

Bloom Network

Whitepaper

Part 1: Business Model

Part 2: Regenerative Economic Protocol

Part 3: DAO Governance



Healing dome for members in the center of a future Bloom office complex. This vision is one end-game of Bloom's subscription governance.

Bloom Business Model

media + action network focused on healthy bioregions

Introduction

Bloom Network is a peer-to-peer action network inspiring a billion acts of regeneration. (Regeneration broadly means the opposite of “extractive industry”.)

We are 30,000 people on the ground, across 30 local Bloom chapters in 11 countries. We do actions to build community on the ground, create food sovereignty, bioregional economies, teach transformative justice, and repair micro-climates. We’ve been operating as a real-world DAO* since 2008, all on volunteer power! With your support we will activate our digital DAO, to support peer-to-peer economies.

What problem do we address? There are ample solutions to climate change and social inequality, however, most grassroots groups are locked out of centralized finance institutions and mainstream media, because the way they work is inherently decentralized and collaborative.

How do we address it? Bloom hosts local hands-on events and virtual interactive media to increase public exposure of grassroots solutions. To finance this work, we have designed a federated DAO structure for local communities to pool capital and other resources locally, and make proposals together on where best to allocate those funds toward regional regeneration. Our community is in a great place to bridge blockchain tools with on-the-ground movements.

Theory of Change

1) Grassroots communities have the power to organize at tremendous scale. Over fourteen years of working together across the world, we know that the grassroots are an overlooked solution to climate change. We aim to catalyze 1 to 2 billion people to organize together on projects large and small, empowered by the more flexible compensation structures of blockchain-based organizations.

2) Media networks based on inspiration and empowerment will outcompete fear-based mainstream networks. Bloom’s in-person and virtual experiences inspire people with art,

community, and empowerment. Inspiration is nourishing and catalyzing at the same time. This approach counters the fear-oriented, attention-grabbing news media, with a different narrative; one that invites people to meet those who live around them, and empowers them to take direct action together to celebrate life.

Online, Bloom creates user-owned spaces to share knowledge and support one another into deeper self-actualization in the real world.

This flips the extractive social media model on its head, at the same time as teaching people how to use cutting edge tools for collective governance.

3) Lastly, as a federated cooperative Bloom is leading a way forward for economies that create regional resilience and climate restoration. We believe climate change is tightly coupled with industrial, extractive economies. By changing the underlying economics of human collaboration to be regional-first, nature-philic, and peer-to-peer, we see more diverse cultural expression along with livelihoods that respect people’s bodies.



*DAO stands for decentralized autonomous organization, sometimes also called smart organizations.



Local Blooms

Local Bloom hubs host events and actions to build community across existing movements in a region. Meetups, garden builds, skillshares, and celebrations provide connective tissue for people to connect with each other, have deep conversations, and support one another in flourishing.

Bloom Network offers templates for local hubs to get started: how to build a team and promote your events, a quarterly theme to help curate educational content, and more! Additionally, templates for specific actions help accelerate local development of projects, from policy to business to the arts.



Diamante Bridge Collective
Costa Rica

- Local regenerative economy network focused on land and water stewardship
- Community land trusts



Broadfield Permaculture
Kampala, Uganda

- Large-scale permaculture agroforestry
- Women-led cooperatives
- Restoring indigenous plants, microclimates, soils, and healthy waterways
- Trainings in Ugandan schools



Long Beach Fresh
Long Beach, California

- Local food policy
- Market network for local food producers, eaters, and restaurants
- 10,000+ people at events

Business Model for Local Blooms

A percentage of member dues go directly to the local Bloom hub. Local Blooms can use member funds to subsidize event organization labor, local projects, or media teams that report on local regenerative activities. In our initial years as an organization, we found that the primary gap to a local Bloom’s longevity and success was the ability to fund the labor of community organizing.

Financial Incentives for Doing Regenerative Actions

Bloom incentivizes peer-to-peer sharing of knowledge and resources, by allocating FLO tokens for action reports. These media pieces boost the visibility of grassroots initiatives and empower people to do something with what they’re looking at on their screen, in real life, with their neighbors.

Public Media

Bloom’s website provides a window into the thousands of actions happening every day around the world to repair climate and increase social well being. Templates provide people with practical guide rails to jump in and contribute in their neighborhood, homes, and workplaces. Stories from projects and profiles of local leaders demonstrate proactive community solutions, and inspire people to take part where they live.

All online activity on Bloom directs people to take local action and spend less time on a screen. The business model of Bloom makes this financially viable as an alternative to today’s addictive, extractive digital platforms.

Reference: Bloom’s [digital-physical network interaction map](#).

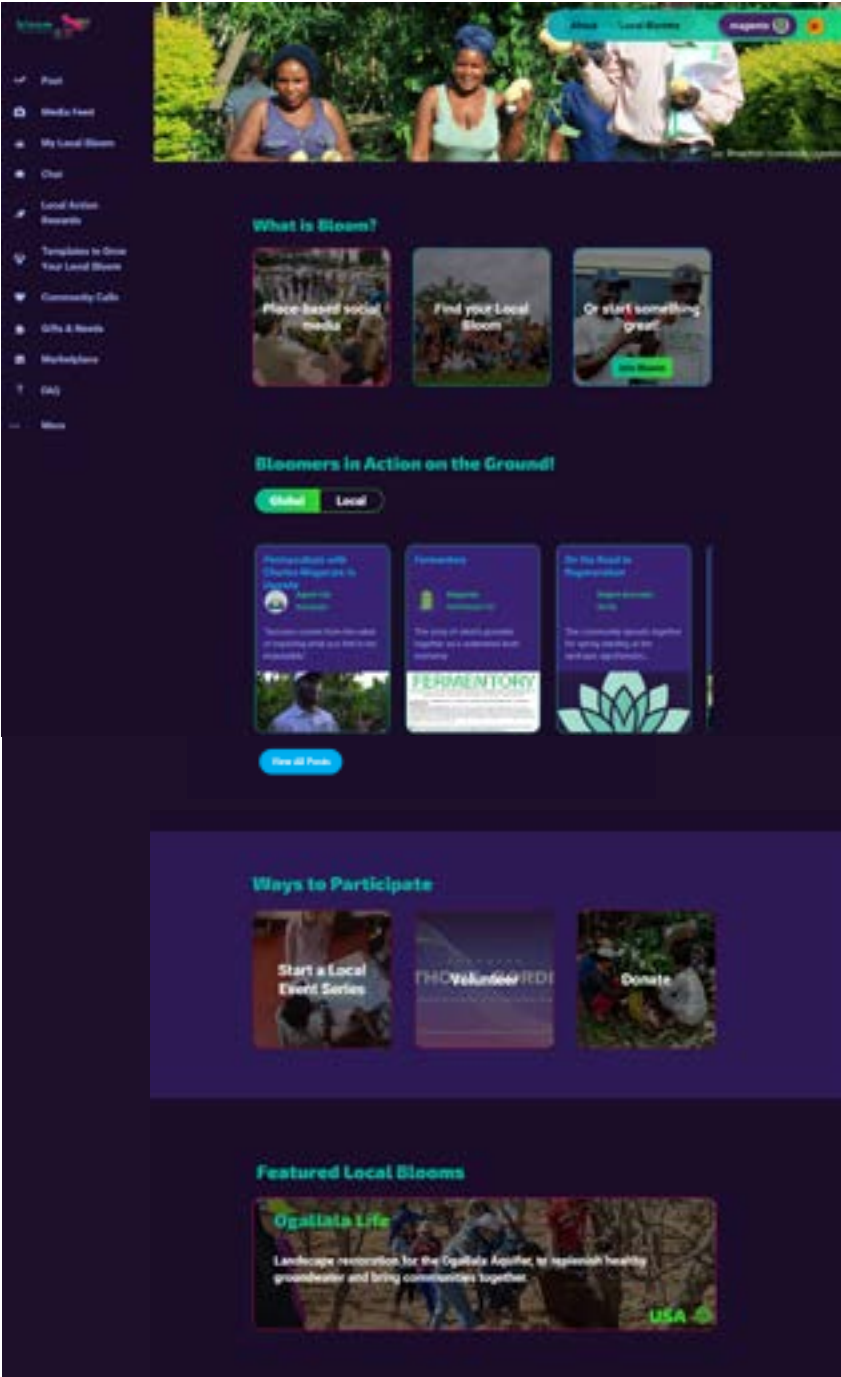
The financial model of Bloom is essentially the Substack for local collective climate action. With additional revenue streams becoming available as we grow, for example a MOOC for all stages of project development, and values-aligned advertising in our digital publications. Our Regenerative Economic Protocol goes into more detail on how we build bioregional economic power as a global collective.



Bloom Womb - Incubate Your Dreams!

Bloom Womb is the members-only area of Bloom’s website. Members dialogue and coordinate in a private setting that is more conducive to deep relationships than public forums online. Members additionally have member voting rights and receive financial rewards for their Local Actions. Members have the option to join the Bloom Womb incubator, a 6-week experience to get oriented to Bloom and support one another’s passion projects and career development. Incubate your dreams in the Bloom Womb!

Bloom continually generates mutual value for participants to maintain a feeling of connectedness. Rather than extracting value, Bloom is designed to support the circulation of information and resources, similar to fungi networks in nature. Blooms, or blooming, is the result of this fertile nourishing process.



Marketing Strategy

Problems with mainstream media business models:

- Grassroots groups and local projects are priced out of online advertising and major network advertising
- The system’s game mechanics boost signals that alarm our nervous systems to get attention, and sticky and addictive platforms keep people glued to their screen.
- Financial incentives of digital media platforms, users, and advertisers are not aligned

How Bloom’s model fixes this:

- The purpose of all online engagement across Bloom’s platform is to inspire people to go do real world actions with people who live near them.
- Organizational members access low-cost increased visibility of their offerings
- Partner Engagement Policy screens sponsors for values alignment
- Users co-own Bloom Network as a business. They are able to vote in decisions, submit proposals, and intelligently dialogue about platform development.
- Individual and organizational members are active stakeholders of the ecosystem, centered around caring for the health of our bioregions and watersheds.

Bloom’s business model engenders local economies that support this shared focus.

Bloom Audience Personas



Backyard Bodhisattva

Individuals who want to create and participate in hyperlocal solutions.



Professional Power Ranger

Looking to contribute their skills to local projects or advance their fields.

Bloom connects creatives who are fired up about using their talents and passions to address today’s climate challenges. Bloom members are



ready to put their money where their mouth is. We help them find each other, do projects that nourish them, and if we're successful, transition their day-to-day work to be more regenerative!



Growth Strategy

Local Bloom events and media: Local Bloom in-person actions are one of the primary growth drivers. Our audience wants to spend less time online and more time with people who live near them, doing hands-on actions and building vibrant local communities. Bloom meetups offer a beacon of hope: nondenominational, nonpartisan communities for people to dialogue, support one another, and take action for their regional ecologies to flourish.



Local organizers’ feedback has been that the network momentum effect and brand recognition greatly assisted their ability to scale up local participation.

To reach this network effect, we launched our Call to Bloom, to invite 100 more local Blooms to join. We have [prepared all the communications materials](#) and self-directed onboarding, with a screening process to vet leaders we bring on as part of the network. The materials are translated to Spanish and French.

For local events to drive global network engagement, **Local Bloom events need to communicate a strong tie to the identity of the global network.** The financial model of Bloom is meant to address this: an international DAO with local DAO’s that provide a pathway to pool resources.

Measurements of success: number of new

members, member retention, number of online event attendees, number of local event attendees, impact metrics on the ground, number and quality of media pieces posted to Bloom’s website, and qualitative feedback on people’s experience of Bloom Network in person and online.



GOVERNANCE

Bloom’s Governance Whitepaper outlines how decision-making works in Bloom, with each local Bloom DAO as a member of the cooperative, and individual members voting on what features are a priority for development from year to year.

TEAM



MAGENTA

Systems Architect

20 years experience as a project manager and coalition builder at the intersection of fintech and community arts. Projects include dOrg, the Ethereum Foundation, and Giveth. Magenta does businesses development, UI/UX and frontend development at Bloom. Boston area.



MEG RIVERS

Operations

Senior production specialist in television, expert in software instructional design, communications and UI/UX. Meg has led many Fortune 500 companies in technical systems transformation. She builds the automation systems for Local Blooms. Also an artist, writer, and musician in Missouri.



LAISSA DUCLOS

Product Lead

Formerly at Meta as product manager, Laissa leverages her sociology background to create inclusive and equitable technologies. Laissa will be joining Bloom to improve our onboarding experience and bring our platform to scale.



Emily Schoerning

Grants Team Lead

Emily is a science communications professional and PhD. Formerly the Director of Research and Community Organizing at the National Center for Science Education, Emily runs a Youtube channel for helping Americans understand what climate change means for them practically, and how to adapt.



ANAMARIA CALDERA

Marcomms

Anamaria is a web3 communications growth specialist. With a masters in political marketing and community management, Anamaria writes content and supports community growth strategy at Bloom, dOrg, PolyWrap and DAO Drops. Madrid via Venezuela.

Bloom Network

Regenerative Economic Protocol



bloom

a billion acts of regeneration

Bloom Network

Local Action Rewards

This section of the whitepaper introduces Bloom’s regenerative economic protocol. This is a technical spec. For a narrative introduction to Bloom’s business model and how we are a media company, read the Business Model section at the start of this paper.

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Collaborators: Inverter Network, Shamba, Silvi, Ogallala Life, AgroforestDAO, dmeter, kokodao, CarbonCaptors, Cosmos for Humanity, Earthist, Coffee Carbon Collective, Kokonut Network, Spirals Protocol, ReFi DAO, Muda Outras Economias, Broadfield Permaculture Enterprises, Uganda, Long Beach Fresh, Diamante Bridge Collective, ORGO, dMRV Collective, Regen Network, Resource Network.

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Introduction

Bloom Network's regenerative action rewards channel financial resources into grassroots, local-led communities who are uniquely positioned to rapidly address climate repair. It leverages their local intelligence for better bottom-up direction of economic incentives, anchored in soil and living ecosystems.

Bloom uses local and bioregional DAO's as verifiers, and an open community process of determining what has value. This accounts for economic justice and local market drivers that are part of the equation of healthy climates. Centralized eco credit schemes are historically not good at addressing those factors, so alternatives are necessary. The protocol is meant to route around slow-moving state behemoths that have grown through a history of colonization, genocide, and incentives that benefit fewer and fewer people with power. Instead, we directly reward people doing the work on the ground, retroactively for work they've already done, through a trusted and vetted network of agents. This derisks grassroots grants, so institutions and private philanthropists can effectively route capital to where it is most effect for climate change and socioeconomic well-being.

Problem Statement

Gap analysis: Grassroots groups and frontline organizing communities have major solutions to climate change that are cost-effective and rapidly scalable. However, they frequently have zero financial resources and no power in the bigger game.

In NGO and corporate sectors, we see structural problems that contribute to inefficiencies and ongoing systemic inequality. Corporate investment models too easily become detached from the carrying capacity of natural ecosystem resources and the diversity of local communities. In the nonprofit world, donors and executives tend to have systemic privileges and the blindness that comes with that. They make decisions on behalf of the donor recipients who have no agency or control as to the consistency of funding or top-level strategy. Its financial incentives act against distributing funds at the pace the climate emergency demands.

Bloom's economical protocol is designed to re-distribute power so that grassroots groups are able to help direct the flow of capital, for the benefit of all humanity and the ecosystems we all depend upon. It brings greater visibility, connection, and liquidity across grassroots projects so that we

can achieve climate repair and adaptation quickly at scale.

Bloom's Local Action Rewards:

- Supports local autonomy
- Repairs economic inequality to a point where humans can live harmoniously with their physical and emotional bodies together, and unplug from extractive economic and legal machines.
- Preferences local production of goods
- Nurtures life in local and regional eco-systems and Earth's biosphere
- Prevents and reverses deforestation
- Enables free migration of peoples in consensual relationships with one another

Local Action Rewards

Bloom's financial model brings recognition and visibility to types of labor that are invisibilized and under-supported in the dominant economy, to help shift the direction of climate funds to go more toward grassroots and community led initiatives. We believe that everyday people acting together at scale can move faster and more effectively.

[Examples of regenerative actions](#) we reward.

Since 2008, we've been doing R&D across six continents to prototype, test, and gather types of local and bioregional regenerative actions that are effective at establishing greater community resilience, food security, and economic sovereignty. We use a cooperative patronage token to reward members doing these actions.

This approach kickstarts a flywheel for bioregional economies. The remainder of this section outlines how.

A longterm goal is to make a low-level protocol language that any community can utilize if they want to incentivize practice- or outcome-based regenerative community action. The taxonomy will include the scale or point of exchange, agent or person (farmers, healers, investors...), impact area / topic, and more.

One UI we'd like to see eventually come from this protocol is a "Regenerative Actions Ticker" that any website can display to show a running live feed of regenerative actions happening globally, or relevant to their specific concern.

FLO for Flowers

Cooperative Patronage Token

Get your nerd hat on. This section has lots of diagrams and technical terminology. If you are new to crypto, you might want to skim this but [head over to our intro to web3 article](#) so you have better context for what a token is.

Flowers (FLO) is the cooperative patronage token for Bloom. It is issued for regenerative actions done by members of Bloom Network.

FLO (Flowers) is a cooperative patronage token. At the end of the rewards period, members receive a percentage of our grants pool and profits, similar to consumer cooperatives like REI or grocery stores. In Bloom, this percentage corresponds to the amount of regenerative actions that a member did during the cycle. For example, if I did 250 hours of regenerative actions this quarter, and another person did 5, I would receive a higher proportion of the overall funds. Grants and dividends are paid in stablecoin or fiat.

Reward multiplier for local Bloom DAOs

You local Bloom treasury additionally receives 1.2x the amount of FLO you earned! The purpose of this is to incentivize members to come together and do projects.

For example, if in one quarter the total FLO earned by your Local Bloom hub's members was 10,000, your Local Bloom treasury will receive 12,000 FLO.

Grants and profits are then distributed to all FLO holders for that period, proportional to the amount of FLO they earned in that period.

We invite other protocols and communities to contribute to the Bloom rewards pool to increase the flow of capital to local community-led climate repair.

Eligibility and Payment

- To be eligible for FLO, an action must have been done during the current rewards cycle.
- Only members of Bloom are able to receive FLO tokens.
- Before an action is allocated FLO, it must be reviewed by a community verifier. This requires a 1-3 person verifier team to step up from the local Bloom or a region. This team has close enough relationship with the local community to verify that the action did happen.
- Once FLO distribution is connected to the platform, we will batch issue FLO

tokens for verified actions. Grants are paid out once per quarter, and profit dividends are paid out once per year.

Please note that FLO is not a guarantee of payment, and it is a variable process. It is possible that the company could lose money in a year and not have profits that year, or that more or less money could be in the grants pool each period.

However, what remains consistent is that we are making visible and legible the actions that grassroots communities are doing, so collectively we are able to attract more funding to our impactful work.

Valuation of Actions

At first, all verified regenerative actions will be issued 30 FLO per hour. Over time, the community will identify actions that have reliable impact that they would like to incentivize more than others. Rather than taking a prescriptive approach from the outset, Bloom leaves this to the community to self-determine, so that we do not replicate colonial and extractive preferences and errors.

We may want to incentive actions we know have reliable impact at a higher rate. For example, down the road, teaching a restorative justice training might receive a 5x contribution weight, and organizing a zero waste workshop a 2x weight.

The section on Community Verifiers describes why we are starting with a practice-based approach first in order to build capacity together for outcomes-based rewards. Later on, we describe uses of FLO in Local DAOs, including the potential of using it as a novel approach to community currency, by being backed by the cooperative's value production.

Verification of Actions

The best way to validate small-scale and grassroots projects right now is through trust networks that can vet and vouch for the projects' impact. While local communities develop the capacity for more rigorous impact measurement, we recommend that rewards protocols accept the verification of small-scale and grassroots projects through trust networks that can vet and vouch for the projects' impact.

We propose this as a parallel infrastructure to carbon credit systems. Why is this needed? The unit economics do not work out for small-scale projects to climb onto existing carbon credit systems. It can be at least a 5-year time horizon

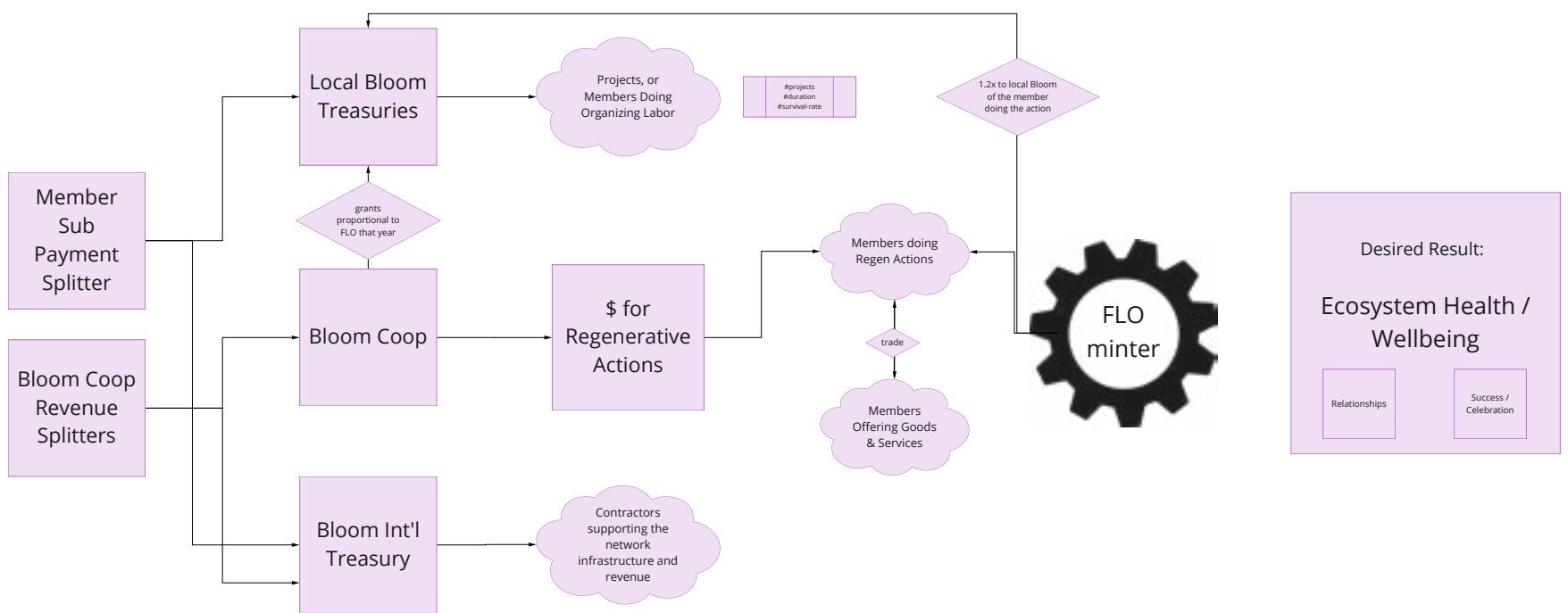


illustration of Bloom's token

for measurable results, and there are barriers to accessing measurement tools and methodologies. Frankly, there is a \$50,000 barrier to entry to use the main verifier systems. That risks pushing out Indigenous-led projects and local decentralized networks of community-led projects, and it does not solve the climate crisis in time.

Because Bloom Network aims to incentivize diverse kinds of regenerative practices, developing rigorous methodologies for each will be time-consuming, expensive, and sometimes not possible. However, over time, the Bloom community will likely adopt sensor tech and MRV protocols to measure some regenerative actions' impacts.

To speed along climate adaptation, we believe a community-vetted credits approach is needed, using regional and local DAOs as verifiers of hyperlocal projects.

If networks outside of Bloom Network adopt this approach, they can assign their own verifiers. For example, Regenerosity and Open World Alliance both have excellent vetting criteria for local regenerative projects.

Diagram of how regional DAOs self-determine how protocol funds are distributed for on-the-ground impact.

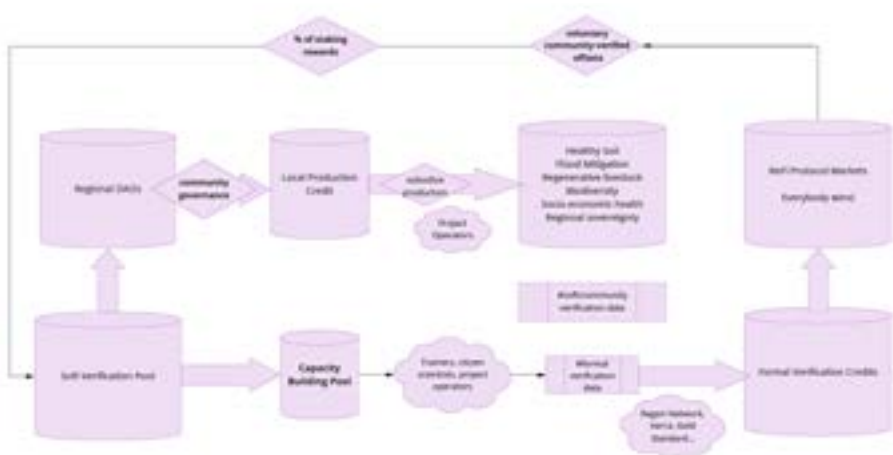


Diagram of impact funds flowing to community capacity building for ecological and social regeneration

Each DAO has regional verifiers: they are either local experts in that impact area, hyperlocal DAOs, and/or professional vetting organizations

such as Lush Spring Prize. Verifiers must be able to confirm the action took place and have some degree of knowledge of its impact and effectiveness.

Bloom's patronage token is an example of automated distribution of rewards. Funds flow from network level, to regional verifier, to a local project, to individual contributors. This way, decision making about what is impactful is made locally, by the people who have the most context of local environmental and socioeconomic conditions. A next step for Bloom is to work with blockchain experts to connect payment splitters and DAO/multisig tooling to prototype this flow.

As much as possible, projects will work toward developing a consistent data set format for recording community-verified climate actions and monitoring their effectiveness. Our online social network supports peer-to-peer knowledge sharing and wider public participation as we progress.

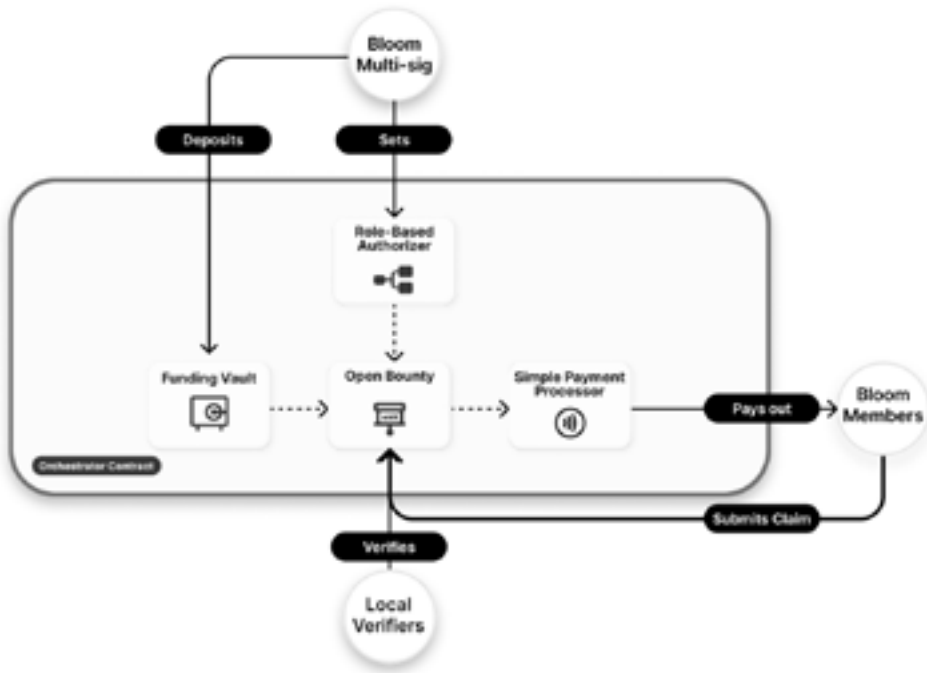
Summary

We seek partnerships with protocols that are okay with a community level of verification, who value the strong community relationships in place in a network like Bloom, and who are willing to allocate finances to people and projects logging actions through Bloom Network. This will build capacity among those groups and accelerate larger scale adoption of regenerative practices. By larger scale, we mean a larger number of smallscale networked projects, as we believe this is the critical gap in financing climate action. Bloom Network advocates for community-led verification of what is important and effective for climate repair and the underlying economic sovereignty to drive it.

Smart Contracts

The smart contracts that handle the regenerative action rewards were built by Inverter Network.

A member logs their action, and the UI sends it into the contract as a bounty claim (only the participants' addresses and the amount of FLO to claim go on-chain). Once verified, FLO is automatically issued.



- [Open source code on Github](#)

These smart contracts are modular - we can modify and extend it over time. At the outset we are able to create different types of rewards, for example if we need to make a rewards bucket specific to local food system work, because we have a set of funders for that vertical.

Impact Protocol

We would like to see more open accessibility of project data across marketplaces, to share impact data globally and more effectively resource regenerative development. Imagine that all investors, project peers, and philanthropic donors access automatic matching of projects by categories such as: impact area, stage of development, geographic region and other relevant data, in order to collaborate.

To do this, we need to develop extensible and modifiable impact validation sets with partners. EAS Attestations, Hypercerts, and Karma are examples of tech tools that provide composable impact validation.

We are collaborating with those teams as well as Gitcoin, Regenerosity, Open World Alliance, Regeneration Fund, ReFiDAO, dMeter, Cohere, Silvi, Two Row Wampum Social Layer, Kolektivo, ReSource Network, MetaGame, and more.

Techno-Social Requirements

1) Legible data collection frameworks for consistent fields and taxonomy. This not only helps with finance and expert matchmaking, and also peer knowledge sharing. Peers should

be able to search this data to learn how to best cultivates seeds that grow in their new climate conditions, or contact a project developer working on a similar project with questions.

2) Chain agnostic ability to read data, such as JSON and IPFS.

3) Data governance and relationship building with both the projects/organizations and the funder coalitions. IRL networks such as Regenerosity and Open World Alliance have developed good interpersonal methods for governance, privacy, and permissions for accessing data. Data cooperatives may be a good solution here, for communities to benefit directly from the use of their data, and access machine learning capabilities. Two toolsets already built out for that are DataUnion and Rocketstar Foundation.

4) Cross-platform profiles to reduce manual replication of project data and automate financial compensation. This also supports peer-to-peer learning among projects and people enacting similar types of impact actions.

A future use for this data will be algorithmic governance. Machine learning can help select diverse and qualified Global Issue Forum members, match experts, and analyze environmental regeneration data for refining incentive weights and impact priorities.

You can see an early example of agent-based governance with the impact explorer [FundPublicGoods.ai](#) - search for Bloom!

Summary

Smallscale, community-led projects are frequently the most cost-effective and fastest to reproduce, addressing the underpinning economies and market realities that drive climate destruction. Yet, across the board they are extremely underfunded due to lack of relationships with people who have financial capital, and the exclusion of critical forms of care labor from the dominant economy. Bloom Network's economic protocol addresses this gap, through patronage rewards, community verification of regenerative actions, and open data frameworks to best support capacity building.

Impacts

- Reduced carbon in the atmosphere
- Better neighborhood relations
- Greater social and economic equality
- Improved quality of life
- Reduced waste
- More clean fresh water
- And much more!

Uses of FLO in Local DAOs

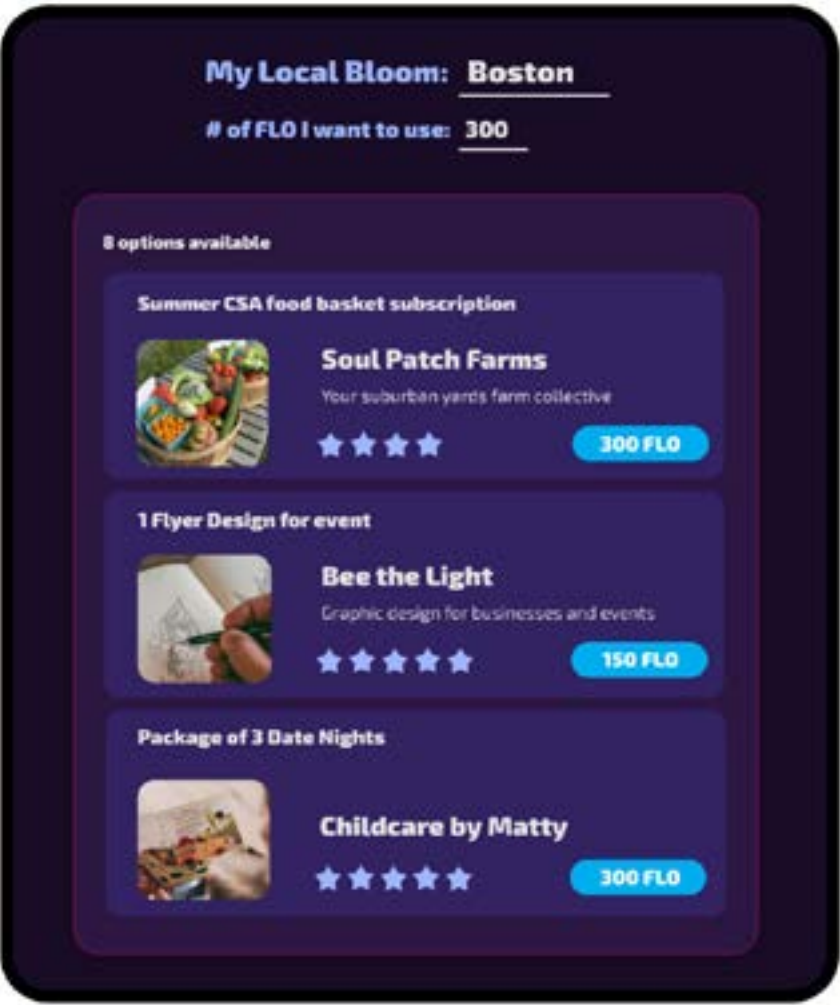
A member’s voting power in their local Bloom DAO can be pegged to the total amount of FLO they’ve earned. This way, their voting weight corresponds to their experience and exposure to what regenerative work is being done in their region. So when it comes time to distribute the Local Bloom’s shared treasury, the folks who are truly invested in their region’s well-being are helping make strategic decisions about how to allocate capital.

Exchanging FLO for Services

One option we are considering adding after the first year, is that members may give their tokens to other Bloom members in exchange for services they might not otherwise buy. That member will then receive the financial reward. The purpose of this would be to circulate surplus that Bloom members have, but they’re unable to exchange that with each other because most of them are cash-poor. Additionally, this forms relationships and discovery of local businesses, as a basis for building local and bioregional economies as we build financial capital together.

Community Currency

Have some surplus capacity or goods? Offer them to members of Bloom for FLO. Use your FLO to receive goods and services from fellow members of your Local Bloom. At year end, they receive the dividend. You get to know people in your neighborhood!



For example, I have 90 FLO from helping plant a free forest, or doing plastics cleanup on our beach for three hours. A massage therapist in my Bloom is offering 4 1-hour massages per month for 50 FLO each, to fellow Bloomers. I give her my FLO,

I get a nice massage I wouldn’t otherwise be able to have, and **she receives the dividend at year end**, which might be \$30 and it might be \$150. We hope this encourages gifting our surplus to each other and meeting our needs in community.

Bloom members have a wealth of gifts and talents to offer - many of these are undervalued or not included in the mainstream economy, or simply difficult for solo entrepreneurs to market. By trading services and goods with each other through community currency, we may be able to incentivize circulation of these in a way that lifts some of the economic burden of local marketing, so more people can spend more time doing their craft, their passions, and working in local businesses instead of for extractive companies.

Referencing Appleseed Permaculture’s 8 Forms of Capital, we compiled a matrix of types of surplus offerings we know exist in our network. Using our profiles system, members can search surplus offerings in the network to support one another.

We have theorized future tokenomic designs for local-global collaboration, to continue incentivizing community and ecological labor that is excluded from the dominant economy: [Bloom Tokenomics: Future Possibilities](#).

Some Local Blooms will implement their own local community currencies. Bloom Network will maintain a database of recommended tools, and we would then adapt how FLO interacts with the local currency.

Working Together as a Federated Cooperative

The governance section outlines how Bloom Network shares revenue streams between the Local Bloom hubs, Bloom Cooperative, and Bloom International.

Once we have traction as a federated cooperative, we can add franchises to accelerate Local Blooms' local economic sovereignty.

Bloom Ventures

Bloom International houses venture companies and eco-cultural franchises to generate revenue for Bloom DAO.

Our first venture company is a sister app we have already prototyped, that is likely to be higher revenue generating than Bloom. It will channel more profits to Bloom Cooperative and it has societal benefits that will further Bloom's mission in the world. We plan to launch this in 2024, so that we have more revenue coming in in addition to Bloom memberships.

Eco-cultural franchises are one way to bring a revenue stream to a local Bloom, or to help transition members' day jobs to be aligned with their values. Examples:

- Biomaterials micromanufacturing facility, for plastic alternatives such as mycelium and hemp packaging, seaweed containers, and reusable glass bottles. For local chapters to have an income stream based on providing biodegradable or reusable, locally sourced and produced packaging. We wrote this out as an [example proposal](#).
- Bioremediation collective - teams trained to use fungi and plants to withdraw and contain soil contaminants from problems such as lead paint in urban lots, toxic ash runoff from large-scale forest fires, oil spills, and former mining sites. Bloom Network collectively has a wealth of scientific and government knowledge to draw upon to create this offering and train workers. By cooperating on the business logistics and marketing, we will reduce overhead expenses and focus on repairs.
- Pollination Labs is a community hackathon for regenerative development. It brings together businesses, organizations, grassroots, and individuals to further regeneration in a bioregion and build more cohesive relationships. Facilitators guide participants to

rapid prototype projects and tools to move the needle on high leverage issues. Examples of outcomes include: changing a product supply pipeline to be more regenerative and locally sourced from the point of sale, or creating a new product with regenerative ethics.

Values Alignment: Bloom Cooperative is a 50% shareholder in companies that Bloom International designs and incubates. This makes more revenue streams available to finance on-the-ground regeneration. Profits circulate back into the membership of Bloom Cooperative, for participatory budgeting to further regenerative purpose.

Bloom as Distribution Network: Once a local Bloom DAO gets to a stage of growth and maturity, they also form spin-off ventures to further build capital and/or leverage talent. They can use Bloom Network as a distribution system, to find clients and service the network. They have the option of giving a percentage of their revenue to Bloom DAO if they would like to further planetary regeneration.

Beautiful business offerings are already emerging across Bloom Network, bringing food, art and media, and financial liberation together. Visit the [Local Blooms](#) page to see what's cooking.

Conclusion

Bloom DAO enables regenerative futures to be visible and accelerated. It uses a media platform governed by a DAO anchored to a real-world international cooperative, led by local Bloom hubs. Our regenerative economic protocol channels capital into more hands on the ground who are repairing local microclimates and healthy social fabrics in their communities right now.

These local hubs build relationships and knowledge of local eco-cultural systems, with bioregional governance anchored in respect for Earth's living systems. The networked financial model of Bloom is led by regional and local communities working in close relationship with nature. This approach provides a more liberated, cross-border approach to financing autonomous regenerative community organizing.

Together as Bloom DAO we inspire more people to participate in cost-effective, massively scalable solutions that address the underlying economic drivers of climate collapse.

The unit economic of Bloom?
A billion acts of regeneration.

Bioregional Production: A 20-year Vision

To bring together all parts of this whitepaper, here is an illustration of how bioregional governance, DAOs, and our regenerative economic protocol will work together.

In 2023 we prototype a biomaterials micromanufacturing facility that produces alternatives to plastic packaging. It uses materials from agricultural waste streams, seaweed, and mycelium. We set it up as a franchise for local Blooms to have a revenue stream. Local Blooms now have an additional flow of capital that creates regenerative jobs for 20-200 people in their region, with surplus that goes into their collective treasury to incubate more projects and environmental cleanup.

People who contribute templates to this franchise for biomaterials receive FLO. Other ReFi protocols are contributing to the rewards pool, resulting in more people being paid well for labor that nurtures the commons.

The biomaterials facility inspires people to start local clothing production networks similar to [Fibershed](#)'s model. With tokenomic incentives, one local Bloom figures out how to subsidize the labor to bring the cost of these garments down. Thanks to Bloom Platform's education about cooperatives, seamstresses and fiber producers learn to make living wages doing their craft. The carbon footprint of clothing production, and other toxic byproducts of the industry, are reduced by 80%.

Meanwhile, communities previously on the edges of deforestation are economically pushing it back by planting agroforest gardens in collaboration with Bloom and Agroforest DAO. Thousands more regions on Earth have achieved local food sovereignty and the knowledge to keep their microclimates balanced. They also grow high value export fruits, and we've developed a zero-carbon transport network!

A working group collaborates with the [Achuar](#) people from Ecuador to make more solar boats.

They have developed a durable solar panel that can be manufactured from local renewable materials. Agricultural exports being distributed through Bloom are now entirely transported through solar energy, and a percentage of profits are automatically routed to Indigenous environmental leadership using low-cost DAO tech.

The network effects of Bloom result in these impacts:

- increased availability of fresh local food
- local farmers receive increased prices for food they produce
- it becomes more economically profitable to grow agroforestry crops than to clearcut for cattle
- one fourth of the average supermarket is zero waste
- drastic reduction in global emissions from agricultural transportation and cultivation
- reduction in carbon emissions and waste from the construction industry, by widespread availability of low-cost mycelium insulation
- reduction in household mold illnesses, by widespread availability of hempcrete
- many local food businesses are thriving, using the facility's community kitchen
- reduced plastics flowing into local streams, lakes, oceans and rain
- communities begin to learn to care for their watersheds, and regain a direct connection with living nature around them and within themselves
- more people unplug from extractive day jobs and make a living working fewer hours per week doing work they love that also cares for their community

Thanks to this progress, one of the Bloom Global Issues Forums develops a template to absorb refugees into communities that have stable regenerative economic models that are happy to invite more workers and builders, and have the healing resources to help them with trauma recovery.



Bloom Network

Governance



bloom

a billion acts of regeneration

Bloom Network Governance

Contributors: Magenta Ceiba (Editor), Meg Rivers, Sobey Wing, Josie Watson, Isaac Kinney, John Light, Tom Atlee, David Hodgson, Mauricio Nuñez, Mansi Kakkar, Yev Muchnik, Jacqueline Radebaugh, Erika Dunyak, and [Creators of the Shuumi Land Tax](#).

Intro: From 2008-2020, Bloom Network underwent an intensive R&D process across eleven countries, to design a peer-to-peer international organization that could be resistant to power abuse. In 2022 we worked with an all-female legal team at Jason Wiener Legal to encode this into a cooperative/DAO. This whitepaper summarizes the outcomes.

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Bloom DAO

Bloom Network is a peer-to-peer action network inspiring a billion acts of regeneration. (Regeneration broadly means the opposite of “extractive industry”.)

We are 30,000 people on the ground, across 22 local Bloom chapters in 9 countries. We do actions to build community on the ground, create food sovereignty, bioregional economies, teach transformative justice, and repair micro-climates.

DAO stands for decentralized autonomous organization, sometimes called smart organizations. [“What is a DAO?”](#)

The purpose of forming a DAO for Bloom Network is to: 1) formalize pathways of economic exchange among members, 2) more easily collaborate as distributed teams across organizations and networks, 3) scale up existing regenerative initiatives.

How would the world change if this DAO is successful?

- Practices like conflict resolution, restorative justice, regional food sovereignty and cooperative economy reach millions of people who need them
- Media systems are more connected with civic responsibility and a culture of consensual empowerment
- The mainstream public is able to easily participate in tangible actions with real people in their communities, beyond keyboard activism
- Jobs in regenerative enterprises are widely available
- Humanity enacts carbon drawdown and restoration of the hydrological cycle



Bloom DAO is a federated cooperative made up of and peer- owned by local Bloom hubs who are independent entities.

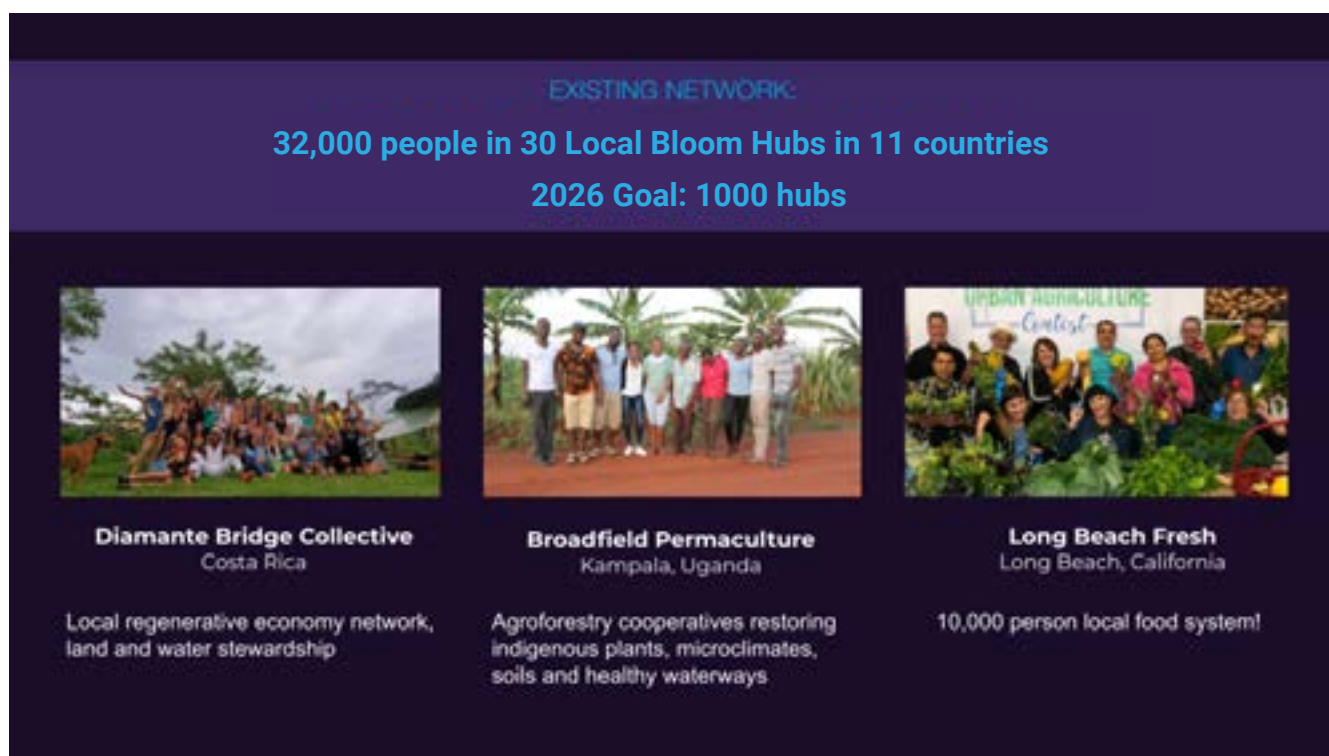
Membership

There are two member classes in Bloom, with different voting rights and responsibilities. 1) Individual members 2) Each local Bloom DAO is also a member. See the full list of membership requirements and privileges at the end of this section.

There is one Local Bloom DAO whose scope is global, called Bloom International. The purpose of that DAO is to maintain Bloom Platform and support network-wide collaboration.

All members share resources, knowledge, peer development support, and inspiration. As Bloom becomes profitable, dividends will be issued to individual and organizational members using our cooperative patronage token, FLO* (Flowers).

FLO stands for Flowers. It is the cooperative patronage token for Bloom Network, used to distribute revenue to members and local Bloom DAOs who do regenerative actions throughout the year.



Decision-Making Bodies

Individual Members

Individual members receive benefits including: 1) Access member-only templates for project development, and to a global community of peer support, 2) the ability to post to the Bloom social network to amplify the reach of your local efforts, 3) post private posts and chat messages that are only viewable by members. (We’ve found that this is important for having constructive conversations about difficult topics, and also for people to safe sharing more personal experiences of their journey.), 4) Receive payments for regenerative actions you do, 5) Co-govern the development of the social network platform and how membership resources are spent.

Please visit the Token Model section to read more details about payments for regenerative actions.

A percentage of your monthly membership subscription fee goes to your local Bloom DAO, if there is one, and a percentage to Bloom International. In the absence of a local Bloom DAO, the member’s fee goes 100% to Bloom International. (*See [qualifications](#) that must be met before a local Bloom qualifies for the split.)

Individual members vote on their local Bloom treasury expenditures and activities. Bloom Network provides a default governance structure, using Gnosis Safe + Snapshot.

On Bloom Platform, individual members can make feature requests and share program ideas, as they use the platform and realize things that would improve members’ experience. During the yearly voting process, the local Blooms prioritize which ones to implement.

Members subscribe using Unlock Protocol’s recurring subscription NFT. Members pay a monthly fee in either fiat or crypto currency. The low monthly fee makes membership accessible to our largely low-income user base. It is sliding scale, (\$10-\$50/mo) and will be adjusted to regional income parity.

Member Kick Policy

This is the process to challenge someone as a member, to move to remove them if a violation of our code of conduct is happening that is harming people in the cooperative:

- Step 1: follow the current [Heart of Bloom](#).
- Step 2: Mediation.
- Step 3: Members Council recommendation.

Local Bloom DAOs

Bloom Network offers templates for local hubs to get started: how to build a team and promote your events, a quarterly theme to help curate educational content, and more! Additionally, templates for specific actions help accelerate local development of projects, from policy to business to the arts. Local Blooms DAOs receive a percentage of all Bloom Network membership fees, to help them jumpstart a local treasury and build active community participation.

Their dedicated page on Bloom’s website shows a realtime media feed of their regenerative activities. They are eligible for collective token rewards, which are used to distribute year-end profits and a percentage of grants coming in from Bloom Network’s nonprofit. Each local Bloom DAO is a member of Bloom Cooperative/DAO, and each has one vote in the annual Bloom Cooperative voting cycle.



How Do I Start a New Local Bloom?

Get started with the [Local Bloom application process](#). The first steps encourage self-selection to weed out groups that are not aligned with the vision and requirements. Next, local Bloom organizers interview applicants to make the determination if the Bloom is ready. Once your application is approved, we set you up with a Local media feed and access to our library of templates to Grow Your Bloom at each stage of development. Over fourteen years of organizing together, we’ve got lots of tips and copy/paste communications to help reduce your workload and some trial and error. You also have access to the Bloom chat space with fellow local organizers around the world, to help with questions and moral support for the challenges of community building.

When a local Bloom builds its organizing team, we ask them to vet new local organizers, to prevent power abuse. These include screening for sociopathy, narcissism, and ego over reality. Leaders need to have the ability to hear multiple worldviews and make informed decisions. For bioregional governance, leaders must be receptive to Indigenous worldviews and Native sciences.

Legal

Local Bloom chapters form their own legal entities when they need to do financial transactions that require a bank account, such as renting a building, selling products, or producing events. The binding legal thread is a Use of Name Agreement, allowing them to use the Bloom name and brand materials provided they adhere to the guidelines and communication requirements.

Before a Local Bloom is eligible to receive the financial split of member dues, they must meet a set of [conditions](#), such as having

been in operation for 1 year, have community references, and be engaged in regenerative culture projects.

The purpose of this is to reduce risk for the collective and be efficient, as it’s common for Blooms to want to start but then dissolve quickly if the organizers’ have a life change or local interest doesn’t gel.

Financial

Local Blooms have autonomy to manage their own treasuries, as long as it’s within the purpose of furthering regenerative cultures in their region. Any local Bloom may allocate payments to individuals and teams working at local, regional, and international levels, recurring payments can be set using a stream allocator such as [Drips Network](#) or [Superfluid](#).

Example: if a local Bloom has a monthly budget of, say \$500 or \$50,000, they might collectively choose to allocate it to one of these options:

- 1) 2-person organizing team who are facilitating coalition building
- 2) A project the local Bloom is focused on. An example is [Rhizae Renewal Collective](#) in Baltimore, a bioremediation research and community relationship repair project.
- 3) Space rental
- 4) Adjacent project the community wants to support or invest in. For example, a local coop or Indigenous-led project.

Local Blooms have a multisig connected with Bloom Network, to receive payments from member dues, coop dividends, and grants. Using Snapshot, a simple tool for voting, members can vote on budget spends and policies. (In practice, we are finding that hybrid offline-online decision making is more commonly needed.)

[Spending Proposal Governance Proposal](#)

Each members’ voting weight in their DAO is pegged to the amount of FLO* they have accumulated from doing regenerative actions. Governance power is then based on members’ experience, knowledge and true investment in regenerative culture.

Another tool for collectively distributing treasury funds is Kolektivo’s Grants Platform. Tech-savvy Blooms might wish to use that option.

As a federated DAO, we work together as an ecosystem of regenerative development, sharing

revenue and distribution channels among us. Local Blooms may post bounties for members of the wider DAO/cooperative to help them with. If you are new to bounties in DAOs, [DeWork](#) is an example.

Challenges of onboarding IRL communities to DAO governance tools

A concern is a digital participation divide. Bloom hubs tend to be primarily IRL. They do hands on actions and mostly interact in person. They know each other, they eat meals together, they have real relationships. We anticipate that not all participants and relevant stakeholders in a local Bloom will vote online. A potential solution is to use role-based permissioning, such as Hats Protocol, plus a careful multistakeholder representation process for on-chain execution.

For large local DAOs, [Orca Protocol pods](#) are also relevant approaches, to reduce attention load and resultant missed representation.

Rolling out local Bloom DAOs will take time and education. First we will teach our community how to use a wallet, then how to claim funds, then how to DAO!

[Bloom DAO Roadmap](#)

Bloom International

Bloom International is a special type of local Bloom DAO, whose domain is to support infrastructure and maintenance of the Bloom Platform.

Bloom International is also an LCA (limited cooperative association). It will produce other applications and franchise ventures that can support the finances of Bloom Network.

Bloom Network has 50% ownership of Bloom International, to maintain a degree of subsidiarity. The purpose of separating Bloom International from the full coop is to increase operational efficiency. We predict that Bloom International may progressively decentralize over time into the larger cooperative. For example, Bloom Mumbai is leading the communication team efforts already!

Bloom International Responsibilities:

- Is a service DAO
- Manages international press for Bloom Network
- Maintains technical structure of Bloom Platform and Bloom Platform Support
- Creates, manages and maintains media and media assets for Bloom Network
- Manages Regenerative Culture Templates
- Manages Drives, Documents and Translations

- Creates, manages and maintains Quarterly International Calls and Network Events
- Vets new Local Bloom hopefuls
- Initiates and maintains New Local Bloom Automation and Processes
- Vets partners and advertisers for regenerative culture status
- Maintains Regenerative Actions Certification and Verification Processes
- Creates and implements programs and actions decided by Member Classes
- Enforces Use of Name Agreement and oversees legal actions for Bloom Status Removal Processes
- Creates, manages and maintains Dispute and Conflict Resolution Processes

Summary of responsibilities: The operational connectivity for Bloom Network; stabilizing the organization to support growth (in the regenerative sense).

[Requirements to join Bloom International as a Member.](#)

Ownership: To begin with, Bloom International will own the platform itself: the website URL, the code, and operational procedures. (This is done through an IP holding company whose common shares are 100% owned by Bloom International, which is 50% owned by Bloom Cooperative). Bloom Coop (the cooperative/DAO of local Blooms as a whole), owns the “throughput data” or content on the website. This is based on Jason Wiener’s theory of the [Tech Co and Co-op Marriage](#). Lastly, local Bloom organizers of 5+ years have the option to receive equity in Bloom International.

This legal structure allows us to intake the types of investment capital Bloom needs to reach revenue self-sustaining, while remaining cooperatively led.

Decision-making in Bloom International:

Teams such as community, marketing, tech, and finance have autonomy to make their own decisions in order to move quickly. Teams have transparency so that other teams can flag any concerns and inform teams of developments they will need to respond to and plan in relation with. Loosely like sociocracy circles.

Loose agreements here will mostly be fine (membership in Bloom International is heavily gatekept and vetted due to security risks for the collective.) Sometimes parameters will be formalized, such as the finance team’s Partner Engagement Policy.

Bloom International should keep as much transparency as possible with Bloom Coop, for education and community cohesion.

We predict Bloom International DAO will further decentralize for efficiency and security purposes, into smaller teams that service the wider network.

Wisdom Council

The Wisdom Council is akin to a community of elders in Bloom. This body deliberates on any major decision that will affect the entire network, that requires a depth of knowledge and familiarity with Bloom, its goals and stakeholders. It's made up of experienced local organizers (5+ years with Bloom), international operations staff, working group leads and individual members. (To configure: terms and placement.)

Who is on the current Wisdom Council?
Informally as of 2021: Danielle Gennety, Meg Rivers, Jana McLaughlin, Magenta Ceiba, and Hannah Mitchell.

Board of Directors

A board of directors is required for our Colorado Limited Cooperative Association legal entity. The board of directors is a fiduciary body, having legal and financial oversight with the cooperative. We did not want to have a board, but it is legally required in the entity formation we landed on. The Wisdom Council balances its power.

Requirements and restrictions:

- Directors are required to have fiduciary and/or legal and/or high skill in organizational maintenance.
- Number of directors: Ideally 7. 3-13 is acceptable. The number must be uneven.
- Super majority vote required to pass a change.
- Cannot be cooperative staff (except for the initial years)
- Cannot be receiving funds for operating the cooperative, except for initial years (self-dealing / conflict of interest), except for they can receive payment for their board duties.

- After initial years, the board must be representative of each member class

The Board starts out with existing members (US 2, Oceania 1). When a geographical region gets to a certain size, a new director is added based on membership in Bloom. The board member is nominated by local populace, voted on by board. At a certain size, tbd, Board is required to restructure.

Global Issues Forums

Once Bloom Network has enough stable income to anchor more sophisticated organizing, we anticipate the emergence of translocal governance. This will support a) bioregional production using local circular economies and materials, and b) global advising bodies that are better positioned than today's state and corporate governance bodies to advise on public policy and incentivize actions that are aligned with Earth's capacity.

Global Issues Forums are topic-specific DAOs that will advise and carry out R&D for projects the network can implement. Examples:

- Agroforestry
- Corporate Transformation/Ethics
- Science/Biology/Consciousness
- Technology/Internet/AI/Singularity
- Alternative Currency/Economic Models
- Healing Arts

These groups will support wise placement of organizational resources. Each Forum has a lead and two supports. Forums' expertise are available to local Bloom chapters to advise on local policy and wise action. The goal is empower deeper public wisdom for implementing policy and innovation that supports healthy bioregions. Members of Global Issue Forums represent the range of stakeholders affected by the topic's sphere of action. Size may vary, for example 7



or 1000, though we recommend smaller groups federated through sociocracy for agility and speed. Global Issues forums may issue bounties to distribute labor and rewards for work done across Bloom Network.

Our Pollination Labs design team has put forth an initial structure for a monthly webinar with all working group leads. We also designed a live deliberation program to kickstart large-scale mobilization around specific solution sets: Spore Tanks. Founded by Tom Atlee of the Co-Intelligence Institute and entrepreneur Will Kleidon of Ojai Energetics.

To be determined: How is a working group lead team placed into their position? By whom? For how long? Who evaluates the diversity and knowledge capacity of these groups, how frequently? Tamsin Young came up with a way to use augmented intelligence to support this selection process, to become better over time at pairing diversity in expertise and background.

Conflict Resolution

All members of Bloom Network agree to work with the recommendations of the Vibrant Heart of Bloom, and are invited to contribute to its development. Local Organizers additionally have a Use of Name Agreement which outlines process for disputes and termination of role. At any time a member may withdraw from the cooperative at will and stop contributing member dues.

Communications

Bloom encourages transparency, deep listening, and a DIY culture. The following pathways help communication flow across all local Blooms and Working Groups.

Communication Channels:

- Blogs, action reports, and templates of regenerative actions
- Chat integrated with our website for peer-to-peer dialogue
- Buddy system for local organizers
- Monthly global video conference
- Quarterly network theme
- Reportbacks from working groups
- Light/shadow check-ins and other facilitation processes for developing coherence and working through difficult topics

Transparency between all membership bodies of Bloom helps us support each other and make wise decisions together. All members are responsible

for supporting the flow of information, planning, and responsiveness across local chapters, international teams, working groups.

In reality, Bloom Network operates as an oral culture, with real relationships between each other as people and communities, over and above codified structures. This living organization approach is a key to developing cultures of connection and diversity of expression.

Governance Summary

Bloom DAO’s governance model is designed to accelerate place-specific climate adaptation and help more communities learn how to self-govern peer-to-peer. While DAO technology is still early and difficult for a non-technical userbase, we feel it’s important to involve on-the-ground movements in the next developments of the user experience. Web3 finance tools match the collaborative, decentralized way grassroots community movements work. Connecting them will unlock a tremendous increase in speed and cost-effectiveness of global climate action.

Voting Rights in Bloom Cooperative

Individual Members	<p>In Bloom Cooperative:</p> <ul style="list-style-type: none">• Vote on the quarterly themes• Vote on network programs and development priorities (website features)• During the year, members can make bug reports, feature requests, and ideas. Features and programs are voted/prioritized on a yearly cycle. <p>In their local DAO:</p> <ul style="list-style-type: none">• Propose and vote on allocation of financial capital or other resources within their Local Blooms.• Local bloom member-managed treasuries are Moloch DAOs that are governed using voting token-weighted by their regenerative actions reputation, ideally adjusted by quadratic formula to reduce power differential.
Bloom DAOs	<p>One Bloom one vote</p> <ul style="list-style-type: none">• Nominate and vote on who holds Wisdom Council seats (one council nomination per Bloom)• Propose the quarterly themes• Propose network programs, development priorities, and global actions• Vote on funding changes<ul style="list-style-type: none">• Example: Power to change the percentage formula for grants to local Blooms
Board of Directors	<ul style="list-style-type: none">• Can amend the bylaws• Can veto Bloom DAO vote if:<ul style="list-style-type: none">• illegal• not fiscally feasible• overly dangerous• If the BoD does veto a vote, the Wisdom Council reviews it and sends it to a focus group of experts on the issue to further research what it would take to enact the vote item.
Wisdom Council	<ul style="list-style-type: none">• Can veto Bloom DAO vote if not mission-aligned• Deliberates on any major decision that will affect the entire network, that requires a depth of knowledge and familiarity with Bloom, its goals and stakeholders.• Review and moderates a request by either Bloom International or Bloom Cooperative to change the revenue splits
Bloom International	<ul style="list-style-type: none">• Day to day operational decisions of platform maintenance• Enforces Use of Name Agreement and oversees legal actions for Bloom Status Removal Processes• More outlined in the governing bodies section

Voting Cycle

Early May	(future) Wisdom Council and Global Issue Forum Reps election cycle starts. Call for candidates. Town hall to familiarize people with our governance process
Mid-May	(future) Sociocratic election of Coop board
June 1	Proposals due for features, programs, etc
June 8-22	Once the proposal window closes, there is a 2-week period of discussion to improve or merge proposals
July 1	Membership vote
March 1	Reporting due

Ownership of Assets

Bloom Cooperative	<ol style="list-style-type: none">Throughput data (content) happening on platformTemplates for regenerative actions<ul style="list-style-type: none">Consider an actual copyright license for these, like creative commons (open source) or copyleft. Coop technically owns these.Bloom Network media (community calls videos)<ul style="list-style-type: none">Consider an actual copyright license for these, like creative commons (open source) or copyleft.Membership income
Bloom International	<ol style="list-style-type: none">Platform IP (codebase), as outlined here: https://jrwiener.com/new-models-for-platformcoop-design-part-4-option-b-the-techco-and-co-op-marriage/?hilite=coop+ownership Why:<ul style="list-style-type: none">It reflects actual reality, where Bloom in'tl has built the platform infrastructure on their own labor and time etc.We could technically replicate it for another community, we could more easily sell some of the IP and infrastructure for a school community or some other use case.Leave ownership simpler, and leadership of platform features developed with coop \$ more clearly linked to the coop.Initial equity splits are listed hereNew Local Bloom Formation Automation SystemOnboarding materials for local BloomsOperational spreadsheets for the global network operationsWhy: This would make it less messy to sell them to other projects.Network Google Drive<ul style="list-style-type: none">Advertising revenue generated on Bloom platform and associated newsletters etc.Note: at least 20% of the revenue from ads will go to Bloom coop. Consider 50% or higher when we review.This needs a subsequent discussion with more brainsModel needs more attn anyway, for example the community's messages need to be elevated even if they can't afford the \$1200 price tag etcEmail listSocial media groups - Bloom International retains admin rights on all groups named BloomBloom Ventures (apps, inventions, franchises etc)Website URL and Bloom Network social media accounts
Authors	<ol style="list-style-type: none">Bloom Network videos (example, an introductory video series)<ul style="list-style-type: none">Why: If people are making content off their own back, the people that create it own it, unless it's explicitly gifted.If we as Bloom coop pay a company to make videos, the coop would own the content.Blogs on the website<ul style="list-style-type: none">owned by the authors and able to be revoked by them
Local Blooms	<ol style="list-style-type: none">Physical structures and rental agreementsMember listBloom Int'l retains admin rights to this list, if Bloom name is usedRenewable grant sourceLegal entity when neededLocal Bloom page on the platformLocally initiated ventures
Bloom Network Non-profit	<ol style="list-style-type: none">Grants made through tax-deductible pathways<ul style="list-style-type: none">To be distributed proportionally to local Blooms according to their regenerative actions for the past year, unless the grant is for a specific purpose

Revenue Flows

Coop member fees cover operating costs. Additional revenue streams of Bloom Coop may include: online classes and other programs, crypto grants, NFT sales, advertising, affiliate marketing / commission on sales of member products and services, and venture revenue (we have a sister app we are prototyping that has a more traditional revenue model).

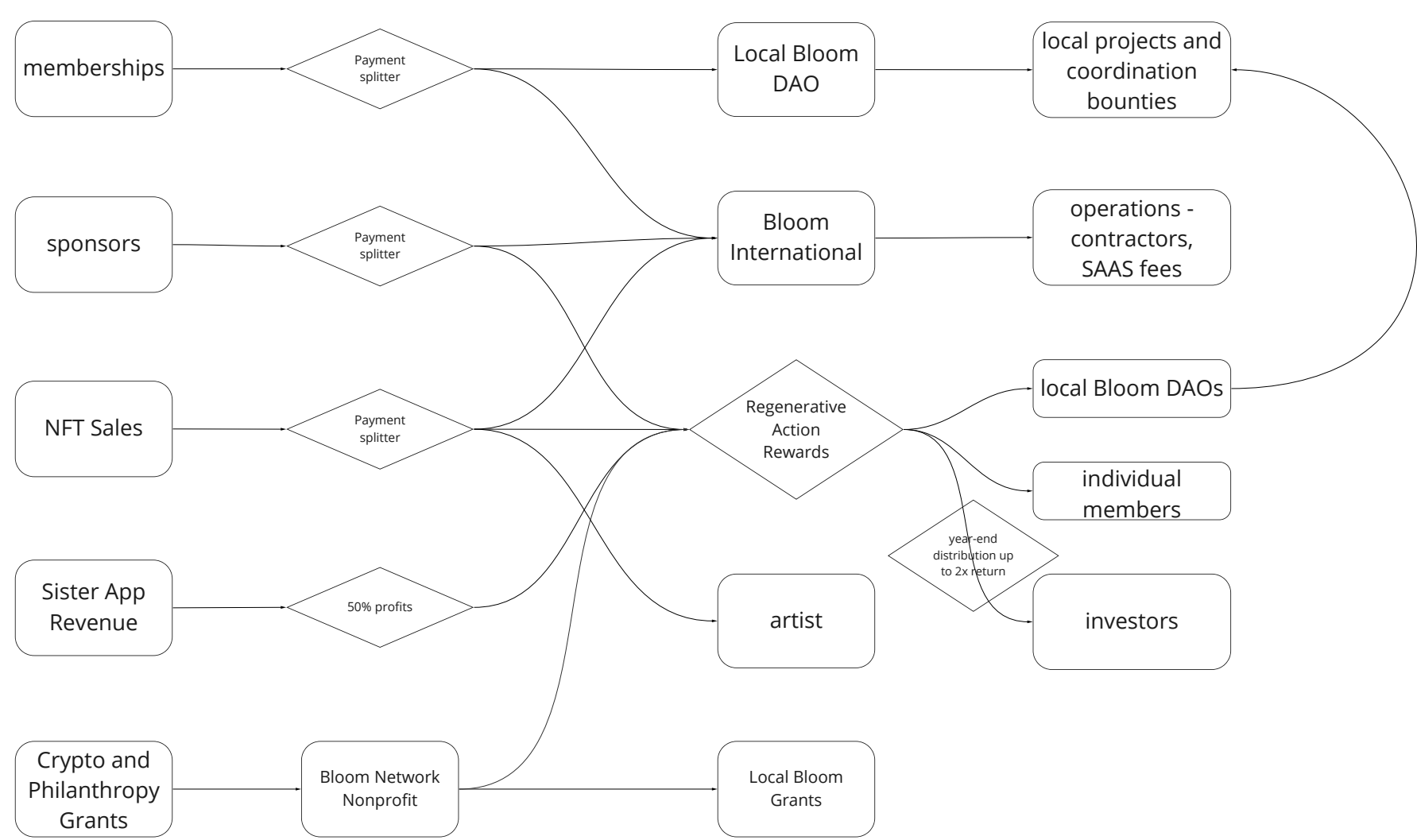
The purpose of the revenue streams is to:

- Scale adoption of regenerative practices among individuals and corporations
- Shift mainstream media to focus on solutions and community empowerment
- Repair and prevent industrial damage

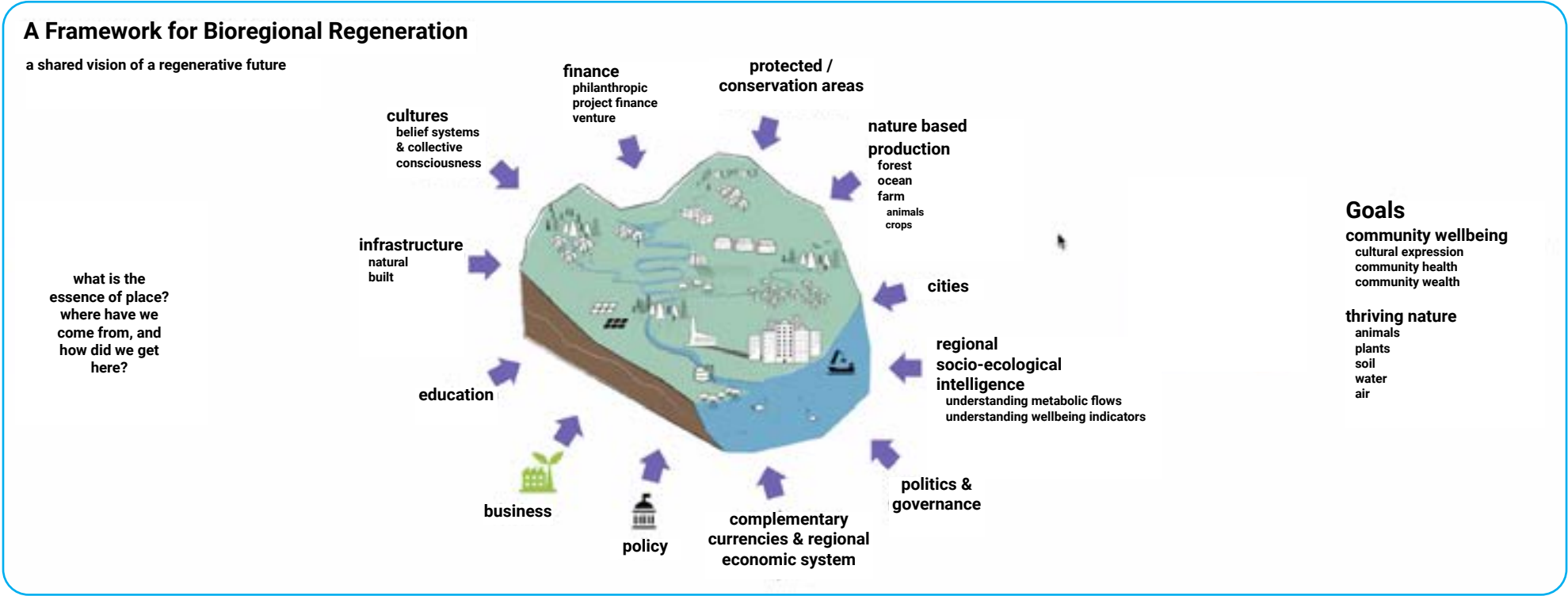
Payment Splitters make it easy to share value. For example, we could set up our treasury flows so that revenue from online classes goes 40% to the teacher, 30% to the operations team, and 30% to the Local Blooms grants pool, to strengthening the Local Blooms’ work on the ground.

This multi-revenue approach fits the networked way that grassroots community projects work together.

Revenue Flows



Bioregional Governance Resources



David Hodgson’s framework for bioregional regeneration, with graphic by Eline Sorenson

Bloom Network’s purpose is to help more people find and participate in regenerative cultures. By this we mean, broadly, the opposite of extractive industry. Regenerative refers to ways of living, working, and doing business that create the conditions for more life, more anti-fragility, more diversity, and more resilience. It is similar to circular economy; however, it extends beyond economic and material exchanges into culture and justice.

Regenerative cultures reverse climate change through practices such as carbon drawdown and hydrological cycle restoration. They also build greater socio-economic equality through wise governance practices. This whitepaper focuses on the latter, as a means to stabilize Earth’s atmosphere and bioregional wellbeing.

Bioregion: a region defined by characteristics of the natural environment rather than by man-made divisions. It includes urban, suburban, and rural communities whose behavior influences the flow of natural resources in a directly connected way (water, air, soil health, biodiversity, etc).

Problem Statement

Many of the scalable and rapidly implementable solutions to climate change and its interrelated issues that we’re in contact with through Bloom Network are operating outside of institutional funding. So we’re looking at how to bring the leaders of these movements into the decision-making structures of where major resource allocation is being done. We are

also looking at how to bring greater visibility, connection, and liquidity across all these actors. The B2B collaboration models described throughout this whitepaper are one major piece that.

Cross-sector finance, a gap analysis: Across each individual sector we see structural problems that contribute to inefficiencies and ongoing systemic inequality. For-profit initiatives are sometimes, not always, driven by investors who want to see high financial returns, and the capital structures are not supportive to the entrepreneurs and the ethical or community-based reasons they might be starting their businesses. In the nonprofit world, donors and executives who tend to have systemic privileges and the blindness that comes with that, as well as incentives to stay on top of a pile of money, make the decisions on behalf of the donor recipients who have no agency or control as to the consistency of funding.

Grassroots groups and frontline organizing communities have major solutions to climate change that are cost-effective and rapidly scalable. However, they frequently have zero financial resources and no power in the bigger game. One of the goals of our financial structure is to re-distribute power so that these groups are able to help direct the flow of financial and other forms of capital, for the benefit of all humanity and the ecosystems we all depend upon.

Restorative justice governance: Structural oppression and white supremacy globally means that diverse modes of thought, culture, health and more have disproportionately low power in

regional and international governance. Bloom Network’s governance model is designed to correct this imbalance, and support recovery from colonization and genocide. We believe the current dynamics of governance + economic power are at the root of climate change. And we aim to demonstrate a pathway to balanced, healthy, bioregional governance.

This white paper lays out the components and practices we believe will contribute to solving the above problem sets. We are open to building with [values-aligned initiatives](#).

Bioregional Leadership

Place-Based Governance

Bloom Network practices peer-to-peer, place-based governance. Each local Bloom DAO has a vote in the Bloom cooperative for what features get built on the media platform and what global programs the network focuses on. Within each local Bloom, decisions are made with token-weighted governance, pegged to the number of regenerative actions each individual has contributed to their region.

Restorative Justice

Current global dynamics of governance and economic power are a major driver of climate change. Bloom demonstrates a pathway to balanced, healthy, bioregional governance.

Local Blooms strive for representation similar to the demographics of the region. Structural oppression and white supremacy cause diverse modes of thought, culture, and community health to have disproportionately low power in regional and international governance. Bloom’s governance model is designed to correct this imbalance, and support recovery from colonization and genocide.

Movements such as Black Lives Matter in the United States, Indigenous governance coalitions in Brazil, and African agroforestry cooperatives have already formulated pathways to improve local sovereignty, regional resource abundance, and social equity. Implement the policy frameworks they suggest, and invite leadership or include representatives.

Foreground Indigenous leadership and support what is asked.

[Shuumi Land Tax](#) is an example of a Native land tax

that a local Bloom or any region could commit to. (Note that boundaries are not always clearcut nor mutually recognized.) This could be programmed into a smart organization to automatically allocate a percentage of membership fees to Native leadership.

Isaac Kinney, a citizen of the [Yurok](#) in Northern California, is putting together a Resource Conservation District. “My main objective in designing[the District] is to have a local Indigenous-led multi-stakeholder organization (capacity-building is integral to all activities) dedicated to local food systems for environmental, social, and economic resilience. Any and all guidance is much appreciated.” Isaac is also part of a coalition of First Nations jurisprudence people.

Rights of Nature movements have made progress in designating personhood to natural entities. For example, in New Zealand the Whanganui River and Mount Taranaki are legal persons who are orphans, with Māori appointed their guardians (Indigenous people of New Zealand). The river is able to hold a board seat on corporations so businesses can give equity to the river. Those profits then go to the guardians of the river person, the Māori.

Josie Watson summarizes [how to empower Tribal Rights of Nature Ordinances](#) in the U.S. Her article shows pathways for enforceable Rights of Nature legal outcomes that affirm tribal sovereignty and ecological management authority - on and off reservations. Rights of Nature are one way to foreground Original Peoples’ leadership and protect ecological health.

Integral to restorative justice governance is shifting out of the power dynamic of domination backed by violence in governance. That dynamic contributes to the tragedy of Missing and Murdered Indigenous Women, the ongoing hunting of Black people, and destructive patriarchal cultures.

The implementation of restorative justice governance will be a combination of cultural, legal, and technical approaches. Restorative justice governance requires redistribution of financial power. That is why the bulk of our whitepaper is about finance structures.

Vetting Leadership

Bloom Network has developed screening methods to prevent power abuse. These include screening for sociopathy, narcissism, and ego over reality. Leaders need to have the ability to hear multiple worldviews and make informed decisions. For bioregional governance, leaders must be receptive to Indigenous worldviews and

Native sciences.

[Native jurisprudence](#) is often a guiding light for policy and practice oriented within the fabric of life in a region. Most local Bloom hubs develop relationships with Original Peoples of the area and follow their requests.

Working Groups

Bloom hubs tend to form decentralized coalitions in their bioregion, or interconnect coalitions across different movements locally.

A coalition is an alliance for combined action.

An example of a regional working group is the [Northeast Healthy Soil Network](#) in the Northeast U.S. It's a multi stakeholder coalition that formed around healthy soils. They analyzed what leverage points different sets of people and organizations could best focus on together to move toward healthy regional soils, waterways, and an equitable food system. While there are existing state-level working groups, they often operate within siloed institutional structures and power dynamics. Local Blooms route across silos to achieve equitable and wise regional governance.

Diamante Bridge Collective in Costa Rica teaches communities about and demonstrates community land trusts, real estate cooperatives, and regenerative building techniques.

Bloom often forms working groups where leaders from different regions share best practices and troubleshoot together. Together, we have more exposure to the different adaptations emerging regionally.

Conflict Resolution

All members of Bloom Network agree to work with the recommendations of the Vibrant Heart of Bloom, and are invited to contribute to its development. Local Organizers additionally have a Use of Name Agreement which outlines process for disputes and termination of role. At any time a member may withdraw from the cooperative at will and stop contributing member dues.

We recommend this process for issues that involve high conflict or are clearly far from consensus: [Citizen deliberative council](#) coupled with dynamic facilitation. Governance researcher and edler Tom Atlee designed a global scale version to be enacted through Bloom someday.

Bioregional Health

Local Blooms are well-positioned to flow funds to projects tending to bioregional health. Through recurring networking events and hands on actions, they build relationships across groups and leaders in a region. They're able to vet the impact capacity of smaller scale community-led projects, and also build connective tissue across groups and sectors, to solve "wicked problems" and challenging issues in ways that traditional organizations usually cannot. Through building cultural of true authentic connection with nature and the natural flow of resources in a bioregion, local Blooms serve an important role of governance anchored in bioregional health, rather than company profits or a political agenda.

Watershed Care

A watershed is an area of land drained by a river system, basin or sea. Examples of effective water management in the era of climate instability:

- [Wetlands, mangroves and vertical aquaculture](#)
- Water parks to buffer flooding, like New Orleans' [Mirabeau Water Garden](#)
- [Soil health management](#) to draw water into the soil and prevent nutrient runoff
- [Suburban yard soil sponges](#) and rainwater catchment for growing food.
- [Amazon Sacred Headwaters Initiative](#)
- Missing: Ask Mauricio Nunez where to link to about the Peruvian and Bolivian water management projects as case studies.

Regenerative Policy Frameworks

For local Blooms who choose to engage in policy development or civic infrastructure, here is a shortlist of policy frameworks that can be adapted to other locations. These support healthy, just, thriving communities in connection with the lands and resources they live within.

- [Regenerative Capacity Development Framework](#), by Regenerosity
- [World Agroforestry](#): many examples of regional food and financial security.
- [Local food policy templates](#) by Long Beach Fresh
- [Pathways to a People's Economy](#), by New Economy Coalition: worker ownership, community-controlled housing, financial justice, and climate justice
- [Policy Advocacy](#) by Sustainable Economies Law Center: seed sharing, housing, worker cooperatives, cottage food businesses, etc.

- [Movement for Black Lives' Policy Demands](#)
- [WEPOWER's](#) neighborhood citizen-led investment model
- [Co-op Power](#): community-owned solar cooperatives. They are another example of a federated cooperative
- [Participatory city budgeting](#)
- Zebra's Unite SXSW Panel: "[Who Gets to Decide, Flipping Power Dynamics in VC](#)".

We recommend that groups develop policy frameworks in ways that can easily be adapted in other regions and other industries/contexts.

Self-Determination: Generally, we recommend loose on regulation (for most things) and deep on education and relationship building. In Bloom, local Blooms self determine their own budgets and what activities they focus on, based on the needs of their bioregion.

Federated Cooperatives

Broadly we propose that bioregional governance is facilitated as an international federated cooperative. Rather than state-centric governments or highly centralized corporations, which have evolved together in ways that contribute to today's extractive economies, a federated cooperative is polycentric, allowing for more complex and nested hierarchies. Micro economies can more easily form locally without having to compete with large-scale subsidized industry to meet our basic needs.

After over a decade of searching for a legal form that could accommodate an international federated cooperative, Bloom is forming as a [Colorado Limited Cooperative Association / DAO hybrid](#), with each local Bloom as a DAO member.

Bloom's governance resolves limitations of sector-specific power inequalities to build more efficient collaboration. Key to this is routing revenue to grassroots climate change-related groups to support decentralized economic and bioregional wellness.

Contributors:

This governance approach was developed from 2008-2022 with the input of the global network of Bloom hub organizers building local communities for societal transformation. Throughout this time we shared local challenges with each other and developed ways to move through them. In 2014 we began a series of deep dialogues to address issues such as power abuse, narcissism in positions of power, lack of

representation and how that furthers harm, and more. Susan Florries from Vienna and Stockholm led many of those sessions. Meg Rivers from Columbia Missouri conceived of the Global Issues Forums and co-crafted the role of Bloom International at the outset of the platform. Sobey Wing from Unceded Salish Coast Territories, Mira Melaluca from Canberra, and Dixie Pauline from the Bay Area, contributed cross-cultural insights and movement deconstruction analysis. Magenta Ceiba gathered this information into a framework and researched the DAO and platform cooperative practices to make it concrete. Jason Wiener legal team of Yev Muchnik, Jacqueline Radebaugh, and Erika Dunyak helped code it into a Limited Cooperative Association, so that we can financially intercooperate toward our shared goals.

Call to Action

Did you resonate with this whitepaper? Help make it happen! Join Bloom on the web at <http://www.bloomnetwork.earth>, contribute on Gitcoin, or donate at <https://bloomnetwork.earth/donate/>

