



ONBOARDING GREEN WORLD PROMOTERS

What is the proposal?

Kotieno Community Project in the southern part of Kenya has established a tree nursery with over 10,000 seedlings. The project is proud to have accessed and accommodated over 20 tree varieties.



The large scale nature and attractive designs and treatment of the young plants have attracted many potential buyers who have signaled to purchase the young plants once they are ready for transplanting.



As a community whose heart is rooted in SEEDS, we would like to use this golden opportunity to onboard more people into the SEEDS ecosystem.

How will Seeds be used? How do people participate?

We will use a simple and direct onboarding method as follows;

Any buyer that picks at least 10 seedlings will be invited with 100 Seeds contained in the invitation link.

$$(10,000 \div 10) \times 100 = 100,000 \text{ Seeds}$$

Each buyer will be guided on how to redeem the invitation, plant some Seeds, make a transaction and evolve to resident from the 100 Seeds.

Ten volunteers have been helping in the nursery. We will invite them with 300 Seeds to each volunteer in this program.

$$300 \times 10 = 3000 \text{ Seeds.}$$



Training takes place to people that want to learn about nursery preparation and management. When they come for such training, they pay some facilitation fees that help the community. It is important to invite 2 teachers with 500 Seeds each to take them through the topics.

$2 \times 500 = 1000$ Seeds.



We shall onboard anybody that has undergone the training with 100 Seeds. We expect to train 300 people from the nearby and remote communities.

$300 \times 100 = 30000$ Seeds

Any buyer that brings an idea of a new variety and how to obtain it will be invited with 50 Seeds for every new tree variety. We shall allocate 10,000 Seeds for this tree identification.

Total amount of seeds requested:

$100,000 + 3000 + 1000 + 30000 + 10,000 = 144,000$ Seeds.

The exercise is expected to onboard over 1300 new people to SEEDS.

How will this serve the regenerative movement?

The primary aims of this project are:

- a) Spread SEEDS to the interior and remote communities.
- b) Reforest parts of the planet where natural regeneration has been slow.
- c) Get plants of the right size at the right time.
- d) Make life nicer to human beings as well as educational spaces to practical science.
- e) Creation of an asset to the community.
- f) Offer several environmental benefits.
- g) Booster to economy

How many people will benefit from this campaign?

1300