

GEO Startup: A White Paper

Steven O. Kimbrough

kimbrough@wharton.upenn.edu

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How might a GEO be successfully launched with a minimum of support, financial or otherwise, yet with a credible possibility of eventual flourishing and success?

My briefest answer: Begin immediately to create work products and deliver them to clients. My next briefest answer is:

1. Assemble a small group of interested and committed collaborators. Organized informally along the lines of an artists' collective.
2. Undertake to acquire or create a stream of work products that will be of value to GEO clients.
3. Begin delivering these work products to clients and listen to feedback, learn from the response.
4. Create and refine development plans.
5. Identify potential funding sources and apply to them for GEO projects and operations.
6. Recruit new collaborators, including paid staff as resources permit, and grow the organization.
7. Rinse and repeat.

The following section lists essential services and activities for an early GEO.

Start up

Here is a terse list of activities and actions to be done as soon as possible after start up.

1. Establish a Web presence. Curate and present useful information for clients (individuals and SMEs in the local area). One of my favorites: induction stove (tops).
2. Establish community. Facebook or other mediated social media? Meetings in community centers?
3. A physical office or other presence, e.g., in a library, community center, ... A place where people can come and talk. This is iffy during the pandemic.
4. Develop or otherwise acquire educational/informational materials, and distribute/deliver them. High school classes on climate science. Distribute includes teaching classes in the community, holding meetings and presentations in a library, etc. Important: knowledge of subsidies and other forms of support for green transition.
5. Hold community discussions and deliberation exercises.
6. Research. See to it that some research projects get underway. See the “GEO Research” white paper. Ideally something in support of a community program, e.g., curbside composting.
7. Development. Business development of the GEO. Outreach to interested parties; liaison; funding proposals.

First Steps

Specifically, what to do to get started?

1. Recruit the initial core team and form a collective to launch the GEO.
2. Develop or otherwise acquire educational/informational materials and activities.

Class instructional materials: basics of climate change, basics of What You Can Do (WYCDs), protocols for group discussion, etc. Examples: home electrification (simplest: get and use an induction stove top burner), home weatherization, public transit, habits of walking and biking, economical, tasty, healthy, low emissions vegetarian cooking.

3. Arrange to deliver/distribute GEO information and informational materials.

Teach classes. Put up posters. Distribute door hangers. Etc.

4. Establish a Web presence.

_____ Wordpress.

5. Establish a presence in a virtual space.

_____On Facebook or whatever.

6. Identify funders and write funding proposals.
7. Rinse and repeat.

In a nutshell, find a lost-cost way to act as a GEO, while seeking funding to expand activities and hire staff.

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