PATHWAYS TO THE REGENERATIVE ERA

October 22, 2023

Imagined by Tracey Rogers Brandt

His (the elder) process is all about seeing the connections between things. Look beyond the things and ***focus on the connections between them****… Then look beyond the connections and* ***see the pattern they make****.*

— Tyson Yunkaporta

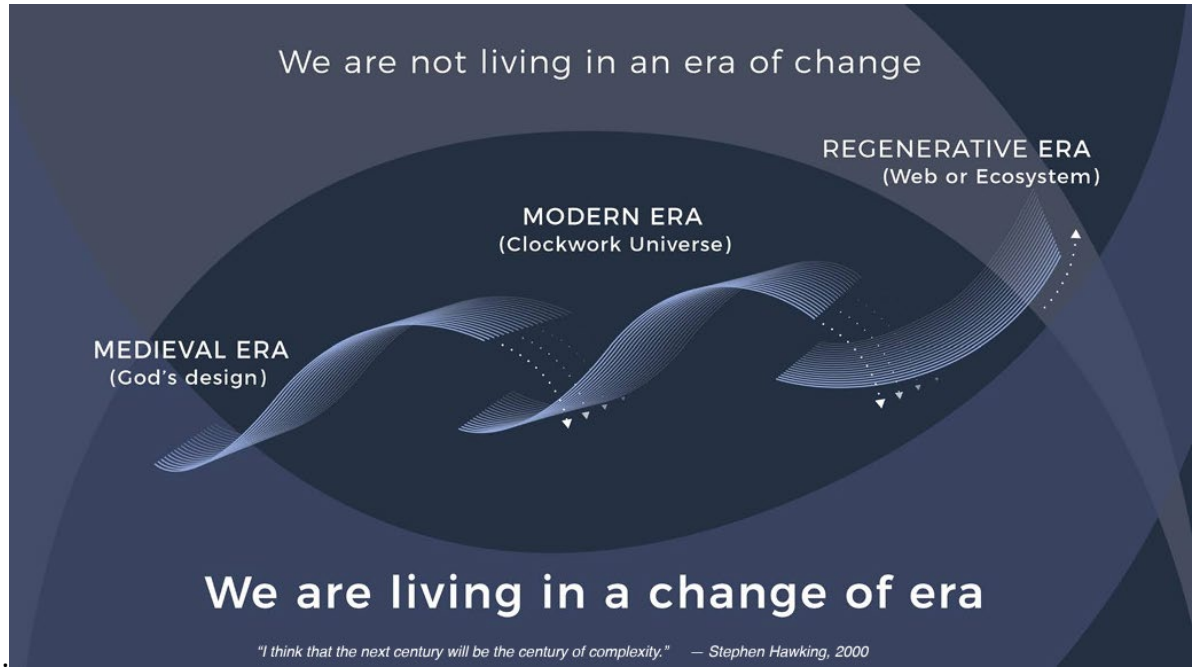
1. Vision

Imagine if we meet THIS moment by leading everyone who is ready to join the purposeful and rapid evolution towards the Regenerative Era and simultaneously build bridges for those not yet ready, so that they may follow us later.

I see a confluence of circumstances presenting a unique opportunity for rapidly creating pathways to unify efforts and build needed frameworks that can organize and provide foundations for the many interconnected disciplines needed to propel humanity out of the abyss of living between eras and squarely into the Regenerative Era.

In my mind, we need to light the purpose lanterns for the masses of humanity that are despondent, lost and giving up hope so they can follow those of us gifted with the clear vision of both the journey ahead and its destination. We need to help the lost replenish their life force and build up their resiliency, so they are strong enough for the journey and work ahead.

I also believe, with all due respect to the incredible minds and hearts that have made enormous progress to date, that we need to tell more convincing stories and better organize efforts to effectively harness the power of our collective energy so that humanity can reach the Regenerative Era before the acceleration of climate impact combined with the political instability around the world closes the door for sustaining humanity on planet Earth. We need a framework for the epic battle to save humanity. We need to establish Mission Command.



2. Introduction

I was born a connector and a community builder, and I have manifested my future more than once. I have also driven the regenerative evolution of an industry. After 10 years in Advertising and Technology Product Management I studied the craft of natural winemaking and later became a globally recognized pioneer in regenerative winegrowing and winemaking that paved the way for the dramatic shift to regenerative farming that continues to grow and save our precious soil. The success of the Natural Wine niche enabled many conventionally farmed vineyards to convince their management for resources to transition to regenerative farming.

I believe we can repeat history with circular containers and the tangibility of eliminating plastic. During the time I was changing the wine industry I also gave birth to two humans as well as Berkeley's Gilman Business District and The Gilman Wine block in. I can add changemaker with boundless energy to my being a connector and community builder.

I have also experienced the extraordinarily horrible confluence of impacts from the global pandemic, two catastrophic wildfire vintages and losing my identity and business in attempts to divorce my business partner. I have effectively been a one-woman army facing an epic battle to free myself and my daughters. For the last 4 months I have hidden from the world while trying to heal and find a new path. After 20 years of running a small winery business while juggling my jobs of mama bear and household general manager, my imagination has finally had space to run wild!

From March – May 2023 as part of attempting to save my role at my company, I mapped out a supply chain disruptor for the wine industry that included the ability to track the wine bottle vessel like a Fed Ex package at every step in the value chain. My thinking is mapped out in more detail than this paper allows but I have included an overview diagram in the Appendix and I'm happy to share more.

My supply chain disruptor to eliminate single use wine bottles (and later expanded to beer, skincare and both grab and go and takeout food) is a really good idea with immediate benefits in eliminating plastic containers as well as single use wine bottles that are largely going to landfills or being downcycled. By tracking the vessel at every stage from the moment the vessel receives its unique ID QR code lasered on the vessel bottom the potential is exponential. The tracking continues at every point from filling to consumption and filling again. With blockchain and cryptocurrency this means we can track participation in the value of re-use glass. It means we can reward participation in the circular container life cycle. The establishment of an entity to manage the tracking, the value accumulation and the reward is the crux of what I believe to be a gigantic leverage point that could be the trojan horse the Regenerative Era needs to build new institutions based on a living systems framework within the context of the Modern Era and the neo-classical economic model. This paper does not expand upon the trojan horse idea which I think would be best examined in a small group dialog.

Since essentially writing a business plan for a sizable supply chain disruptor I began an extensive learning journey enabled when I left my business in June 2023. The purpose of trying to

leverage my new learning and language to explain the still forming ideas in my mind about how we can get started on our rapid march to the Regenerative Era by tracking participation in adopting reuse glass has kept my life force fully charged and enabled hours of my reaching flow state during this dark journey!

This experience provided deep appreciation for the importance of giving purpose to the millions that will have a similarly dark journey rebuilding their life as jobs in the industries destroying our planet are lost. They will need to find new paths filled with purpose AND equitable reward so they can reach the light in the Regenerative Era and realize their full potential.

I have a massive vision around the foundational frameworks to enable the great migration to the Land of Flourishing that is only beginning to take shape and form. I have begun to map out evolutionary pathways, but they are a starting point and by no means am I suggesting this paper is ready for anything other than launching robust dialog and perhaps several new Entrepreneurial endeavors to save humanity and if I am lucky maybe a new career for me!

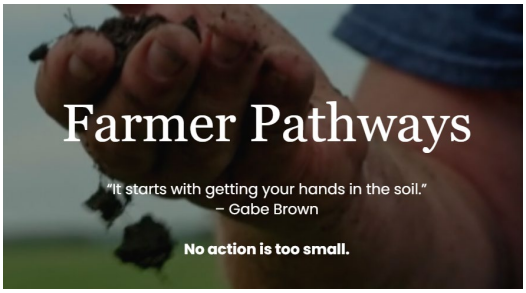
I believe this small idea in the scheme of our work provides the foundation needed to rebuild the institutions and structures of human civilization while providing humanity with pathways for finding their purpose in the great migration to becoming a regenerative civilization with a new social and economic model. My vision is complex and rests heavily on the Batesonian concepts and International Batesonian Institute's (IBI) work around transcontextuatlity or the interactions in complex, living systems.

My idea for a new Circular Container Supply Chain Disruptor enables the creation of the new global and hyper local institution of the commons that I am calling the ***Symmathesy Institute*** in honor of Nora Bateson and her vast work that has heavily influenced my thinking.

> *Her innovation of the neologism "symmathesy," and the corresponding theoretical essay bearing the same title. Bateson defines this neologism as "An entity composed by contextual mutual learning through interaction. This process of interaction and mutual learning takes place in living entities at larger or smaller scales of symmathesy.*

The pathways to realizing my vision could begin with a cultural celebration of life to be held in each region once ready to announce the formation and plans for their regional Symmathesy Institute. The celebration is built around hosting a Super Screening Event with cast and crew of the new film **Common Ground,** which benefits the 100 Million Acres project whose intention is to:

> ***Drive a "tipping point" of 100 million acres (which is just over 10% of the 900 million acres of range and farmland in the US) to transition into certified regenerative systems by 2025.***



This film illuminates the immense value in the self-sustaining living system that is Regenerative Farming which restores soil health, reduces desertification, and produces healthier food at less cost than conventional counterparts. This film has the power to change the hearts and minds of humanity while simultaneously laying the foundation for their understanding of Regenerative Economics. I think my mind is so comfortable in my new community due to my having spent 20 years making natural wine from regenerative farmed vineyards while preaching the virtues of this way of approaching my life and my winemaking.

I envision the North American Region celebration to be held at the UC Berkeley Greek Theater which holds about 8,500. Berkeley is also home to Alice Waters, the legendary creator of the Edible Schoolyard who opened one of the first farm to table restaurants, Chez Panisse, in 1971 as a place where friends and neighbors could gather around the table, eat good food, and exchange ideas about politics, art, and culture.

The Berkeley event ***could also announce*** the formation of a new pathway for intersecting higher education with the cutting-edge new way of thinking focused on understanding our world with a living systems framework.

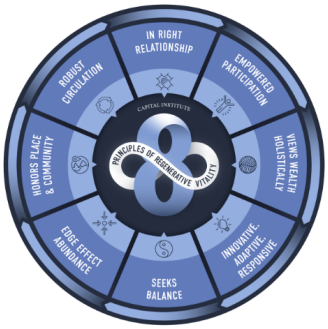
My oldest daughter is a freshman at the University of California, Santa Cruz and we both started a learning journey in late September. She is learning about Marx and Lenin within our institutions that are built upon our old way of thinking and the Take-Make-Waste model. I am learning about regenerative economic models, living systems frameworks and how to save humanity by creating pathways to stabilize climate and reconstruct civilization. The time it will take humanity to inject what I am learning into the curriculum of our educational institutions is not going to align with the dire circumstances we find ourselves in today so we must adapt to integrate cutting edge learning in creative ways.

OUR REGENERATIVE STORY STARTS WITH A SINGLE CORE IDEA:

Regeneration is the process that delivers sustainable living systems *as the outcome of that process*. Therefore, intelligent system design (and appropriate humility) would suggest using the same universal patterns and principles the cosmos uses to build stable, healthy, and sustainable systems throughout the real world as the model for our human economy.

This idea is grounded on three premises:

- The human economy is a living system (albeit an unhealthy one today).
- There are universal patterns and principles – "first principles" – we can define that broadly describe the qualities and tendencies of how life works.
- If the human economy is to be sustainable over the long run, it must harness the regenerative process by aligning with these same "first principles" of living systems.



UC Berkeley Haas Business School announced they are building the Berkeley Haas Entrepreneurship Hub (BHEB).

> *Augmenting the existing Berkeley-Haas Entrepreneurship Program's established set of curricular offerings, the newly created Berkeley Haas Entrepreneurship Hub (BHEB) is designed to provide a complementary yet unique role on campus to attract the entrepre-curious and create a novel venture incubator. Despite the plethora of other offerings on campus, there is no physical space where students and researchers can connect with each other and mentors, build their startups, and be discovered by investors easily. The Hub's goal is to provide this infrastructure and associated programming, and thereby make entrepreneurship easier and more accessible for all. In the process, the Hub will also raise the visibility and impact of Haas in the innovation and entrepreneurship ecosystem on campus and beyond.*

I see an incredible opportunity to expand the scope and vision of the BHEB beginning with the name. I propose it be called the ***Berkeley Hass Regenerative Entrepreneurship Lab (BHREL)*** and it develop a pathway connecting the new Symmathesy Institute and the incredible global resources it will represent with the BHREL for the purpose of creating the first program of its kind to educate our newest members to the workforce in this new way of thinking while simultaneously supporting their Entrepreneurial ideas focused on saving humanity.

The leaders of the new BHREL could acquire new learning themselves from many resources and here are a few examples):

- Join the nRythym With Life 12-month incubator program that begins November 6, 2023
- Join the Capital Institute's Regenerative Economics class Cohort 5 in Spring 2024
- Sign up for Nora Bateson's April 2024 Warm Data Lab Training Course

Finally, I have a few ideas for the Super Screening event at the inaugural announcement for the Symmathesy Institute which is also the creation of the North American physical campus. My idea is to design a biomimicry campus at the old 140-acre waterfront and largely open space Golden Gate Fields which closes in December (see Appendix). The Berkeley event could be the foundational blueprint to be adapted and evolved locally, for each of the other regions. When I think of this day, I imagine a celebration of our rich and diverse global and local cultures with song, dance, food, film, dialogue, and hopeful human connection sharing a common purpose. This day could include:

- **Foster connections and new relationships while sharing learning:** Free time to explore the many cultural participants as well as any organization or entity wishing to connect and join the mission (within allowable limits but there is ample space within this outdoor amphitheater venue).
- **Bid farewell to the Modern Era:** East Bay native Billy Joe Armstrong and his band Green Day on stage playing the acoustic version of **Good Riddance** as 8,500 humans dance and sing good riddance to the Modern Era!
- **Announce the Symmathesy Institute & the senior most, women led Ministry of Holism:** Women on stage like Nora Bateson, Ellen McArthur, Heather Cox Richardson, Sian Sutherland, Laura Storm, Alfa Demmellash, Hunter Lovins, Rebecca Solnit ,Greta Thunberg and more Alice Waters and Oprah and the list goes on….for a "We Are The World" vibe with Taylor Swift performing her song THE MAN with all of us dancing and

singing to celebrate we will go forward Problem Solving with a Living Systems Lens. Imagine if the conflict in the Middle East were to be solved by a counsel led by women solving the issue with a view to solve for all the interconnected living systems that comprise the Middle East. Women are defined equitably to include all women whether born or identifying.

- Song & Dance celebrating Mexican culture.
- Song & Dance celebrating Canadian culture.
- Screening of Common Ground Film with cast & crew followed by a panel that includes our Regenerative visionaries like John Fullerton, Alan Savory, Nora Bateson, Sandy Wiggins, Peter Barnes to name but a few.

We need to convince billions of humans around the world, and with particular emphasis on the western developed communities built on the destructive take-make-waste model, to dramatically alter their lives. The alterations we ask for come with sizable costs and inconvenience to their life logistics & mental health. And we ask after 4 years of living in the after times where so many have suffered financial and wellness losses and remain without agency, pathways or goals they understand for moving us forward and solving the poly-crisis.

If we fail to win the hearts and minds around the globe to both address the emergency of stabilizing the planet and to also reconstruct civilization to create sustainable conditions for life, my twelve-year-old daughter Lily will graduate High School in 2029 to a future I cannot fathom.

3. Abstract

Five years ago, Nora Bateson asked in her March 2018 Essay titled *The Era of Emergency Relocation – A Transcontextual Perspective, "how has the idea formed over time that we can* ***value some people's lives more highly than others****? Or that the* ***sacred lands of some people are more valuable than the sacred lands of others****? Where does this thinking lead if not to violence?"*

Her question feels painfully relevant today as we watch in absolute horror as a new war breaks out in a region where at any moment a far larger conflict could unfold, resulting in a third World War in addition to the poly-crisis.

I believe the creation of a little glass supply chain disruptor company, which is a really big project in itself, can become the proverbial trojan horse for building global grass roots momentum to create the conditions for humanity to transition to a regenerative economic model. Once critical mass is reached for humans around the globe participating in using circular glass containers that generate value from participation with rewarding "Gaia Coin" in their Gaia Glass account (or whatever the Crypto Currency and supply chain disruptor are initially called) we start to realize huge leaps forward which are building blocks for the transformation required. Gaia Coin is redeemable for holistic wealth benefits like education, home ownership, wellness care, food and more. With participation at the global grass roots level the incredibly difficult to near impossible top-down approach of evolving our institutions,

governments, billionaires, and more are supported by the masses. Just like hiring a new CEO the team already supports will enable faster adoption of new ways of operating, so the ideas here lay the foundation for humans to support the change needed.

4. Problem Statement

The new war between Israel and Palestine is a bone chilling development that stands to further reduce the share of humanity's heart and mind we can wrap around the two fronts in the Epic Battle to change our course.

I have spent months deeply diving into the humans, companies, non-profits, B-Corps, Benefit Corporations, and institutions professing to be focused on addressing the poly-crisis. My mind feels muddled, and I find it difficult to very frustrating as I attempt to consider how to know which are legitimate versus fossil fuel or financial industry imposters, much less how to begin to organize so that all energy applied to saving humanity is effectively directed in areas producing positive outcomes. It appears to me that most of the noise and effort is around climate change, carbon capture and reducing carbon emissions and so much effort against the Net Zero 2050 goal which leaves me further convinced that we must organize around a clear mission with understandable language and frameworks to support the **many fronts in the epic battle to save humanity.**

I appreciate how we arrived at this unbalanced focus on climate given the dire consequences of failing to act becoming more visible every day and especially after the Summer of 2023. However, my fear is the catastrophe is now so threatening and so big and so hard to know where to begin that humans are giving up. Those that are not yet believers are succumbing to the hoax propaganda because it is easier to wrap their mind around and it feels better and with the US election ahead this makes my blood run cold. The believers are also losing resiliency from no longer believing they have agency or pathways.

We need to provide comprehendible and believable goals, agency, and pathways (HOPE) to billions of humans in order to provide purpose and resiliency so they can COPE in the days and years ahead. We know the future will arrive with more challenging impact stemming from the chaos we have unleashed with Gaia's planetary imbalance. The take-make-waste model built upon neo-classical economics has literally brought humanity to the brink of mass extinction events within my 53-year-old lifetime.

Humanity needs a new institution to guide us through the dark days ahead. We need a trusted source that can motivate, inspire, lead, direct, drive, communicate and reward humanity. We need a trusted source that can provide humanity with the intentions, pathways and agency to collaborate efficiently and with incredible speed to stabilize our patient and reconstruct near everything with no downtime. I rebuilt the engine that drove my direct-to-consumer (DTC) business which represented 72% of my company's revenue in the 2H22. I referred to this project as the one where I "took the engine out mid-air, flew on autopilot while I rebuilt it, and then flipped the switch for the first time with no prior testing to see if the engine starts up." It is scary as hell but what alternatives exist?

5. Proposed Solutions

Before I dive into frameworks, I want to share a story. A childhood friend of my younger daughter Lily was diagnosed with Celiac disease at age 4. I vividly recall sitting with her mother the days following the diagnosis as she stared at me with terror for the size of her task ahead. There was comfort in finally knowing what was wrong with her daughter even as devastating as the diagnosis was. Now there was a possibility of purpose and she had agency. Pathways were still fuzzy.

But with two children under the age of 4 she had a lifesaving mission to urgently stabilize her daughter who was not on the chart for height & weight metrics for a thriving 4-year-old due to her inability to absorb nutrients from years of exposure to gluten when they did not know what was wrong. She looked around her kitchen realizing stabilization would require throwing groceries away, buying new cookbooks, and scouring the many household items for what is now poison for her baby girl, to name a but a few of the dozens of considerations and alterations she would have to execute. Nearly simultaneously she also had to reconstruct the living system of her family and household to support vitality forward for her sick daughter to heal and support the needs of herself, her husband and her infant son. While we sipped sparkling wine I had made and named for my daughter Lily, I also had to explain that her daughter Belle would have to even take care drinking wine due to the obscure use of wheat paste in barrels and ingredients in some fining agents. The complexity she had to wrap her mind around was immense and overwhelming. Knowing what to do and how to know if her actions were helpful for these life sustaining changes was daunting **but at least her heart had long since been won over and she only had to wrap her mind around solutions.**

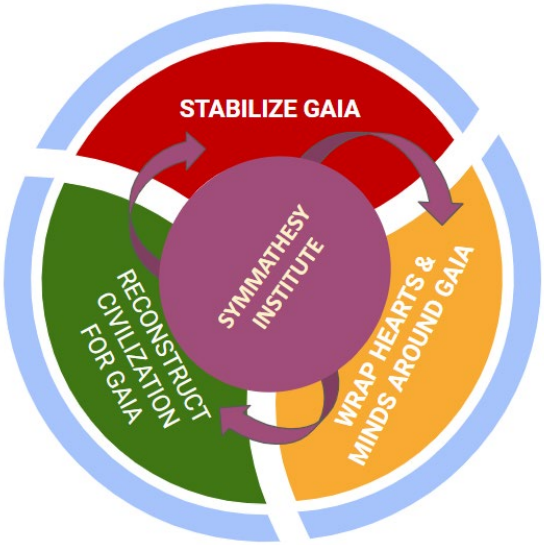
I believe this is a powerful analogy for thinking about the herculean task of saving humanity. Gaia will continue long after humanity fails to find the conditions for life upon her. It is up to humanity to adapt to survive. Just as Mr. Darwin professed.

In my mind we need a reductionist methodology to simplify the complexity for the purpose of organizing our collective efforts to become highly effective. I believe we have far too much fragmentation that has resulted in highly ineffective efforts, confusion as to what problem or problems are being addressed by various solutions and those are just a few of the issues with the organizations focused on trying to address the poly-crisis. If we examine what is happening from those deeply entrenched in the spoils of the Take-Make-Wast model it is far more life threatening. Consider that the Fossil Fuel industry has unabashedly been proclaiming a massive investment in plastics for 10 years. When all of this is combined with the November 2024 US Presidential Election that is a mere 12 months from next month, with the front runner for the Republican nomination being Voldemort, my blood runs ice cold.

My solution is phased, and my vision is complex and largely not covered in this paper which **focuses on how to start pouring foundations, framing structures and building the roads immediately**.

I propose the organizational framework for launching the Symmathesy Institute (SI) to the world focuses on three areas that are easy to understand:

1. **STORYTELLING:** Wrap humanity's hearts and minds around the need to stabilize climate and the way forward reconstructing civilization.
2. **STABILIZAITON:** Stabilize climate by reducing the planetary boundaries humanity has breached so that Holocene-like state can return to planet Earth.
3. **RECONSTRUCTION:** Reconstruct human civilization based on a living systems framework to enable a Regenerative Economy to support humanity's sustainability on planet Earth.



Second, there are two parallel and very distinct missions that are absolutely interconnected but have unique intentions, target audiences and language.

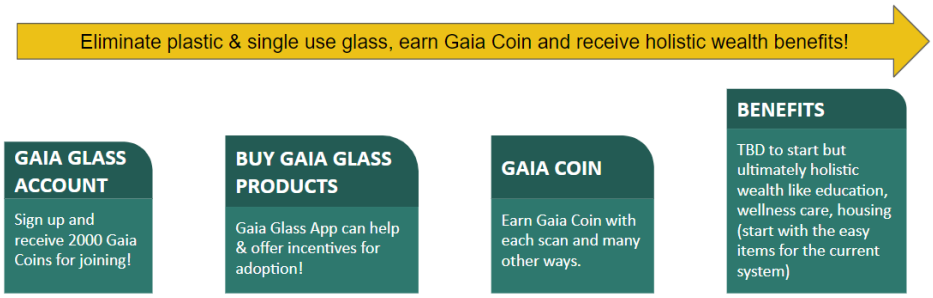
MISSION A: Supply Chain Disruptor to change the world.

Design, develop and roll out to as many markets as resources allow, a new Circular Container Supply Chain Disruptor called "Gaia Glass" that will provide re-use glass containers that have a vessel unique ID QR code lasered upon the bottom of each vessel (glass wine bottle, glass beer bottle, etc.) once the glass is received at the Gaia Glass warehouse from the glass manufacturer. Initial industries include:

- Wine
- Beer
- Skin care
- Food: Retail grab & go
- Food: Restaurant take out

The guiding principle for this mission should be KISS or **Keep It Super Simple**. The target audience is broad, but the common denominator should focus on communication at the 6th

grade level to ensure we capture the hearts and minds of as many humans as possible who as mentioned are failing to thrive, losing their resiliency.



I spent months mapping out the details of building Gaia Glass and thinking about the taxonomy for Gaia Coin to grow to support many different reward models for all members of the value chain but that is for another paper or sharing opportunity. The gist is that attempts to drive global behavior change with fear tactics or big sticks have failed to date. It is time for a new holistic approach of rewarding behavior the Symmathesy Institute encourages for all members of the value chain:

- End users/consumers
- Retailers
- Distributors
- Supply Chain
- Manufacturers
- Institutions
- Governments

Over time the behavior-reward model can expand to any behavior the Symmathesy Institute offers and while I know the idea of monetizing and quantifying behavior is a sensitive subject, I want to emphasize the urgency of winning the hearts and minds and getting started now. There is also opportunity to help underserved communities as the transition begins from our current money-based economy to becoming a service-based economy with holistic wealth benefits and minimum money allocation for all of humanity.

My imagination runs wild when I think about directions of the future. A few breadcrumbs to tease your imagination:

- Getting started – I would imagine research is needed to map out the transition and I have a passion to support Single Mom's like me. I have many mom friends who join me for fireside chats and we imagine what our Mommune will look like that is ultimately our pathway to becoming nutrients for healthy soil instead of dying in a nursing home. While I hope civilization returns to multigenerational living arrangements it will surely take time and creative transitions will be needed. I often articulate my wealth needs as a 53-year-old who lost her retirement plan when she lost her company as:

> "*I just want a path to my grave that provides me purpose and the ability to thrive and manifest a joyful life without winding up homeless or being a financial burden to my children*."

So many women have commented to me when sharing this they feel the same. What if an early research project involves a longevity study of three diversity groups who effectively turn over their fiscal management to the Symmathesy Institute in exchange for that path. In turn, the SI would manage their wealth and money and in doing so have incredible insight into what the frameworks might be for the decades of transition ahead, learn what parameters drive minimum money allocation and so much more. Initial groups for the study could be:

- Single moms
- Foster children at age 18 – 26 (when our laws say parents or governments are no longer legally obligated to support but allow insurance coverage for another 8 years)
- The working homeless

All would of course have purpose and intentions and agency to fill their days but in a vastly different approach than today. Instead of slaving to underpaid jobs relative their costs to live their service to the community generates health and prosperity to all members, including themselves.

- Other programs – Imagine a day when guns are exchanged for Gaia Coin that translates to housing, education, or food rather than county-based buyback programs that are inconsistent at best. And of course, there are so many areas where stabilization of the planetary boundaries is concerned that my mind just spins.
- Politics- Gaia Coin balances provide political power for the commons and our mission by leveraging elected officials Gain Coin balances for voters to understand actions rather than resting on their promises and twisted truths to outright lies.

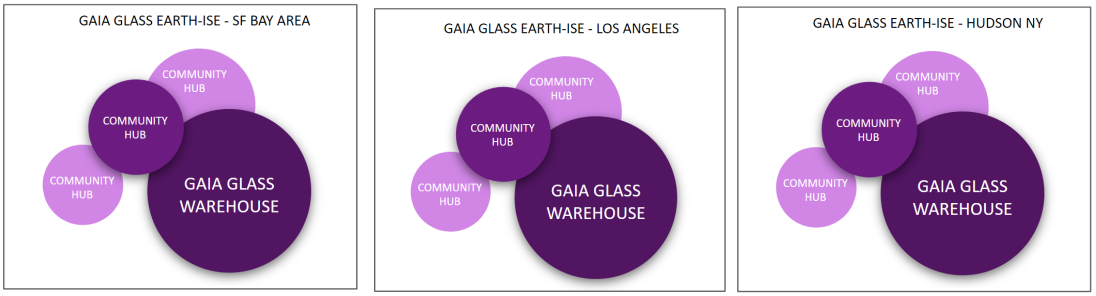
While storytelling is 1 of 3 focal points in my framework, it is also **foundational to the Gaia Glass Supply Chain Disruptor**. Once millions of humans have the Gaia Glass App on their phone the ability for the Symmathesy Institute to communicate and share stories to win hearts and minds and direct action is enormously powerful.

But even more magic emerges from the franchise model I have called Earth-ise. This is where the Symmathesy Institute has a brick-and-mortar presence in every community with a Gaia Glass Earth-ise. A community Earth-ise Implementation includes a warehouse plus TBD based on size community hubs (GG Hubs) that are far beyond being just a place to drop off dirty re-use glass containers. The GG Hubs are everything. They build the garden and plant the seeds that will grow into our movement to save humanity when combined with the power of having a pipeline for communicating, directing, and rewarding action via the Gaia Glass App that includes harnessing social media's manipulative power for our mission.

In the Netflix documentary The Social Dilemma, John Lanier says, "*It's the gradual, slight, imperceptible change in your own behavior and perception that is the product...That's the only thing there is for them to make money from. Changing what you do, how you think, who you are*." Let's turn it all upside down for GOOD. To leverage Mr. Lanier's wise words:

> *"It's the gradual, slight, imperceptible change in your own behavior and perception that* ***is going to save the planet****. Changing what you do, how you think, who you are so that* ***every action demonstrates planet saving behavior****."*

The GG Hubs are where gatherings, education, information, human libraries, warm data labs and much more can be supported in local communities. Earlier this year I thought the empty retail locations for the bankrupt Bed Bath & Beyond might offer a solution to rapid deployment, but they are no longer available. However, a similar avenue for leveraging existing and underused buildings in communities is the idea for GG Hubs.



MISSION B: Design, develop and launch the Global Symmathesy Institute in record time.

Designing and developing the Regenerative Era Institution for the Commons is no small task and will touch on many lightening rod areas for the humans deeply entrenched in the Modern Era spoils with no interest in marching forward to a future where they perceive they are losing personal wealth. So, we first build the Symmathesy Institute focused on the positive outcomes of the Gaia Glass Earth-ise model with the new cryptocurrency Gaia Coins that are redeemable for limited benefits to start and will expand as the Symmathesy Institute develops and we reach the Regenerative Era. We need to teach humanity to crawl before they can walk.

Designing the structure of the Symmathesy Institute is far beyond my pay grade but here is a jumping off point to share how the eventual design is far different than the simplistic framework for getting started. Mission B is where I have so many unshaped ideas that I am not able to inject into this paper but would welcome opportunities for brainstorming with creative and imaginative minds with far more experience in this arena than myself. To tease your imagination, I've peppered in concepts, but this is far from complete.

SYMMATHESY INSTITUTE CORE ORGANIZATIONAL CONTRUCT – 5 BRANCHES

1. The Launch Team & The Women Led Ministry of Holism

2. Mission Command that evolves to be the Ministry of Prosperity once Planetary Boundaries stabilize

3. The Beloved Economy

4. The Ministry of Consciousness & Energy (I need Sandy Wiggins to help me understand why I think renewable energy and humanity's consciousness belong together)

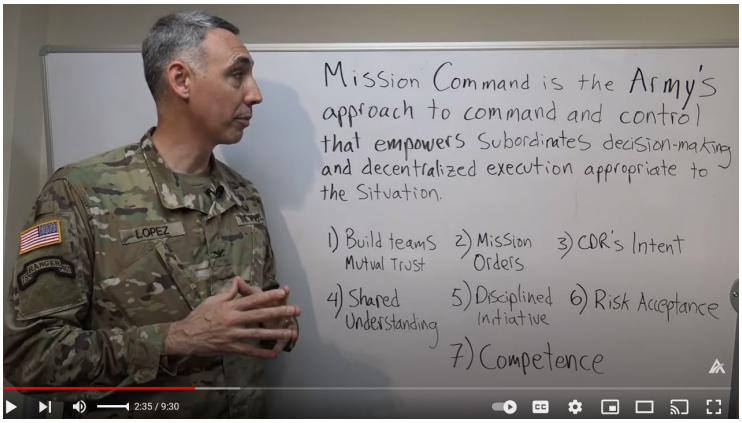
5. The Ministry for Humanity

EXAMPLE SYMMATHESY INSTITUTE STRUCTURE BASED ON THE ORGANIZATIONAL CONTRUCT

1. **LAUNCH MISSION & MINISTRY OF HOLISM–** *TBD how we leverage various humans and organizations, and this is by no means a comprehensive list. The Launch team should be as small as possible for speed. Getting started for Mission A is far more critical than perfect planning for Mission B. Furthermore, while consensus building is valuable it consumes precious time, so a small team frames the construction site for Mission B but primarily focuses on Stabilization and Storytelling for Mission A.*

   The Ministry of Holism is my idea for the senior most counsel that would be largely made of women, born or identifying but also have representation from the other diversity groups. This section, however, focuses on the Launch Team.

   a. Enlist Eric Lopez, CEO of Arrowhead Consulting or similar, to lead the launch team. Eric has incredible skill and experience and his deep synthesization of the foundation of the US Army's updated version for Mission Command being interconnected with Command and Control and built upon 7 principles.



   b. Mental Wellness - I have long felt enlisting military veterans essential to helping lead us through the the dark days ahead. I have 4 years of experience having to reach to depths I did not think possible within my spirit to stay focused on my epic battle to free myself and my girls. We are going to need to train others and lead those not capable, to stay focused on their purpose and ignore all of the loud, scary noise around them.

   c. Organizations & Institutions for collaboration or more

i. The Climate Group Secretariat Under 2 Coalition with 5 co-chairs representing each of five global regions (Africa, Asia Pacific, Europe, North America and Latin America) is very promising for rapid launch. Representatives are elected by the state and regional members within that global region. The North American co-chair is California Governor Gavin Newsome who could certainly drive my vision of establishing the North American regional Symmathesy Institute in Berkeley at the 140-acre Golden Gate Field site closing December 2023 (see appendix). The Under 2 Coalition website states they are the largest global network of states and regions committed to achieving net zero emissions by 2050. We could convince them to increase vision and scope to become supportive of all fronts and work closely or become part of or founders of, the Symmathesy Institute.
ii. Earth4All – Appears to be on a similar path with a wealth of published plans, studies, big ideas and more but I am not clear on what action plans are underway. The organizational structure of advisers could be expanded or integrated:
    1. 21st Century Transformation Economics Commission
    2. The modelling team
    3. The coordinating team
    4. The campaign team
iii. International Bateson Institute
iv. Capital Institute
v. nRythym
vi. Stockholm Resilience Center
vii. Club of Rome
viii. UN
ix. Ellen McArthur Foundation
x. ….and the list goes on….

d.

2. MISSION COMMAND/MINISTRY OF PROSPERITY

a. Design/Build/Launch
    i. Gaia Glass
    ii. Gaia Coin
    iii. Earth-ise
    iv. Symmathesy Institutes in each (10 currently) regions beginning with North America in Berkeley California
b. Lead Stabilization until complete
c. Design & develop the Ministry of Prosperity based on 8 Principles of Vitality
    i. In Right Relationship
    ii. Empowered Participation
    iii. Views Wealth Holistically
    iv. Innovative, Adaptative, Responsive

v. Seeks Balance
vi. Edge Effect Abundance
vii. Honors Place & Community
viii. Robust Circulation

3. BELOVED ECONOMY

a. Global Fiduciary Trust
b. Social Wealth
   i. **RECONSTRUCTION OF CIVILIZATION**
   ii. Guard rails & Money pumps
   iii. Commonwealth
   iv. Holistic Wealth Benefits
      1. Wellness Care
      2. Illness Care
      3. Education
      4. Housing
      5. Food
      6. Clean Water
      7. Sanitization
      8. Entrepreneurial Opportunity

c. Natural Wealth
   i. **STABILIZATION OF PLANETARY BOUNDARIES**
      1. SYMMATHESIZER - Checkpoint for entry to the land of flourishing for organizations/institutions/governments to ensure they are ready with a living systems framework based on the 8 principles of vitality.
   ii. Universal Property Rights
   iii. Commonwealth
   iv. Sky Rights
   v. Oceans
   vi. Ground water
   vii. Air
   viii. Fresh water
   ix. Biodiversity
d. Private Wealth
   i. Money
   ii. Gaia Coin
   iii. Property
   iv. Investing things, I know little about

4. CONSIOUSNESS & ENERGY

a. Intellectual
b. Physical

c. Emotional
d. Spiritual
e. Renewable energy sources
f. Warm Data Labs?

5. THE MINISTRY FOR HUMANITY

a. Storytelling
   - **i. WRAP HEARTS & MINDS AROUND GAIA**
     1. Illustrate Need – Criteria the SI reliably and consistently uses to illustrate where the greatest need for focus and action rest and also, very localized and actionable direction for driving results.
     2. Illuminate Progress – Humanity needs to believe if they sacrifice and dramatically alter their lives, often resulting in sizable costs and inconvenience to their life logistics & mental health, that positive outcomes are obtainable and will be rewarded.

b. Life skills to address the lack of capability of many humans that I jokingly say would starve if they lost their iPhone :)
   i. Gardening & growing food
   ii. Household Management
   iii. Emergency preparedness
   iv. Handy person skills (power tools)
   v. Driving a manual transmission vehicle (emergency situations)

c. Community Flourishing

SYMMATHESY INSTITUTE HUMANS

I spent far too much time considering what number of regions & diversity groups for the framework and finally concluded it was not my expertise to set this taxonomy so I will share the idea of 10 regions & 5 diversity groups. The point is to organize representation around diversity groups more than politcal regions and ensure WOMEN and ABORIGINAL/INDIGENOUS groups have perhaps a larger or additional leadership opportunity. If this works it could spill over to the construct for electing leaders in the future based on cultural and diversity classificaitons. And I liked the math with 50 humans total for 10 to lead each of the 5 core proposed branches:

1. Launch Team & The (women led) Ministry of Holism
2. Mission Command that evolves to be The Ministry of Prosperity
3. The Beloved Economy
4. The Consciousness & Energy Ministry
5. The Ministry for Humanity

REGIONAL REPRESENTAITON



REGIONS

1) Central Asia & Southern Asia
2) Eastern and South-Eastern Asia
3) Middle East and North Africa
4) Sub-Saharan Africa
5) Northern Africa and Western Asia
6) Oceania
7) Europe
8) Russia
9) Latin America and the Caribbean
10) Northern America

DIVERSITY GROUPS

1) Women
2) Aboriginal
3) Persons with disability
4) Visible Minority
5) Man - White or Regional Ruling

1000-DAY CHALLENGE

Here is a possible framework for thinking about how to get started rapidly with a few names for color and given today is October 20, 2023, and there are only 69 days remaining in 2023 I started with 2024.

			INTENTIONS				
DAYS	CALENDAR YEAR	VISIONARY TEAM LEADS	LAUNCH MISSION	MISSION COMMAND	BELOVED ECONOMY	CONSIOUSNESS & ENERGY	MINISTRY FOR HUMANITY
0-99	2024	Eric Lopez, Ellen McArthur, John Fullerton					
100-199		Nora Bateson, Peter Barnes, Alfa Demmellash					
200-299		Tyson Yunkaporata, Hunter Lovins, Vincent Stanley					
300-399	2025	3 Humans, always 1 or more women					
400-499		3 Humans, always 1 or more women					
500-599		3 Humans, always 1 or more women					
600- 699		3 Humans, always 1 or more women					
700-799	2026	3 Humans, always 1 or more women					
800-899		3 Humans, always 1 or more women					
900-1000	95 days until 2027	3 Humans, always 1 or more women					

With enough resource behind The Symmathesy Institute I believe it is possible to do many things at once.

1. Create conditions for The Symmathesy Institute to provide resources, frameworks and more for a massive campaign to win the hearts and minds of humanity so collectively we focus on stabilization and reconstruction above all else.
2. Create a framework for organizing and likely consolidating the vast number of Environment/Climate/Energy organizations around the globe to become an interconnected web of living systems with defined purpose, shared resources and interconnected pathways.
3. Humanity needs believable goals, accessible pathways and confidence in their agency to COPE with the challenges ahead.
    - Goals – The Symmathesy Institute and new trusted source can direct the intentions to ensure they are understood and not in conflict and ensure they are actions that can be taken and fall into one or more of the three focal points:
        - Storytelling
        - Stabilizing the Planetary Boundaries
        - Reconstructing human civilization to be based on a living system framework and in alignment with the 8 Principles of Vitality for a Regenerative Economy.
    - Pathways - Many exist but for this paper, we begin with circular containers and rapidly evolve to a myriad of “iron clad” trackable actions that are rewarded with a new Crypto Currency that is redeemable for holistic wealth benefits like:
        - Housing

- Education
- Childcare (until a living system solution is in place)
- Wellness care
- Illness care
- Regenerative Entrepreneurship Pathways
- Many more to come

- Agency – The new trusted source will track & reward consequences of actions at all levels of the value chain and illustrate need and illuminate progress and provide all interested humans the agency needed to change our world.

6. Future Direction

The current model of civilization based on neo-classical economics and a take-make-waste linear and destructive flow cycle looks like this:



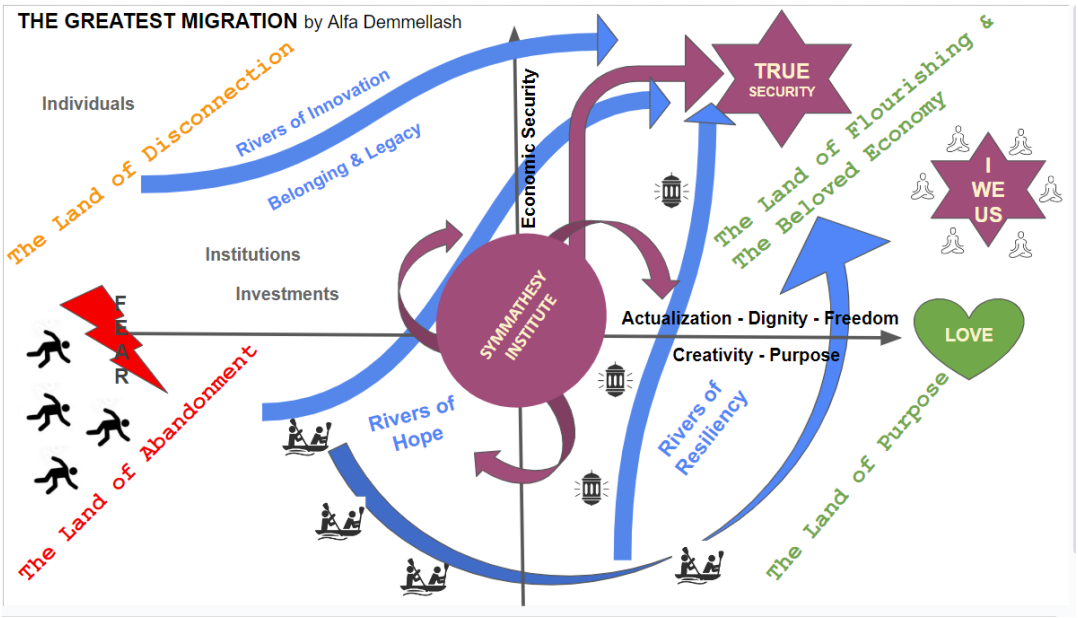
A model where humanity is thriving and sustainable on a healthy planet able to sustain life and based on a regenerative economic model with a living systems framework would look like this by comparison.

CIVILIZATION

THE BELOVED ECONOMY

SUSTAINABLE & CIRCULAR INDUSTRY BASED ON A LIVING SYSTEMS FRAMEWORK

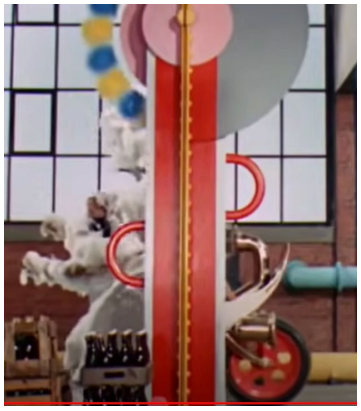
I have taken the liberty of creating a very rough draft visual that combines the amazing ideas of Alfa Demmellash around the Greatest Migration to the Land of Flourishing & the Beloved Economy with my idea. I have attempted to illustrate how The Symmathesy Institute provides the energy to power her rivers of hope, resiliency, innovation, belonging & legacy so that all of humanity can migrate and joyfully thrive in the Land of Flourishing. I have added a new river to reach the Land of Flourishing via the Land of Purpose which I feel at this moment is likely the only way.



There is a core concept I was not able to squeeze into the diagram given my limited tools and that is the notion that organizations, institutions, B-Corps, ESG masters, etc. must pass through the “SYMMATHESIZER” to join the Beloved Economy. To illustrate, remember Willy Wonka?

EVALUATE REGENERATIVE STATUS **PASS/EVOLVE/CLEAN UP/DECONSTRUCT**





7. Conclusion

Humanity is well past the point of ideation and options evaluation. Time is of the absolute essence and the need to harness all resources for their most effective impact is critical. The fragmentation of efforts and the premeditated destruction of Gaia being orchestrated by the Financial & Fossil Fuel industries must be immediately addressed. For decades civilization has attempted a top-down approach based on scary information to change behavior and it has failed.

A few weeks ago, I watched the movie Argo with my girls. It was loosely based on the "Canadian Caper" which was the joint covert rescue by the Canadian government and the CIA of six American diplomats during the seizure of the United States embassy in Tehran on November 4, 1979.

The Canadian and United States governments executed a "caper" involving a CIA officer Tony Mendez and his colleague Ed Johnson joining the six diplomats in Tehran to form a fake film crew. They pretended to be six Canadians, one Irishman and one Latin American who were finishing scouting for an appropriate location to shoot a scene for the science-fiction film Argo, a production of which had in fact been abandoned. On the morning of Sunday, January 27, 1980, the full eight-person party passed through passport control and boarded a Swissair flight to Zürich and escaped Iran. There was a line in the movie from Ben Affleck’s character Tony Mendez where he passionately implores the diplomats to understand that if THEY BELIEVE they are making a movie called Argo so to will the Iranian Revolutionary Guard.

We MUST convince billions of humans to BELIEVE they can make a difference. I am surely above average when it comes to being educated around the many efforts and

constructs and goals and plans and ideas pertaining to saving humanity and I get lost in the acronyms, fossil fuel imposters, conflicting goals, and emerging thinking. I believe we must open lines of communication just like during a hostage crisis. We must find a way to teach and convince humanity to actively listen so they can understand what they should do **and then decide they wish to do it.**

Imagine a day when the Gaia Glass App, which of course will evolve to be the Symmathesy Institute App, is more powerful than Tik-Tok for reaching humanity. Imagine how quickly we could communicate, share stories, direct effective action, address mental wellness, consciousness and so much more. I will share a quote from my previous career that I chanted to my Tasting Room staff for decades that feels relevant:

> *In the end, what's most meaningful is creating positive, uplifting experiences and human relationships. Business, like life, is all about how you make people feel. It's that simple, and it's that hard.*
>
> *— Danny Meyer*

Interrelated, yet a far bigger project, is the need for a campaign worthy of saving humanity to begin winning hearts and minds with the call to action to sign up for a Gaia Glass Account NOW, in advance of being launched. The biggest and brightest minds should be harnessed to launch both a global campaign to launch the Symmathesy Institute and its inaugural project to eliminate plastic starting with Gaia Glass and Gaia Coin.

There are 137 days until super Tuesday in the United States which is generally when the front runners for the upcoming Presidential Election are established and only 381 days until November 5, 2024, when the United States holds the next Presidential Election.

Imagine if anyone with a Gaia Glass app starting in July 2024 (225 days from now) could click a few buttons to see the candidates from local to presidential, on their ballot or in their region, that are supported by the Symmathesy Institute as supporting saving humanity. That little nugget is a massive project too. Which is why we need to start immediately.

> ***I know how it looks. But just start. Nothing is insurmountable when humanity joins hands, hearts, and minds.***
>
> *— Lin-Manuel Miranda & Tracey Rogers Brandt*

APPENDIX – NORTH AMERICAN REGION SYMMATHESY INSTITUTE VISION

The Symmathesy Institute can become the community home in each region where everything comes together. It could include accommodation for housing visitors from around the globe. It could be a shining example of biomimicry designed spaces for working, sharing, and gathering around tables, in gardens and along the shoreline and more. It can serve as an event venue for many sizes and purposes. It can offer an Exploratorium showcasing progress in reconstructing civilization & in stabilizing Earth's climate with an open-source framework for sharing ideas, failures, success stories and more. It could be another IBI Warm Data Lab.

The inaugural Symmathesy Institute in the North American region could be located at the soon to be closed Golden Gate Fields which is a 140-acre waterfront and largely open space site, directly across from the Golden Gate Bridge and spanning across both Alameda and Contra Costa counties. It is also across the street from the old 11-acre Pacific Steele site now under redevelopment and rezoning and called the Gilman Gateway, which is planned to become MRD (Manufacturing, Research & Development) and feature a Life Science Campus according to filings. Here is a picture to illustrate the 11-acre site and Golden Gate fields is just off this map.

Golden Gate Fields is steps from the new pedestrian overpass connecting the Gilman District and the new 11-acre MR&D redevelopment.



APPENDIX – IDEAS FOR INITIAL STORYTELLING CAMPAIGNS

I have far more thinking around storytelling than this document can handle but hopefuylly this will start to share my vision. This is another sizable project to construct the brand strategy, design the logo and brand map and guidelines and then the Storytelling Campaign Strategy what would inform the app, the website, the videos, animations, quantum data illustrations and much more to launch The Symmathesy Institute to the world, focusing on the creation of Gaia Glass, Gaia Coins and TBD Holistic Wealth Benefits.

The storytelling campaigns on the top of mind based on my recent learning journey include:

1. Plastic
    a. Connection to fossil fuel (many have no idea)
    b. Why destructive
    c. Solution is Gaia Glass with Gaia Coin
2. Exponential Growth on a finite planet is in conflict with the laws of physiscs.
    a. Animation
    b. School House Rocks edu-tainment
3. Fossil Fuel Industry destruction campaign
4. History
    a. Peter Zeihan, Why The World is Falling Apart but shorter/simpler
5. Once you see IT, it is impossible to not SEE IT (often what Cohort 4 members say!)
6. Living Systems - What are they?
    a. Failed attempt to recreate a Family Christmas Holiday experince
    b. Terroir concept
    c. Failed attempt to repeat a day of work in a pre-school setting

APPENDIX –NEW WINE INDUSTRY GLASS SUPPLY CHAIN DISRUPTOR (MARCH 2023)

I spent months mapping out the minutiae details down to design ideas of the transfer plate on the bottling lines to enable the tracking and data input for the manufacturer. Ie – The particular wine SKU bottled at my winery into a particular vessel. I have other documents, sketches and ideas to share.

