. Our trainer team is constantly running [GEA Trainings](#) around the world, and are remunerated professionally for these services by the community groups, companies, governments, NGOs or organizations that hire them. In 2020 our Trainers will also have access to revenue generation through the sale of [EarthWands](#).



***"In a world with NFP business at its heart,
profit is a means by which social and
environmental wellbeing is achieved; it is
not a goal in itself."***

[- How on Earth, Hinton & Maclurcan \(2016\)](#)

Principled Practice

As an Earth Enterprise the GEA follows seven principles that ensure our goals, operations and our results are deeply in line with our vision and mission in both the short and long-term...

1. Regenerative Earth Service

The methods, techniques, process and principles of our work are focused on serving the ecological health of the planet by enriching the cycles of interdependence between us and our fellow species. We ensure that our enterprise is regenerative by accounting for our ecological impacts-- both greening and greying-- and ensuring that our net impact is green.

2. Leading by Example

We ensure that the processes, methods, products and services of our enterprise are fully in line with the [principles of the ecobrick movement](#) and the other Earth Enterprise principles below. We are careful to ensure, through our trainings and organizational parameters, that every member of our team instantiates and embodies these principles in their life and work. The operation of our enterprise, of our core team embodies the principles of [collaborative mandalic manifestation](#). The GEA does this by holding the space (the core intentions and principles) of the mandalically unfolding global ecobrick movement.

3. Open Source

We strive to make all our content accessible and free to the world. This involves curating and sharing a selection of our core content (our guide books, [non-personal Gobrik data](#), illustrations, etc.) and where appropriate, the source files under the Creative Commons License: Attribution (to Ecobricks.org), No Commission, Share-Alike. Likewise we strive to use only open source software, platforms and content in our enterprise and to work as much as possible work with



organizations that resonate with our principles.

4. Gender, Age & Status Transcendent

We strive to craft methods and processes that do not restrict the involvement and participation from men and women, young and old, rich and poor and everyone in between. Furthermore we recognize and actively encourage co-creative partnerships between folks on the extremes of age, gender, and status.

5. Fair and Abundant Remuneration for Earth Service

We actively cultivate the space and parameters so that our trainers, staff and principles receive fair and abundant remuneration for their service to the earth. As our enterprise expands we will ensure a wage bracket to maintain a defined ratio from the highest to the lowest paid person in the organization.

6. Financial and Impact Transparency

We strive to make all our financials, both in [fiat currency](#) and on our [Brikcoin blockchain](#) transparent and accessible. We also disclose our net impacts in terms of [CO2 and Plastic](#).

7. Not for Profit

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



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.



Financial Plan

As an Earth Enterprise our financials must be a full uncompromised reflection of our principles. We are 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.

AES Plastic Offset Sales

The GEA is steadily moving into a position where it will be able to launch a preliminary sale of Authenticated Ecobricker Sequestered (AES) Plastic.

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 and soon 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 2020.



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 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

Ecobrick Unfolding Documentary

Documentary on the process: Video and Action Research Report

Launch the Sale of AES Plastic

Launch the sale of AES plastic on the GoBrik Platform to raise funds for GEA plans and projects.

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.

Develop Staff Renumeration

Develop a means to remunerate and encourage the work of our principals so that they can bring ever more value to the realization of our mission and vision.



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, redistributing them through the purchase of BRK. 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:
- <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](https://www.facebook.com/ecobricks.org) Our Facebook page
- <https://www.youtube.com/watch?v=Ynh0RYORsOM> A ten minute documentary on Russell's pioneering 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](#)

Main GEA Links:

www.Ecobricks.org/about

www.GoBrik.com/global

www.facebook.com/ecobricks.org

www.instagram.com/ecobricks.plastic.solved

www.youtubue.com/ecobricks