Preparing the Beds and Sowing the Seeds

Make tools, systems, and resources for a Regenerative Renaissance accessible and useful to leaders of the regenerative movement. Foster and support grassroots movements, local initiatives, indigenous communities and all people and groups on this shared path.

- Our Relationship with Hypha Movement Building
- Our Aim and Approach
- Local Adoption Pilot Projects
- Our Current Pilot Support
- Samara's Core Technologies
- Local Adoption Pilot Database

Our Relationship with Hypha Movement Building

Hypha is the organization that created SEEDS and built the technology that supports it. They have also worked to support and grow the community of humans coming into SEEDS. These Humans come into an ecosystem designed to encourage play, learning, and collaboration towards building regenerative economies and organizations. This movement building effort has been led by the Movement Building Circle (MBC) within Hypha.

If it weren't for the efforts of the MBC, Samara may have never formed. Many Samarans met and began exploring collaborative potential by participating in calls, events, and activities hosted by MBC. The *Ambassador Academy* gave us an essential deep-dive into SEEDS and a community of support for those looking to become an Ambassador for SEEDS.

E-Townhalls host conversations on specific areas of the SEEDS movement. They opened dialogue about areas for growth and improvement. *Bioregional Cross Pollination* calls also brought together active ambassadors from around the world to practice the arts of:

- ecosystem mapping
- Exploring adoption journeys
- Asking tough questions about what it will take to create truly regenerative economies where Seeds can be circulated purposefully.

These services and more fostered connections between people, ideas, and initiatives. These connections produced the relationships that led to Samara's birth. *See Samara's Origin Story*.

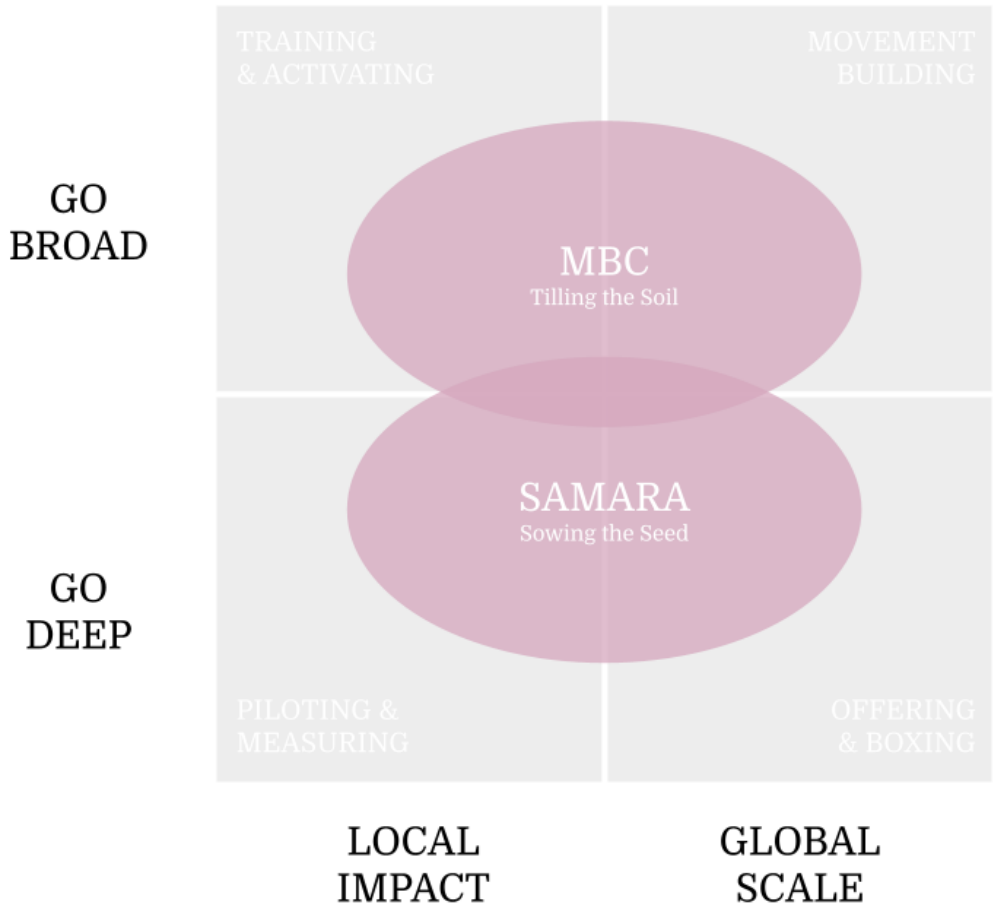
As we have sensed into Samara, we have come to clearly understand that a key expression of our purpose is to support *local adoption pilots.* These pilots are experimenting with how SEEDS (both Seeds, the currency, and all of the ecosystem services designed into the SEEDS economy and community) can deliver regenerative impact to local economies and organizations. MBC has pioneered the creation of SEEDS pilots. They continue to devote people and resources to support pilot growth. This is a potential overlap in activities among two very closely related organizations.

Many Samarans involved in its birth struggled with the question, "Should we just work with MBC?" Ultimately, Samara clearly expressed a need to exist in a form beyond the container of Hypha's MBC. *See Samara's Identity*.

This confident expression of transcendent purpose and form does not exclude a deep humility and desire to work collaboratively with MBC. The circle and individuals in MBC hold deep wisdom

around this work. Samara could not have matured without it. Some Samarans still hold roles or contribute to quests within the MBC.

Now that we know we must exist, our challenge is to constantly examine how we can *exist with. Existing with* is the only true form of existence in an interconnected and interdependent world. **Our initial sense is that MBC is acting on a broader scale across regions (activating the SEEDS movement), while Samara is going deeper into specific local regenerative pilots (supporting regenerators to build organizations and market platforms).** Of course, this sense will evolve as both Samara and MBC adapt to ever-changing context and membership.



For example of this relationship in action, as MBC hosts the *Ambassador Academy* to provide core general training and global community-building for all SEEDS Ambassadors, Samara will then work with those Ambassadors exiting the Academy who are most committed to activating adoption pilots in their local communities. It will be critical to ensure Samara understands how Ambassadors exit the academy, and it will be critical for MBC to understand how to direct these types of locally committed ambassadors towards Samara's services.

As we explore what this coexistence looks like in our activities and offerings, we hold several key understandings and intentions:

1. Redundancy is seen throughout thriving ecosystems and is a core element of resilience in systems.
2. Redundancy and Efficiency are always in relationship. Redundancy pushed too far can create wasteful excess and inefficient use of resources. Efficiency pushed too far can create vulnerable failure points and structural rigidity that can collapse during unexpected changes in the system.
3. To best serve the Regenerative Renaissance, MBC and Samara must both strive for Symmathesy. They must support mutual learning through full transparency and active communication. As Paulo from MBC said - "Our redundancy will be synergistic, as long as we're sharing our learnings."

Both parties have acknowledged that **consistent and regular communication** and **shared knowledge gardens** will be necessary. These will maintain the right balance between redundancy and efficiency. We have committed to an intentional Samara-MBC call at least once a month. We recognize that our shared membership and activities present opportunities for constant communication outside these scheduled times.

In the future, we hope to share a more refined map of our relationship, including a shared *knowledge garden* that contains relevant resources, initiatives, offerings, and lessons learned.

Our Aim and Approach

Anchoring the global vision and purpose of SEEDS in local communities

Most of us were drawn to SEEDS because we care deeply about the future of life on planet Earth, and because we feel a calling towards regeneration. In and beyond SEEDS, this cultural movement inquiring how to build a regenerative and thriving civilisation is often called the Regenerative Renaissance, or as we like to call it in Samara, the *'Regenaissance.'*

SEEDS, at its core, is about exploring, co-creating and gifting humanity – as steward of this amazing Earth – a diversity of tools, systems, resources, and cultures designed to joyfully co-create thriving civilizations [1].

A core purpose of Samara is to **make these tools, systems, and resources accessible and useful for leaders of the Regenaissance and the communities they serve, while prefiguring regenerative culture in everything we are and do.** We aim to support grassroots movements, local initiatives, indigenous communities, and ultimately all people and groups sharing this path. Our organization is designed to be both a service provider and a community. While providing an integrated set of tools, resources and trainings that empower change makers to build local regenerative initiatives and establish their own DHOs, we will also foster a supportive and nurturing 'home' for these Regenaissance change makers, including SEEDS Ambassadors to practice, grow, and learn with each other. A regenerator needs to first and foremost take care of self and intimate relationships before they can responsibly and sustainably extend themselves outward in true service.

Approaching an unprecedented task

As Samara has taken root and began to grow, we have been very weary of saying 'we know the answer'. Facing the ambitious task of supporting the birth of a new civilization, we take special care to consider how we can avoid perpetuating the same misperceptions, extractive relationships, and arrogant attitudes that have contributed to the multiple crises – or "Meta-Crisis" – our civilization currently faces. We have cautioned ourselves and each other of the ways the colonial mindset and processes can become embedded in service-oriented work. We work to remain conscious and lovingly critical of our own and each others' perceptual lenses,

assumptions about the way things 'should be', and biases.

Rather than answers, we come with questions: What is a regenerative culture and civilization? How can we support existing, local solutions and regenerators? How can we help more people adopt a regenerative lifestyle? How can we support leaders of the movement, and help them avoid burnout? What tools and technologies truly serve regeneration, including various blockchain applications and associated cryptocurrencies like Seeds, and how can we help leaders adopt and adapt these? How can we help SEEDS Ambassadors become better collaborative leaders of the Regenaissance, locally and globally?

Our task is to inquire deeply into the needs and desires of regenerative leaders, initiatives, and communities and support their efforts with appropriate mix of resources and tools through a collaborative design and testing process. We may have hypotheses about which resources and tools can be truly beneficial in certain contexts, but ultimately we cannot be certain ahead of time that any given intervention will produce holistically beneficial and regenerative outcomes.

For this reason, we see rapid experimentation and learning as fundamental to our approach, hence why we focus on serving and learning from pilots projects conducting this critical experimentation in building regenerative communities and organizations.

The remainder of this chapter outlines our orientation towards pilot projects and the various tools and resources we're testing and evolving in relationship with pilots.

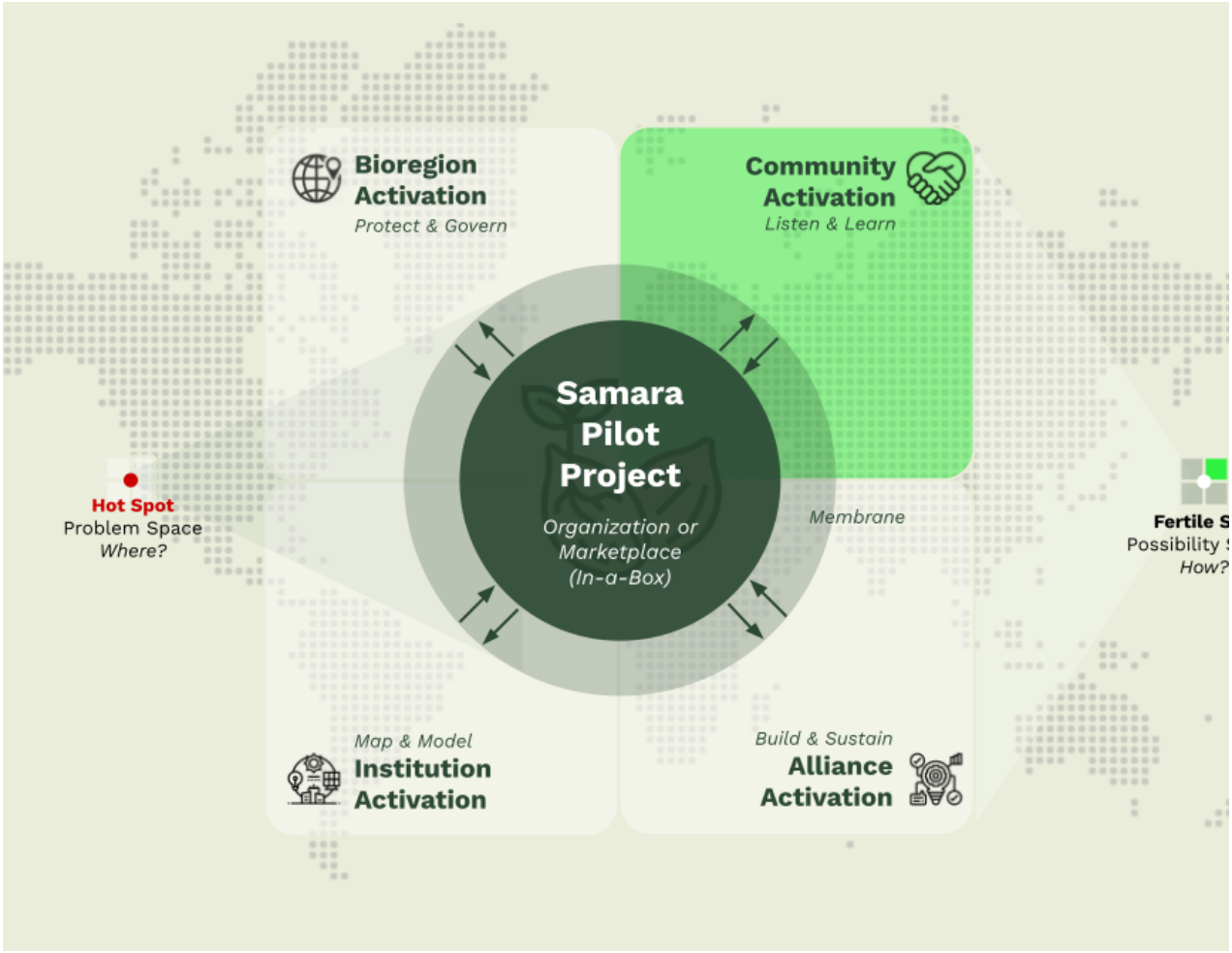
[1] see SEEDS Constitution V 0.1.0

Local Adoption Pilot Projects

One of the essential ways we envision supporting regenerators is via supporting local Regenaissance adoption pilots.

What is our understanding of a Pilot Project?

A pilot project is defined as "an activity planned as a test or trial" [1]. As such, local adoption pilot projects aim at experimenting and testing out strategies and different approaches to **activating local communities** and plugging them into the SEEDS ecosystem – spreading both Seeds and SEEDS to support the Regenerative Renaissance. Initially, the pilot projects we support will be preparing fertile soil for SEEDS to grow and manifest its abundant regenerative potential. Eventually, we would like to demonstrate effectiveness and trustworthiness so that Samara is invited to co-explore the solution space for the pressing problems communities face (hot spots) in their transition towards a regenerative civilization. Both approaches will require flexible, powerful, and trustworthy methods for evaluating impact.



Pilot Projects are initiated and led by SEEDS Ambassadors in their own context where they are active as change makers and regenerators. We *listen and learn* from the people on the ground to find the appropriate tools and approaches that deeply resonate with them and their needs.
We are asking the questions: *What can we offer? How can we support local regenerators and change makers? How can we contextualize and adapt the available tools to make them accessible and useful?*

Pilot projects come in all shapes and sizes whether you're in a small community or in a large city; if you have an idea how to spread Seeds and regenerate our Earth, then you're welcome to launch a pilot project.

Pilot projects can be about...

- weaving together local businesses to adopt Seeds as a transactional currency
- helping regional incubators to form their minimum viable organization or decentralizing existing organizations

- establishing a market platform to connect local producers, shops, restaurants and consumers to provide healthy and nutritious food
- making sustainable & regenerative products and services (including educational offerings) more visible and accessible
- making (non-monetary) value flows visible and attributing and distributing value to contributions
- creating a knowledge sharing platform / stakeholder mapping / database
- supporting regenerative finance – providing participatory and decentralized investment, crowdfunding, and budgeting mechanisms
- creating and using local tokens to strengthen the local economy
- enhancing mutual support and collaboration in an existing regenerative network
- building mechanisms for local investment in ecosystem services (schemes that link individuals and orgs to the regenerative projects in their community that are offsetting CO2, reforesting, restoring watersheds, etc.)

The insights and knowledge gained from the work in Pilot Projects are fed back to the global SEEDS ecosystem to further support and cross-pollinate local adoption pilots. We continuously ask the question: *What are we learning about how we can effectively and joyously support this Regenaissance?*

Objectives of Pilot Projects

Pilot Projects will have a variety of different objectives according to the local context, local needs, and the shared purposes of those who come together to initiate them. Even as such, there may be some common themes which will often include objectives such as to:

1. Serve humanity and the planet with love, in practical and enjoyable ways
2. Support the local sustainability / regenerative movement
3. Support regenerative organizations, social enterprises and grassroots movements
4. Provide easy and joyful ways for people to coordinate and collaborate towards positive impact
5. Introduce a wider audience to better financial and governance systems, recognizing that many of our major problems come from today's dominant financial and governance models

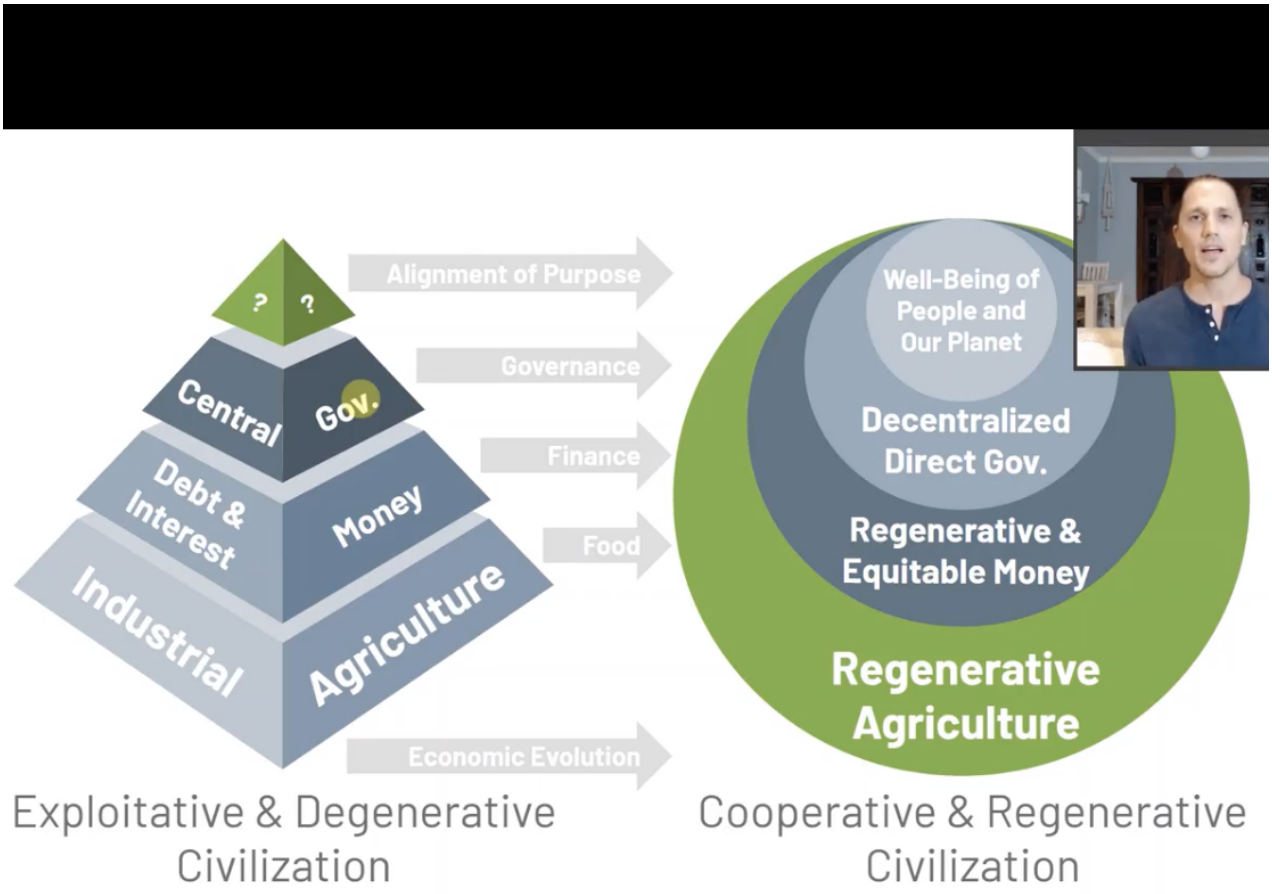
6. Finding ways to collaborate towards building long term, decentralized, democratic, and dynamic platforms
7. Link local movements to an international movement and global network of regenerators
8. To provide meaningful jobs / livelihood for regenerators and SEEDS Ambassadors

Food as the foundation for regenerative life

We see food as primary in regeneration.

We have come to a very clear realization that the fundamental way we interact with Earth and practice self care is via the way we produce and consume food. Our diets and the ways we produce, hunt, and gather this food are inseparable from the the health of our bodies, our communities, and our planet.

It is for this reason that we prioritize supporting pilot projects connected to the food system – making local regenerative food accessible to the local population and supporting producers in transitioning away from extractive practices



An example SEEDS Pilot approach

Getting a team together to collaborate with is an important first step.

1. Align around identity, purpose, objectives, values
2. Familiarize team with SEEDS and Seeds, and onboard team to the SEEDS passport
3. Familiarize team with Bioregional DHO Game Guide and start exploring roles / archetypes and getting clear on how to collaborate
4. Gain a clear understanding of compensation and rewards - one idea might be to get some initial sponsors from local regenerative organizations
5. Study existing approaches and choose one that resonates and is appropriate for local culture and ecosystem

General Strategy & Approach for Activating a Regional Pilot

1. The objective in this approach is described most simply as creating a city guide and local platform for the regenerative renaissance.
2. We can start by identifying several regenerative organizations we would want to buy goods and services from (social enterprises), as well as organizations focused directly on environmental and social impact (NGOs).
3. It's very important to find highly attractive, highly regenerative products and services, and the most inspiring local organizations. Some examples:
    1. **Products** like local organic fruits and vegetables, personal care products like biodegradable and ethically sourced soaps, sustainably crafted furniture, natural medicines, seeds, gardening tools, eco clothing, solar panels and associated clean energy home systems, composting tools, locally produced organic and biodynamic packaged foods and beverages
    2. **Services** that help people adopt regenerative practices like solar energy, permaculture landscaping, human design readings, personal development coaches, detox retreats, natural health centers, ecological waste management, etc as well as services that help to incubate, grow, and scale regenerative organizations such as social enterprise incubators, marketing services, management consulting, finance services, etc
    3. **Academies and educational offerings**: both locally available in person classes as well as globally accessible online courses with a focus on permaculture, organic farming, waste management, conservation, climate change, carbon offsetting, clean energy and energy efficiency, water efficiency, and personal and professional development including finding your purpose, social entrepreneurship, natural healing and detox, leadership, mental wellbeing, conscious parenting, romantic relationships, etc
    4. **City / Town Hubs**: 'hubs' aligned with our values such as coworking spaces (like Impact Hub) vegan / vegetarian restaurants that like to host events, community centers, and other ‘hubs’ that demonstrate sustainability and regenerative practices
    5. **Nearby ecovillages and eco resorts**: Within 1-3 hours of your city / town, inspirational eco villages and eco resorts where comprehensive regenerative solutions are demonstrated where one can visit, take courses, meet like minded folks, and in some cases even choose to build a home
    6. **Environmental & Social Regeneration** - Carbon offsetting, planting trees, protecting natural reserves, tackling local poverty and homelessness, campaigning for human rights, and generally speaking teaming up with others to

help heal & regenerate humanity and the environment. Every activated 'chapter' / bioregion should / could also help direct local residents towards amazing organizations doing inspiring and meaningful work. Ideally ones that will not only accept Seeds / BTC / ETH / Fiat, but also ones that will accept volunteers and visitors.

4. Engage 3-4 organizations to start with that are enthusiastic about the idea, and ideally at least 1 or 2 that are well known / recognized leaders in the community

Phase 1: Local 'Regenaissance' Alliance

1. Organizations get to know each other, trade with each other, give each other great deals, and help prepare each other to grow / scale
2. Owners / managers / representatives of these organizations meet together periodically (2x per month) at City Hub(s) / online
3. Apply for Alliance Share and Campaigns to kick things off shared goal: help support local people and organizations to experience regenerative lifestyle
4. Buy Seeds & Hold Seeds for owners & team members as investment and way to build wealth
5. Onboard all organizations on to a marketplace (LocalScale or other) that can accept Seeds

Phase 2: Soft Launch

1. Ensure marketplace / platform has enough local organizations to make it attractive for visitors to come and wish to shop / learn / travel
2. Have campaigns in place to reward regenerative behaviors (clean up trash, plant food, transform home, plant trees)
3. Identify, engage, and onboard local media organizations with good following, and talk to local magazines, radio show hosts, influencers. Focus on the message of using blockchain and new financial and governance systems to support the regenerative renaissance
4. Each participating organization does a social media campaign to promote the alliance and the campaigns
5. Host monthly gatherings to introduce people to Seeds, to alliance members, and to brainstorm campaigns

Phase 3: Evaluate & Evolve

1. Study impact, key relationships, successes, failures
2. Design and implement approaches to enhancing impact, strengthening relationships, and facilitating broader success

[1] https://www.webster-dictionary.org/definition/pilot%20project

Our Current Pilot Support

Samara sees many synergistic ways it can support regenerators with their regenerative organizations and initiatives such as SEEDS local adoption pilot projects. The focus is on bringing Ambassadors together to encourage knowledge sharing and mutually supporting each other and on disseminating relevant tools, resources and technologies in a structured way. Some of those offerings are in early-stage development (see Our Envisioned Harvest), while others are already active now!

Currently, the following supportive structures for the pioneers of SEEDS' first local adoption pilots are being tested:

1. Pilot Pods as communities of practice
2. Global Pilot Calls for knowledge sharing
3. Holding Space on the SEEDS Discord Server
4. Supporting pilots with tools, resources, and technologies

1. Pilot Pods as Communities of Practice

A **community of practice** (**CoP**) is a group of people who "share a concern or a passion for something they do and learn how to do it better as they interact regularly".[1]

The purpose of pilot pods is for Ambassadors to be part of a community of practice around local adoption of Seeds and SEEDS. The pod serves as a sounding board for adoption strategies and for mutual help and support.

Pilot Pods consist of a (recommended) maximum of 3-4 Ambassadors working on Local Adoption Pilot Projects that are similar in characteristics*, challenges and opportunities. Ambassadors can join existing pods or form new ones with the help of the Local Adoption Pilot Database. The database lists existing Pilot Pods as well as Pilot Projects to help Ambassadors self-organize into Pilot Pods.

A suggested format is to meet weekly or biweekly using i.e. the format of a Case Clinic (Presencing Institute) or Mastermind Group Meeting. Each meeting, one Ambassador presents their case while the other pod members deeply listen and then collectively offer support / feedback / ideas to help this case.

Pods will be encouraged to record their insights and define a lamp lighter to bring issues and learnings from the ground into the Global Pilot Sensing Calls.

**shared characteristics may be: demographics, culture, time zone, 'verticals' (i.e. tourism, food system, etc.)*

2. Global Pilot Calls for Knowledge Sharing

Global Pilot Calls connect and share knowledge among Ambassadors active in Local Adoption Pilots.

Global Pilot Calls are coordinated through a facilitated community thread on the SEEDS Discord server in the Local Adoption Pilots channel. They take place weekly or bi-weekly and rotate between a **speaker series** (designed to introduce a variety of tools, resources and concepts within the SEEDS ecosystem relevant for Local Adoption Pilots) and **sensing calls** (bringing Ambassadors active in Local Adoption Pilots together to share approaches, results, and lessons learned or raise concerns).

- Our first Speaker Series Call was hosted on April 7, 2021 with Steph from LocalScale (see below) and announced as an e-Townhall. Questions were collected in advance and during the call with Slido

April 7, 6pm UTC: Q&A session with Steph from LocalScale
Description: Market platforms for regenerative products and services (both locally and globally) where Seeds are a (preferred) payment option play a key role in Seeds adoption. LocalScale is developing such a platform and virtual farmers market. Steph will present LocalScale, followed by a Q&A session. See alpha version of the virtual farmers market.

Watch the video here

Topics for upcoming sessions (currently being voted on):

- Samara (Pilots Database/Pods): Samara is focused on supporting and uniting together Projects that are building the SEED's ecosystem. It's a new journey for all of us, so collaboration will become our Asset. This call would be focused on introducing people

to the Samara Database and how you can onboard and join your own Mastermind Pod.

- Samara (Org in a Box): When you embark on a new excursion, having a map and some tools can make the difference between whether you get to where you intend on going, or get lost and call it quits. To make your journey into this realm a lot more enjoyable, we will package together a playful toolkit for you. This call will give you all the updates you need into this amazing project.
- Ben (Personal Knowledge Container): Data has become the worlds most valuable asset, and those who understand how to properly organize, process, secure, and deploy data are gaining more and more control over the way the world functions. This PKC will give you a personal data management center and the knowledge you need automate and scale your personal or professional life.
- Jared (Naturechain): A decentralized farming cooperative management tool that supports regenerative practices and scales cooperation. Technology has reached a point where conscious humans can collaborate on scale without the need for central bodies of control. This tool will give you the power to unite your community and grow food in a way that benefits the community and most importantly our plants and animals friends.
- Stephen (Localscale): A new regenerative marketplace where shops, restaurants, farmers, and talented people can exchange their gifts to the world in exchange for Seeds. Built on the better than free economy, learn how you can get involved.
- Igor (Cloud Market): Linking farmers to chefs, a new and innovative application that helps reduce much of the waste that comes from wholesale food delivery. The Cloud Market is built on the better than free platform and provides regenerative solutions to reduce and feed more people.
- Nik (Light Wallet): A refined and effective digital wallet that makes it easy to send and receive Seeds, view proposals, and even check out your DHO.
- Alex (Passport): A gateway into the world of SEEDS, where you can vote on and create campaigns and alliance grants, network with your SEEDS community and exchange the regenerative currency.
- David (Light Food): With the initiative to end world hunger, David Solomon will present the Light Food community and all the amazing projects they are working on around the world. If food security is where you're passionate then this might be a match made in heaven.
- Rieki/Cece (NeighborGood): As a human race, we have increasingly become more and more distant with our own neighbors. Many people live completely surrounded by

total strangers. This program, with years in the making, has been designed to unite neighbors so they can unite together to meet each others needs. With community we can thrive, by creating more security and abundance. This call will introduce you to the NeighborGood program and how you can thrive with your direct community.

- Nila (Joinseeds.earth): Everyone needs a point of first contact, their is a lot going on in our little world of SEEDS. This website has been designed specifically for people looking to get a good glimpse at whats going on and how to get involved. Learn about how you can support the team and best share SEEDS to the world.
- Douglas (Dstor): A decentralized cloud storage system that allows people to support each other in sharing content. Cloud storage is about creating security for our digital Assets and together as a community we can mutually meet that need. We don't need to rely on on costly and environmentally destructive data centers when we can for a better price meet the same needs with a much less taxing and more fairly distributed data storage system.

The schedule of future Global Pilot Calls and facilitation structure is still being coordinated.

3. Holding Space on the SEEDS Discord Server

The #local-adoption-pilot channel on the SEEDS Discord Server serves as a place holder to gather and communicate with Ambassadors active in Local Adoption Pilots. It is there that the information about pods and pilot calls are shared and questions around Local Adoption Pilots are being discussed. The channel is moderated and surveyed by Samarans.

Ambassadors that are designing campaign proposals to activate their communities or Ambassadors from the Ambassador Academy ready to launch a local adoption pilot are directed to this channel.

4. Tools, Resources and Technologies to support Pilot Projects

Samara develops, collects, and disseminates the tools, resources, and technology that are most useful to ambassadors facilitating local pilots. As explained in *Our Relationship with Hypha Movement Building*, Samara is not the only entity serving ambassadors in this way. See below for a brief list of current offerings throughout the SEEDS ecosystem, including the (organization(s) involved).

- **Local Adoption Pilot Database** (Samara): Collect and share data on pilot projects and associated ambassadors both to map pilot projects and for allowing for self-organization into Pilot Pods
- **Stakeholder Mapping** (Samara / MBC): providing frameworks and tools to map key stakeholders to launch a pilot project
- **Value-flow Mapping** (Samara / MBC): providing frameworks and tools to map the monetary and non-monetary value-flows within an ecosystem to understand how Seeds can help to foster a regenerative local economic system
- **SEEDS Transaction and Governance Applications** (Hypha): Passport, Lightwallet.
- **Co-op proposal Nursery** (MBC): providing guidance, support and feedback to design high quality alliance proposals for aligned local organizations and campaign proposals to reward regenerative behaviors and distribute Seeds in the local community
- **SEEDS Ambassador Academy** (MBC): Core SEEDS training & community-building for those looking to actively grow the SEEDS movement and ecosystem.

Looking towards the future, Samara is developing several promising packaged offerings that will be impactful for both SEEDS ambassadors involved in pilots, as well as individuals, groups, and communities that exist beyond the SEEDS ecosystem at the moment:

- **Org-in-a-Box** (Samara): helping the regional incubators to form their minimum viable organization as a bioregional DHO
- **Marketplace-in-a-Box** (Samara): helping the regional incubators to deploy a cooperative market platform and onboard organizations for regenerative products and services.

See more on these offerings in *Samara Starter Kits*.

Synthesizing and Sharing Learnings

To collect, synthesize and share learnings from the Ambassadors active on the ground in local adoption pilots in a meaningful and accessible way is key. This is where Samara's core technologies are developed, tested and evolved to support this efforts.

Questions we are exploring:

- How do we synthesize and process and share insights from Local Adoption Pilots in a meaningful way?
- How can we collect and share learnings from the Local Adoption Pilots to make this an easy and rewarding experience for the involved Ambassadors?
- How do we make the self-organization into pods an easy and joyful experience?
- What are the most important characteristics of pilot projects to consider when organizing into pods?
- How do we support and facilitate regular pod meetings? i.e. by learning from the "Meet Seedizens" experience to prompt Ambassadors to schedule pod meetings
- How do we ensure that requests and feedbacks regarding tools from Hypha reach the relevant circles within Hypha?

The aim is to compile:

- Tools and Resources explained (recordings & notes from Speaker Series)
- Collection of further useful Tools and Resources for Local Adoption Pilots (see above)
- Best Practices, Approaches and Strategies

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[1] "Introduction to communities of practice - A brief overview of the concept and its uses". Etienne and Beverly Wenger-Trayner. Retrieved 18 April 2021.

Technology is a core enabler of Samara – not as a driver ("code is law", see About DAOs and DHOs) but as a vehicle to accelerate our thinking, to organize our knowledge and to coordinate our information and data flows. We use technology to support our internal workflows as well as our external presentations of who we are and what we do. In other words, our technology is here to help us understand the pilot projects (what and where), our audiences (who and why) and eventually to support the technology needs of our future clients (e.g. helping them to implement messaging, publishing or marketing solutions in the Open Source space). As such, Samara will focus on three core technology areas (and possibly a fourth one in the future):

1. Websites and Stories
2. Data Repositories, Taxonomies and Data Mapping
3. Surveys and Data Analysis

Websites and Stories will be our medium for sharing the deeper experiences and diverse histories of the many pilots that Samara is going to be involved in. For this to happen, we will create a decentralized web-content publishing system to funnel the creative energies of the many activities in the field to content authors and publish the content on our website (possibly on regenaissance.earth). The website will also be the outlet for our data mapping and data analysis activities as well as our front-end to capture survey activities and other interested parties.

Data Repositories, Taxonomies and Systems Mapping are ways to collect, process, and map our data in worksheets, tables and repositories (without development efforts) and present our data in social systems, complex adaptive systems (CAS) and network mapping tools (such as Kumu). These visualizations will help our partners and participants to understand the complex relationships and interactions on the ground and explain the impact we can have with our solutions sets. In other words, we are able to blend systems thinking, stakeholder mapping, and social network analysis to help participants turn ideas into impact. Furthermore, taxonomies such as OneEarth's Bioregions 2020 or WMO's Global Climate Indicators will help us categorize data sets for broader audiences. The Local Adoption Pilot Database is one such data repository to collect and share data on Local Adoption Pilots.

Surveys and Data Analysis is concerned with understanding stakeholder concerns and capturing qualitative and quantitative feedback and data points from our work on the ground. It is by far the easiest and most cost-efficient way to collect and process this type of data either through online surveys or questionnaires or by directly interviewing people on the ground (which can be

done through video conferencing or calls). Connecting surveys with data repositories, we can later expand theses efforts to collect sample data for various bioregional and global impact measurement frameworks, such as Kate Raworths's Doughnut Economics [Ra2019] or the United Nation's Sustainable Development Goals (SDGs) [Un2015] in a given region or bioregion.

Samara's Core Technologies will always be selected and designed with a Service Design perspective, taking care that the input of data is as rewarding and joyful of an experience as possible.

Local Adoption Pilot Database

Purpose

Samara has started collecting data to organise the formation and cross-pollination of learning between:

- Local adoption pilots we seek to understand and support
- Ambassador support pods (3-4 people) who meet to share experiences and explore best practices

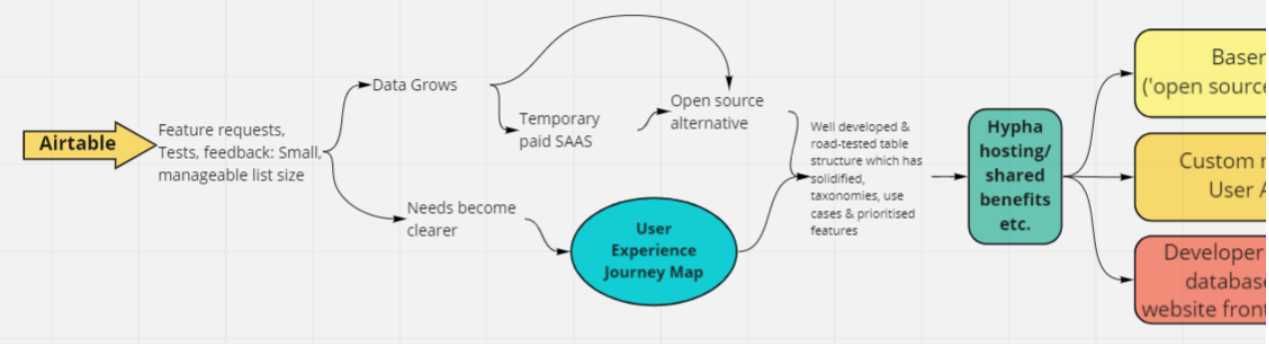
We have started to turn this initial data into a working database, which will act like a **networking hub.** To begin, the idea is to connect and help Ambassadors co-support and co-create with an explicit focus on local adoption pilots.

Initially, we have transferred the data to an Airtable in order to have the flexibility to play with the structure and allow the users to drive and co-create development. This is a strategic choice before investing in a particular technology pathway.

We envision a period of collection and ongoing adjustments before designing a more in-depth user experience and choosing a longer term or more sophisticated software solution.

- Currently any aspiring or graduated SEEDS Ambassadors can:
  - Add themselves to the pilots directory and register interest in joining a support pod
  - Start or create a pilot project record

Development roadmap:



Samara has started supporting Ambassadors and established starter pods and pilot support using the following tables (sets of data):

- Location
  - This links cities and towns to countries, ecoregions and bioregions within their bio-geo-realms.
- People interested in local adoption pilots and cross-pollinating learning
  - This allows people to sign up so that they can link themselves to pilots and pods, as well as adding many of their interests related to pilots and/or joining a pod.
- Local Adoption Pilots
  - This lists the local adoption pilots and pulls in information about the location based on the links above.
  - This table gives a chance to develop and explore which commonalities will be valuable for Ambassadors to know about Pilots. At the moment this happens with:
    - A type (pilot context: urban/rural setting and technology access level)
    - A phase (pilot developmental stage)
  - This table and accompanying form allows much more detailed long-form feedback about various aspects of Pilots. This is a wonderful potential precursor to web-pages which tell the story of each pilot as a case study.
- 'Ambassador Pilot Pods'
  - This links people into 3-4 people pods in order to collaborate and share knowledge. The aim is to enable ambassadors to support each other.

The sections below display each of these starter tables and the partially converted data.

Pilot People Directory:

The primary purpose of the database is to connect people and facilitate the regenerative processes of mutual support and learning. One of the sets of information is a people directory.

This was created to allow ambassadors and those interested in joining pods or pilots to freely contact each other and look for areas of synergy or similar interests in relation to pilots. Initially much of the data is free input. This is so Samara and ambassadors can see what kind of interests and information appear. As the data grows we envision consulting ambassadors to create a more contained set of categories which are relevant to pilot needs.

See the table here

Current Pilot data, organised by Type and Phase:

See the table here

Ambassador 'Pilot Pods':

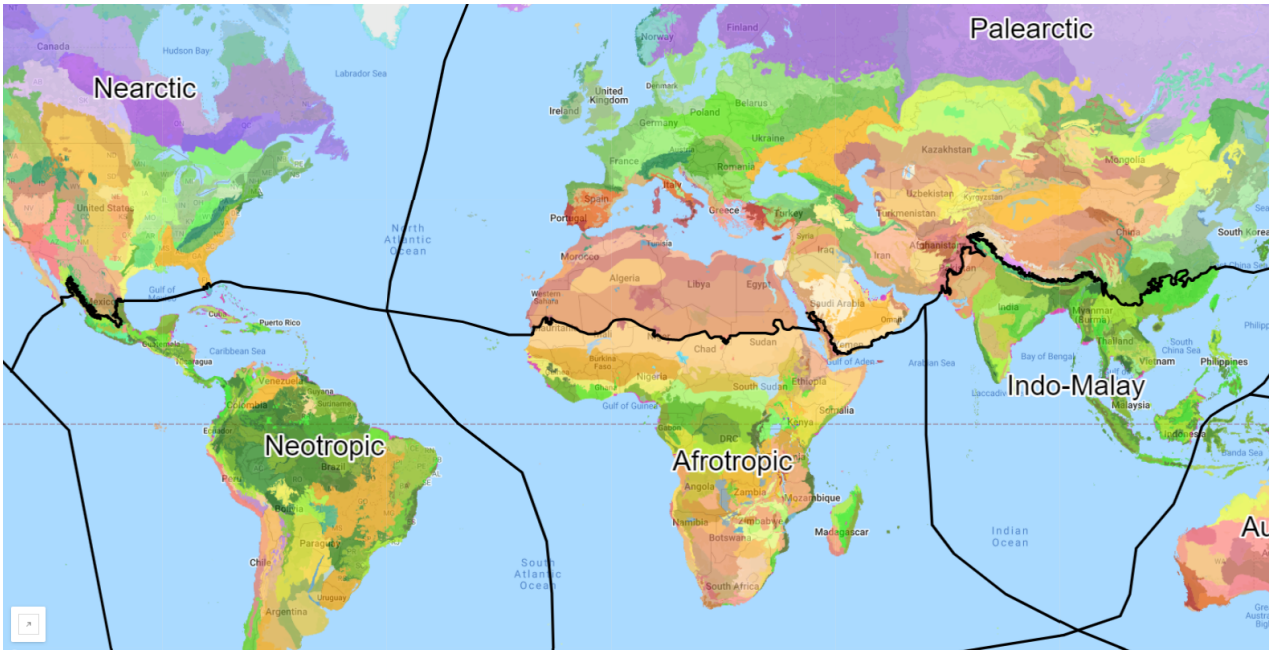
See the table here

Ecoregion map:

Originally we started using the bioregions from the One Earth website, but then discovered there were no exact defined borders. This meant no effective way for ambassadors to clearly identify the relevant location and regions to add their information with.

We then discovered the below interactive Google Earth map which overlays the ecoregions, biome and bio-geo-realms. We have used this interlinked data to allow any city or town to be added to the database referencing the correct attached location data. This creates a user friendly experience that still encourages location in a much more relevant way to the regenerative work we are doing. Having to go into the map and find one's location is also a useful educational experience for many and naturally encourages discussions around these ecological factors entering into the pilot and pod activities.

Click the image below to visit the interactive map and find your location!!

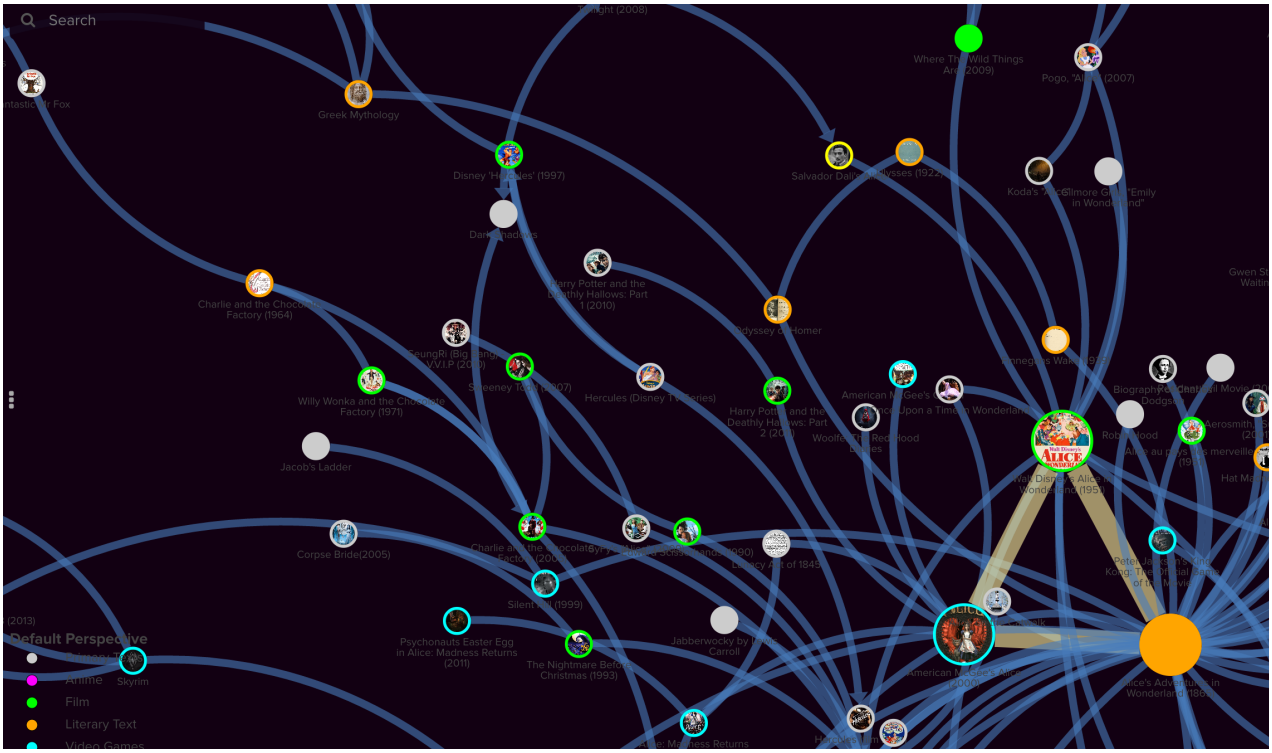


**Unfortunately there is not yet a search function in this map, but we are working on our own version which allows this. If you live in a small village or town, search it on another map and note the nearest large town to make it easy to locate in this map for now.*

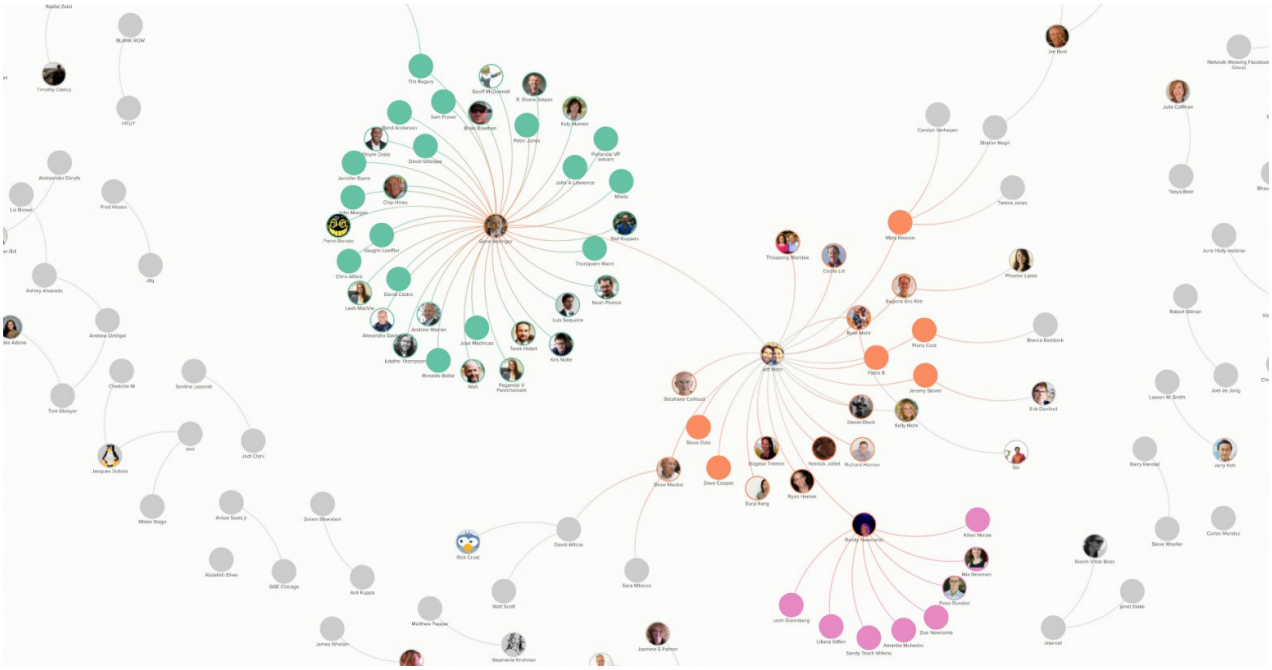
(Social) System Mapping for Data Visualization

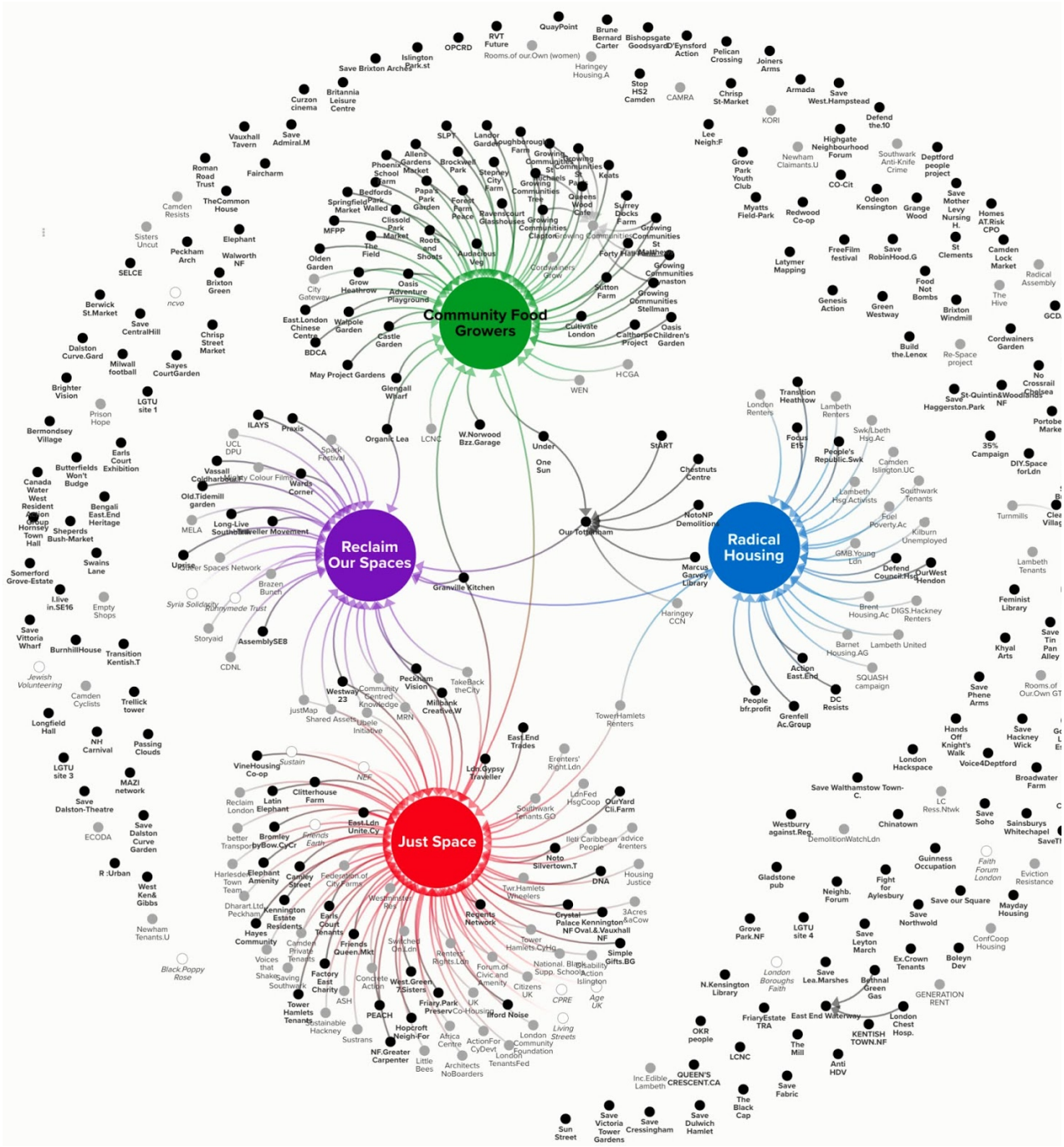
Samara is adapting this data with social system mapping in mind. At the moment there is not enough data or links to make a social map reveal very much.

People in Samara and People involved in Local Adoption Pilots are consciously structuring the taxonomies, data sets and use cases to highlight and encourage social connections with a view to future mapping. This will help us to work with emergent patterns as much as possible as opposed to imposing perceived patterns or partial summaries. See some example maps below which show the kind of visuals we plan to produce over time:


Search
Greek Mythology
Disney 'Hercules' (1997)
Charlie and the Chocolate Factory (1964)
Willy Wonka and the Chocolate Factory (1971)
Jacob's Ladder
Corpse Bride(2005)
Psychonauts Easter Egg in Alice: Madness Returns (2011)
Silent Hill (1999)
Harry Potter and the Deathly Hallows: Part 1 (2010)
Hercules (Disney TV series)
Harry Potter and the Deathly Hallows: Part 2 (2011)
Jabberwocky by Lewis Carroll
Where The Wild Things Are (2009)
Pogo, "Alice" (2007)
Salvador Dalí, Ulysses (1922)
Odyssey by Homer
Woolfe Film Red Hood
Default Perspective
Anime
Film
Literary Text
Video Games







Are you a SEEDS Ambassador or Citizen and interested in Pilot Projects? Have deep knowledge about local adoption and regional marketplaces? Add yourself above and get in touch!