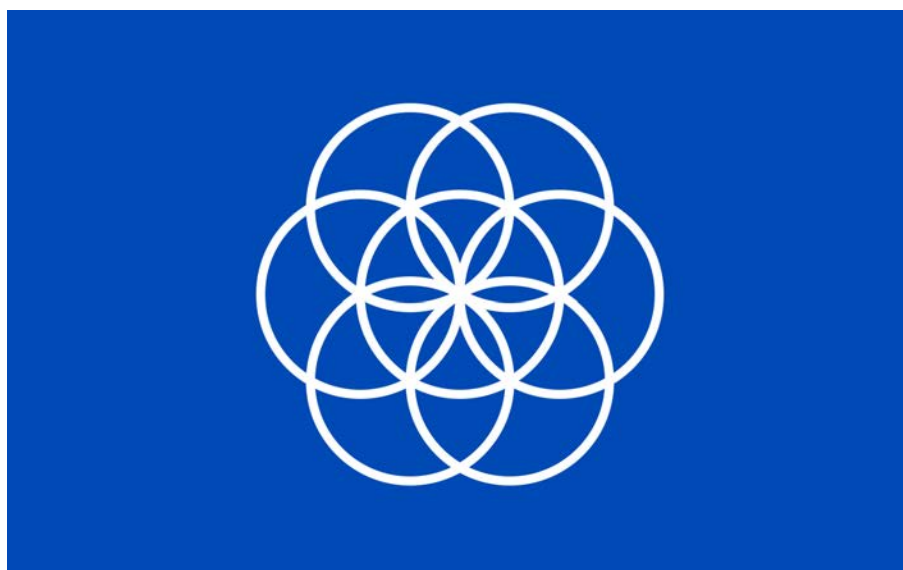


EarthFlag Foundation

EarthFlag Policy Plan 2020-2021

Version 2.0 - September 2020



'The Blueprint'

EarthFlag Foundation

Chiel Liezenberg

September 2020

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ABOUT THIS DOCUMENT

This document is about the EarthFlag and the EarthFlag Foundation. More specifically it is the Policy Plan for the EarthFlag Foundation for 2020-2021.

Chapter 1 states the mission, objective and target group of our organization, while chapters 2 and 3 elaborate on our strategy to achieve this. In chapter 4 the current status and planned projects and activities are described. An outlook on opportunities and risks based on important developments is given in chapter 5. In chapter 6 the organization is described, and finally in chapter 7 the financials are addressed.

The EarthFlag Foundation considers every-body on the planet as its target audience and envisions to operate globally. Therefore, all documentation, including this document, is in English.

For any questions concerning this document or requests for further information, please contact the EarthFlag Foundation: plan@earthflag.org.



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1 MISSION AND OBJECTIVE

“We stand at a critical moment in Earth's history, a time when humanity must choose its future. (...). To move forward we must recognize that in the midst of a magnificent diversity of cultures and life forms we are one human family and one Earth community with a common destiny. We must join together to bring forth a sustainable global society founded on respect for nature, universal human rights, economic justice, and a culture of peace. Towards this end, it is imperative that we, the peoples of Earth, declare our responsibility to one another, to the greater community of life, and to future generations.”

– The Earth Charter (earthcharter.org).

1.1 One Earth. One Tribe. One Flag.

In today's world of increasing chaos, and forces of separation and polarization, we feel there is a need to support the balancing force, the force of unity.

This global movement of unity is already present across the globe. It manifested itself clearly in the '60s and '70s in the 'hippies' but has since then been overshadowed by forces of individualism, consumerism and materialism. As of late, the movement of unity is resurfacing in the form of growing global sustainability and climate awareness and concerns, accompanied with the insight that we can only address such global challenges together. The call for a united approach is becoming ever louder and is well articulated in the Earth Charter.

However, the people and organizations driving this agenda remain fragmented in their approaches. This is the very nature and the power of any 'movement' and cannot be changed or overcome easily. What can be done, however, is to present a unifying symbol to represent the collective efforts being made. 'The face of the movement', so to speak.

We think the time is right to support this movement of unity by introducing a free-to-all object for every-body to adopt and use while working toward our global goals: the EarthFlag.

1.2 Objective and goals

Our ultimate objective is the adoption and recognition of the EarthFlag by every-body on the planet.

Our first goal is to make people aware of the existence of the EarthFlag and what it stands for, and to inspire them to contribute to its legacy by taking personal action.

Our 5-year goal is to have 50 countries acknowledge the EarthFlag as the flag of planet Earth.



1.3 Target audience

To define our target audience, the ‘every-body’ in our objective must be taken quite literally: every single person and every organizational body representing or constituted of a group of people on the planet -and in the International Space Station- is included in our mission of planetary unity.

1.4 Why, how, what

EarthFlag Foundation

Why – To unite humanity

In today’s world of growing chaos and separation, the EarthFlag Foundation aims to unite humanity ‘under one flag’.

How – A universal symbol

We will introduce a universal symbol that every-body on the planet can subscribe to and that can be used to acknowledge true (personal) leadership toward planet Earth and creating a better world through shared global goals.

What – The EarthFlag

We will introduce the EarthFlag as a universal symbol to remind us of our responsibility for each other and our planet.

We will promote the global voluntary adoption by every-body on planet Earth, by supporting people in projects that add to the legacy of the EarthFlag.

We will actively present the EarthFlag as a badge of honour to people and organizations that show true leadership toward the planet and each other.



2 UNIVERSAL SYMBOL – THE EARTHFLAG

2.1 Why a flag?

For centuries, flags have been used for many purposes but mainly to identify and unite groups of people. They simultaneously serve as both inclusive and exclusive symbols of belonging.

The EarthFlag represents the one thing that connects every-body: planet Earth. Declaring oneself as a citizen of planet Earth and adopting the EarthFlag as a symbol will create a basic, planetary sense of belonging. And when we belong, we protect and take care of what we love.

2.2 The EarthFlag

Principles

Based on our mission to unite humanity, we have defined 7 statements, the 'State of Peace', embodying what the EarthFlag represents and stands for. The State of Peace is inspired by the more elaborate Earth Charter.

- **All is One** – Let's embrace inclusivity
- **Energy is our Source** – Let's cherish diversity
- **Trust is our Power** – Let's preserve integrity
- **Love is our Nature** – Let's seek harmony
- **Truth is our Word** – Let's share honesty
- **Creation is our Freedom** – Let's express beauty
- **Now is our Time** – Let's take responsibility

When people subscribe to these statements (and the Earth Charter as the more extensive version) they can adopt the EarthFlag as 'their' flag as a citizen of planet Earth. This is when we have fulfilled our mission of uniting humanity 'under one flag'.

Design

The EarthFlag design was inspired by the cosmos and Earth itself. Being part of the universe in which everything is interconnected, the single most unique attribute of planet Earth is 'life'¹

¹ As far as we can tell, and for 'life' as we know it.



The Seed of Life: unity in eternal change.

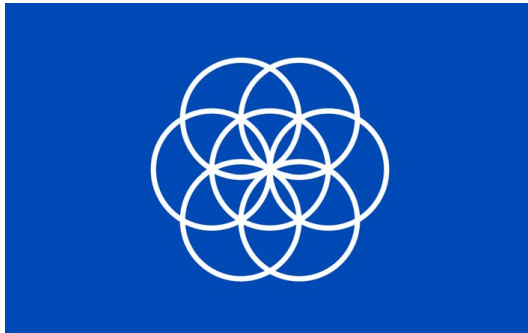
This was the reason for choosing the ancient symbol of the Seed of Life. Found at the heart of the pattern called the Flower of Life, it can be found in many cultures around the world and is considered to be a sacred geometry. It provides a base from which the infinite fractal nature of the universe and life can be understood and is a blueprint for the most fundamental shapes of creation.

This is why we refer to the EarthFlag as 'The Blueprint of Life', or 'The Blueprint' for short.

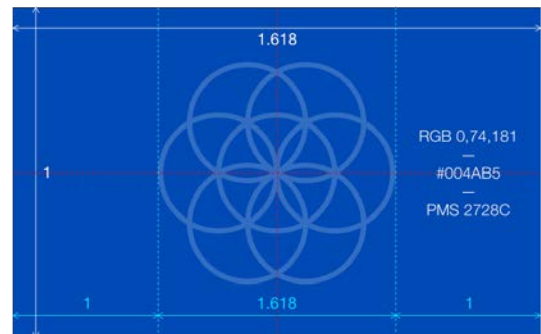
The Seed of Life also represents a seed that can be planted in people, which can grow into an expansion of consciousness and positive development toward each other and planet Earth.

'The Blueprint'

- The symbol is the ancient Seed of Life, used in many cultures across the globe as a symbol for life and the interconnectedness of everything in the cosmos.
- The colour blue is based on the 29% land (green) and 71% water (blue) composition of the Earth's surface, coded into the RGB colour code as RGB 0,74,181.
- The ratio of the flag follows the Golden Ratio 1:1.618 -or 5:8 to be more practical- which is also the basis for the size and placement of the Seed of Life on the flag.



The Blueprint



The blueprint for the Blueprint

Rights

All rights to the EarthFlag have been explicitly granted to the commons by its creators, so it can be used freely and without limitation by every-body and claimed by no-body.

Planet Earth has its flag. Now, how do we bring it to the world?



3 STRATEGY

To unite humanity under the EarthFlag we have defined a strategy to work toward our objective and reach our initial goals, consisting of four steps:

1. **Awareness:** Make people and organizations aware of the existence of the EarthFlag and what it stands for. → This will inspire them to take action.
2. **Activation:** Support (groups of) people that take personal action 'under the EarthFlag' and 'plant the seed'. → This will make others aware and inspire them too.
3. **Adoption:** Feature people that adopt the EarthFlag and declare themselves 'a citizen of planet Earth'. → This will create access to groups and organizations they are part of.
4. **Acknowledgement:** Have organizational bodies and countries acknowledge and recognize the EarthFlag as the flag of planet Earth. → This is when we realize our mission.

3.1 Step 1: Awareness

For the EarthFlag to be adopted and acknowledged by people and organizations globally, we first need to create awareness about its existence to as large an audience as possible. But to reach people in today's overcrowded media landscape is no easy task. A mere press release or announcement of its existence is simply not sufficient. To make the story of the flag meaningful, it has to have a legacy and a clear beginning.

To start the story of the EarthFlag with a bang, we deployed an expedition to the Arctic to plant the flag in the ice as far north as possible. In the summer of 2018, Captain Clemens Oestreich and a crew of 21 people with 10 nationalities left Dutch Harbour in Alaska on sailing yacht 'Infinity' to sail the Northwest Passage and plant the EarthFlag, using as a flagpole a tree from Vanuatu that was carved by a local tribe specifically for this occasion the previous year.



On September 21, 2018, the International Day of Peace, the crew of Infinity successfully planted and flew the EarthFlag in the Arctic polar region. They were able to safely complete their journey, arriving in Amsterdam in October as the only ship to successfully cross the Northwest Passage from West to East in 2018. A feat that was only possible because of the melting Arctic ice as a result of climate change.

With this story and a movie of its planting, the EarthFlag was introduced to the world with a global press release and a large group of people became aware of its existence. The total cost for this expedition as approx. €175,000 and was financed by EarthToday. The rights to the footage that was created during the expedition were donated to EarthFlag Foundation, which intends to create income from licensing it for making documentaries (film and/or series) about the expedition(s).

3.2 Step 2: Activation – ‘Plant the seed’

The story of the EarthFlag has inspired individuals and small groups to take action and request an EarthFlag for their personal transformational journeys and expeditions. They then share their stories and content on social media channels, adding to the awareness and legacy of the EarthFlag in the process. To date, we have gladly provided flags for such projects free of charge.

Supporting as many individual projects as possible and incentivizing sharing of their stories and content on social channels will plant the seed of our message and inspire others into action or adoption of the EarthFlag. This enables us to reach and activate ever more people.

As an organization, we will add to the flag’s legacy by presenting the EarthFlag as a badge of honour for their leadership toward planet Earth to people or organizations anywhere in the world.

3.3 Step 3: Adoption – ‘Plant the flag’

The next step is to make the EarthFlag a symbol that every-body on the planet will want to adopt and associate themselves with for what it represents.

A simple and clear manifestation of this is the (virtual) raising or planting of the EarthFlag by that person, e.g. on their and our social channels, again adding to the reach and flag’s legacy.



3.4 Step 4: Acknowledgement

The final step is to have organizations and countries formally acknowledge and recognize the EarthFlag as 'the' flag of planet Earth, inspired and spurred on to do so by the people that they represent or that constitute such organizations and countries.



4 CURRENT STATUS

The work to create and establish the EarthFlag precedes the founding of the EarthFlag Foundation. Since early 2018, considerable effort has been put into this initiative by the people involved in EarthToday that consider the flag to be a key element of their plans.

The plan has always been to position EarthFlag independent from EarthToday as a non-profit organization in a separate legal entity with its own governance, operation and funding. This has now been done, although EarthFlag Foundation will initially still depend on direct (financial) support from EarthToday until independent funding has been secured.

4.1 Past and pending projects

Apart from the Planting of the EarthFlag expedition as mentioned in section 3.1, the following projects and initiatives have been -or are being- undertaken by people or organizations using the EarthFlag as part of their action.

The intention is to feature all these achievements and projects on our decks on EarthToday.com and our other social channels as soon as they go online.

Mont Blanc - Thérèse Ketelaar climbed the Mont Blanc and flew the EarthFlag on the summit.

Sponsor Alpine skier and mountaineer - Kaj van den Heuvel is a Dutch Alpine skier who carries the EarthFlag as one of the badges on his ski race suit. He is also a mountaineer and flew the EarthFlag on top of Stok Kangri in the Himalayas.



Ibiza Regatta - The EarthFlag was introduced and raised in the 2018 edition of the Ibiza Regatta, and more widely adopted in the 2019 edition, where the whole fleet flew the EarthFlag during the event and even raced the final race under one EarthFlag.

Cycling to Tokyo Olympics - Marton Biczók from Hungary is on his way, cycling from Amsterdam to Tokyo with the aim of becoming the first ever EarthFlag bearer at the Olympics, at the Tokyo Olympics 2020. **CANCELLED DUE TO CORONA**





4.2 Planned activities

With our initial projects we focus on collaborations and projects that can (potentially) reach large audiences under the themes of ‘uniting humanity’ and ‘planet Earth’.

Create online presence

One of the first things to develop is the EarthFlag website (earthflag.org) to provide the basic information about the EarthFlag and the EarthFlag Foundation. In addition, we will create a presence on EarthToday.com. All EarthFlag-related content will be posted on EarthToday.com, serving as the central content hub for community engagement with social media channels enabling wider reach. EarthFlag Foundation will actively curate content on the progress toward ‘uniting humanity under one flag’ and feature initiatives and projects of people and organizations who undertake (personal) action under the EarthFlag and adding to its legacy.

Milestones: initial website live in October 2020, and fully operational in November 2020.

Set up organization

The main initial task is to set up and create the organization, the secretariat, in its basic form. A managing director needs to be recruited and installed and will be tasked with building his or her team. This will imply the recruitment and onboarding of 2 or 3 additional volunteers to deliver on the work as planned for the coming period.

Milestones: MD in place in November 2020, organization fully in place by 31 January 2021.



‘Expedition to the Edge’ documentary series

As mentioned, Captain Clemens Oestreich and a crew of 21 people with 10 nationalities left Dutch Harbour in Alaska on sailing yacht ‘Infinity’ to sail the Northwest Passage and plant the EarthFlag. Early 2020 the EarthFlag Foundation succeeded in closing a deal with Discovery Channel. All the photo and video footage of the journey has been licenced to Discovery Channel in order to create a documentary series of 6 episodes. ‘Expedition to the Edge’ premieres 23 August 2020 in the US and 27 September 2020 in the Benelux.

Nominate EarthStars

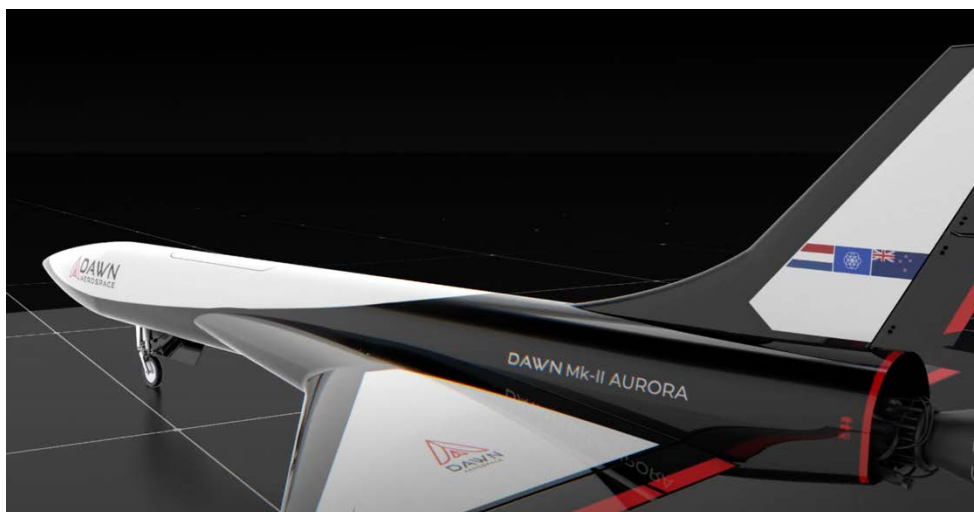
As an ongoing activity, we will present people or organizations anywhere in the world, a so-called Star, with the EarthFlag as a badge of honour for their work toward the planet.

After establishing initial criteria to select such changemakers, there will be ongoing research to identify and select candidates, connect with them and deliver (send or bring) the flag to them to build stories and content to build up a group of EarthStars.

Milestones: program design done by 31 March, start April 2021.

EarthFlag into space

Dawn Aerospace starts test flights with its new Mk-II Aurora spaceplane autumn 2020. These spaceplanes are designed to be the most sustainable as they are reusable, reduce rocket debris and can go to space and back multiple times a day. A not so minor detail is that these spaceplanes are the first to carry the EarthFlag on their fuselage, along with the flags of New Zealand and the Netherlands, where Dawn is based. EarthFlag in space!



Quest for a sustainable EarthFlag

For now, the EarthFlags we're giving away and using ourselves, are made of recycled PET plastics. At first glance this seems sustainable, after all we're recycling right?! But a flag flying in the wind wears out, resulting in microplastics ending up in the environment. We will (re)search for a biodegradable fabric and dye to produce EarthFlags. We are in conversation with traditional flag manufacturers, designers and scientists to create the most sustainable flag.

Milestones: Q3-Q4 2020

Distributing Flags

We suspect that a global interest in EarthFlags and related merchandise will develop over time. Although we have no exclusivity on such products, we expect the interested parties to search for such products to obtain them starting at EarthFlag's official website and social channels.

EarthFlag Foundation will limit itself to distributing only sustainable EarthFlags through the earthflag.org website to provide initial availability but intends to refer to credible third-party vendors for alternative EarthFlags and related merchandise.

The sustainable flags still have to be developed, produced and procured.

Milestones: Q1 2021.

4.3 Activities postponed or cancelled due to Corona

The below planned projects were impacted as a result of the Corona pandemic. We continue to pursue those that may still happen in the coming year(s) but have not budgeted these projects.

Develop EarthWatch POSTPONED DUE TO CORONA

In collaboration with MeesVisser architects, we are developing a blueprint for a so-called 'EarthWatch'. EarthWatches are designated locations in big cities, to create a place and space for intention setting toward unity and Earth in a meaningful 3D EarthFlag-inspired experience, for the general public.





Some initial concepts have been developed and a location in Amsterdam has been identified as a target. To further the manifestation of this idea, the project needs funding and project management to be ready for Sail Amsterdam.

Milestones: t.b.d.

Connect with Tokyo Olympics 2020 POSTPONED DUE TO CORONA

We will connect with the local Organizing Committee to see what role the flag could have in the Olympics, if any. The shared symbolism of the Olympic Flag and the EarthFlag is no coincidence...



Milestones: New dates: 23 July to 8 August 2021

5 OUTLOOK

5.1 Opportunities

There are multiple global developments and trends that provide an opportunity on the basis of growing relevance of our organization on the world stage.

Increasing action on SDGs

The SDGs that have been defined by the UN to transform our world by 2030 are seeing increasing adoption and attention by consumers, companies and countries around the globe. These goals require and inspire action by individuals and organizations and provide a great context for the mission of EarthFlag.

We expect this development to become stronger in the coming years and think there is an opportunity to make the EarthFlag 'the face' of the SDGs. The resemblance of SDG 17 Partnerships and the EarthFlag is, again, no coincidence...



Growing concerns and civil action

The global rise of people taking to the streets for the state of the planet provides an opportunity to showcase the EarthFlag and what it stands for. Think of people marching, holding or waving the EarthFlag during such events.

Again, EarthFlag can serve as a uniting symbol for this movement and make large audiences aware of the EarthFlag's existence.

Continued global chaos and polarization

In today's chaotic world, we expect to see an increase in polarization for years to come. Important global leaders -knowingly or not- create separation and polarization with their agenda's (Border wall, Brexit, wars, lockdowns, ...). Even within global collaborative organizations such as the UN, national (geo)political interests divide member states deeply.

These growing forces of separation require counterforces of unity, and those are manifesting themselves evermore. The EarthFlag aims to unify the latter.



We also see an opportunity for the EarthFlag to become an instrument for diplomacy, as it truly is neutral with regard to any-body involved in a conflict.

Renewed interest in space travel, real and virtual

The renewed interest in space travel and the challenges to go to the Moon and Mars present an opportunity to introduce the EarthFlag to large audiences. Clearly the EarthFlag -the flag of planet Earth- is the only right flag to put on the actual spacecraft (space station, rockets, landers, etc) and virtual spacecraft featured in the games played by the huge gaming community, to represent their origin.

There have been ongoing contacts with NASA astronauts re: EarthFlag and a potential collaboration with the Spacebuzz of André Kuipers is in the making. We expect to build on these relations.

And finally, it can't hurt to have an EarthFlag ready for when the aliens actually arrive ;-)

5.2 Risks

Low funds

The biggest risk we face is lower than expected funds to deliver on our plans. Although we have experienced the appeal and interest the EarthFlag and its mission spark with everyone we speak to, this is no guarantee to attract the required funds or support in-kind for reaching our goals.

To address this risk, we set up the organization to be relatively flexible with a low fixed-cost base. We will use short-term contracts, freelancers, interns and volunteers where we can and use a co-working office space. At a minimum scenario, simply maintaining the website and social channels already furthers our mission, albeit at a slow pace.

Competing symbol

Every initiative that pursues a 'one-for-all' objective runs the inherent risk of not being the one, because another initiative is evidently more successful in achieving exactly the same objective.

To date, we are not aware of any initiative that has reached widespread adoption and has also expressly granted all rights to its flag to the commons. If we might encounter such an initiative in the future, we intend to follow our value of 'choose for inclusivity' and 'merge' our efforts.

And if another similar initiative wants to join this one, we welcome it to do so.



6 ORGANIZATION

Although the Stichting EarthFlag Foundation was only founded as a legal entity on 12 September 2019, its activities to create and establish the EarthFlag have been ongoing since mid 2017/early 2018 as part of EarthToday. In fact, all activities to date were managed, supported and financed by EarthToday, its founders and its growing group of funders.

With the creation of the legal entity, the EarthFlag Foundation can now become a fully independent organization, with its own governance, operation and funding, as was the intention from the start.

6.1 Board

Stichting EarthFlag Foundation was founded by Kees Zegers, Bas Verhart and Chiel Liezenberg. These three founders served as the initial board for the organization. In 2020 Bas Verhart decided to dedicate more time to other initiatives and handed over the board position to Clemens Oestreich.

The role of the board is to supervise and oversee the operational activities of the organization. The board is made up of three people and board decisions require a simple majority.

The board members do not receive any remuneration other than a compensation for actual expenses made in relation to performing their role for or within the organisation (e.g. representation, travel or accommodation costs) when required to do so.

Current board members

Name	Role	Contact
Clemens Oestreich	Chairman	On request
Kees Zegers	Secretary	On request
Chiel Liezenberg	Treasurer	On request

Table 1: Board member details.

6.2 Organization, staffing and office

At present, we have no employees since the formal start-up date was so recent. The initial work was executed by employees of EarthToday.Com with the help of some volunteers, whereby everyone reported directly to the board for their individual activities.



We have now appointed a part-time manager, Georgia Grezel, that is primarily responsible for and managing and coordinating the activities of the volunteers that execute the increasing work within the EarthFlag Foundation, estimated to total 2-3 FTE on the short term. The manager is remunerated in line with the market for comparable professional positions and responsibilities, and reports to the board.

Going forward, EarthFlag Foundation will limit its operational activities to three main areas, within the (financial) resources that are available to it:

- ✳ Secretariat: setting up and running a headquarter and global network of local representatives or access points.
- ✳ Communication: facilitating and featuring communication of EarthFlag initiatives and projects that are (made) known to the Secretariat.
- ✳ Award: defining and running a program to scout, select and award an EarthFlag to individuals or organizations that make an exceptional contribution toward planet Earth, so called EarthStars.

In addition, EarthFlag Foundation may enter into partnerships with third parties when both parties see a role for the EarthFlag as part of the partner's project. EarthFlag Foundation can endorse such projects and may make resources available in-kind, subject to board approval.

Finally, there are initiatives run by enthusiasts and activists who believe in the EarthFlag as a symbol of global unity and take responsibility for projects to promote the EarthFlag and its adoption. Such initiatives may be featured in the EarthFlag communication channels, and may be supported with materials in-kind, in accordance with decisions by the Secretariat.

To date, Tobias Wilbrink, Bart Elbertse, Jasha van der Wel, Maria Reyes, Bart Bruggeman and LikeFriends contribute/have contributed to EarthFlag Foundation's activities or partner projects as volunteers, and/or run initiatives to promote EarthFlag on their own account.

We are based in a shared and serviced office environment facilitated by EarthToday.

6.3 Legal entity

Legal name	Stichting EarthFlag Foundation	Registration (KvK)	75829592
Founded	12-09-2019	SBI	94996
Address	Veemarkt 36-D 1019 DD Amsterdam The Netherlands	RSIN	8604.11.540
Phone	+31 20 6580619	IBAN	NL90 TRIO 0788822594
		ANBI	Pending

Table 2: Legal entity details.



7 FINANCIALS 2020-2021

Up to now, all funding for the EarthFlag activities was provided by EarthToday.

At present, we only have a confirmation of a €10,000 grant by a third-party foundation to build an initial online presence and set up the (legal) organization.

7.1 Financial plan

COSTS (x €1.000)	2020	2021	2022	2023
Personnel	20	30	45	60
Facilities/IT	5	8	10	15
Marketing, flags	10	15	20	25
Projects	15	100	150	300
Total costs	50	153	225	400

INCOME

Grants	10	25	50	100
Flag distribution	-	50	100	200
Royalties	40	100	100	100
Total income	50	175	250	400

FUNDING NEED

Total funding	0	-22	-25	0
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FTE

Average	2.5	5	10	15
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7.2 Fund raising

Initial financing was provided by EarthToday and got us where we are today. The main new source of funding will be royalties from our media footage.

At present, we are focussing on philanthropic organizations and funds for donations, grants and/or subsidies to get us going and support us in reaching our objectives. Initial discussions are ongoing.

Also, we will enable direct consumers donations through a payment option on our website, either to further our cause in general or toward specific activities or projects that we support.

Finally, we plan to generate revenues from distribution of sustainable EarthFlags through our online channels.



The strategy as defined in Chapter 3 allows for flexibility in aligning our plan and ambition with the financial reality on an ongoing basis. The more funds become available, the more projects can be supported and developed, and more initiatives can be taken toward reaching the goals. But even with a minimum of funds it is always possible to maintain and increase awareness, even if just showcasing EarthFlag's legacy and providing a website to add to it by sharing content of EarthFlag-related projects of the visitors and supporters.

7.3 Allocation of future assets

EarthFlag Foundation currently has no assets.

Any assets that will be accumulated over time will be utilized to support and develop projects and initiatives in pursuit of our ultimate objective and sustain the organization to do so.

Any assets that may exist upon potential future liquidation will be donated to a foundation with a similar purpose.

– EOF –

