

Currently just in the greater SEEDS eco system I am trying to follow about 8 discord servers and I read things and cannot find them again. Dee who is the operations manager for Green Cultural Travel (part of our eco system) is as lost as I am.

I feel like for the next 90 days we somehow need to contract and bring people together through Discord into tighter spaces while we go through a build phase. This goes to the heart of the type of people we want to onboard during this phase who I will call builders.

Draft is now based on Telma's proposal and fleshing out a suggested pathway plus adding in putting in place the MOU

Some of the proposed community channels I think exist with another label but will need advice on what is the best fit.

Proposal for MOU and Compensation to the Seeds Collaboratory DAO

Ref. to SEEDS Insider Newsletter by DHO Tell and Overall Communication Strategy

Overall Context

DHO Tell is a SEEDS DAO approved by a Milestone proposal on Nov 04th, 2021.

Its vision is to **build meaningful experiences and relations within the world of SEEDS through communication.**

DHO Tell Evolutionary purpose

DHO Tell is a living organism serving its evolutionary purpose to **inspire, connect and empower communities and individuals to create vibrant and thriving regenerative content on various media platforms.**

Since May, 2022 DHO Tell has been consistently issuing a monthly newsletter called [SEEDS INSIDER](#) to the wider SEEDS community (around 5,000 subscribers) with consistent outreach results that varies from 38 to 66% of readers within the first 76 hours after submission:



Screen shot taken from Mautic platform on Mar 16th, 2023

Current State

DHO Tell has been working with a small group of 3-5 very committed members since its constitution with no payment in whatever form (Seeds nor fiat currency).

SEEDS Insider Newsletter encompasses the following communication services:

- A **monthly Podcast** with an interview of a member of the community is included in the SEEDS People session of the newsletter.
- The stewardship and management of the **SEEDS Library** where the newsletter articles and podcasts are stored.

With limited resources, DHO Tell also monitors **SEEDS' Facebook/LinkedIn pages** and **SEEDS Discord channels** trying to give support and attention to newcomers.

DHO Tell intends to compensate retroactively its members for the work done up-to-date and create a compensation stream that enables the work to continue to be done in the future. Furthermore, we want to attract/contract more people with technical skills, such as a *social media content creator and manager*, and a *web and graphics designer*, so that we are able to amplify the communication services to the wider SEEDS ecosystem. However, our current Seeds treasury is not sufficient to meet such ambitions.

MOU for provision of a Communication Strategy

DHO Tell seeks to enter into a MOU with the SEEDS Collaboratory DAO ("SCD") to provide both a communication package through the activation phase and the facilitation of the Stewards to design the SEEDS website and the required integrations of communication and DAO management tools. Incorporated in the MOU will be an agreed compensation package.

Background

- 1) To be at a point where SEEDS can be open to the wider community we need to create a simple onboarding experience that flows and allows people to find their space and connections.
- 2) This involves integration of tools such as Hypha as well as other management tools that can be used by the wider community which requires time, funding and a lot of collaboration to arrive at community consensus.
- 3) We can make simple changes to the website and make use of other communication channels through the activation phase and as we move into being open to the wider community.
- 4) We propose providing our services in two parts.

Part One - the 90 day plan.

While we may be able to make some minor changes to the website during this period the opportunities that our website can provide are of such importance that this is at the core of Part Two.

During this activation phase we believe our communication strategy is to reach out to what we call “builders”.

The primary space for engagement is the SCD Discord channel and we seek to contract the communication circles to first gather our core group together to allow the building of the Eco System communication tools when we move to opening to the wider community.

One of the key parts of the strategy is also to onboard with purpose meaning we need to be the catalyst for bringing opportunities that the circles, DHO's, individuals and DAO's can collaborate on.

It is important to recognise that for much of our community they come with projects and so its collaboration and pathways to funding that they seek rather than an active role in using the Hypha and other communication tools.

We will use the term Circles but the following can be existing DHO's or DAO's or over time they can move to become a more formalised structure or just remain a circle within SCD.

The SEEDS Collaboratory DAO Discord Server will be updated for this 90 day build period with the following channels.

For new members of the discord

Onboarding

Welcome and verify

Introduction and guide to server

Information Channels

Strategy Council
Stewardship Council
Constitutional Council
Deployment Circle
Governance Circle
Economics Circle
Communications - DHO Tell
Market Place - Local Scale

Community Channels (open to public comment)

Becoming a SCD member
Bio Regions Activation
Project Register
Regenerative Tourism
Regenerative Communities
Regenerative Technologies
Regenerative Agriculture
Regenerative Education

Included will be a database tool to allow us to start to gather fresh information on projects as they flow back into the Eco System.

The introduction will include an invitation for those that want to play an active role in the management of the DAO both in the build phase and into the future to join one of the weekly Circle Meetings and find their space and connection.

For those whose interests are at a Bio Region or community level we will invite them to connect through the community channels.

To ensure our broader community are engaged as we seek to bring energy and life back into the SEEDS community we believe that the community channels such as Regenerative Agriculture must be activated with purpose. The purpose is something that we seek direction from the Deployment Circle direction upon.

During the 90 day build phase DHO Tell will provide:

- 1) support and monitoring of the Discord channel
- 2) Updates to the Telegram channel
- 3) Ongoing provision of the SEEDS newsletter
- 4) Daily twitter posts and responses where required
- 5) Question for DHO Tell - what else do we want to use in this 90 day period ?
- 6) Manage the process to modify existing website at the direction of the Deployment Circle.
- 7) Provide the roadmap and facilitate the creation of the Communication Strategy at the end of the Activation phase when we open ourselves up to the broader community.

As part of this process DHO Tell will provide a Proposal for the Communication Strategy post this Activation phase that will include a further redesign of the Discord Channel for broader community engagement along with an increasing focus on the website as the central place of communication.

Part Two

Although during the 90 day Build period changes will be made to the website to reflect where the journey is now and to assist in the onboarding process ultimately there is an opportunity to create a unique multi language place of collaboration and connection.

With the advances in Virtual and Augmented reality we can create a beautiful place of connection which for SEEDS itself can be created in the form of a virtual “physical” space, Much like a Campus and we can offer our layers of Bio Region and Community DAO projects the same type of interface as a place of connection for their community.

We also need to integrate various communication and management tools into the website so our community can seamlessly make use of these both with the Global SEEDS community but also within the Bio Regional community and support DAO's.

DHO Tell proposes to be the facilitator that will bring those passionate about re-imagining how we can connect and communicate together to build the Roadmap to a new Website and integrations.

We will do this through the following:

- 1) We provide our starting vision to the community and call together those that want to create a shared new way for global connection. Our first meeting cannot be constrained to an hour and the goal at the end of the meeting is to deploy into two circles.
- 2) Circle one is to collaborate on integrations and research and determine what management and communication tools will be needed to integrate into the website.
- 3) Circle two will research existing and emerging technologies for virtual and augmented reality that will allow us to re-imagine how we connect through our website.
- 4) Post this research period the group will come back together to begin to develop a document that presents the vision plus proposed technical building blocks to create the website and integrations. An important part of this document is a staging plan so that the SEEDS community can continue to grow and not be restrained waiting on the final website.
- 5) Upon completion of this document we would seek to transition into an IT Technical Circle within the greater SEEDS eco system opening up the space for collaboration by the developers and engineers that can build this vision.
- 6) This wider circle will allow us to get firm funding Proposals from members to undertake the build.

CLAIMED PROPOSAL

In order to meet DHO Tell's current and future needs and ambitions to serve the SEEDS community, we claim that the SEEDS Collaboratory DAO appreciates and approves the following Communication Strategy Proposal:

1. SEEDS Insider Newsletter 10,000 Seeds per issue/month (*)

(*) we request that the past 10 issues (May-22 to Feb-23) are also compensated

1. Communication domains management 20,000 Seeds per month
 - Social media channels (Instagram, FB, LinkedIn, YouTube, Twitter, Discord, Topia)
 - SEEDS Library
 - joinSEEDS.earth website

This implies a total budget of 360,000 Seeds / year