

1biosphere Organization

This story is set sometime in the future. 1bio needs to prove its viability first. That can happen through a virtual network and stories created online. What follows is my dream of an actual organization dedicated to both creating the stories AND providing the solid information base (with traceability) for those stories.

With that caveat...:

I imagine “1biosphere” (1bio) as a network of partners held together by the desire to create “stories” related to Environmental Healing. Before going into any detail the table below tries to show how 1bio relates to other networks:

	<i>A COMPARISON OF GLOBAL NETWORKS</i>			
	<i>Religion</i>	<i>Politics</i>	<i>Corporate</i>	<i>1biosphere</i>
Creation Story	How the world was formed and why we are here	An interpretation of history	A narrative of person, technology, service	There is just 1 biosphere - it is rich beyond belief
Fundamental Belief	If we follow the rules we will prosper	Our perception and our goals are the right ones	Our products and services are wanted/needed	The biosphere is in a crisis. We have to fix it, quickly
Meaning Beyond Self	This life is just one step toward something else	Our work now will benefit us and our nation	You will be part of the team	Our work now will benefit generations
Goals	Believers, Converts	Believers, Voters	Customers (ideally Believers)	Believers, Activists
	To adhere to the fundamental beliefs	Place believers in positions of power	Market Share, Revenue, Profit, Growth, Innovation	Environmental Healing
	Do good	Power/Control	Customer Satisfaction	Build respect for the biosphere

"Marketing"	Communicate "Downward"	Communicate "Two-way"	Communicate "Two-way"	Communicate "Networked"
	One voice, one book	The party platform	Corporate vision, mission, benefits	One voice - clear, vivid, fact based, leading to action
	Slogans, Symbols	Slogans, Symbols	Slogans, Symbols	Slogans, Symbols
	Events	Events	Events	Events
	Networking	Networking	Networking	Networking
	<---- A global network built over centuries ---->			<i>A network that has to be built now</i>
Get them young	Own Schools	Influence curricula	Build brand loyalty	The young have got it ! <i>We need to listen to them</i>
Rewards	Belonging to the group	Belonging to the group	Belonging to the group	Belonging to the group
	Spiritual nourishment	Attainment of personal goals	Income, Promotion, Identity, Security	Knowing that we will leave a rich biosphere to the future
Funding	Historic wealth, Tithe	Contributions	Investors, Revenue	Contributions, Revenue
"Members"	~1 billion	~75 million	~2 million	Goal: 1 billion +
	Baptised	Voters	Employees	<i>Why not?</i>

Infrastructure of the 1bio network.

I describe this infrastructure as a **multinational corporation** - because a corporation:

- Is the most powerful "tool" we have invented
- Has a structure flexible enough to achieve our goals
- Can be free of diplomatic, academic and commercial restraints
- Can exist globally - physically and virtually
- Can change focus quickly and act on many different issues at the same time - while maintaining a consistent style and voice

This does not mean a huge new infrastructure or buildings with nice corner offices. The vast bulk of knowledge and manpower already exists in the current Environmental Organizations (EOs).

Providing the EOs find this approach has merit, and with their cooperation, most of the staff, especially at senior levels, would be EO members.

Within the “divisions” (I use that term simply because it describes the structure, not to imply some rigid form of hierarchy) the leaders will almost certainly be EO members. Other staff will be a loose network based on need, and on specific subjects, local issues, language etc.

The hope will be to bring in the best “storytellers” in their field to craft the messages based on rigorous facts. We need to engage the cartoonists, poets, painters and songwriters into this endeavour. We also need to lobby and sloganize like the best admen and women, and the best political operatives. It will be a difficult balancing act, but should be a bit of fun as well.

1bio - Suggested Structure

Board of Directors

- Drawn to represent the widest possible range of ecological interests
- Most (All ?) drawn from existing EOs

Chief Executive Officer(s)

- Independent
- Respected by the EO community
- Able to set the tone for the stories

DIVISIONS:

Members and Partners

- Partnerships
 - Establish, Manage and Support partnerships with Environmental Organizations
- Individual Membership
 - Recruit and support individual members
- Internal Human Relations and Staff Support

Marketing and Communications

- Develop and publish stories through all available media
 - Consistent messages
 - Consistently repeated
 - Science and fact based
- Monitor and Challenge False Messages - quickly, fact based, in the right medium
- Create and support events to capture the popular imagination.
- Monitor and influence educational curricula and materials
- Lobby governmental and political groups
- Establish and manage relations with main-stream media

- Promote 1bio externally and internally
 - Develop the brand
 - Allow the brand to endorse select commercial products - *(with great care)*
- Disseminate 1bio experiences to 1bio members
 - Spread best practices information
 - Share successes
 - Enable mutual support

Legal and Ethics

- Legal advice within 1bio
- Cooperation with legal EOs on matters such as:
 - A set of codes for the ethical responsibility of leaving the accumulated wealth of the planet (fossil fuels, aquifers and biodiversity as examples) for future generations
 - Treat wilful damage of the biosphere as a crime
 - Ensure a level legal playing field for corporations - especially those in extractive industries

Finance

- Funding the start-up and on-going operations of 1bio.
- Commercial Activities
 - Use of brand by outside organizations
 - Branded promotional products, tools, instruments, books etc.
 - Consulting
 - Possible investments and participation in commercial activities (?)
 - Data backup, archiving, security (see IT below)

Research, Economics, Statistics, IT

- Metrics¹
 - Review the current metrics, based on IPCC (or similar) practice.
 - Standardize or develop agreed conversions between metrics
 - Life cycle costs / Total impact assessments - including cultural impacts
 - Formalize methods of reward and/or compensation to local communities for shifts from harmful to protective practices.
 - Promote the use of Environmental, Social and Governmental (ESG)² metrics to corporations

- Research - in support of EOs, including:

¹ Metrics are largely standardized within the current active EO groups. They are also well understood by professionals in the field. However other entities (fossil fuel producers and shippers, and countries not using the metric system as just two examples) use other metrics. This usage may be historic or possibly deliberate - either way it creates confusion.

² Ref. [Rebecca Henderson "Reimagining Capitalism In A World On Fire"](#)

- Demography
- Religions and impact on environmental attitudes - positive and negative
- Psychology of consumption
- Psychology of traditionally male occupations, and the impact of environmental activities
- Worst Case scenario planning - Climate Conflict, Hunger, Refugees

- Information Technology
 - Provide a data repository - a safe place to store data at risk from manipulation, withholding or deletion
 - Develop and/or deploy a data management system to capture, classify, analyse and aggregate data. Identify discrepancies.
 - Provide data retrieval, manipulation and visualisation services for the story tellers

The intent is NOT to build a huge IT system from scratch.

Most likely a great part of the IT infrastructure already exists in EOs, in government and commercial systems, with relatively little integration needed (famous last words....)
