RACE TO DETER 2

A White Paper

October 5, 2023

by

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1. Introduction

I have 20+ years of entrepreneurial experience being the creative visionary behind Berkeley based Donkey & Goat Winery, one of California's seminal Natural Wineries that paved the way for the regenerative farming and winemaking now driving the wine industry's growth. I am a community builder who co-founded Berkeley's Gilman Business District and founded the Gilman Wine Block.

I am also a member of John Fullerton's Regenerative Economics Class, Cohort 4 which is a trans-disciplinary field of study that views human capital, natural capital, social capital and cultural capital as integral components to the overall health and wellbeing of the economy. Through a living systems approach conditions are created where health and abundance are the natural outcomes for social, environmental, and economic well-being for all life on the planet, both the present and future generations.

Earlier this year I took a deep dive into learning about circular containers while exploring ideas for evolving Donkey & Goat into a collective of value aligned wineries all focused on addressing the devastating impact of the single use wine bottle. After studying the Ellen MacArthur Foundation's extensive material on how to build a Circular Economy, I mapped out what a supply chain disruptor would look like for the wine industry. A diagram created in March 2023 representing an overview is included in Appendix A to lend insight.

This paper represents a first draft of my current thinking as it relates to solving what I believe to be an underfunded and under focused fundamental pillar for the survival of humanity on planet Earth. With deep respect and gratitude to the thousands of humans who have carried the torch for TEAM GAIA uphill in the snow in both directions, I feel at this juncture there is an urgent need to reduce the risk that humanity loses HOPE and can no longer COPE. I see evidence of this happening every day at the market, on the highway and in my children.

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.

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

2. Abstract

A childhood friend of my daughter Lily was diagnosed with Celiac disease at age 4. I vividly recall sitting with her mother in her kitchen during 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. Goals and Pathways were still fuzzy.

But with two children under the age of 4, she would have to urgently stabilize her daughter who was not on the proverbial 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 hundreds of dollars of groceries away, buying new cookbooks, and scouring the many household items for what is now poison for her baby girl to name a few of the hundreds 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 explained her daughter Belle would have to even take care drinking wine due to the obscure use of wheat past 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 was long since won over as any mother would move mountains for her child.

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 TEAM GAIA.

If we examine what is happening from the negative impact of TEAM VOLDEMORT and the fossil fuel industry in particular, having been shifting to plastics for decades with no shame, it is far more life threatening. Toss in the November 2024 US Presidential Election and the front runner for the Republican nomination whom I also refer to as VOLDEMORT and my blood runs ice cold.

I have notions from snippets picked up in my new TEAM GAIA community that there are substantial efforts in many of the areas this paper will touch upon. I am by no means an expert, having only worked diligently to join this community of highly educated, accredited, experienced deep and broad thinkers since July, but to my knowledge this simplistic and reductionist framework is novel:

- **STABALIZE PATIENT GAIA** – Most effort to date is here yet much of the US population fails to accept GAIA needs emergency medical attention to stabilize her vitals.

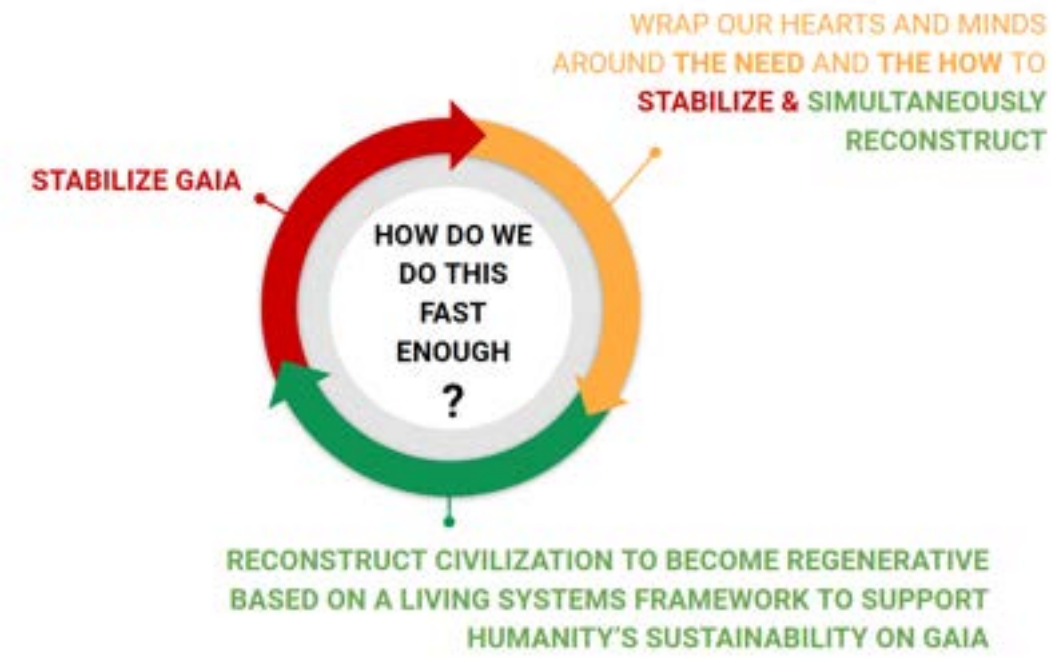
- Conflicting data, goals, metrics & messaging
    - Is holding 1.5 a possibility? Regardless do the billions who need to believe it still do?
    - What is Net Zero 2050? Are we on track? How does it relate to holding 1.5? How do humans contribute to net zero in their daily lives?
    - Is it less bad to generate waste or use severely at-risk resources like water in regions with no more ground water? Ie – compostable plates or dishes needing water to wash for dinner parties greater than 6?
    - Who is in charge? Who do we believe?
    - Didn't my parents think Kennedy was going to blow up the planet? Is this really that bad?
- Many actions requested of humanity are so esoteric even the dedicated do not know how to have the most effective impact. Imagine if you are on or considering joining TEAM VOLDEMORT:
    - Worst case…drill baby drill.
    - Reducing carbon emissions is maybe understood but not worth sacrifice.
    - Capturing carbon and carbon in general is so confusing. Sequester it? Release it. Drill it. Use it.
    - How is carbon food for trees but poison for Earth? Is this the same as the bubbles in my Coca Cola?
- False information from TEAM VOLDEMORT is wining the hearts and minds of humans but the actions driven by TEAM VOLDEMORT are in conflict with the urgent need to Stabilize GAIA not to mention the other 2 fronts in the epic battle to save humanity.
- Far too many humans on the planet can't balance living, given so many holistic wealth benefits are at risk or non-existent, with how to find the time and resources to modify their acts of daily life to help stabilize GAIA much less reconstruct civilization to upon a healthy GAIA.
- The negative outcomes of the realization of fake cycling are crushing spirits nationwide and fueling opponents' propaganda machines. But there is an opportunity for Circular Containers to capitalize upon.
- Difficulty in knowing if our actions that are often costly and inconvenient, will result in tangible positive outcomes. Sian Sutherland believes the Plastic Crisis is a gift of tangibility to our cause and I believe she is correct. I build upon her

thinking and offer that circular containers are a gift for igniting a grass roots approach to change making while we build a trusted institution focused on the Commons.

- **HEARTS & MINDS OF HUMANITY** – I am not aware of any unitive, global action or campaign that is what my mind envisions needed to both illustrate the need to stabilize and illuminate the progress to give HOPE for humans to better COPE which in turn will win their heart and engage their mind to focus on both Stabilizing Patient GAIA and Reconstructing Civilization to support healing GAIA so she can sustain human life upon her.

- **RECONSTRUCTING CIVILIZATION TO ENABLE GAIA TO SUSTAIN HUMAN LIFE** – There is life changing, soul inspiring work already being done here. I am deeply grateful to have been gifted with the focus and purpose I now feel for this work. But I feel overwhelmed and in a parallel universe to my freshman daughter at UCSC as I absorb like a sponge and synthesize and evolve and adapt and ultimately feel as if I could never sleep again and only learn and never would I know enough. I seek focus and I do not think I am alone.

REDUCTIONIST METHODOLOGY TO UNDERSTAND THE 3 FRONTS IN THE BATTLE FOR HUMANITY TO STABALIZE GAIA & RECONSTRUCT CIVILIZATION.



3. Problem Statement

This section is the least developed and my intent is to flush this out further. For now, it is heavy on passion and light on data.

Suffice it to say most of the effort around the globe as well as communication about work being done focuses on stabilizing patient GAIA. This is logical 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. They chose not to believe there is an illness or a patient to stabilize. Many are succumbing to the hoax propaganda because it is easier to wrap their mind around and it feels better and to reiterate, with the US election ahead this makes my blood run cold.

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 in 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 in the near future.

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 the goals, pathways and agency to collaborate efficiently and with incredible speed to stabilize our patient and reconstruct near everything with no downtime. I rebuilt the DTC engine at my company in the 2H22 and often 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?

4. Proposed Solutions

- Trusted Source – Humanity needs a new institution for the Commons to provide adaptive and evolving storytelling, direction, motivation, and ongoing feedback for:
    - Stabilizing patient GAIA
    - Winning the hearts & minds of humanity to act to both to stabilize and reconstruct.
    - Reconstructing civilization to support a sustainable future for humanity upon GAIA
- Hope – Humanity needs believable goals, accessible pathways and confidence in their agency to COPE with the challenges ahead.
    - Goals for both stabilizing patient GAIA & reconstructing civilization for humanity to sustain life on GAIA

  - Pathways can 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:
    - Education
    - Wellness Care
    - Illness Care*
    - Food
    - Water
    - Energy
    - Home Ownership
    - Entrepreneurial Opportunity

    **I passionately believe we must separate wellness and illness care and fund both physical and mental needs for all of humanity.*
  - Agency – The new trusted source will track & reward consequences of actions at all levels of the value chain and illustrate need and illuminate progress.
- Consciousness Expansion – Humanity needs a gateway for expanding our mind and consciousness to drive an emergent future.
- Carrots –Attempts to drive global behavior change with fear tactics or big sticks have failed to date. It is time for a new approach of rewarding behavior the trusted source encourages for all members of the value chain:
  - End users/consumers
  - Retailers
  - Distributors
  - Supply Chain
  - Manufacturers
  - Institutions
- Illustrate Need – Criteria the Trusted Source 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.

- 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.
- Race to Deter 2 (R2D2) - The institution for the commons can have any name. I have used R2D2 since March 2023 so it captures much of my imagination and ignites my spirit at this juncture, but the core ideas are not dependent upon this name.
    - I arrived at this name by accident after realizing that holding temperature increase to 1.5 is no longer universally believed possible.
    - The word race is a powerful verb that conjures positive imagery and understandable forward action with healthy competition.
    - The creative potential of integration between GAIA's spherical shape and R2D2's head is limitless. Not to mention the intersections of
        - Data synthesis and visual display of quantum information to illustrate need and illuminate progress for humanity
        - Universal awareness and affection for the Star Wars character R2D2 will increase adoption and drive action from humanity
- Team GAIA's game plan can be reduced and organized into one of three areas with R2D2 providing the foundation, the energy, the flow of information, the glue, the center, and more to drive humanity to collaboratively take action that requires dramatic sacrifice and inconvenience with sizable odds against success. But there is no Plan B.



a. What is R2D2?

1. A pathway for moving forward in the right direction immediately to enable:
    a. Creation of the Institution for the Commons (R2D2)
    b. Creation of the new planet saving crypto currency (Planet Points)
    c. Introduction for how to earn and spend Planet Points
    d. Execution of planet saving supply chain disruptor for the wine industry to rapidly migrate to reuse wine bottles and cease the enormously wasteful single use wine bottle.
2. The love child of the IMF & World Bank for enabling a regenerative economic model based on a living system's framework and the 8 principles of Regenerative Vitality
3. Generative AI for All of Humanity (interestingly GAIAH 😊)
4. Monetization of human & organizational behavior supporting either Stabilization or Reconstruction where behaviors are tracked, quantified, valued and available for reward redemption.
5. Crypto Currency for GAIA
    a. Planet Points
    b. GAIA Coins
6. Human redemption includes holistic wealth areas:
    a. Education
    b. Wellness Care
    c. Illness Care*
    d. Food
    e. Water
    f. Energy
    g. Home Ownership
    h. Entrepreneurial Opportunity
7. Organizational redemption includes access to
    a. Subsidies/tax credits
    b. Low interest capital

c. New market entry

d. Customers

e. Innovation

f. Pathways to becoming sustainable on a living systems framework

8. A Social Media platform for GAIA and to leverage Mr. Lanier's wise words from the Netflix documentary the Social Dilema…"*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."***

9. Political power for GAIA

a. Elected officials Planet Points can be made visible like tax returns and available for voters to understand actions rather than believe what they say.

b. Government Funding for industry and organization can be tied to Planet Point balances.

5. 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:



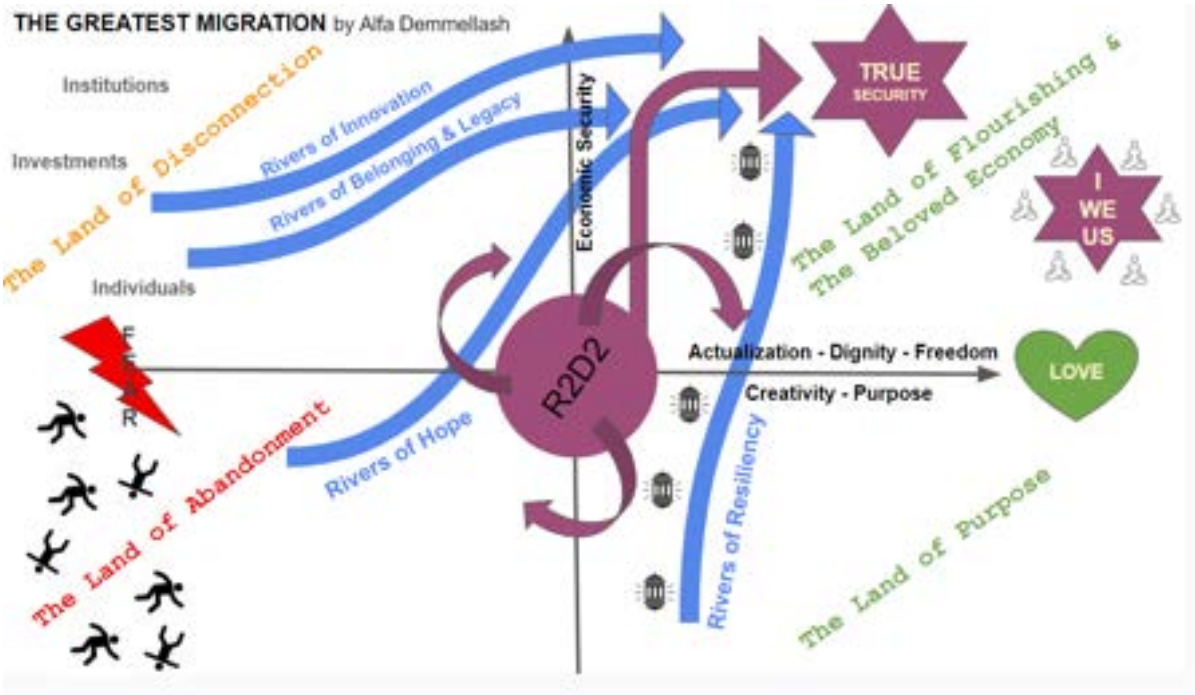
A model where humanity is thriving and sustainable on a healthy planet able to sustain life and based on a regenerative economic model with a living systems framework would look like this by comparison.

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 R2D2 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.



6. 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 efforts to enlist the participation of nations and their political leaders.

It is time for a new approach. Creating a supply chain disruptor to address the single use wine bottle for the wine industry is a good idea that will result in positive impact. The industry is poised for this modification to manufacturing and the technology is not hard relative to many of the solutions needed to stabilize and reconstruct.

Plus, many efforts exist to build upon or purchase. More time and cost savings may be realized by collaborating with a private company like Gallo or Jackson Family who both own much of their supply chain and have huge influence in the wholesale channels for getting the POS scan needed for this to work.

With a new supply chain disruptor that can provide the material and service we can trial the new tracking technology, build out the crypto model and blockchain taxonomy and the customer facing pieces for all members of the value chain. I believe there are several efforts underway for this piece that could be leveraged.

We do not necessarily have to build R2D2 from scratch. The Climate Group Secretariat Under 2 Coalition, with California Governor Gavin Newsome, is a promising opportunity to evolve together and foster emergence to carry us to the tipping point we so desperately need for all 3 fronts to activate our pathways to the Land of Flourishing in the Beloved Economy.

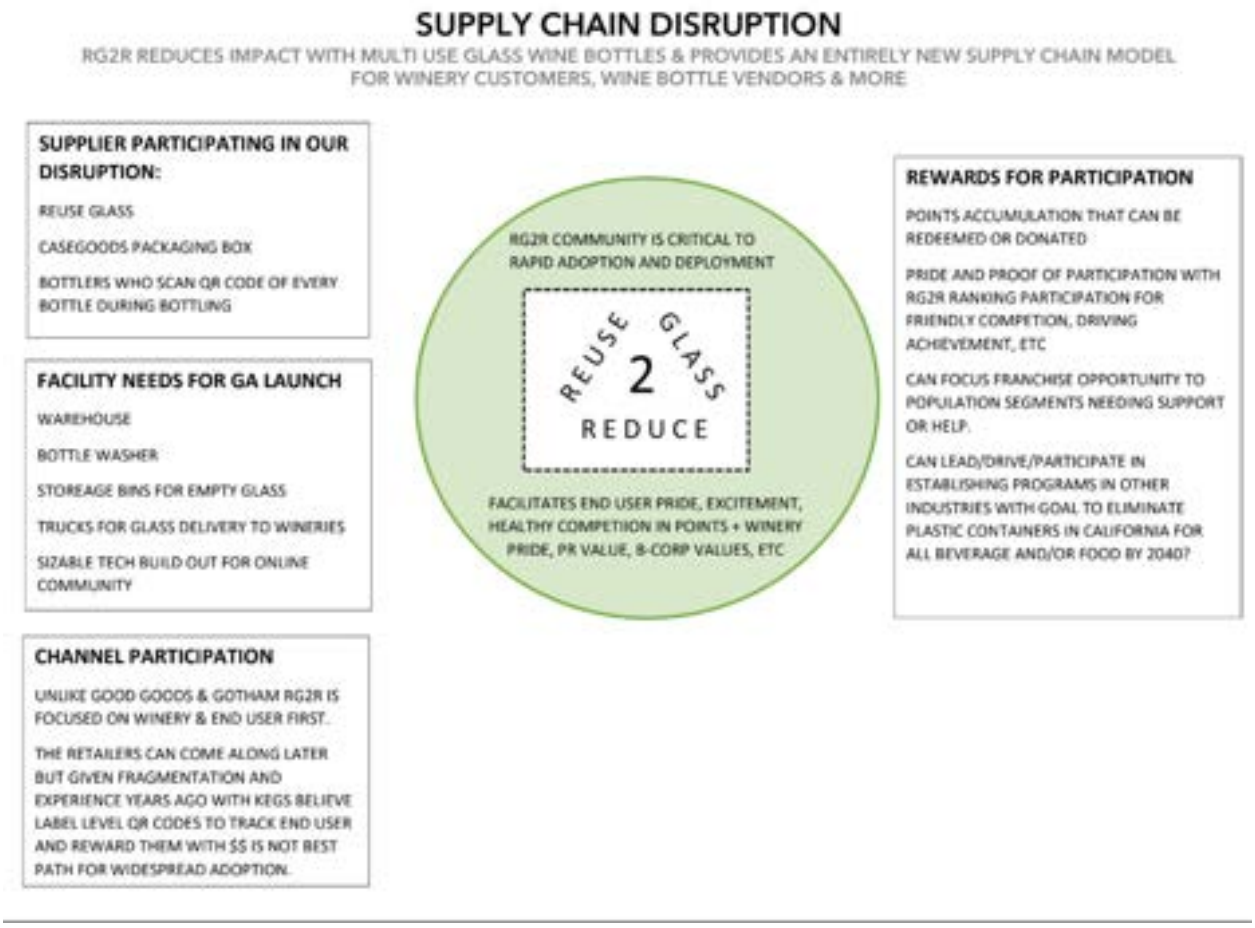
The Under 2 Coalition co-chairs represent each of five global regions (Africa, AsiaPacific, Europe, North America and Latin America) and are elected by the state and regional members within that global region. The Under 2 Coalition website states they are the largest global network of states and regions committed to achieving net zero emissions by 2050 at the latest. R2D2 can help the Under 2 Coalition increase its vision and scope to become supportive of all fronts.

Additionally, a massive, global campaign to launch R2D2 ahead of the general availability of the supply chain disruptor to positively influence the outcome of the US Presidential election in November 2024 is a stretch goal. Leverage the plastic crisis and the solution that circular containers will provide to immediately begin PR and customer acquisition for the purpose of having R2D2 be in a position to convince members to vote for GAIA via electing GAIA endorsed candidates come from all parties (hopefully).

R2D2 is the foundation for an incredible storytelling campaign, supported by powerful data both to illuminate the planet's emergency and illustrate the progress being made

by humans around the world. Imagine the potential of R2D2 displaying planet saving messages with our collective memory of Princess Leia's hologram to Obie One to save their world. The creative potential is exponential! Consider the possibility of Ben Burtt and George Lucas lending their direction to the evolution of their cherished character to become the savior of humanity. Storytelling and performances from with the globes most celebrated and talented artists and musical collaborations bigger than the African Famine campaign, *We Are The World* to help save the planet by motivating billion humans to change their behavior. Hire Pentagram for design and Lindsay Pederson for Brand Strategy and pay both in Planet Points.

The circular shapes of both Planet Earth and R2D2 from above with audio of R2D2 data processing and Edward Tufte caliber visual displays of quantum information pertaining to saving the planet literally makes me giddy with excitement for the hearts and minds we could win over. Storytelling must be a large part of winning the hearts and minds and no one is too big to ask in my opinion. Imagine the value Taylor Swift could offer TEAM GAIA.


SUPPLY CHAIN DISRUPTION
RG2R REDUCES IMPACT WITH MULTI USE GLASS WINE BOTTLES & PROVIDES AN ENTIRELY NEW SUPPLY CHAIN MODEL FOR WINERY CUSTOMERS, WINE BOTTLE VENDORS & MORE
SUPPLIER PARTICIPATING IN OUR DISRUPTION:
REUSE GLASS
CASEGOODS PACKAGING BOX
BOTTLERS WHO SCAN QR CODE OF EVERY BOTTLE DURING BOTTLING
FACILITY NEEDS FOR GA LAUNCH
WAREHOUSE
BOTTLE WASHER
STOREAGE BINS FOR EMPTY GLASS
TRUCKS FOR GLASS DELIVERY TO WINERIES
SIZABLE TECH BUILD OUT FOR ONLINE COMMUNITY
CHANNEL PARTICIPATION
UNLIKE GOOD GOODS & GOTHAM RG2R IS FOCUSED ON WINERY & END USER FIRST.
THE RETAILERS CAN COME ALONG LATER BUT GIVEN FRAGMENTATION AND EXPERIENCE YEARS AGO WITH KEGS BELIEVE LABEL LEVEL QR CODES TO TRACK END USER AND REWARD THEM WITH $$ IS NOT BEST PATH FOR WIDESPREAD ADOPTION.
RG2R COMMUNITY IS CRITICAL TO RAPID ADOPTION AND DEPLOYMENT
REUSE GLASS
2
REDUCE
FACILITATES END USER PRIDE, EXCITEMENT, HEALTHY COMPETIION IN POINTS + WINERY PRIDE, PR VALUE, B-CORP VALUES, ETC
REWARDS FOR PARTICIPATION
POINTS ACCUMULATION THAT CAN BE REDEEMED OR DONATED
PRIDE AND PROOF OF PARTICIPATION WITH RG2R RANKING PARTICIPATION FOR FRIENDLY COMPETION, DRIVING ACHIEVEMENT, ETC
CAN FOCUS FRANCHISE OPPORTUNITY TO POPULATION SEGMENTS NEEDING SUPPORT OR HELP.
CAN LEAD/DRIVE/PARTICIPATE IN ESTABLISHING PROGRAMS IN OTHER INDUSTRIES WITH GOAL TO ELIMINATE PLASTIC CONTAINERS IN CALIFORNIA FOR ALL BEVERAGE AND/OR FOOD BY 2040?