

COMMUNITY MOBILIZATION

Action Plan 2020



Climate Action
Culture Healing
Soil Regeneration



COMMUNITY MOBILIZATION: SOIL · CLIMATE · CULTURE

VISION

We transform our world through community mobilization, soil regeneration, climate action, and cultural healing.

MISSION

We empower communities through hands-on events and carefully curated digital resources. We educate and inform. We connect and inspire. We mobilize global sustainability. We inspire day-to-day practices for health and wellbeing. We cultivate stewardship and sustainability culture.

ACTION

We build and regenerate soil. We detoxify water. We sequester carbon. We cultivate Permaculture and Biodynamic ecosystems. We halt and reverse climate change through life style transformation and community action. We practice health and well-being. We engage and transform market economies by creating, supporting and collaborating with regenerative businesses and stewardship-centric organizations.

Health & Healing from the Ground Up.

WHO

The Y on Earth Community is a growing global network of ambassadors, authors, educators, executives, farmers, healers, partners, sponsors, students, teachers, and thought leaders.

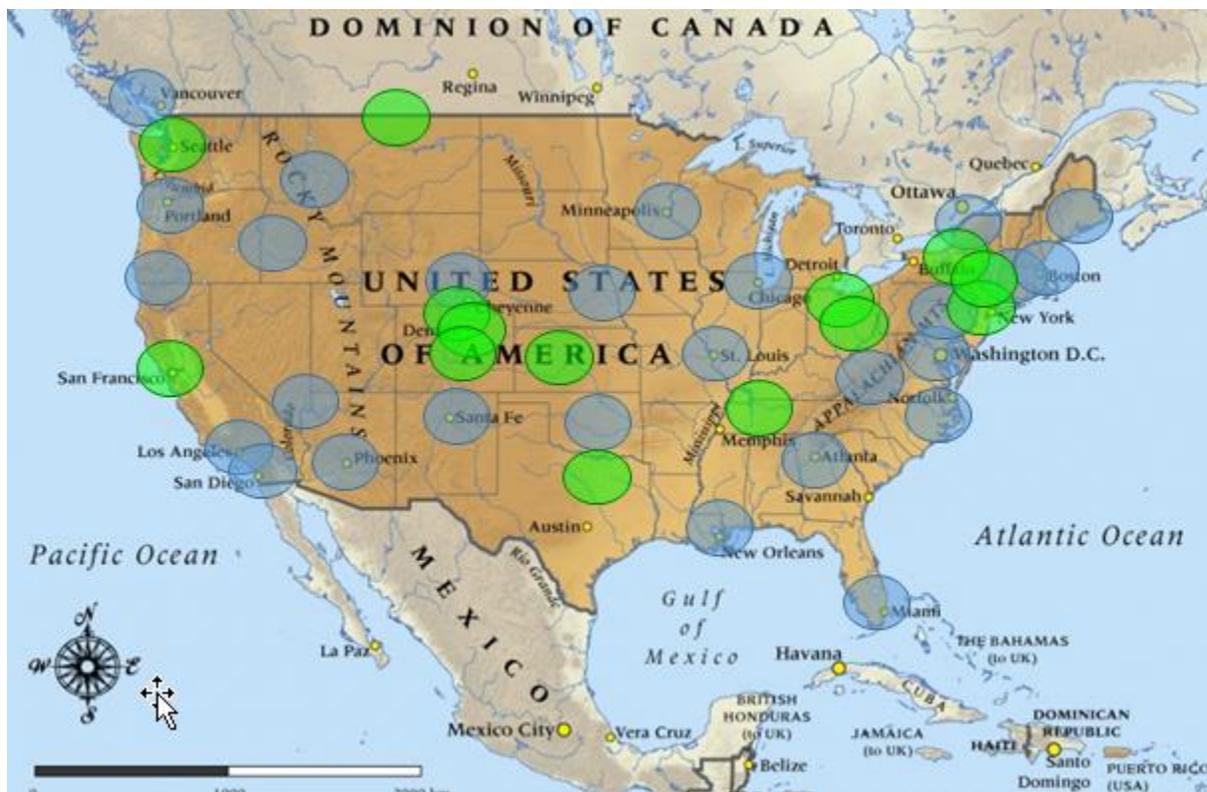


Humble Heroes Helping to Heal the World.



Key Gatherings & Curated Events - 2020

April	Dallas, TX	EarthX (Largest Earth Day Event in USA – 50 th Anniversary)
April	Boulder, CO	Citizen Soil & Science Initiative with the City of Boulder & Eco-Cycle
April	Salina, KS	Compost Piles & Community Mobilization
May	Ghent, NY	Mobilizing with Hawthorne Valley Farm & Institute for Mindful Agriculture
May	New York, NY	Community Mobilization in the Big Apple
May	West Fulton, NY	Three Sisters Sovereignty Project , Food & Herbal Medicine Planting
May	Akron, OH	Garden City Church : Faith Based Stewardship & New Creation Food Forestry
May	Central Tennessee	Faith Based Stewardship & New Creation
June	Havre, MT	Soil Regeneration & Commercial Farming at Vilicus Farms
June	Bainbridge Island, WA	Biodynamic Soil Stewardship & Community Mobilization
June	San Francisco, CA	Community Mobilization in the Bay with Deloitte
July	Ghent, NY	Cultural & Elemental Healing with Institute for Mindful Agriculture
July	Cleveland, OH	Food Forestry & Permaculture Installation
Nov	Westminster, CO	North American Biodynamic Association Conference



Green = Confirmed Event

Slate = In Planning



Ambassador Activation & Mobilization

In 2020, the Y on Earth Community is up-leveling its Ambassador framework. After a successful “core group” launch and Deep Leadership Training in 2019, the Ambassador framework is being substantially enhanced with well-articulated on-boarding, activation, and ongoing mobilization guidance:

- **Step 1** **Engagement & On-Boarding**
- **Step 2** **Activation (see Welcome & Activation Letter)**
- **Step 3** **Mobilization (several “achievement” opportunities)**



Additionally, Ambassadors are invited to join the Affiliate programs for fund-raising and business alliance development. Our special relationship with [Wele Waters](#) is a prime example of the win/win/win frameworks being developed!





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[Y on Earth Community Podcast](#)

By sharing and amplifying diverse voices, the Y on Earth Community Podcast delivers quality, in-depth interviews with a variety of educators, entrepreneurs, activists, authors, business leaders, and students – weaving a rich tapestry of community voices all working toward the healing and sustainability of human culture on planet earth.

The Podcast is a wonderfully effective way to establish connects between and among organizations and communities. It provides fertile ground for collaboration and for widespread dissemination of best practices, innovations, and inspiration for the creation of stewardship culture.



Episode 63 – David Bronner, CEO, Dr. Bronner’s, Healing Spaceship Earth
[Read More >](#)



Episode 62 – Pastor Brian Kunkler, Permaculture and Hopeful Theology
[Read More >](#)



Episode 61 – Michael Cain, President, EarthX Film
[Read More >](#)



Episode 60 – Ludovica Martella, Women, Water, and Cosmology of Connection
[Read More >](#)



Episode 59 – Stone Hunter Guides Tour of Natural, Biodynamic Inspired House
[Read More >](#)



Episode 58 – Sarah Drew, Visionary Author, Gaia Codex
[Read More >](#)



Episode 57 – Mohawk Women Leading the Three Sisters Sovereignty Project
[Read More >](#)



Episode 56 – Brian Czech, Executive Director, CASSE
[Read More >](#)



Episode 55 – Trammell S. Crow, Founder, EarthX
[Read More >](#)



Episode 54 – Katie Garces, Director, Beautycounter
[Read More >](#)



Episode 53 – DJ Spooky (aka Paul Miller), Google Artist in Residence and CSO of Global Brain
[Read More >](#)



Episode 52 – Emilie McGlone, Director, Peace Boat U.S.
[Read More >](#)



Episode 51 – Jonathan Granoff, President, Global Security Institute
[Read More >](#)



Episode 50 – Anita Sanchez on Women’s Voices, Indigenous Wisdom & the Sacred Hoop of Life
[Read More >](#)



Episode 49 – Sally Ranney on Climate Week & Existential Risks
[Read More >](#)



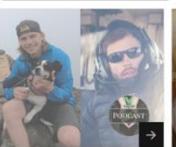
Episode 48 – Matt Gray, Chief Sustainability Officer, City of Cleveland
[Read More >](#)



Episode 47 – Thea Maria Carlson, Executive Director, Biodynamic Association
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Episode 46 – Xiye Bastida, Global Youth Leader: “Strike with Us!”
[Read More >](#)



Episode 45 – Adam Eggleston & Alex Martin – Madera Outdoor is Planting Trees!
[Read More >](#)



Episode 44 – Pat Frazier, NP, Biodynamic Educator & Earth Steward Par Excellence
[Read More >](#)



Episode 43 – Chip Comins, Founder & Chairman, AREDAY Summit
[Read More >](#)



Episode 42 – Osha Chesnutt Perry on Neuroscience of Health & Well-Being
[Read More >](#)



Episode 41 – Addison Luck on the Global “Rights of Nature” Movement
[Read More >](#)



Episode 40 – Kimba Arem, Sound Healing, Water & Medicinal Music
[Read More >](#)



New Books & Video Publications

Aaron Perry and the Y on Earth Community team are hard at work developing, writing, editing and publishing new books and video resources. Below are some of the pieces and projects we're most excited to announce in 2020:

New Books

- ***Celebrating Water*** (children's book with illustrator Yvonne Kozlina – the 3rd in the series!)
- ***HOA & Neighborhood Sustainability Guide*** (a practical how-to for community scale action)
- ***Holy Land, Sacred Soil*** (A Faith-oriented discussion of stewardship & sustainability imperatives)
- ***Stewardship Voter's Guidebook*** (it's a BIG YEAR – need we say more?)
- ***OTTO*** (This is an EPIC STORY of a woman's journey from A.I. programming to stewardship consciousness – Aaron has been developing this story since the completion of Y on Earth in 2017 – the draft novel is forthcoming, and the film treatment is immediately available upon request).

New Videos

- ***Biodynamics 101*** (3 minutes)
- ***Climate Action 101*** (1 minute)
- ***Cultural Healing 101*** (1 minute)
- ***Deep Leadership*** – Level 1 (3 hrs)
- ***Permaculture 101*** (3 minutes)
- ***Regenerative Organics Certified*** (3 minutes)
- ***Soil Regeneration 101*** (1 minute)
- ***Soil Stewardship 101*** (3 minutes)
- ***Various Comedic Videos from Dr. Contrarian*** (1 min. ea.)
- ***Y on Earth Book Club – Chapter Overview Videos*** (3 hours)
- ***Y on Earth Community Intro*** (1 minute)

Emerging Social Enterprises

The Y on Earth Community helps to incubate, launch and support social enterprises committed to earth stewardship. In 2020, we'll be supporting several notable enterprises!



Earth Water Press

- ***Earth Water Press*** – guiding authors and publishing books and multimedia for cultural transformation, social good and environmental sustainability.
- ***Three Sisters Sovereignty Project*** – Mohawk women returning to ancestral homelands in central New York for Food Sovereignty, Energy Sovereignty and Cultural Sovereignty.



WELE WATERS

- ***Wele Waters*** – hemp-infused aromatherapy soaking salts and therapeutic balms. This social enterprise funds Y on Earth by providing “Wellbeing in a jar.”



- ***Soil Werks*** – scaling-up regenerative organics, biodynamics, land medicine and permaculture in commercial agriculture, urban and suburban contexts.



- ***Regenerative Agriculture Certification*** – helping consumers connect the dots to soil and water stewardship, mobilizing the power of an informed and inspired citizenry.





COMMUNITY MOBILIZATION: SOIL · CLIMATE · CULTURE

Overall Goals

Our Community Mobilization Campaign stimulates ongoing action and behavior change at the grass roots level. We curate community gatherings and events at which we focus on hands-on activities that are accessible, educational, and inspirational. Our Community Mobilization Campaign focuses on five core actions and objectives:

SOIL BUILDING & CARBON SEQUESTRATION – Through Biodynamic soil activation, composting, and other soil-building actions, we are educating and activating thousands of people to become soil stewards on a regular, ongoing basis.

FOLIAGE PLANTING & ECOSYSTEM REGENERATION – We facilitate community tree-planting, comfrey-planting, hemp-planting and permaculture/gardening days for carbon sequestration, ecosystem regeneration, and to educate and inspire climate change mitigation and environmental stewardship behaviors.

NATURE CONNECTION & WATERSHED/CORRIDOR STEWARDSHIP – Through multi-stakeholder collaboration, we engage in the ongoing stewardship of watersheds and the return of indigenous peoples to their homelands, and provide nature-connection hikes and forest-bathing nature immersion experiences.

CITIZEN & CONSUMER AWARENESS – In order to mobilize and help steer one of the most potent forces affecting the planet, we educate community members to better understand our direct world-wide impacts on soil, water, ecosystems and people through purchasing decisions and consumer demand behaviors.

COMMUNITY LEADERSHIP TRAINING – In the context of the community mobilization activities described above, we educate a growing number of community leaders and ambassadors to scale-up our capacity, to affect broader and deeper cultural transformation, and to cultivate a culture of stewardship and sustainability.



Our 2020 Goals include:

- **Activating** 100+ Ambassadors and Community Leaders
- **Curating** 1 Leadership Summit (“Massively Mobilizing”)
- **Publishing** 1-3 Community Activation Kits
- **Hosting** 50+ Community Mobilization Events
- **Releasing** 40+ Y on Earth Community Podcast Episodes
- **Activating** 500+ Yards & Gardens with Biodynamic Soil
- **Engaging** 1,000+ Community Members and Families
- **Planting** 5,000+ Indigenous Trees, Hemp Plants, and Comfrey
- **Collaborating** with 1,000,000,000,000s of Soil Microbes





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History

The Y on Earth Community was founded by **Aaron Perry, Brad Lidge, Katie Garces, Artem Nikulkov**, and friends in 2017 with the launch of the book *Y on Earth: Get Smarter, Feel Better, Heal the Planet*. The book provides a comprehensive, hope-filled and action-oriented framework for the cultivation of health, well-being, stewardship and sustainability throughout society – beginning at the individual and community levels – and provides the conceptual and practical foundation for the organization’s work and impact in the world. In just a few years since its launch, the Y on Earth Community has grown tremendously, has provided over 150 events in the United States, and has published a robust library of videos, podcast episodes, books, and other educational, informational and inspirational resources.



Strategy

Our strategy employs a **dynamic synergy** between **digital media communication** and **curated hands-on, in-person events** to transform human awareness, to mobilize community action, and to activate stewardship consciousness. Our reach and impact is further amplified through a global network of [Community Impact Ambassadors](#) and [Y on Earth Community Podcast](#) guests. The recently launched [“Where on Earth” Global Impact Map](#) displays locations of Ambassadors, Podcast Guests, Partner Organizations, and Sponsors, as well as the locations of past workshops, seminars, curated mobilization events, and symposia.





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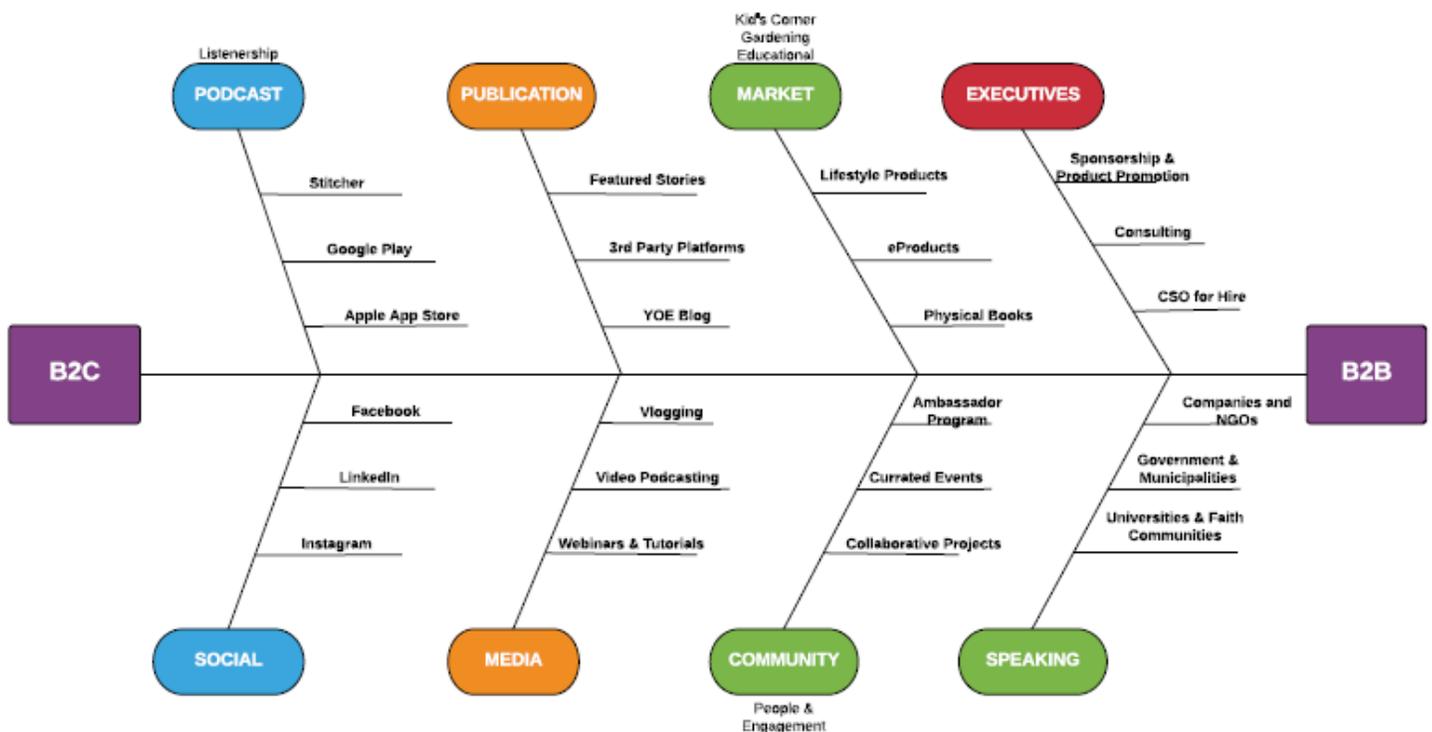
Strategy – Google Ad Grant & Digital Ecosystem

The Y on Earth Community has been awarded a Google Ad Grant, which provides up to \$10,000/month of free search engine placement in the first year of deployment. We are developing a robust framework and “funnel” for individuals searching with a variety of key words (soil regeneration, sustainability, climate change, etc.), guiding them toward our library of video and book resources, and leveraging downloadable/streaming content to inspire and educate. If our efforts in 2020 are successful in terms of click-through data performance, the Y on Earth Community will be eligible for up to \$100,000/month (that’s \$1,200,000 per year!) in free Google advertising placement in 2021.

Our “tech stack” – an ecosystem of approximately 35 software and web-based applications – allows the Y on Earth Community to provide a powerful user experience, enabling, educating, and inspiring action among 1,000s of individuals and communities. This communication power allows us to reach people in communities all over – and activate cultural transformation, climate action, soil regeneration among people we wouldn’t otherwise easily reach!



Y on Earth Community - Ecosystem Map





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Theory of Change



The human species shares a single home: Mother Earth. Like a gigantic spaceship with a complex biosphere for life support, Mother Earth has provided stable conditions for thousands of generations of human beings (*homo sapiens*). Now, however, in the Age of the Anthropocene, humanity is having such a profound negative impact on the Earth's biosphere that we've severely disrupted her life-support systems. We are at a critical moment in the human story, a crossroads. This pivotal point is a matter of scientific, epistemological, spiritual, aesthetic, and ethical importance. It is no exaggeration to say that we humans are at the most profound inflection point that our species has yet encountered – our very existence, ability to thrive, and maintenance of civilization is now at stake, and there's no time to lose.

Our deliberate actions, decisions, and willful intent to change will determine the fate of our species' future. **We have a choice to make – thousands actually – dozens each day!** We can heal, grow, and learn to practice the beautiful arts and sciences of stewardship, regeneration and sustainability – in harmony with the living biosphere. All of our tools, all of our technology, all of our propensity to innovate is eclipsed in importance by the “softer” aspects of our culture: the ethos, the philosophy, the values systems upon which we choose to build our systems, and with which we choose to create our culture. This is about love, humility, and a profound desire to live in the reality of the super-abundant planet Earth. This is about taking great care of our only spaceship. All else is secondary.



The mega-machine of consumer economics has failed us: materially, emotionally, and spiritually. We need something else. We need community. We need direct participation in human-scale solutions. We need direct, personal connection with the living biosphere. We need to gather together in community and mobilize. We need to help each other cultivate the tools of self-discipline, of self-care, and of leadership that will transform our culture... from the inside out. We need all of this on a regular basis. **We need soil stewardship, tree-planting, gardens, thoughtful consumer demand, and activated communities. We need to heal. We need to mobilize!**

The **Y on Earth Community** is mobilizing. A growing network of committed people from all backgrounds, levels of education, expertise, faiths, and socio-economic status, we are massively scaling the locations, frequencies, impacts, and outcomes of **community-based action**.

Join our movement and help us mobilize! (yonearth.org)

