



The New Earth Initiative

*A Natural Selection System to Drive
Life Cycle Eco-Efficiency and
Sustainable Development*

25 September, 2003



Outline

- Motivations
- How it will come into being
- Why it is designed the way it is
- Back to LCA



The Market Economy

- A “natural selection system” for enterprises that generate private financial returns
 - Innovation
 - Selection
- Market / Price mechanism
- Economics: “Allocation of scarce resources among competing ends”
- Zero-sum / private ownership of factors and fruits of production
- Evolution: How the universe gets things done



Public Goods

- Light houses, street signs, web info, health
- Literacy, financial stability, clean air, peace
- “The economy requires a set of goods that it cannot itself provide.” – UNDP 2000
- Non-excludable in consumption
- Non-competitive in consumption
- “Market failure”; Chronic under-supply



Present Situation

- Private goods via evolutionary engine
 - Consumption / production
- Public goods addressed by:
 - Government
 - Central planning
 - Bureaucracy
 - Vote – majority rule
 - Aid
 - Philanthropy
 - Non-profits partnering with for-profits

A satellite view of the Earth, showing the Americas and surrounding oceans. The image is centered on the Americas, with the Atlantic Ocean to the east and the Pacific Ocean to the west. The text is overlaid on the image.

The Need

- A natural selection environment for provision of public goods
 - Innovation
 - Selection
 - Emergence
- In positive feedback loops with:
 - Economy, life, humanity

A satellite view of the Earth, showing the Americas and surrounding oceans. The image is used as a background for the text.

Conceptual Shifts

- Abundance / positive sum
- Development as freedom as capability
- We are all producers
- Actions with intrinsic value



Scientific/Empirical Support

- Positive psychology
- Eco-efficiency / eco-labeling
- Stakeholder responsibility / CSR
 - Labor
 - “external” stakeholders
- “Externalities” / LCA
- Empowerment-based development
- Participatory evaluation
- Service learning
- Social capital
- Emergent systems



How it will come into being

- One person/family/community at a time
- *Creates* business case as it creates itself



Participation:

- Pursue sustainable development in accord with 6 principles
- Better & Better program
- Peer review
- 1% of employee work-year
- 1% of profit



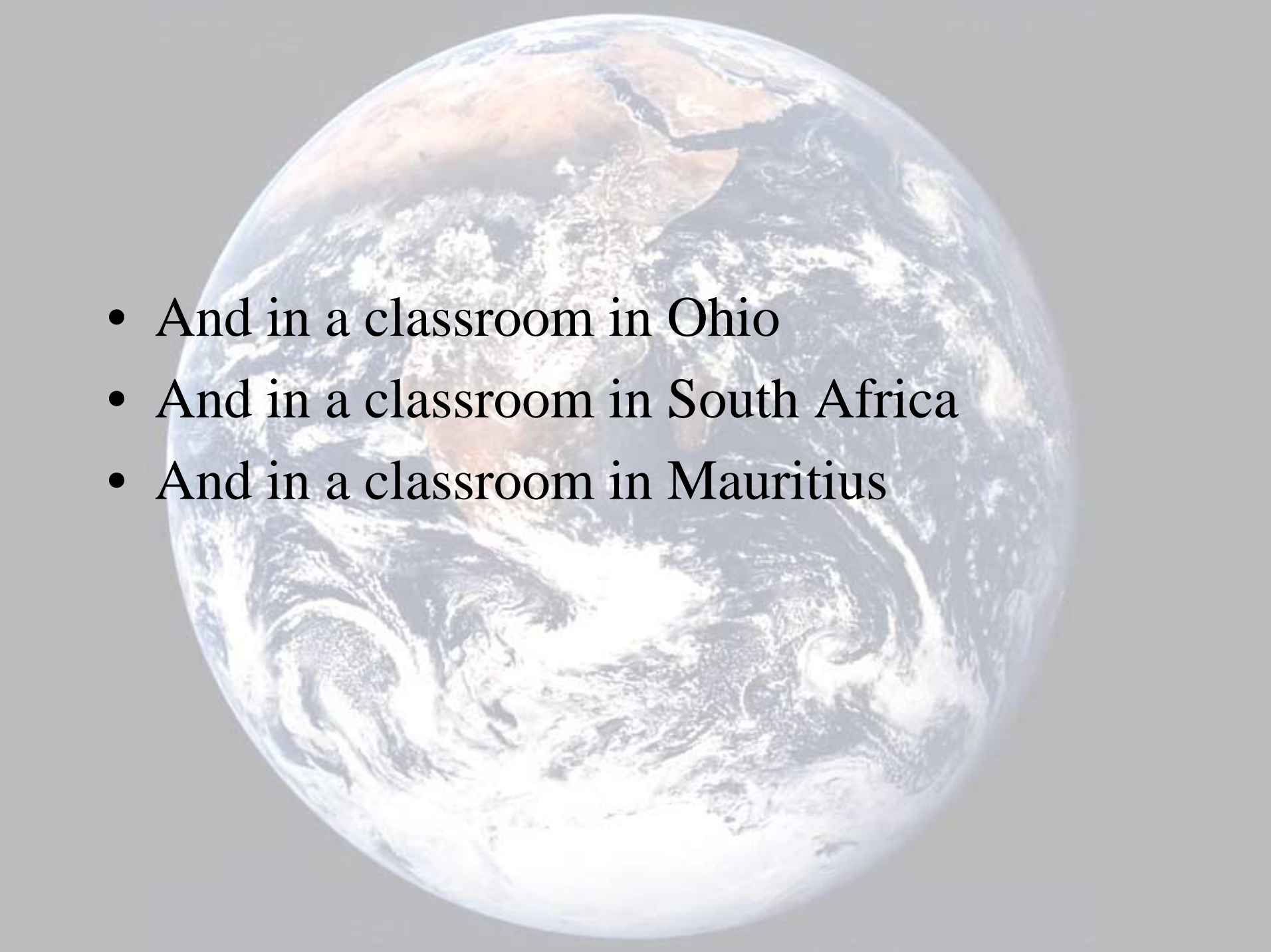
Principles

- Equality, human rights
- Universal & self-reinforcing capacity for good
- Voluntary action
- Development from within
- Pluralism
- Continuing development / learning



This Autumn in a classroom in Maine...

- 20 children learn about the livelihoods of children around the world
- 20 children express their vision of a New Earth
 - Verbally
 - In art/sculpture
- 10 globes into stores, with information cards
 - Collecting donations for the world's children
 - UNICEF and World Food Program

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- A satellite view of Earth showing the continents of Africa and South America, with a list of classroom locations overlaid on the left side.
- And in a classroom in Ohio
 - And in a classroom in South Africa
 - And in a classroom in Mauritius



This November at a bank in Maine...

- First globe brought in full, with local press
- Deposit into the NEO globes fund
- In the name of the hosting business
100% of funds to WFP/UNICEF
Funds also = nomination “votes” for membership



This winter on a Main Street in Maine...

- Kids, teachers, family, friends, and local press return to local business with the news:
- “You’ve been nominated for membership!”
- To join:
 - No fee this year
 - 1% of each employee’s time available
 - B&B: Hold a public meeting in spring with employees to brainstorm ways to improve impacts
 - PR: Participate with other local businesses in Peer Review meeting in Autumn 2004
- In return: Stickers/posters/plaque/flag/advertising

A satellite view of the Earth from space, showing the Americas, Europe, and Africa. The image is centered on the Atlantic Ocean, with North and South America on the left, Europe and Africa in the center, and Asia and Australia on the right. The Earth's surface is covered in clouds, and the blue of the oceans is visible.

Next Spring in classrooms on Earth...

- Japan
- Switzerland
- Italy
- USA:
 - VA, MD, WA, CO, GA, ...
- UNESCO involvement...



Next Autumn in classrooms on Earth...

- In at least 100 countries, e.g., via UNESCO
- Same-day installation of first globe in that community, all around the world
- Local press invited to each local event



This Autumn on a campus in Boston...

- Group of students forms a New Earth community:
 - Meet, set goals for improving their impacts
 - Spring: peer review meeting with nearby communities
 - Eligible for annual seed funding starting in summer 2004 to undertake (or reimburse) project(s) that
 - Build capabilities of community members
 - Create societal/global public goods

Learning

Human
Development

The New Earth Fund

Per-capita basis

Sustainable
Enterprise

Sustainable
Communities

A satellite view of the Earth, showing the Americas and surrounding oceans. The image is semi-transparent, allowing the text to be overlaid.

Summary: Conceptual Shifts

- Abundance / positive sum
- Development as freedom as capability
- We are all producers
- Actions with intrinsic value



New Earth

Be Free. Make Freedom.

www.newearth.info