



Action Project Reference: 16-02

Organisation: Global Ecobrick Alliance

Action Project Proposal:

“Design a business plan for a community to create an Ecobrick social enterprise”

Who Are Global Ecobrick Alliance?

The Global Ecobrick Alliance (GEA) represents the coming together of ecobrick leaders around the world. As ecobrickers ourselves, we've arrived at the joy of personal plastic responsibility. Sharing a conviction of the power of ecobricks to raise ecological consciousness and empower plastic transition, we have united together to support ecobrickers locally and globally. Inspired by the regenerative and Ayyew principles of ecobricking and convinced that we must lead by personal and collective example; we've established the GEA as an Earth Enterprise.

Mission:

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 & 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.

Key Research & Discussion Areas:

Plan and deliver...

- What contribution can you make to this project within the time available which has a SMART aim? (specific, measurable, achievable, realistic, timely)
- How will you present the business plan to make it clear and easily understood?
- Consider the business plans of other organisations both in Fiji and abroad?
 - In what ways are they successful?
 - How could they be improved?
 - What similarities are there between this company and other example organisations? And what are the differences?

Create content ...

- What major themes and information needs to be included in the business plan? Are there any resources online you can use for inspiration?
- What makes this business unique? - why should people book on for their tours?
- What is the best format to use to present the business plan?

Barriers to success ...

- What are the potential barriers to the success of this company?
- What are the potential solutions?
- How have other organisations overcome similar difficulties?

Evaluate ...

- How will you evaluate your contribution to the business plan?
- How will you present and share your results?

You may also wish to consider..

- What do other social enterprise's business plans look like?
- Can you find any successful business plans for social enterprises worldwide?
- How will you present the business plan? - PDF, presentation, video? (combination of all)
- What areas of Think Pacific's Skill Series will you use?

Useful Links:

- Organisation Page: <https://thinkpacific.com/action-project-ecobricks/>
- Website: <https://www.ecobricks.org/>

Further Questions

Are there any questions you would like to ask Global EcoBrick Alliance to assist in completing this project?

-
-
-