



Co-create a Regenerative Civilization

Empower | Your Community

Grow | Your Revenue

Regenerate | Our Planet

Dear SEEDS Ambassadors!

You signed up to become a **SEEDS Ambassador**. Either you have been invited by someone from SEEDS or reached out to support our community to grow. That's awesome. Together we can make the shift into a regenerative society - We are the ones we have been waiting for.

Great to have you on board!

In the following pages, we put together our first experiences and thoughts around how to make the procedure and **process for onboarding SEEDS Ambassadors** and new organisations most effective and impactful.

Please read through the document with an open but also a constructive mindset - we know that everyone who comes on board has an infinite potential to co-create in SEEDS. We want to motivate and enable everyone to be using this potential to **grow SEEDS into the citizen-governed, co-created and regenerative system** we all wish the world will be run by tomorrow to live this life in abundance, freedom and unity with nature and all beings.

Please do not hesitate to give your feedback in the Ambassador Circle DiscordGroup or an individual Discord message to Dannie (@Dannie Quilitzsch#4712) for any questions, comments or additional input.

Let's have fun co-creating this new paradigm!

What does it mean to be an Ambassador?

Like the mycelial network of forests, **SEEDS Ambassadors** connect regenerative projects and people together in ways that more effectively generate and distribute value towards the whole system. With the goal set to help bring the planet back to health, together we will lift each other up, share information with one another, and co-create an entirely new civilisation for humanity.

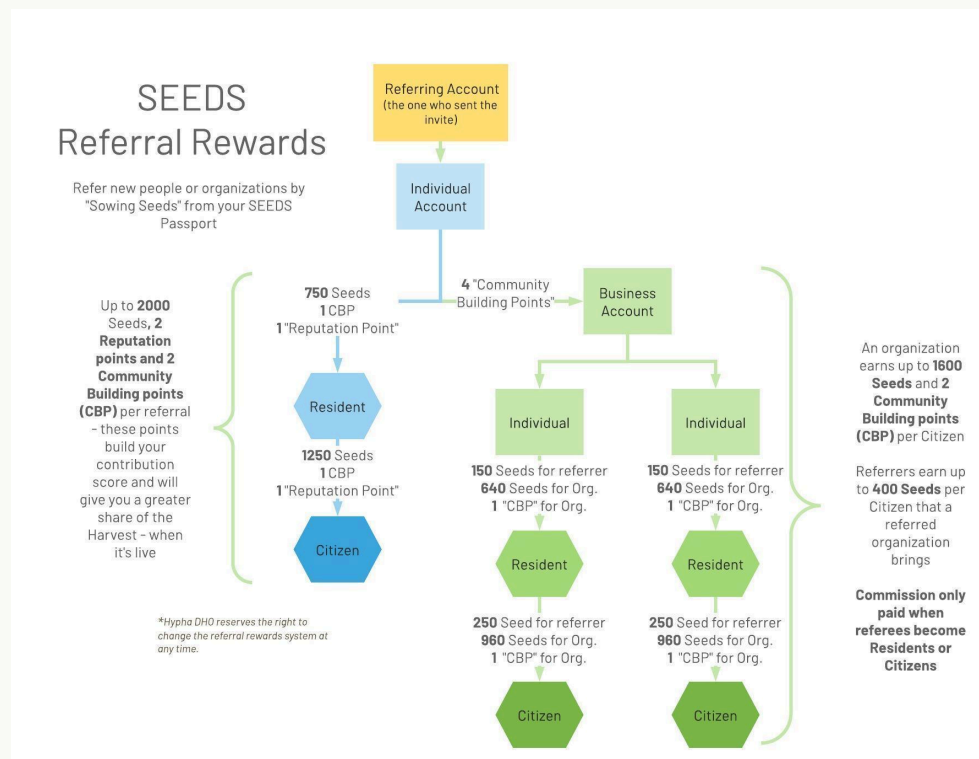
We invite you to envision the emergence of a thriving alternative society as we weave together all regenerative organisations and people working towards a shared vision of change.

How?

We've created an app for the people and organisations working towards a shared vision of change to engage. It's called the SEEDS Global Passport, and it's ready to share and give momentum to this regenerative movement.

Anyone using the invite function of the SEEDS Passport to invite and onboard people and organisations are automatically linked to the **SEEDS Referral Rewards** system. With each individual or organisation onboarded, the SEEDS Referral Rewards system automatically rewards the referrer:

- Up to 2000 Seeds per individual who becomes a Citizen*
- Up to 400 Seeds for every Citizen that a referred organisation brings*



* As the value of the currency grows, the Referral Reward amount will be adapted. The current value of Seeds is at US\$ 0.0138 (~\$27 a Citizen) (status 14.10.2020).

In order to empower the Ambassadors growing this movement, we have created the **SEEDS Academy**.

The SEEDS Journey

Every full moon we are hosting the **New Ambassador Onboarding Call** where we introduce all of you to the journey and process in SEEDS and answer all your questions. We are super excited to meet you there and get to know you better. Additionally we are hosting the **Global Ambassador Call** every Thursday to get to know each other better, meet other Ambassadors, share ideas and projects and learn more about what's going on in this rapidly growing movement.

All calls you can find in the Movement Calendar on Google: XXXXX

There are infinite opportunities for how you can co-create with us. If you first come into the Movement Circle, we ask you to create a **1Min-Video** highlighting your purpose and with what you are showing up to co-create this community.

The **1min- video** is also your application for the **SEEDS Academy**. In the SEEDS Academy, you will be guided to explore yourself, the SEEDS ecosystem and learn about the possibilities to co-create this movement of movements and this regenerative society and ecosystem. While going through the SEEDS Academy you will make your own experiences onboarding individuals and organisations. This empowers you to facilitate subcircles and apply for opportunities, bounties or UEI (universal earned income) in the Movement Building circle. More in this article here: xxxxx

After going through the SEEDS Academy, you can start co-creating and will be rewarded for your contributions. Either you apply for one of the existing **opportunities, bounties or roles** - or you can bring in new **proposals for campaigns or projects** to the Movement Building Circle. As an Ambassador you will be **rewarded with Seeds**, i.e. for co-creating the movement by hosting eTownhalls, setting up local events in your bioregion or onboarding organisations to set up their accounts, apply for a grant, start a campaign, invite their network to SEEDS and integrate Seeds as an alternative payment method.

While on this journey, you can already invite other people and organisations from your network. This will build your trust in the community and also reward you with liquid Seeds and reputation points. You will learn more about the reward system in the SEEDS Academy but can also already dive in the SEEDS constitution yourself.

How to invite people and organisations/networks:

Onboarding Process:

1. Send an invite by creating an invitation link through your SEEDS Global Passport invite functionality and send it via your preferred messenger/email.
2. Follow-up with your invitee and guide them in setting up a personal profile

For Organisations only:

3. If your invitee is part of an organisation, guide them in setting up an organisational profile:
 - a. Guide organisation in how to buy the 200 Seeds needed to set up an organisational profile
 - b. Request your SEEDS Alliances + Ambassador Circle for the 200 Seeds needed to subsidise the creation of an organisational account
4. Guide the organisation to show their products or offers in the marketplace
5. If required, help the organisation create an Alliance share
6. If required, help the organisation create a campaign proposal
7. Support the organisation inviting and onboarding their community (an Ambassador will earn 400 Seeds for every community/network member onboarded that becomes a Citizen)
8. Support the organisation in organisations the process to integrate the API (in the process of development) onto their Website or App

Process for SEEDS Ambassadors

Step 1: Get the SEEDS Global Passport (If you don't already have it)

Get an **invite** from an existing member of the SEEDS community. Being invite-only is to prevent spam and abuse and to build strong trust in the community at this stage. There are rewards with getting an account and we don't want bots to abuse that. Download the SEEDS Global Passport from the Google Play Store or Apple Store and set up your account.

Step 2: Familiarize yourself with the SEEDS ecosystem:

Connect with the Ambassador Circle on Discord: <https://discord.gg/EdDRHBW>

Participate in the next New Ambassador Onboarding call usually happening every Full Moon starting September 2nd, you will find the link with the invite in the SEEDS Ambassador Channel on Discord.

Participate in the bi-weekly Ambassador calls usually happening on Thursdays.

The dates and invitation will be communicated in the SEEDS Ambassador Calendar on Google: <https://calendar.google.com/calendar?cid=b2NsMzBhdmlwbnZxamtLODNxazQ3ZjFlN2NAZ3JvdXAuY2FsZW5kYXluZ29vZ2xLMNvbQ>

See below for a list of relevant material (**articles & videos**) about the SEEDS movement.

Step 3: Send in your **1Min Video** talking about your purpose and how you show up in the movement to apply for the **SEEDS Academy**.

Step 3: Participate in the **SEEDS Academy**

Step 4: Take an opportunity to co-create and continue to expand this movement and see the value of your Seeds grow.to spread the movement of movements.

Short Introduction

SEEDS is a new financial, economic and governmental game for global cooperation to co-create a regenerative culture. The object of this game is global cooperation in regenerating our planet, creating healthier local food systems, more equitably distributing value to people, giving people more voice, and raising the collective quality of life, of not only humans but all life on our planet. We win when our lakes and rivers are drinkable again, when our food is local, tasty and nutritious, and when our forests and ecosystems are thriving. We succeed when our systems are in full support of the thriving and diversity of life. We win when we create a society worthy of our grandchildren's great-grandchildren.

Vision:

The vision that guides SEEDS and its evolution is of a global society that:

- recognises all of nature as essential contributors,
- fosters healthy, free, empowered and connected communities, and
- creates a more beautiful, thriving future.

Purpose:

The purpose of SEEDS is to help drive the development and adoption of new economic, ecological and social ecosystems that foster the conditions for humanity, nature and the planet to flourish.

Better-Than-Free | The People's Economy

EOS.IO revolutionised the blockchain world by creating an operating system for fee-free transactions. SEEDS takes this one step further: not only are there no fees, but members are rewarded the more they contribute (in which transactions play a role). This creates the first "better-than-free" financial system. SEEDS provides a direct and transparent share of the economic surplus and growth that the people generate in their economy. Today the surplus from the people's economic activity concentrates at the top of our economies, disproportionately rewarding a handful of people. SEEDS aims to make that obsolete by distributing the value

transparently and directly to the people who create it. Further, it provides a framework for this value distribution to be evolved directly by the Citizens to better meet their needs. In addition, SEEDS provides revenue for organisations and applications without them needing to charge fees; this enables them to dramatically reduce or eliminate fees to better serve their communities. SEEDS doesn't depend on altruism or goodwill to entice participation in a regenerative economy. SEEDS is designed as a superior and obvious financial choice by being a cheaper and more rewarding method to exchange value.

Articles & Documents

For SEEDS Ambassadors:

Steps to onboard an organisation:

<https://docs.google.com/document/d/1NNCJcuMCd1UtdlDiEB0rXm-RYFtp2kXxaRKfkSZLLBY/edit?usp=sharing>

Template for Grant Proposal:

<https://docs.google.com/document/d/1F1Cblx7xTL1dqvxqBvnYOsQhGOJvRbQQHdy1H44T4K0/edit?ts=5ee7e759#>

Template for Campaign Proposal:

https://docs.google.com/document/d/1MY-F4-wZZQDy6gzFegZWOZ_Uix6flloigOGIkbO4fD4/edit

Benefits for Ambassadors

<https://docs.google.com/document/d/1mXNAf0HKUQUvsbCIm4AooCQ7OWXyGldArnDtxHN2FqM/edit#heading=h.jj1mejmdj9vq>

Bioregional Ambassador Program

<https://medium.com/joinseeds/>

Bioregions on the Hypha DHO

https://docs.google.com/presentation/d/13CBXw6cLPH1CHx-TLiYW-2_hdX-A5voNjVMqHUNx1UU/edit#slide=id.g7ddfe956c0_0_0

How to create a SEEDS Campaign

<https://medium.com/joinseeds/financing-campaigns-for-a-healthier-world-how-to-apply-to-run-a-seeds-campaign-c584d9143038>

How to apply for a SEEDS Grant

<https://medium.com/joinseeds/alliance-for-global-regeneration-how-join-the-movement-and-get-rewarded-for-it-27e88ac5e5cf>

Templates to use for outreach

<https://docs.google.com/document/d/17TfDtIfRglXG3aXOiSUrha2K0UDn-REL7tV6w25xAF4/edit?usp=sharing>

Create content about the organisation you brought in:

https://docs.google.com/forms/d/e/1FAIpQLSfev3bf0W_OploGF3ZnMswerwZljvjbLmG9nk4_Hs03NH8cmg/viewform

Co-creation platform for Ambassador circles:

<https://app.clique.ai/landing/integrity.html?communityId=8U82qlEAAgv2ntPkl2n5>

Branding Guide (Logos & Accesses)

https://docs.google.com/document/d/1ulsPii867aR_6JFR6ZrX0D0UC86KE-E6lJnFK_0zCJg/edit

Logo Files:

https://drive.google.com/drive/folders/1M6zrU32isMgFsHRPEpjGA_qP5fmRq8Jo

Information on SEEDS:

Seeds Short Deck

https://docs.google.com/presentation/d/1pZb4Aexhxr2PggeUCK94rYLZqkh6iH7cPzPRVdhdNzM/edit#slide=id.g5cd667b13d_0_0

Join the Pledge for Global Regeneration

<https://medium.com/joinseeds/join-the-pledge-for-global-regeneration-36233c460e2c>

Constitution, Protocols & Gameplay

<https://joinseeds.com/docs/SEEDS-Constitution-V0.1.2.pdf>

Overview of the Financial system

<https://youtu.be/ybuzVmtQ4Rw>

Step by step process for getting people an organisation account and how to apply for a grant

<https://medium.com/joinseeds/alliance-for-global-regeneration-how-join-the-movement-and-get-rewarded-for-it-27e88ac5e5cf>

Quick guide for why to accept Seeds

<https://medium.com/joinseeds/why-you-want-to-accept-seeds-3a3e1a861467>

How to Buy and Earn Seeds

<https://medium.com/joinseeds/joining-the-regenerative-renaissance-how-to-buy-and-earn-seeds-13e25566ca01>

For Organisations:

2-pager for Organisations

https://docs.google.com/document/d/1KOglG8MFNUhOW_iCNY65uQ8lH8VW-opiPCCL2ZnvLs/edit#heading=h.hm2rjr3v7sq3

Why you want to accept Seeds

<https://medium.com/joinseeds/why-you-want-to-accept-seeds-3a3e1a861467>

List of current alliances and process of joining the regeneration movement

<https://medium.com/joinseeds/join-the-pledge-for-global-regeneration-36233c460e2c>

Typeform for partner organisations to sign up

<https://joinseeds.typeform.com/to/zLH2MJ>

More information:

Seeds White Deck

https://docs.google.com/presentation/d/1YhS62BJTgfj3LKMKqPK0PKirkXyklrGhg7-0Ksw3N9Y/edit#slide=id.g262c2afa61b3e4da_0

3-pager SEEDS

<https://joinseeds.com/docs/3-Pager-V3.0.pdf>

Token Allocation & Economics

<https://joinseeds.com/docs/Token-Allocation-and-Economics-April-V7.pdf>

Economic Renaissance

<https://joinseeds.com/docs/Economic-Renaissance-v2.pdf>

Regeneration & Beyond

<https://medium.com/joinseeds/a-regenerative-financial-system-for-a-thriving-global-civilization-eebecead5b43>

FAQs:

What is a regenerative economy?

It's all about transitioning away from artificial fragmentation towards embracing systemic integrity. Our planetary and human condition is shaped by our financial systems. Today's dominating currency is centrally created with debt and interest attached to it. This debt-based money is distributed through "trickle-down" economics in which money trickles down (or doesn't) from the top of the pyramid to all levels of society. Suppose we are to change the trajectory of humanity. In that case, we will need to evolve our systems and decentralise that abundance and make it accessible to all to create omni-win-win scenarios, remove that artificial scarcity and fear-based relationships with other forms of life.

Is there a time-commitment for an Ambassador?

For Ambassadors, there is no time-commitment. The incentives are outcome-based.

How are Ambassadors remunerated?

In total 8% of the initial Seeds distribution is available as remuneration for the Ambassadors, which is an amount of approximately 250 Mio Seeds (appr. 2.5 Mio USD); these Seeds will be used to reward Ambassadors to grow the movement and are paid out for referrals. Important to know: It is a fixed amount - First come first serve! As the network grows, so does the value of your Seeds grow.

What are the milestones until GoLive mid 2021?

Onboarding organisations & networks as SEEDS Alliances and growing the movement, four major phases for Alliances to align with:

1. March-April 2020

- Organisations apply for Alliance shares/campaigns starting March 2020
 - Large partners and co-creators - their brand may bring value - their communities are aligned - we're co-creating this movement together. We triage and pull out the most aligned and largest communities first. It takes time to nurture these relationships, and we have limited time - so we need to be selective with whom to dedicate time to at this stage.
 - High alignment with SEEDS core values (local food, regeneration, community, etc.)
- Prioritise brand name (visibility/confidence)

2. Mid 2020

- Moving towards medium sized organisations, movements, etc.

3. Autumn 2020

- All the rest who are aligned with regeneration and people and planet. Prioritise based on what they offer the SEEDS community!

4. GoLive / Public Launch: mid 2021 (triggered by the Citizens of SEEDS)

- Fully open to new partners
- Partners are managed with community and reputation

Example organisations and movements to become Alliances:

- Peer to peer exchange platforms
- **Festivals, events and gatherings**
- Positive movements and charities
- **Regenerative, sustainable (or eco) businesses**
- Food systems, farms and co-operatives
- **Renewable or regenerative energy**
- Whole systems designers/think tanks
- **Sustainable and regenerative housing**
- Conscious media and social platforms

Benefits for the most aligned (to a shared vision of co-creating a regenerative civilisation) organisations (until GoLive mid 2021)

- > Receive a 700 Seeds grant to set up an account for your organisation
- > Apply for grants
- > Get promotion for your cause in the community by the SEEDS marketing team
- > Earn Seeds by inviting your network
- > Earn Seeds by using SEEDS as a payment method

See the organisations that are SEEDS Alliances:

<https://medium.com/joinseeds/join-the-pledge-for-global-regeneration-36233c460e2c>.

More about benefits for organisations in this article:

https://docs.google.com/document/d/1KOglG8MFNUhnow_iCNY65uQ8lH8VW-opiPCCL2ZnvLs/edit#heading=h.hm2rjr3v7sq3

How to onboard Alliances as an Ambassador:

Invite people and organisations via the SEEDS Global Passport

You will need to use a minimum of 5 Seeds to invite a person into SEEDS. In a next step, your invitee can create an organisational account and invite their network to the passport as well.

Input the names of the three accounts that you have onboarded into the Airtable.

And have some fun **creating content about the organisations** you brought on board, using this form:

https://docs.google.com/forms/d/e/1FAIpQLSfev3bf0W_OploGF3ZnMswerwZljvjbLmG9nk4_Hs03NH8cmg/viewform

Reach out to @Sara for support on this. She will support you if you feel like creating your content or contact you for more information to create content herself.

Here's a **guide to how to use our logos** as well as the full access to our **logo files**. Please be mindful about the way we use them and be sure to read the guide before proceeding.

https://docs.google.com/document/d/1ulsPii867aR_6JFR6ZrX0D0UC86KE-E6lJnFK_0zCJg/edit

https://drive.google.com/drive/folders/1M6zrU32isMgFsHRPEpjGA_qP5fmRq8Jo

At this point, you have shown that you are familiar with the SEEDS ecosystem and can access the warm leads that are signing up through the Pledge.

Journey Map SEEDS

