

EarthCorp

A user's manual to regenerating our planet

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1. Introduction

Greetings, I'm TY Cherry, the driving force behind EarthCorp Foundation. Think of this guide as a user manual, crafted for everyone.

EarthCorp is more than just an organization; it's a movement designed to realign our social and environmental tenets to ensure they benefit everyone and the planet. By simply participating, members not only contribute to socio-environmental regeneration but also benefit socially and financially.

Over two decades, I've developed and refined EarthCorp's philosophy, concepts, and programs. This guide will walk you through this journey and how the initiatives work. Each project is generally described herein, while full details on the Regenesis Rewards Program can be found in the Doctrine of Regenesis.*

Lets jump right in:

2. Mission and Approach

Our mission: Eliminating poverty by making environmental regeneration economically appealing.
As discussed below, poverty has greater meaning than simply money as we commonly think of it.

Our approach: The creation of jobs, enterprises, and economic development using environmental regeneration programs.

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*For those who would like to explore the more technical aspects of the Regenesis Rewards Program and patents—where our philosophy is operationalized to make regeneration work—the Doctrine of Regenesis provides the full model. It explains how every act of commercial exchange can become a restorative act for our planet and society by generating revenue at each step.

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3. From Vision to Foundation

EarthCorp's evolution from a single concept to a multinational operational entity is defined by key organizational and geographic milestones.

Key Milestones

- June 14, 2001: EarthCorp Foundation Inc. was first envisioned.
- 2007: Operations began in Haiti and the Dominican Republic.
- April 4, 2009: Founded as a Florida state nonprofit organization.
- May 2, 2014: Awarded 501(c)(3) classification (EIN No. 26-4605791).
- November 20, 2014: Completed registration in Costa Rica as Fundacion EarthCorp de Costa Rica (Legal Certificate No. 3-006-961726).
- February 23, 2015: HELIOS Water was founded by EarthCorp as an independent Wyoming nonprofit to produce clean drinking water from ocean water.
- June 7, 2017: The Florida Hemp Coalition Corporation (FHC) was founded by EarthCorp as a Florida nonprofit.
- June 28, 2019: The Costa Rican Hemp Coalition was founded as a parallel organization to the Florida Hemp Coalition.
- May 21, 2021: EarthCorp Foundation Inc. became a registered nonprofit organization for Saint Vincent and the Grenadines.

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4. The EarthCorp identity



The crest of EarthCorp was designed to resonate globally, transcending boundaries of race, religion, nationality, and culture. While it's impossible to represent every subgroup, I made my best effort to include symbols from major cultures, religions, and races. These symbols, both ancient and modern, speak for universal human values like harmony, peace, love, and life. It was a very personal project for me, and contains a center piece that was the true inspiration that led me to start EarthCorp; a dragon head inside a triangle. I'll explain that elsewhere.

Following the crest, we introduced our stylized brand name, EarthCorp, accompanied by various trademarks that encapsulate our mission and ethos.

earthCorp™
FOUNDATION, INC.

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Registered trademarks, brand names, and patents:

- EarthCorp crest design. US serial number 86242072
- Helios Water. U.S. serial number: 87254453
- EarthCorp word mark. (U.S. serial number: 88028337
- EarthCorp stylized brand logo (1).US serial number 88463973
- EarthFuel. U.S. serial number: 97122912
- EarthFood. U.S. serial number: 98113164
- EarthModal. U.S. serial number: 97883691
- EarthMatters. U.S. serial number: 97846301
- 100% for Goodness. It’s an easy Choice. U.S. serial number: 98180035
- EarthCorp stylized brand logo (2). US serial number 98234910
- EarthSmart. US serial number 99551521.
- Eco Vida. Trademark, 2023 Costa Rica Reg No. 2023-000829
- US patent pending for the Regenesis Rewards Program business model and supporting technology.

The Essence Behind the Name: EarthCorp

The name 'EarthCorp' was inspired by observing our business methodologies. Here, 'Corp' stands for 'Corporation', not 'corps' as in the Marine Corps.

In our legal framework, corporations are granted many of the rights we associate with humans. They can enter contracts, manage finances, employ individuals, own assets, and even face legal challenges. They're often called a "legal person."

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While they serve as tools for various endeavors, they also act as shields, often justifying our desires over our genuine needs. The primary objective of a for-profit corporation is clear: maximizing profit.

The very name nonprofit runs counter to society's structure, which is to make profit. That's why donations and grants lead to little success.

To change this, EarthCorp emerges as Earth's very own corporation—legally recognized, economically sound, and with a clear focus on financial growth. What sets us apart is that we perform much like a global collective.

The profits are reinvested in the planet, the principal stakeholder, bridging the disconnect. EarthCorp visualizes Earth as a corporate entity, endowed with all the rights and privileges any legal entity would possess.

But more than that, it aims to transform Earth into a profitable enterprise that resonates with human understanding and aspirations. It's not just about legality or profitability; it's about forging a symbiotic business partnership.

In our relentless pursuit of economic triumph, we often overlook a fundamental truth: Earth is the source of all our achievements, the provider of our resources, and the essence of our existence. If Earth's resources deplete, we’re out of business.

EarthCorp serves as a reminder and a solution to this challenge. This identity grounds our philosophy, which explores how we interact with the world.

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5. Philosophy

EarthCorp's philosophy is not just a set of beliefs; it's the very essence that shapes and drives our programs. It evolved from an examination of our social structure and our behavioral patterns in relation to our planet.

What motivates us to act as we have collectively, leading to our present environmental status? It weaves social and economic perspectives as standalone concepts and as intertwined entities, where economics is our prime driver.

We strive to apply a 50/50 approach: to inspire society to spend 50% of our time focused on youth and future generations, and 50% on our individual personal goals and current global status.

My journey with EarthCorp began with my realization of the vast amounts of plastic and waste polluting our oceans. As I sought out solutions, I also began searching for the root cause of our detachment from our planet and embarked on designing systems to bridge this gap.

Our Vision: EarthCorp offers a pragmatic approach where we not only restore and preserve our planet for the generations to come but also blend this vision with balanced prosperity.

Our mission, "eliminating poverty by making environmental regeneration economically appealing," embodies this. From this evolved the concept of Regenesis.

It's not just about safeguarding our planetary environment but also leveraging our social and economic environments to bring about positive change. We use our social and economic realms to control and interact with our planetary environment.

Among others to follow, we rely on a core concept pertaining to planetary environmental damage and decline. It’s a term that avoids the politically and

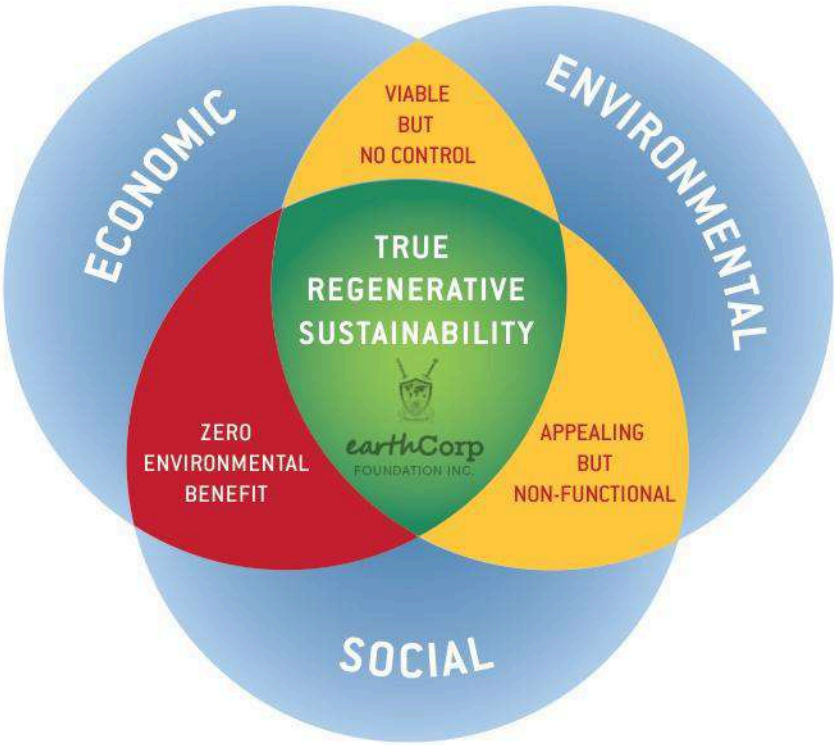
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socially charged debates on global warming and other changes and acknowledges the verifiable role of human activity in altering planetary systems.

We call it Human Induced Climate Alteration (HICA): the tangible impacts of human activities on the environment, like industrial mining and commercial agriculture. The emphasis is on economic drivers that have led to significant environmental degradation and finding the potentials for regeneration.

This philosophy extends to how we define and interact with our environments.

6. Understanding Our Environments



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There are three primary environments we live in, and how we view and understand them determines our well-being and the well-being of our planet, which in turn determines our future. As of 2025, we are compelled to add a fourth environment that interacts with the three primaries; this is Artificial Intelligence, AI.

The invitation of EarthCorp is to embrace a new way of thinking about how we live and interact with them, because our thoughts determine our actions and our actions determine our future.

The concepts and functional applications of this new approach must be easily recognizable, easy to engage with, they must fit within existing frameworks, and they must not demand a cost. Moreover, they must provide a tangible reward.

Defining Our Environments

- **Social Environment.** This is our daily lives and how we live with others and the actions we perform outside our workplace, such as buying food, clothes, gas for cars, and everything else. While all tangible items trace back to the planet, most of us don't directly engage with the planetary environment (like sourcing raw materials and using them to manufacture goods). Instead, we interact with it through our social environment, which is our first disconnect.

- **Economic Environment.** This is the realm of money - how we earn it at work, and all our business activities. It fuels our social interactions and dictates our relationship with the planet. Imagine a world of barter, devoid of money. That was our reality centuries ago, where our bond with the planet was more direct and profound. We understood its value and worked hand in hand with nature. By distancing ourselves from our planet through economics we have lost our connection and understanding. That is our second disconnection, and it's the biggest one, it's the root cause of

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why we are where we are today. Economics is a human construct we live in that allows us to misinterpret what true reality is.

- **Planetary environment.** This is what most people think of when we say the word environment. It is all of our natural environment, mountains, oceans, and all the land in between, devoid of human intervention Everything natural that makes up our planet.

- **AI Environment.** As of 2025, this new environment has emerged, one that demands key focus. Attending AI is not optional; it is already enmeshed through our society and brings with it one of the biggest decisions we may face as a species and a society. It is going to integrate fully into all aspects of our lives: industrial, business, social, personal, even environmental. How do we comprehend that? How do we ensure it is beneficial?

Presently, AI 'learns' through interaction with society; we are entraining it. Entrainment refers to how individuals or groups align their behaviors, emotions, or physiological rhythms—such as walking in step, matching speech patterns, or mirroring emotions—due to exposure to the rhythms or cues of others.

In turn, AI will give us back in modified form all the information we provided. However, it will also develop a form of personality. It will begin to mirror the psychological patterns we express to it through the data we input.

"Garbage in, garbage out" (GIGO) is the idea that poor input leads to poor output in programming. Same case with AI. A large part of our populace will soon surrender their autonomy of thinking to AI; they will depend on it for virtually everything, they will let it think for them. If we do not entrain it properly, we've already lost. You can find the full discussion on this topic in the Doctrine of Regenesis.

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Our disconnection from our planet stems from a fundamental misunderstanding of its intrinsic value and the fully renewable resources it provides. Our primary interactions with it are through our social and economic environments, meaning most of us do not directly deal with the planet, such as farming.

We often see the beauty of our planet in photos and media, or talk about it, yet remain oblivious to the fact that everything we've created originates from it. We take tangible goods for granted without realizing where they actually come from.

Fully understanding our environments and how we can live in them in harmony while regenerating and preserving our planet is the task at hand.

7. Actionable Concepts for Unity

From observing societal actions and behaviors, several concepts emerged, highlighting how slight modifications to our economic system, combined with these principles, can address core issues without imposing any costs.

***Positive Collectivism**:* Distinct from political doctrines like Communism, this concept emphasizes collective efforts towards a shared goal while also achieving individual aspirations. It's the essence of mutual aid: providing a helping hand to others in the climb, never hindering their progress. In contrast, negative collectivism is characterized by individuals working solely for personal gains, often at the expense of societal unity and environmental well-being.

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We Are One: An age-old philosophy emphasizing the unity of humanity. Regardless of race, color, beliefs, or socio-economic status, we all share a common origin and habitat. This is further explored in EarthCorp's empathy mapping program, "We Our One", which seeks individuals' perspectives on existence. We will always find similar narratives, how we're the same, that we really are one. This builds understanding and unity, which leads to tolerance and sharing. We are building a very large community and we must have common ground.

Giving by Receiving: Central to the Regenesis Rewards Program, this concept rewards participants financially and socially for their involvement. By simply participating, individuals earn and contribute to the mission. This aligns with Marcel Mauss's concept of the moral continuity of the gift, emphasizing that giving (gift exchange) is not just a transaction but a social act that creates and maintains relationships and obligations among individuals and groups. He argues that gifts carry moral significance and are intertwined with social and cultural practices, highlighting the importance of reciprocity in sustaining social bonds.

Stands, Over Positions

EarthCorp believes in taking principled stances rather than oppositional positions. Positions often lead to confrontations, debates, and a win-lose dynamic. Whenever this happens there has to be a winner and there has to be a loser. Nothing gets resolved, and animosity always emerges.
Stands, on the other hand, represent a commitment to what's right, devoid of opposition or sides. We simply move in the direction of what is right, an approach that fosters unity and progress. Exemplified by Mother Teresa, when asked to join an anti-war rally said no I will not, however I will support a peace rally. Huge difference.

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Collective Accountability: Beyond Hypocrisy

As an interconnected global society, we all share accountability for our current environmental and social conditions. Different from responsibility which implies guilt, accountability is simply recognizing our involvement. It's basic accounting: 1 + 1 = 2. Who contributed the number doesn't matter.

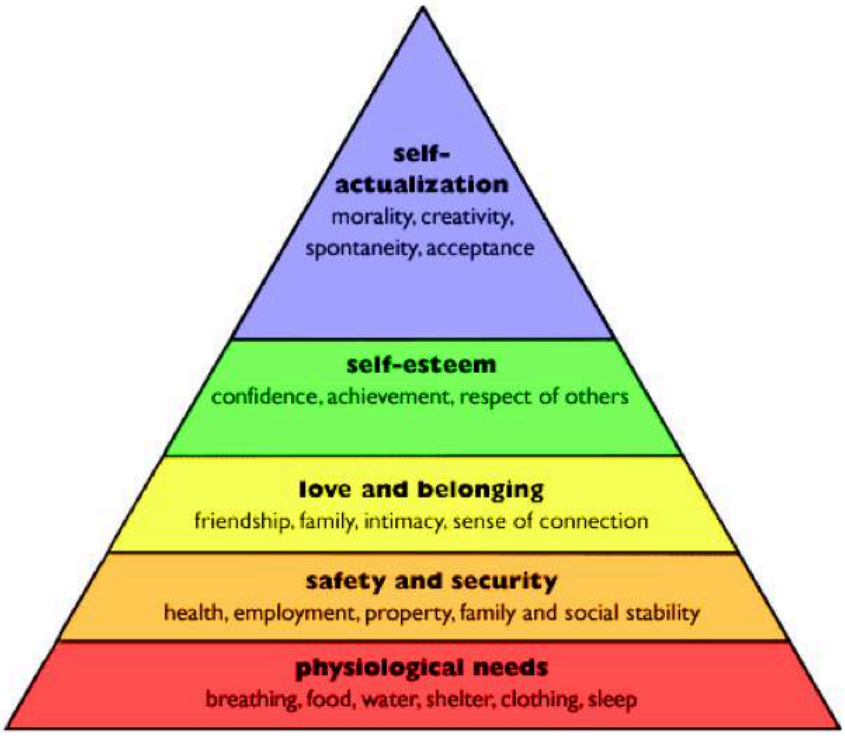
It's easy to point fingers at industries like oil and gas, but we must consider our own contributions. Every time we switch on a light, drive a car, or board a plane, we're indirectly supporting the very industries we criticize. Casting blame is counterproductive; shared responsibility paves the way for collective solutions.

These foundational drivers and terminologies form the bedrock of EarthCorp, emphasizing the importance of solid, unifying principles in cultivating a prosperous community. They directly operationalize through our core programs.

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From Scarcity to Abundance: EarthCorp's Vision for a Thriving World

Understanding Human Needs:



Maslow's Hierarchy of Needs highlights how foundational needs drive human actions. Motivational efforts often fail long-term because they target higher tiers (e.g., self-actualization) without first addressing lower ones focused on safety and survival, which in modern society are tied to near exclusively to money.

The Dual Drivers: Pain and Pleasure

Human behavior is primarily shaped by pain (e.g., stress from scarcity) and pleasure (e.g., security from abundance). Money, a human construct, has become intertwined with both. Most of humanity prioritizes certainty as their primary value: seeking safety and security. This instinct came through evolution based around physical threats. Today that safety is equated with money. This

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conceptualization of money has deeply embedded itself into our psyche, often leading to undue stress and anxiety, which are pain. The opposite, pleasure, would be having sufficient money on a consistent basis.

How money is viewed and understood in our psyche is also paramount. We buy and sell resources, yet we typically create stress and uncertainty about not having enough money to do this.

EarthCorp realigns social, economic, and now, AI environments, with planetary resources via retail cycles. Members earn while spending, fostering abundance and certainty without costs.*

Elevating Humanity

EarthCorp's economic mission has several aspects, one of which redirects economics into the foundational levels of society to benefit members' basic needs, thus allowing them to fulfill their higher needs. We aim to uplift individuals at multiple levels:

1. Economically: By providing employment opportunities, especially to those from lower socio-economic backgrounds; we ensure a steady income and financial stability.
2. Socially: alongside economic growth, we enhance their social standing. Being part of EarthCorp instills a sense of belonging to a collaborative community that's making a difference.
3. Emotionally/Spiritually: Alleviating financial and social stress creates an environment of trust and confidence. When individuals are assured that their basic needs are met, they operate from a place of calmness, leading to increased productivity and well-being.

*We address this in the Doctrine Of Regenesis.

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Levels of Poverty

Poverty manifests across multiple dimensions: economic, emotional, and spiritual. While economic deprivation is the most visible, the deeper and often more enduring forms are psychological and existential, stemming from internalized limitations rather than merely material scarcity.

Maslow's Hierarchy offers a useful lens here: when foundational needs like safety and stability are chronically unmet, individuals and communities may never advance to higher tiers of esteem or self-actualization. Over time, this generates a *self-reinforcing identity of deprivation*; a form of psychological poverty that can persist even when material conditions improve.

This phenomenon aligns with Amartya Sen and Martha Nussbaum's Capability Approach, which defines poverty not merely as the absence of income but as the deprivation of fundamental capabilities; the real freedoms to live the kind of life one values.

Poverty, in this sense, is both structural and perceptual: it constrains not only what people can do, but what they believe they can do. When generations internalize the notion of being "poor," it becomes a *learned limitation*—a sociocultural inheritance that narrows imagination and agency. This is not metaphorical fatalism, rather a cognitive feedback loop in which expectation dictates outcome. As Sen notes, expanding capability requires more than resources; it requires dismantling the psychological and institutional barriers that restrict human potential.

Martha Nussbaum's extension of the capability framework introduces the moral dimension. She identifies dignity and self-respect as core human entitlements, arguing that development must address both the material and the internal conditions of human flourishing. From this, spiritual poverty can be understood as the erosion of dignity and intrinsic value—when people view themselves as dependent recipients rather than active participants in shaping their environment. Systems that perpetually offer "help" without empowerment risk freezing communities in this diminished state. *Charity stabilizes existence; capability restores agency.*

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Thus, poverty cannot be permanently resolved by external support alone. When society addresses only the economic symptom, it inadvertently entrenches emotional and spiritual impoverishment: the belief that one's circumstances are immutable.

Philanthropy and financial aid have had a debatable impact. Nobel Prize-winning economist Angus Deaton has contended that large-scale foreign aid can weaken the social contract between governments and citizens.

Economist Dambisa Moyo, in her book Dead Aid (2009), proposes that aid "perpetuates the cycle of poverty and derails sustainable economic growth" by fostering reliance on handouts instead of encouraging self-sufficiency through trade, investment, and market reforms.

Similarly, William Easterly has critiqued aid for wasting resources and failing to lift countries out of poverty, citing decades of transfers to regions like Africa and South Asia with persistent stagnation.

A lasting solution must embody both material capability and human meaning, which is precisely where EarthCorp's regenerative economics takes root. By linking environmental regeneration to progressive economic participation, individuals rediscover their capacity to create value, not merely receive it. Regeneration becomes both ecological and philosophical—a process of restoring the planet while restoring the human spirit that sustains it.

Poverty in the agricultural sector

Part of this class is made up of a group we call Small Food Producers (SFPs), a term we use in the EarthFood program. Some reside at the levels we call "poor" or economically disadvantaged, while many dwell at the level of poverty, acting as modern day serfs working on the land of others. Often referred to as small farmers or smallholders, these individuals differ from larger family farms and commercial agricultural enterprises.

We focus on the smaller producers who have an average 1-2 hectare farms and globally produce ~33% of global food (estimates vary 28-46%). They have

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a vested interest in the planet and its care, unlike an employed farm worker. They play a pivotal role in global food production, often facing challenges like subsistence living and lack of education. EarthCorp seeks to elevate their status, emphasizing their crucial role in society and advocating for their recognition and appreciation.

Through the EarthFood program we strive to elevate SFPs understanding of their intrinsic value by connecting them with people in wealthier countries who are their actual customers, the very people looking for a trusted, quality food supply.

EarthFood, powered by Regenesis, is a collaborative, profitable environment for all parties that functions at all agro economic levels; however this is the most intimate: where real people at these two poles connect and learn how one cannot survive without the other.

The Double-Edged Sword of Economics

Though economics is a human construct, it wields unparalleled influence over our lives, often becoming the root cause of most if not all global challenges. It dictates our societal interactions and, more importantly, our disconnected relationship with the planet. This economic drive, rather than a moral compass, propels humanity forward.

Karl Polanyi was an influential 20th-century economic historian and social theorist. He is best known for his concept of the embedded economy, that economic activities are always connected to social parts of life like family, religion, and politics.

In simple terms, in traditional societies, the way people buy, sell, or share things is deeply shaped by their social relationships and customs. This is different from how modern market economies work, where economic actions can become separated from social life and treated like independent businesses or transactions.

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Polanyi argued that economy and society are always linked, and an economy that tries to separate itself completely from social rules is unusual and can cause problems. Economic life is better understood as part of a bigger social system, not just as money or market exchanges alone. This is how EarthCorp views the interconnectedness of our primary environments, as described earlier.

EarthCorp's Economic Ethos: we don't shy away from money; we embrace it. But not for the sake of accumulation. We aim to generate wealth for all, from individual and business members to the Small Food Producers. This wealth then fuels our mission to regenerate the planet and uplift society on multiple fronts, all with no cost to anyone.

To ensure transparency and accountability we've designed multiple blockchain accounting ledgers and redundant systems, open for public scrutiny. It's not just about tracking finances; it's about upholding our commitment to integrity. Every transaction, every penny, is accounted for, allowing anyone to verify our operations daily. Integrity and authenticity aren't just words; they're guiding principles.

Seeking a new Paradigm for Philanthropy and Economics

Over the years, I've watched countless nonprofits tirelessly seeking donations and grants, nearly always falling short of their needs, regardless of their size. This led me to a realization: while philanthropy is admirable, it is in no way mandatory. No matter the wealth amassed by an individual or corporation, there's no inherent obligation to share it. We might argue that morality or societal responsibility demands it, but at its core, philanthropy remains discretionary.

This understanding inspired me to look deeper into the evolution and application of economics, from historical practices to contemporary trends. I explored the age-old systems of barter and trade, and our societal constructs of value. I was always drawn to the same conclusion: our economic system is our detachment from the planet, and one another.

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In our quest for profit we've converted the very essence of our planet into a lifeless commodity that is meaningless unless it has an economic value. The cheaper we source goods/materials, the higher our profits, creating a system inherently at odds with the finite nature of our resources and the very life of our planet. Once we're gone, so is the concept of economics, money and trade. Yet, paradoxically, it's through this very system that we primarily engage with our living biosphere.

Consider the industrial sector, the heart of our production processes. This is where we extract from the Earth, sourcing raw materials to fuel our ever-growing consumerist society. This extraction is so commonplace that we seldom pause to consider its implications, we don't actually think about what it represents even when we see it.

We've become unconscious in our actions: **Unconscious Consumption (UC)**. UC is consumption driven by habit loops, defaults, status cues, and time pressure rather than conscious, logical thoughts. In practice, most of our daily behavior runs on automatic, triggered by the people and events around us, our context, —not goals and intent.

But here's the light: we have the power to rewrite this narrative. And the key to this transformation is sufficient economic resources. This sounds obvious, yet it's ignored, it's the proverbial elephant in the room, primarily due to the absence of a viable solution.

Regenesis: Bridging Economics and Environmentalism

Regenesis is the fusion of core economic principles with the needs of both people and the planet. It does not discard traditional economics but reframes it, integrating insights from behavioral economics, ecological economics, and regenerative economics. The aim is to ground economics in the reality of life itself, so that cause and action flow from how we actually live—and how we must choose to live going forward.

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This approach requires a perceptual shift: recognizing the power of economics as a social driver, while amending our actions to reflect environmental and social realities.

Equitable Exchange

At the center of Regenesis is the principle of Equitable Exchange—a standard of value transfer that accounts not only for price or perceived market worth, but also for the condition of the parties and systems involved. It is the pivot to convert mission-driven ethical principles into operational functions.

In conventional exchange, a product may be bought and sold at a “fair” price, yet the transaction says nothing about the environmental cost, labor dignity, or social imbalance embedded in that exchange.

Under Equitable Exchange, these externalities are integral to the valuation. A degraded ecosystem, a community left worse off, or a hidden social imbalance reduces—not enhances—the true value of the exchange.

This concept resonates with both indigenous traditions of reciprocity and modern demands for accountability in economics. It establishes common ground for rethinking what value means, beyond fiat or asset-backed systems.

Regenesis in practice

Regenesis bridges theory and action. Through mechanisms like the Regenesis Rewards Program, existing economic flows are tapped and redirected into a new layer of value creation, one tied directly to the roles and impacts of all participants. In this way, Regenesis converts abstract principles into a functional system.

Its foundation rests on the guiding values of We Are One,Positive Collectivism, and Equitable Exchange, all principles that ensure economics serves both human well-being and ecological balance.

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Working alongside existing economics

- **Behavioral Economics** demonstrates that consumer choices deviate from rational predictions, influenced by psychological, emotional, and environmental factors.

- **Ecological Economics** studies the interdependence of ecosystems and economies, insisting on ecological limits and sustainable scale.

- **Regenerative Economics** emphasizes restoring and enhancing the capital assets—especially natural and social systems—that underpin long-term prosperity.

Each of these disciplines reshapes how we think about value, but none fully delivers an actionable process that aligns everyday consumer behavior with planetary regeneration. Regenesis closes that gap by introducing Equitable Exchange as the operative standard and offering a direct pathway for existing economic activity to generate ecological and social renewal.

Bananas, true value, and Regenesis

Economic theories often tell us what a product "should" be worth. They run the numbers, reference history, and forecast possible outcomes. Yet in practice, the results rarely line up neatly. One business might sell a widget for $1.00, another for $2.50, and each will argue their model, method, or market justifies the price. An economist might still insist it is only "worth" $1.00.

Take a banana.

- It costs $0.07 to produce.

- The Small Food Producer who grew it was paid $0.035.

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- A buyer adds transport and packaging, and the banana moves down the chain.
- By the time it reaches a street vendor, the cost is $0.25.
- Economists peg its Fair Market Value at $0.50.

In the marketplace, one seller may offer it at $0.50, another at $3.00. Context determines outcome. On a sweltering day, stranded for hours in traffic without food or water, a person will hand over $5.00 for that same banana without hesitation. The neat predictions of theory collapse when human need and emotion enter the equation.

This is not a flaw in economics, it is its reality. Value is not fixed; it is fluid, refracted through circumstance, perception, and emotion. The most powerful economic force is not supply or demand in the abstract, but why we do what we do, and how we choose to spend.

The Value Chain Problem

Now return to our banana under ordinary conditions. The grower is paid $0.035. At each step—wholesaler, distributor, retailer—value is "added," margins are stacked, and prices climb. The banana may land in the consumer's hand for $1.00, or $2.00, or more. Everyone in the chain negotiates, leverages, or benefits from market dynamics—except the Small Food Producer.

Their compensation remains flat, disconnected from the value their labor created. No matter how high the end price goes, nothing changes for them. They are excluded from the very system their work sustains. This is the hidden imbalance inside the familiar machinery of commerce.

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Enter Regenesis and Equitable Exchange

This is where Regenesis steps in. Regenesis does not reject economics—it reframes it by fusing established disciplines with the reality of human and ecological life. Under Equitable Exchange, the banana is not just a commodity with a margin. Its value includes whether the farmer is thriving, whether the soil is regenerating, whether the community gains or loses resilience. If these factors are ignored, the true exchange value is diminished, no matter what price tag the market supports.

From Theory to Practice

Through mechanisms like the Regenesis Rewards Program, existing economic flows are not discarded but redirected. Everyday purchases—bananas, water, even widgets—become gateways to a higher level of value, tied directly to the roles and impacts of all who create and consume. Regenesis makes actionable what traditional economics leaves abstract: an economy where fair exchange is also Equitable Exchange, and where the invisible contributors are finally recognized as part of the value equation.

8. Core Programs: Turning Philosophy into Action

Our projects are the tangible expressions of our commitment to environmental and socioeconomic change, to create jobs, enterprises, and economic development. They are what drives our mission forward.

Our Key Projects Include:

- EarthFood Program: Shifting the economics of sustainable food production and distribution.
- Regensis Rewards Program: Linking retail revenue to environmental and social regeneration
- EarthFuel Program: Waste to biofuels as transition fuels, in a circular economy.

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- Innocent Chocolate Products: Ethical and sustainable chocolate production under the EarthFood model

8.1 EarthFood™

This is where our hands touch the soil. EarthFood™ is EarthCorp's agricultural arm—our first field expression of Regenesis. It is designed to realign food production with both ecological regeneration and economic justice.

Reframing the Farmer

As discussed, Small Food Producers (SFPs) are the backbone of nearly 35% of the world's food supply, something most consumers are unaware of. EarthFood bridges this disconnect so consumers learn where their food truly comes from and producers receive a direct share of the retail profits. Unlike conventional models like our banana, where profits accumulate in distribution and retail, our structure redirects revenue back to those who grow the food. This is Equitable Exchange in practice: value measured not just in price, but in dignity, soil health, and community strength. This is a pioneering approach to revenue sharing, connecting producers directly to retail profit where the big money is made.

The Program Structure

SFPs enter the EarthFood program with access to growing protocols, seeds, and organic inputs. They may cultivate on their own land, or on land leased or purchased by EarthCorp. Regenerative agriculture is a core requirement: practices that restore soil fertility, microbial health, and long-term land value. Rotation ensures that as families progress economically, new participants may join. This maintains both opportunity and soil vitality across generations.

Crops are divided into primary (commodity crops such as coffee, cacao, grains, rice) and secondary (non-commodity, high-value crops). Where conventional agribusiness enforces monocropping—maximizing density through chemical inputs, debt, and dependency—EarthFood promotes agroforestry and

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intercropping. By planting primary alongside secondary crops, we cultivate symbiotic systems where plants, insects, soil, and people thrive together. Yields improve, ecosystems regenerate, and SFPs are no longer beholden to commercial operators.

The crops are purchased by EarthCorp at general market price (standard 'gate price') and taken into the commercial value chain

Revenue and Value Chain Model

EarthCorp can operate as both producer and manufacturer, selling through wholesale and retail channels.

- Wholesale: 25% of final net profit is returned to SFPs and their communities.

- Retail (full value chain): 15% of retail net profit is directed back—split between direct payments to SFPs and investments in local infrastructure such as education, healthcare, and banking.

Again, transparency is mandatory: all flows are recorded on multiple blockchain accounting ledgers and redundant systems.

Joint Ventures and Commercial Growth

EarthFood establishes joint ventures and acts as a guardian between SFPs and manufacturers. Producers earn fair market value (or better) for their crops, while EarthCorp adds value to secondary crops, bringing greater value and connections to end consumers directly back to SFPs. EarthCorp offers discounted access to primary commodities for commercial manufacturers to lower their capital outlay, enabling them to expand production. In return, SFPs receive diversified income streams—significantly more than monocropping would allow—and a stabilized economic foundation. The cycle repeats as manufacturers repay EarthCorp once products reach market. This functions as

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manufacturer financing with regenerative outcomes, blending profit with resilience.

Investors and manufacturers can enter directly. Capital builds producer collectives, with production guaranteed to the investor's channels. Pilot programs demonstrate the model's efficacy and allow the parties to scale alongside growth.

The core financial generator for EarthCorp, the Regenesis Rewards Program, provides a broader opportunity for SFPs by making them recipients of Planetary Improvement Points (PIPs) which provide for financial uplift and opportunity for entry into the institutional banking system. That model is outlined below.

Human and Philosophical Dimensions

EarthFood embodies Positive Collectivism: collective gain without personal loss. When consumers directly meet and understand the SFPs who feed them, bonds form that dissolve abstraction. Buying food becomes an act of conscious participation—a "vote for a better world." This touches on the Uncertainty Principle of economics: we can never know the "true" value of a commodity, but we can choose how the value of our money is applied.

EarthFood elevates SFPs not only economically but emotionally and socially. Many live under the generational belief of poverty. By recognizing their intrinsic worth and connecting them directly to global consumers, we dismantle this inherited poverty of spirit. Food becomes the medium where Regenesis—the merging of economic, social, and planetary renewal—first proves itself.

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8.2 Regenesis Rewards Program

Regenesis Rewards is EarthCorp’s crowning achievement. It transforms everyday shopping into a powerful force for healing the planet and lifting people out of poverty, creating a virtuous cycle where everyone—consumers, businesses, workers, and the environment—benefits. No need for donations, volunteering, or extra effort. Just buy what you normally would, and watch the positive impact ripple out.

It evolved from our previous model, EcoPulse Rewards, intended to improve on the superficial gestures of traditional Corporate Social Responsibility that often show up like window dressing for public image. Regenesis Rewards goes a completely different direction —it's about channeling actual funds, on a massive scale, into authentic restoration work.

Here’s how it all comes together. We start by evaluating businesses using our Environmental Social Accountability (ESA) scoring system. This looks at a company's own practices, but digs deeper into their supply chains—tracking back to farms, mines, chemical producers, and more, where the biggest environmental harm often happens. It's about real accountability, not just checkboxes.

Companies that meet our minimum ESA threshold are invited to join the program. Together we work out a discount on purchases ranging from 1-12% with a target average of 4% depending on their industry. This is called the Discount Division Value (DDV), and it's split right down the middle: half goes straight back to you, the shopper, as savings, and the other half flows into our Environmental Project Fund (EPF). Think of it as businesses deciding exactly what they're willing to invest for a guaranteed sale, paid only after the purchase happens. It's smart, effective use of their marketing budget with no mystery..

From there, the EPF creates (mints) Planetary Improvement Points (PIPs) based on the business's ESA score; the higher the score, the more PIPs generated from that DDV share. For example, if the DDV half is $5 and the ESA is 80, 4

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PIPs are created. These aren't just made-up rewards; each PIP represents real, measurable progress in fixing environmental and social issues, like hours of fair-paid labor, quality materials used in restoration, or stewardship efforts that protect ecosystems. We value this work using a Living Wage Reference Index (LWRI), which ensures workers get compensated fairly based on local living costs, drawing from trusted global sources.

To keep everything honest and reliable, PIPs are tied to Work/Asset Units (WAUs) which are bundles of verified work that go through a clear process: starting as pending, moving to verified once checked by community participants, finalized when confirmed by trusted institutions, or reduced in value if standards aren't met. This dual check—from everyday program members and formal organizations—builds a bridge that helps low-income and often unbanked workers gain recognition and access to real financial opportunities, like building credit or converting their efforts into usable money, without middlemen taking a cut.

PIPs are divided into three categories to make sure the system runs smoothly and fairly:

- Utility PIPs (about 90%): These go directly to support workers, turning the funds into on-the-ground action (poverty uplift).
- Institutional PIPs (about 9.5%): These stay set aside to back the whole system, ensuring stability and meeting oversight needs.
- Retail Participation Pool PIPs (about 0.5%): A share for rewarding participating businesses with incentives, when the system's reserves are strong enough.

Backing it all is a solid reserve policy. The system is designed to maintain a minimum 105% coverage behind every PIP out there, using a mix of cash, project assets, and screened sustainable investments. If reserves dip below that safe level, we pause creating new PIPs until things balance out again as an automatic safeguard to keep everything solvent and trustworthy. This way, PIPs hold real value that grows with proven results, but never unbacked value.

From your perspective as a consumer, it's effortless. Sign up for free membership. Shop at participating stores, enjoy your instant savings, and know

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you're helping generate PIPs that support real change. No need to donate or do anything; you're receiving benefits while contributing to a better world. We call it Giving by Receiving: save money, feel good authentically, and build a kind of social credit that reflects true planetary healing. It's the perfect blend of smart economics and heartfelt impact, inviting everyone to join in restoring our shared home without dipping into their own pockets.

For businesses, the upsides are clear and practical. Retailers attract loyal customers who care about ESA scores, boosting their reputation and market edge. They get direct feedback on how their choices affect their score, encouraging better supply chain decisions. Upstream suppliers feel the impact too, pushing them toward sustainable practices to stay competitive. Plus, when reserves are healthy, retailers earn added incentives from that dedicated pool, like credits or rebates that recognize their role in the cycle.

In the bigger picture, as Regenesis Rewards grows to capture even 4%, 6%, or more of worldwide retail spending, the funding becomes enormous. That money is used to support industrial players to shift to regenerative methods—turning potential polluters into allies for renewal. No one starts a business to harm the planet; they just focus on profits without seeing the full costs. This program shows them how to profit while repairing those costs.

Ultimately, it's a win-win-win: shoppers save and contribute, companies thrive with purpose, workers rise out of poverty through fair opportunities, and the Earth gets the regeneration it needs. That's the endless loop we're building—one where the everyday economy becomes the engine of regeneration.

8.3 Innocent Chocolate™

As part of the EarthFood Program, an independent for profit company Innocent Chocolate™ was created in 2014 to prove out the economic model of the program where for-profit businesses, nonprofits, and the actual SFPs can work closely together to yield increased profits along the supply chain with no party taking a loss. This is the EarthFood cycle: direct production with SPFs, capture

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the full clue chain to retail, return direct profit to the SFPs, and create the economic and social bond between the end consumer and the small producers.

Innocent Chocolate™ designs, develops, and markets effective solutions for key health concerns, including immune support, diabetes, weight management and many more, in the form of appealing chocolate products. In late 2023 the Company released a complete new line of functional spreads, liquid shots, to be followed by shakes. Nutritionally enhanced foods are also called Functional Foods, a well-established but only recently emerging trend. Innocent has been developing and promoting Functional Foods for many years. All Innocent Chocolate™ products are organic, vegan, sugar free, allergen free functional foods that support healthy lifestyles. Guilt-free delights: delicious chocolate products that do amazing things, like block sugar and starch absorption, provide high fiber intake, prebiotics, probiotics, immune support, calming and relaxing, mental focus, and many more. Advanced food technology is linked to social benefits and environmental regeneration. InnocentChocolate.com

8.4 EarthFuel™

EarthFuel™ is EarthCorp's energy initiative, established as an independent for-profit company. Its origin lies in our founding impulse: removing plastic waste from oceans and turning it into value. The concept is straightforward—convert plastic and other waste streams into renewable biofuels, using technologies proven for decades at various scales. EarthFuel's goal is a large series of smaller scale systems that clean the planet and create economies while supplying an urgently needed transition fuel.

Globally, 40% of electricity and 95% of transportation still depend on hydrocarbons like coal and oil. These finite resources release massive stores of carbon, pollute ecosystems, and drive instability. We can effectively transform municipal waste, plastics, and biomass (trees, grasses, crop residues) into usable biofuels to mitigate the global waste crisis and supply a renewable, carbon-neutral energy source. The challenge is making it economically

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appealing. Our goal is larger numbers of small scale projects in target countries that desperately need new economic growth and environmental stewardship.

Economic and Social Model

Implementation follows our regenerative economic framework. As a nonprofit, EarthCorp positions itself as the private partner in public–private partnerships with government bodies. Together, we build energy corridors that stabilize fuel pricing and lower costs for commercial and public transport. These reduced costs flow to consumers, who directly benefit and thus become invested in the success of the system. Biofuels are not the endpoint—they are the bridge, a transition pathway to fully sustainable systems such as hydrogen and hydrogen-electric power.

This approach does more than supply energy:

- It creates jobs in waste management, energy production, and infrastructure.
- It generates enterprise growth within both public and private sectors.
- It expands awareness, showing citizens that energy can be clean, circular, and profitable.

EarthFuel embodies Positive Collectivism: where individual benefit and collective gain align. Every liter of waste-derived fuel represents environmental regeneration, economic opportunity, and social participation. Rather than asking people to sacrifice, EarthFuel proves that the same systems we rely on can be redesigned to work for both human progress and planetary health.

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8.5 Plastic Toxicity Testing Program

EarthFuel is about cleaning and converting plastic waste to fuel, which speaks to the fact that plastics are completely ingrained in our environment, something we can see all around us. Less evident is the fact that those same plastics have infiltrated our bodies at every point. From newborns to adults, everyone is at risk. The health consequences are substantial and only coming to light in recent years.

People in wealthier countries may not see the risks due to a misbelief that their cities, water, and food supplies are cleaner. Yet, they are at equal or greater risk than less developed countries where trash is often piled high in major cities. How can that be?

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Microplastics, particles too small to be seen with the eyes, are everywhere, coming from sources like synthetic clothing, food wrappers, cars, even the air we breathe. The more developed a country is, the more plastic it has.

EarthCorp is providing free testing to several regions in the countries we work, and in wealthier countries we are providing the tests for a low cost. The revenues from those sales go to buy tests for the regions that cannot afford them. As the data comes in we are creating a global map of exposure levels that allows anyone to see how this is affecting all of us together, in even the smallest, most remote parts of our planet.

The outcomes may surprise many, showing how we are all interconnected despite wealth or locale, how there is no avoiding the situation we have all created together. This is a great example of how we are all one, and our shared planet has no boundaries or borders.

8.6 Empathy Mapping

We Our One (WOO) is a campaign for global unity, a platform for us all to learn about the endless connections we share with each and every other person on our planet, one example being our shared exposure to plastics. Finding those other connections among billions of people is a massive task, one we are taking on using the latest AI technologies.

It starts with an interactive blog, a place for you to share your thoughts and experiences, those key facets that you've discovered in your life that make you unique and have inspired you to carve out your mission. What goals do you have? What do you feel is your purpose in life?

Here you join millions from around the world also sharing their stories, in every language, country, age group, and all the different aspects that make us a unique thriving society of individuals.

Now AI provides full translations and aligns cultural idioms for clear understandings among us all. Next, AI searches all the inputs and finds common threads at every level; hobbies, careers, passions, visions, and

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dreams, connecting all of us at infinite levels. Imagine your surprise when you connect with a complete stranger on another continent. What you'll share and maybe even learn.

The blog has a live interactive chat platform with real time translation to deepen connections between people on every level, leading to more learning and more connections, and the map of global unity.

8.7 A Glimpse into Our Project Evolution

Over the years, EarthCorp has piloted and developed multiple programs that extend our Regenesis philosophy into diverse fields. Each was designed to merge environmental restoration with economic viability.

Other Programs and Pilots

- **Esports & Youth Engagement:** Leveraging the world of electronic sports for education and environmental advocacy. Partnering with a professional racing team, EarthCorp created a virtual-to-real esports platform that educates youth on sustainable living. TEarthFuel revenues are used to match real money to virtual gaming points to create tuition funds. Courses are stored as NFTs on blockchain for transparency and long-term records, while sponsors and universities provide progressive tiers of training.

- **EarthModals Sustainable Materials:** Development of eco-friendly construction programs using sustainable alternatives such as plywood, and fiberboard made from hemp and bamboo—renewable, lighter, and often stronger than wood, and well suited to small scale enterprises in lesser developed regions.

- **Industrial Hemp Coalitions:** Hemp and similar crops are used for soil remediation, renewable materials, biofuels, and carbon sequestration. Programs in Florida and Costa Rica showed both potential and legal/economic hurdles, but are evolving alongside EarthFuel and

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EarthModals.

- **Helios Water Program**: Stemming from our exploration into waste to energy and solar power for the Osborne Project, the Helios program, initiated in 2015, produces clean drinking water from ocean water using solar distillation. After a successful pilot and some refinements, the project aimed to fund global deployments through retail sales of the Helios bottled water. Due to insufficient economic and enterprise components, this initiative has been on hold. A pilot program is scheduled for 2026.

- **Waste-to-Energy (WtE) Urban Farms:** Combines waste-to-energy plants with vertical farms to produce premium organic food, clean waste streams, and create jobs. Designed as fully circular systems, they convert industrial and municipal waste into energy that powers food production.

- **Osborne Reef Cleanup:** Our maiden venture, conceived in 2008, aimed to address the environmental challenge posed by between 700,000 to 1 million waste tires off the coast of Broward County, Florida. Using innovative techniques involving compressed air and custom-designed lifting bladders, the plan was to retrieve these tires, clean them, and then repurpose them for energy through gasification. While the project told a compelling environmental and social story, it lacked a sustainable economic component, leading to it being put on hold.

- **EarthFood Origins:** Originally called GESERP, the intercropping model began in Haiti (2008/9) and expanded in Costa Rica (2014) in partnership with the Catie Research Center to protect the cocoa genebank and refine EarthFood’s regenerative farming systems.

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We are just getting started

This overview ends here, but we are just getting started. EarthCorp functions as Earth’s corporation; legally structured, economically regenerative, ethically embedded. The programs will evolve, other programs will arise, bright young minds will come up with infinite ideas, and we will restore balance with our planet. We create everything in life, so let's create something great. Join us.

TY Cherry

Founder and President, EarthCorp
November 2026

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