

Board of Directors Meeting Minutes

(You can listen to the audio recording of this meeting by clicking [here](#))

Date of meeting: February 18, 2023

Notice of this meeting was emailed by President Sten Linnander on February 12, 2023.

The meeting was called to order at 2:10 PM EST online.

The following Directors were present:

Sten Linnander
Mike Foody
Stephen Davis

With 3 out of 4 directors present, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of February 4, 2023 and distributed by email on February 6, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Sten mentioned the three attachments (which can be found [here](#)) he sent out with this meeting notice. Mike suggested that he might have a better chance with ChatGPT by asking the question this way: “Historically, what peoples have believed that the Earth is alive?”

Mike said he was working on an R&D report that would look at things like what are the technologies available, not only for a display but also for data sources and software, and all the apps. We need to decide what we want to do. For example, projection and LED – we’ve talked about those – but we haven’t talked that much about AR, where you could have an inexpensive static globe and use phones to do all the graphics. The point is that there are different approaches that have different characteristics that we could use, and it’s not out of the question that you could combine them.

Sten wanted to know how we would pick and choose among the various options. Mike said, “That’s what marketing studies are for, literally.” For example, if marketing studies reveal that the market would only pay \$100 for a globe, then we’d go with the AR option. That’s why it’s important to keep the Mission in the forefront and have the technology serve it rather than the other way around.

Sten said his long-term goals were understanding that the Earth is alive and actually finding ways to communicate with the Earth, as a society and as individuals; for example, if Kilian is successful in developing his device. People don’t have to believe that the Earth is alive; they just have to believe that it’s possible. Mike added that using the notion that the Earth is alive to guide behavior is valuable. Sten added that our Vision of deepening humanity’s connection to the Earth does not depend on whether or not the Earth is alive. That in itself can be very powerful in taking care of the Earth and just being aware of planetary things.

Stephen asked whether we needed to modify our Vision statement to include the idea that the Earth is alive. Mike said he didn't think it was necessary, and Sten agreed saying that it would turn a lot of people off if they feel like they have to agree with that. Mike said it was more of how we frame it, and if we talk about it and put ourselves in the historical context and in the context of saying, "We are approaching it this way, I think it will be much better accepted."

Stephen then suggested it was time for Sten to formally write out the TedTalk he would like to give since it is something we could do with very little money. Mike agrees that writing the TedTalk is one of the first things we should do. However, actually delivering the TedTalk should wait until we have everything else in terms of infrastructure in place.

Stephen then mentioned that podcasts are also virtually free and we could start one and invite guests from the various groups that Sten lists, all of which could help build a movement. Mike suggested we put together a simple list of things we could do to start and build a movement, like the TedTalk, podcasts, conferences, social media presence, website, a video, newsletters, speakers' circuit, etc.

Mike asked, "Then what do we do with someone who wants to join our movement? Do we ask them for money, do we have a website they can go to, is it just followers on social media, do we have a Tic Tok channel, do we have an Instagram thing? We need a way to activate people.

Mike pointed out that there is a lot of research on how to talk about climate change without turning people off. Stephen said that was just another reason to start writing the TedTalk now – to make sure we incorporate this research.

Sten mentioned having a video as part of the TedTalk, and Mike disagreed. Stephen pointed out that Mike had recently said we shouldn't even mention the Living Globes in the TedTalk.

There was then a lengthy discussion about how to deliver a TedTalk without mentioning the product. Mike said the goal of a TedTalk is to invite people into the Movement. So how are you (Sten) going to trigger them emotionally. What are they going to be inspired by?

Mike suggested the goal of the TedTalk is to inspire people to have a deeper connection to the Earth, and it leverages off your experiences with the Earth, and it leverages off the history of people – you're one in a long line of them. Stephen said that inviting people to go out into the park barefoot to deepen their connection with the Earth is not a bad idea. Mike suggested listing out all the ways we want to invite people to take action to deepen their connection with the Earth.

Sten pursued the question of not mentioning the Living Globes until they are ready 2-3 years from now. Mike said that if we end up going with an AR version, it could be sooner than that. He also said there are digital globes already out there, and it may be that we bring those up and how they help foster that deeper connection without talking about a consumer equivalent.

Mike said that perhaps we start by researching the question: What's all the literature say about the different ways to strengthen that connection? What do the Native Americans say? What do the Buddhists say?

Sten then talked about the book *EarthRise* and how people responded to first seeing the whole Earth. Mike then suggested that we could frame this movement: We need another moment like that. That has the advantage of

creating demand: We need another moment like that, and ultimately we deliver that moment with our Living Globes.

Sten asked: What's wrong with telling them that in a couple years we'll have these Living Globes, creating anticipation. Mike answered that anticipation has a "sell-by date" and it's not 2 years.

Sten then argued: What is there to lose to tell people about the Living Globes now? And Mike responded that there is lots and lots of research showing what you lose by coming out to early.

Sten said that it would be so much easier to inspire people with a product, and Mike answered that since we don't have a product yet, we need to find out how to inspire them without a product. To sell a product of this magnitude, you have to sell hundreds of thousands of them, so you don't introduce a product and then start the promotional marketing. It takes too long.

Mike continued, We have 2 years to build a market. How do we start today? We have 2 years to build a community so that when we have a product ready, 100,00 people – a million people – will buy it right away. In the VC world, you don't mention the solution. You talk about the problem and how people are solving it today. And then later on you introduce the product.

We need to think about this in terms of inspiration. How do we inspire people, get them on board, get them doing things that are going to keep them active and inspired and primed for the day we have the product and they buy it just because you said so.

Sten said it would be much easier to build the movement if we had the product. Both Mike and Stephen disagreed. Mike also challenged the idea that there are just a few people who believe the Earth is sentient. He believes there might be a lot more than we currently imagine, and our job is to bring them together into a community.

Mike said, "It's not a bad way to think about it like we are trying to start a new Gaia Theory – our own Gaia Theory."

No date was set for the next meeting, but the topic will be Mike's R&D report.

The meeting was adjourned at 4:00 PM EST.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __February 20, 2023__