

# Regenerative economy development plan 2025

There is an urgent need to create a global network of individuals and organizations committed to building a regenerative economy—where people, planet, and nature come before profit. This document outlines a proposed development plan for a global network and a supporting app called [PLANET](#), incorporating a suite of digital tools designed to encourage mass collaboration to address the multitude of wicked problems which plague our planet.

## Plan Summary

### Purpose

To create a global network of [local groups](#), networked via the [Murmurations protocol](#), to support the development of a collaborative, regenerative economy.

### Core Principles

1. Regeneration over exploitation.
2. People, planet, and nature before profit.
3. Interdependence and collaboration.
4. Transparency and accountability.
5. Local action with global solidarity.

### Governance

A do-ocracy with minimal bureaucracy:

- Members are free to act as long as they align with the purpose and principles.
- Local groups have autonomy within a shared framework.

### Membership

- Members sign an agreement to uphold the purpose and principles.
- All members have equal rights, co-own and help steer the development of PLANET.
- Responsibilities are role-based depending on involvement in local or topic groups.

### Funding

- Minimal hosting fees (cost+) for hosted group, free for self hosted
- [Bounty model](#): Proposals are rated by members, and the most popular ideas are crowdfunded by the community.

### Timeline:

- Short-term Jan-March 2025: Research, network building, gather collaborators.
- Mid-term Mar-Dec 2025: Develop phase 1 PLANET MVP, based on feedback.
- Long-term: Develop additional features of PLANET in phases, to provide more collaboration tools and infrastructure for the regenerative economy.

## Go to market strategy

- Short-term (first 3 months):
  - Run an outreach, networking, feedback and 'expressions of interest campaign' based on the full [PLANET vision](#), highlighting the urgency of the need, the benefits of collaboration and the advantages of the use of protocols
  - Offer early access to the MVP and recognition for the early support
  - Collect 'expressions of interest' from Individuals, Group and Networks and list these on a public webpage
  - Invite feedback and suggestions on the proposed [features of PLANET](#) in Loomio, and as comments in Docs
  - Promote the plan via videos, articles and disseminate via social media and partner networks
  - Set a goal for the required number of supporters e.g. "If 1000 people sign up, we will build the MVP..."
  - Develop full technical specification for all phase 1 features, keeping in mind further phases and features
- Mid-term (3 - 12 months):
  - Launch PLANET MVP phase 1
  - Onboard people and groups that expressed interest
  - Establish initial groups
  - Encourage user testing
  - Use Proposals to gather feedback and prioritise fixes and feature development
  - Develop full technical specifications for phase 2 features
- Long-term (12 months+):
  - Grow the network
  - Co-design, Crowdfund and build additional features of PLANET to create an "everything app" for the regenerative economy.