

Guidelines

Alliance Activation

Tools

- Gmail: seeds.movement.building@gmail.com
- SEEDS Alliance Activation [Calendar](#)
- [Google Form](#)
- [Calendly](#) for alliance to sign-up to session (Tu-Fr, 7:00-23:00 CET)
- [Airtable](#) where info from google form is stored

Recordings

All recordings [here](#)

Upcoming Calls

Upcoming calls visible in [Calendar](#)

Process Alliance Activation (current)

Step	Alliance	Ambassador	Outreach	Automatic
1	Complete alliance activation form			Information stored in airtable
2	Alliance chooses a suitable time/date in calendly			1. Calendly link added at the end of the google form 2. Calendly sends chosen time/date as calendar invite email with attached zoom link (zoom integration (Lisa's account)) to - Alliance - Calendar
3		Signs up to session	Signs up to session	This is manual atm
4		Creates script for alliance activation		

		session (see example here)		
5		Saves script in airtable		
6		Prepares for session: a. Note missing fields as questions to be asked in-session b. Grant/campaign proposal coherence, otherwise clarify in-session	Prepares for session: a. Check relevant fields filled out - otherwise clarify in-session b. What, why, how, who, when... answered? - otherwise clarify in-session	
7	Attends Alliance Activation zoom session	1. Attends zoom Alliance Activation session 2. Adds notes to script	1. Attends zoom Alliance Activation session 2. Adds notes to script	Zoom records session and uploads recording to cloud
8	Receives Seeds reward (333)			Currently manual
9		1. Sends completed script with notes for alliance to create a campaign or grant proposal 2. Confirms sending of script on airtable	1. Creates alliance article 2. Publishes article on SEEDS Library, publishes infographic in social media 3. Confirms publishing of article on airtable	
10		Grant additional support in onboarding if required	Exchange content (link to article, etc.) and press kit SEEDS with alliance	
11		Receives Seeds reward (1010)	Receives Seeds reward (1010)	Currently manual

Process Alliance Activation (future)

See [Miro](#)

Next Steps

- What happens with No-Shows?
 - Ambassador who was on call waiting reaches out and asks for re-schedule
- Send pre-reminders
- What happens with people with multiple orgs?
 - Amb and Content wizard follow up, ask alliance to go through alliance activation form with each org
- Templates for AA call
- Time slots for each ambassador/content wizard participating → add to calendly
 - List of amb/content creators **[ACTION 01 - ZAP01]**
 - Ambassadors
 - Keala
 - Paulo
 - Scott
 - Sanjay
 - Franz
 - Christophe
 - Content wizard
 - Sara
 - Nila
 - Kim
 - Clare
 - Trent
- Integrate into website
 - Google Form (questions)
 - Calendly / or drop-down of ambassadors **[ACTION 03 - ZAP02]**
 - **Any other actions [ACTION 04 - ZAP02]**
 - 1 person back-end (see role below: Value Exchange) to sign up amb and content creator to each call, check deliverables of amb and cc and send rewards. **[ACTION 05 - ZAP02]**
- Reminder Emails
 - **[ACTION 06 - ZAP03] Reminder email to all parties including Alliance Contact + Ambassador 1 day before call**
 - **[ACTION 07 - ZAP03] Reminder email to all parties including Alliance Contact + Ambassador 1 hour before call**
 - **[ACTION 08 - ZAP03] Reminder email to all parties including Alliance Contact + Ambassador 5 minutes before call**
- **Slide deck:** onboarding, how does whole system work, what is a campaign/grant, what is the budget, how to create a personal and org account, submit proposal, corroborate typeform. Examples that can be used to create new slide deck:

- Mother Earth Delegation presentation 4.10.2020:
https://docs.google.com/presentation/d/1pZyvNW50OhikezsUqiUakM6KAsfFV_eGDrvW_mx73xTg/edit#slide=id.g9dd5c43648_0_757
- Miro Hypha Whole Systems Integration - Mapping the Ecosystem:
https://miro.com/app/board/o9J_knbsAZ8=/, pw: hyphawhole
- **Invite ambassadors** to learn about proposal creation for first alliance activation calls
- Add a **legal disclaimer** for portraying of ecosystems mapping data on dashboard/website to Google Form

In-session questions

Intro: Ask permission to record and use recording either for internal learning purposes and/or for external showcasing (e.g. YouTube)

1. What is your passion & purpose?
2. What do you need in order to serve this passion and purpose?
3. How do you envision co-creating with this regenerative movement/SEEDS? /How can SEEDS support your endeavour? Include here: what are your offerings, services?
4. What value are you offering the SEEDS community or the regenerative movement?
5. What is the size of your community? With this question we determine the bands - we are telling them.
6. What do you intend to do with the value of this grant/campaign?
7. How did you hear about this movement? Anyone you could mention as a reference?
8. Bioregion
9. Micro-narrative
10. API integration category: Marketplace for integration?

Role: Value Exchange

Accountabilities:

- Once per week (Monday) assure that an ambassador and a content magician have signed up for each of this week's AA sessions.
- Create google doc with alliance's answers regarding grant proposal and send it to ambassador and content magician minimum 1 day in advance of session
- Send rewards to ambassador, content magician and alliance after receiving reports from ambassador and content magician on a weekly basis (Monday, for the week prior)

As soon as the alliance activation form and calendly are integrated into the website with an ambassador dropdown list:

- Once per week assure that the ambassadors chosen by the alliance are ready for the call
- Once per week assure that a content magician has signed up or assign for this week's AA sessions.
- Create google doc with alliance's answers regarding grant proposal and send it to ambassador and content magician minimum 1 day in advance of session
- Send rewards to ambassador, content magician and alliance after receiving reports from ambassador and content magician on a weekly basis (Monday, for the week prior)

Salary/UEI:

Receive salary of 1111 Seeds per lunar cycle/or per week → not sure if this role is needed when more and more automation in place

Additional Steps in the Organisation Journey

API Integration (Jan 2021)

Cross-Pollination

Systems Integration-Platform Interoperability

- **Link to Tech:** Vishal - reach out to him

SEEDS Alliance Ecosystem Map website instance

- Map of alliances
- Event calendar

SEEDS Regenerative Job Portal

Archive

- Google Form
- Hubspot: Email to Alliances - went out on Tuesday, 03.11.2020

Google Form login information → Check with Lisa | [Preview](#)

TITLE: SEEDS Global Ecosystem Mapping

SECTION 1: SEEDS Alliance Activation

Cultivating the Regenerative Movement

SEEDS exists to serve the global movements, organisations and businesses that are creating a more just, connected and regenerative society. SEEDS is a financial ecosystem that not only recognizes and rewards the contributions that you as planetary healers make, but also amplifies your efforts.

Our strategy is to weave together the plethora of initiatives, movements, new forms of enterprise, and lifestyle experiments which are invisibly connected in a shared attempt to bring about a more sustainable future. By uniting existing and emerging regenerative efforts, together we shape an integrated impulse for genuine transformation giving form to a planetary-scale network of regenerative hubs – all of which align around a shared vision for change.

Since the launch of the SEEDS Global Passport, we have been approached by more than 50 bioregions on six continents and are cultivating a thriving global coalition of value-based organisations encompassing 350+ networks of organisations.

To continue weaving the regenerative movement and accelerate you into the Game of SEEDS, we invite you to participate in this **multi-stakeholder ecosystem** mapping and an **Alliance Activation session**.

In this session, a dedicated ambassador will support you in onboarding your organization, creating an organizational account, creating a grant proposal (alliance share) to request your share of the SEEDS regenerative economy, and developing content to give visibility to your efforts among other co-creators of the regenerative movement.

In **preparation for the Alliance Activation session**, we kindly ask you to fill in the following form which will serve as the basis for your alliance share proposal. Finalizing the google form, you will find a calendly link for you to book a time that best fits your availability. Your answers will serve as a foundation for the conversation in determining a value exchange.

Please share with your aligned partner organizations, if they are working in alignment with this vision.

Questions:

1. What's the name of your organisation / network / community?
2. What is your organization structure? Check all that apply.
 - a. Project / Community (no legal entity)
 - b. Non-Profit / Non-Governmental Organization
 - c. For-Profit
 - d. For-Purpose
 - e. Cooperative
 - f. Foundation
 - g. DAO / DHO
 - h. Other _____
3. What scale is your organization focused on? Check all that apply.
 - a. Local / community
 - b. Multi-local / community
 - c. Bioregional
 - d. National
 - e. Global
4. Where are you located? (City, State/Province, Country, Continent)

- a. [Short answer text]
- 5. In which geographical area/s are you working? Check all that apply.
 - a. Global
 - b. Africa
 - c. Asia
 - d. Europe
 - e. Middle East
 - f. North America
 - g. Latin America
 - h. Oceania (Australia / New Zealand / Pacific Islands)
 - i. Other:
- 6. Please enter your website URL.
- 7. What's your first name?
- 8. What's your last name?
- 9. What's the best email address for contacting you?
- 10. Upload your organization / network / community's logo.
- 11. If you have a link to a video that effectively highlights your organization, please add the link here.
- 12. What stage are you at in the Alliance process? Check all that apply.
 - a. This is my first experience
 - b. We have signed the pledge
 - c. I'm an ambassador
 - d. I have a personal account on the SEEDS GlobalPassport
 - e. We have a SEEDS Organizational account set up
 - f. We have applied for a Grant / Campaign

SECTION 2: Global Ecosystem Mapping

Text: To continue weaving the regenerative movement and expanding the web of trust, we are mapping the ecological functions and niches of each alliance member to guide how we collectively form a living ecosystem, and how we can best collaborate towards mutual benefit of our shared missions.

Questions:

- 13. What are your ecological niches in this ecosystem? Check all that apply and add new choices under "other".
 - a. Alternative Systems Creator
 - b. Capacity Builder
 - c. Convener
 - d. Financial Systems Creator
 - e. Funder
 - f. Implementer
 - g. Legal Activist
 - h. Legal Advisor
 - i. Network Builder
 - j. Original Custodian/Caretaker
 - k. Technology/Platform Developer
 - l. Other:
- 14. What are your ecological functions in this ecosystem? Check all that apply and add new choices under "other".
 - a. Alternative Currency

- b. Arts & Culture
 - c. Climate Change
 - d. Culture Preservation
 - e. Community Development
 - f. Governance
 - g. Housing
 - h. Original Principles
 - i. Regenerative Agriculture
 - j. Regenerative Finance
 - k. Renewable Energy
 - l. Rights of Nature
 - m. Sacred Cultures
 - n. Sacred Economies
 - o. Sacred Territories / Sites
 - p. Social Entrepreneurship
 - q. Sovereignty / Autonomy
 - r. Sustainable Infrastructure
 - s. Other:
15. What communities do you work with? Check all that apply and add new choices under “other”.
- a. Indigenous Elders
 - b. Indigenous Communities
 - c. Philanthropists
 - d. Impact Investors
 - e. Social Entrepreneurs
 - f. Scientists
 - g. Environmentalists
 - h. Economists
 - i. Policymakers / Lawmakers
 - j. Consumer Groups
 - k. Farmers
 - l. Farm Groups
 - m. Businesses
 - n. NGOs
 - o. Land Managers
 - p. Religious and/or Spiritual Groups
 - q. Government Officials
 - r. Activists
 - s. Other:
16. Which UN Sustainable Development Goals best represent your activities? Check all that apply.
- a. No Poverty
 - b. Zero hunger
 - c. Gender Equality
 - d. Clean water and sanitation
 - e. Affordable and clean energy
 - f. Decent work and economic growth
 - g. Industry, innovation and infrastructure
 - h. Required inequalities
 - i. Responsible consumption and production
 - j. Climate Action

- k. Life below water
 - l. Life on land
 - m. Peace, justice and strong institutions
 - n. Partnerships for the goals
17. What are your organization's most important objectives at this time?
 18. How can the ecosystem help you realize your most important objectives? What do you need the ecosystem for?
 19. What two specific things would create the most value and benefit for your organization / network / community through a SEEDS campaign/grant?
 20. If your organization has collaborative partnerships around earth-based and/or regenerative initiatives with organizations that are not yet members, please enter the names of your Top 3 Partner organizations here, separated by commas.

SECTION 3: SEEDS Grant Proposal

Text:

SEEDS exists to serve the global movements, organisations and businesses that are creating a more just, connected and regenerative society. SEEDS is a financial ecosystem that not only recognizes and rewards the contributions that you as planetary healers make, but also amplifies your efforts.

SEEDS has reserved ~377M Seeds for gifting to organisations who offer value towards a healthier community and our planet.

The purpose of these grants is to give all the diverse organisations and movements a financial stake in this regenerative civilization and to reward you for the work you're doing to make it happen.

This grant is to acknowledge the value you bring to the movement and recognize any actions you've already taken to create a regenerative and thriving global society. Allowing you to capture increasing value as the SEEDS economy grows and the value of each Seed increases.

Grant proposals are validated by the Citizens of SEEDS through direct governance in the Co-Op section of the passport.

Subtext:

Categories: These bands reflect the contribution towards the regenerative movement and the size of your economy & community:

Small \$2,500 to \$5,000 USD in Seeds — up to 1K+ Active members

Medium \$7,500 to \$10,000 USD in Seeds — 5K+ Active members

Large \$15,000 to \$20,000 USD in Seeds — 100K+ Active members | Proven regeneration & impact

Grande \$25,000 to \$30,000 USD in Seeds — 500K+ Active members | High impact regenerators

Note: These are rough bands — use your best judgement to determine at what scale and impact your organisation is serving this transition.

Questions:

21. Which grant category best reflects your organisation's community size? Add different choices under "other".
22. How is your organisation / network / community contributing to the regenerative movement?

23. What value are you offering the SEEDS community or the regenerative movement?
 24. If your organisation / network / community is applying for a grant, how do you intend to use the value of the Seeds requested?

SECTION 4:

25. How did you hear about the SEEDS global co-creation effort? Anyone you could mention as a reference?
 26. Thank you for contributing your time and wisdom for the ecosystem mapping and accelerating your journey into SEEDS. As a next step, please select a timeslot that best suits your availability for the Alliance Activation session. We are looking forward to the session. Should you have any questions, please reach out to lisa@hypha.earth.

<https://calendly.com/seeds-alliance/activation>

27. As a value exchange for your time and energy, we will reward you with a gift of 333 Seeds during the Alliance Activation session.

Hubspot: Email to Alliances

went out on Tuesday, 03.11.2020

Before sending, add:

- Add google form as button in email:

https://docs.google.com/forms/d/e/1FAIpQLSd35uWAOA-00B6QvucIhj_ft3dTSlaHJyigLLisXNbgMJeMUw/viewform

- Hyperlink "form" (last paragraph) with link (see google form as button):

https://docs.google.com/forms/d/e/1FAIpQLSd35uWAOA-00B6QvucIhj_ft3dTSlaHJyigLLisXNbgMJeMUw/viewform

Text (final version, 31.10.2020):

Subject: You are invited to the SEEDS Alliance Activation

Dear XX

Welcome to the Regenerative Renaissance.

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Please let us know if you have any questions or feedback.

We look forward to regenerating with you,