

An aerial photograph of a regenerative community. On the left, a sandy beach meets the turquoise ocean with white waves. To the right of the beach is a lush green area with several blue, dome-shaped structures. The area is surrounded by dense green trees and vegetation. A path of white dots winds through the greenery. The entire scene is viewed from above, showing the layout of the community and its proximity to the beach.

# 10 STEPS TO A Regenerative Community

Kelly Krezek, CEO, New Earth Development



# BEFORE WE BEGIN...

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You are doing a great service to the world through developing sustainable communities, and it's my mission to provide you with the best resources to be successful in your venture. I've created this guide to give you a high level understanding of the steps required to create a regenerative community.

The world is shifting into a new paradigm for the betterment of all beings. With the technology and resources available today, a new society without greed, hunger, poverty, war, homelessness, and even crime is more than possible.

With over 10 years of experience in finance, real estate, business development, operations, project management, and sustainability consulting for commercial and residential real estate projects, I've been able to bring this grounded and practical approach to community building.

After visiting over 60 sustainable communities and working on 12 sustainable development projects across 7 countries and 3 continents, I found some of the best regenerative practices and technologies and worked with the leading minds in this regenerative movement to develop a deep understanding of what it really takes to build a regenerative community.

... And the biggest realization I've had is that success in this area requires so much more than just a deep grasp on real estate development and natural building knowledge.

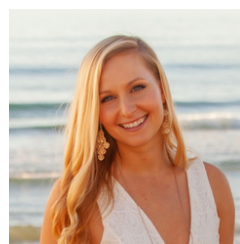
I've seen far too many ecovillage projects never get off the ground or just miss their full potential because they skipped steps they didn't know about.

So, based on the best practices I've observed, and after working with many groups and eco projects around the world and understanding what works best, I've put together the following simple-to-follow 10 step process of creating a regenerative community.

I'm so grateful to bring this world-changing information to you.

## Kelly Krezek

CEO OF NEW EARTH DEVELOPMENT



*Kelly's purpose is to bring about revolutionary societal change by facilitating greater connection among people and the planet through creating harmonious living environments where all beings can thrive.*

# ABOUT NEW EARTH DEV.

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New Earth Development was founded to develop self-sustaining, regenerative, net zero, eco-friendly communities and centers around the world.

New Earth Development specializes in creating environments that allow humanity to thrive and live harmoniously with nature, each other, and the planet. Permaculture principles are integrated to create homes with renewable energy, clean water, food forests, recycled and low-consumption water systems, zero-waste systems, and regenerative materials that will last hundreds of years.

New paradigm operational structures are integrated with alternative economic and co-governance models, clean and efficient transportation, holistic health care, and experiential education systems that integrate individual expression and personal development.

To learn more, visit [www.newearthdevelopment.org](http://www.newearthdevelopment.org)



## Get Involved

If you would like to join efforts to collaborate on building regenerative communities and cities of the future, you can join the [Facebook Group](#) and fill out the [Community Collaborative Form](#).

# 10 STEPS OVERVIEW

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1. Establish clear **vision, mission, and purpose**.
2. Create **governance and social** operations.
3. Choose an **economic structure**.
4. Create a **development plan & revenue plan**.
5. Choose the best **legal structure**.
6. Raise **funding**.
7. **Land acquisition** and due diligence.
8. Create detailed **financial models**.
9. **Build** the community.
10. **Operate** the community.



# 1. VISION, MISSION, PURPOSE

Clearly stating your vision, mission, and purpose will help you attract the right people and resources to fulfill your vision.

## **Vision:**

Clarify the full vision and details for the community you desire to create. From that information, create a concise vision statement, which is an aspirational description of what it would be like to achieve this vision in the future.

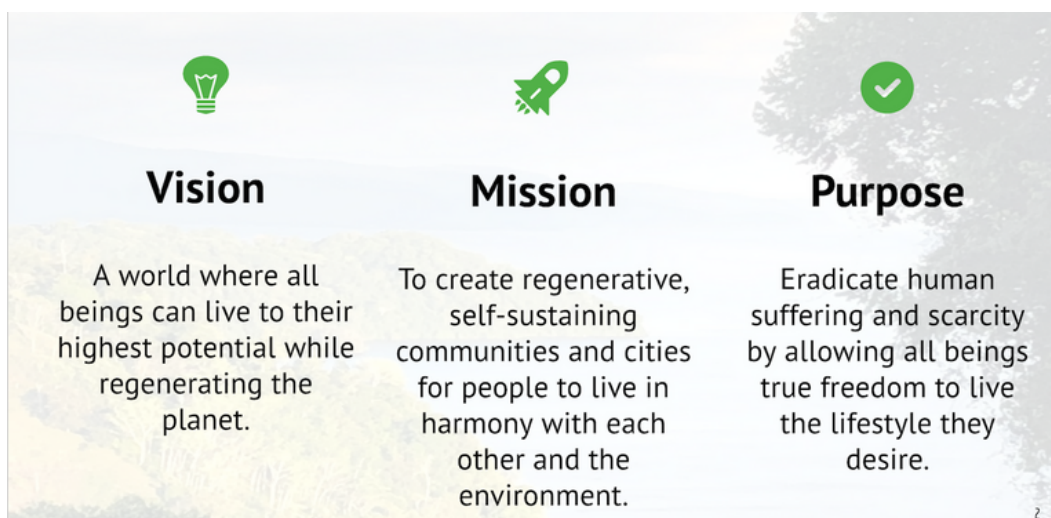
## **Mission:**

A mission statement describes why an organization exists, what its overall goal is, what kind of product or service it provides, its primary customers or market, and its geographical region of operation. Use this structure to create your mission statement: I/We help (group of people) to (solve this problem or achieve this goal) so that they can (biggest benefit).

## **Purpose:**

What is your main purpose for desiring to develop a regenerative community? For example; to live affordably, reduce CO2 emissions, eliminate waste, have healthy homes, better education, holistic health, distance from EMF's, etc.

## **New Earth Development's Vision, Mission, & Purpose**



If you are in the process of creating a community and would like to dive deeper with more information and resources, you can [schedule a Community Development Strategy call or send a message here.](#)

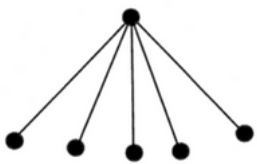
## 2. GOVERNANCE & SOCIAL

Most communities fail due to people problems, which is why it's so important to create clear agreements, decision-making methods, and community organizational processes.

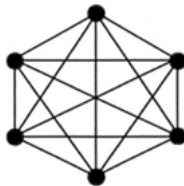
First, choose a **method for decision making and governance**.

Sociocracy and Holacracy are recommended methods for governance models. Each provides a new paradigm structure for governance models with heterarchy, which allows all voices to be heard. Each person is a leader in their own specialties in a heterarchal structure, which allows their gifts to be truly valued.

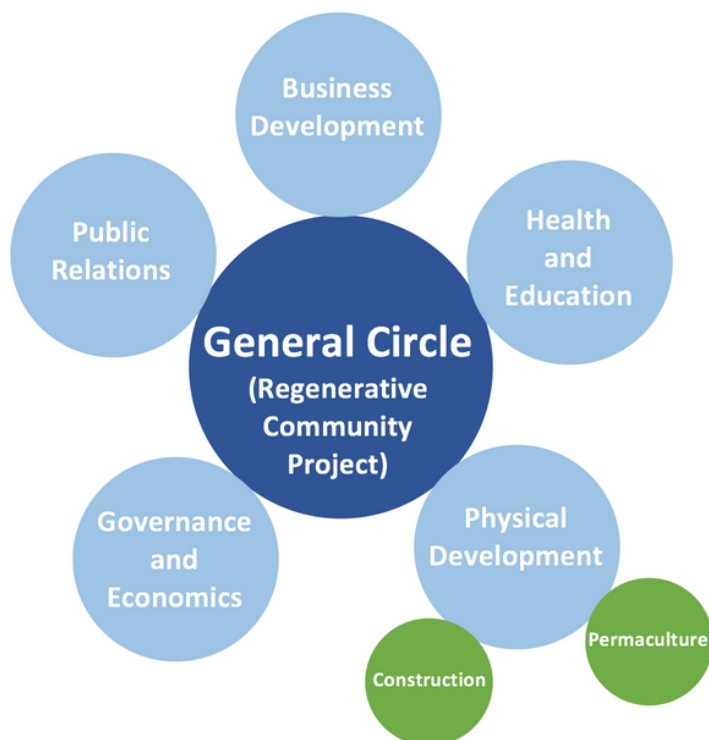
Hierarchy



Heterarchy



Sociocracy Circle Example



**Heterarchy** is a system of organization where the elements of the organization are unranked (non-hierarchical) and can be ranked a number of different ways.

**Sociocracy** is a system used to create harmonious social environments and productive organizations. It uses consent-based decision making rather than purely majority voting.

**Holacracy** is a method of decentralized management and organizational governance, in which authority and decision-making are distributed throughout self-organizing teams rather than a management hierarchy.

The difference between sociocracy and holacracy is that sociocracy is more flexible and holacracy is more rigid and is best for structured organizations.

Our [Regenerative Community Consultation Services](#) will help you choose which of these governance structures is best for your community type. You will also receive templates and online frameworks that will allow you to operate your chosen governance model efficiently.



## 2. GOVERNANCE & SOCIAL

Next, follow these suggested steps to create the **Community Organizational Processes**:

### 1. Intake

Organize members through an intake form to assess desires and values and determine if they are a good fit.

### 2. Roles

Create circles, or teams, and roles and responsibilities within each circle.

### 3. Shared Mission

Create a shared mission and purpose that all members agree upon.

### 4. Agreements

Implement clear agreements and find ways for members to stay accountable.

### 5. Communication

Create communication and conflict resolution strategies such as non-violent communication.

### 6. Organization

Organize and make available the meeting minutes, decisions, policies, and agreements.

### 7. Expansion

Implement a precise membership process and promote the community.

Keep updating these processes as new ideas and perspectives come into the group.

With the [Regenerative Community Consultation](#), you will get more specific details as to how to create these social operations with resources and specific processes to assure your success in this area.



# 3. ECONOMIC STRUCTURE

There are many types of new paradigm economic structures you can use to track value exchange and organize your group in a beneficial way.

This could be outside the current economic system so that you are keeping funds internal. If you have the desire to stay within the current economic system, a normal equity share agreement to share funds however you decide can be applied.

The benefit of a community economic structure is that you may keep track of everyone's value contributed without having immediate financial obligations to them, but instead the value can be used in exchange for benefits in the community such as purchasing land, homes, food, temporary stays, access to facilities, etc.



## Alternative Economic Structure Types:

- |  |                           |
|--|---------------------------|
| <b>Contribution-Based Equity Share</b> | <b>Barter &amp; Trade</b> |
| <b>Create Your Own Currency</b>        | <b>Gift Economy</b>       |
| <b>Resource-Based Economy</b>          | <b>Sharing Economy</b>    |
| <b>Service Exchange</b>                | <b>Time Bank</b>          |

These economic structure types will be explained in depth in the [Regenerative Community Consultation](#). You will learn how to choose the type that best fits your vision and receive resources on how to implement the economic structure so your community can thrive.



# 4. DEVELOPMENT PLAN

The development plan includes all the project information, amenities, features, materials, and costs that will go into building your community. It is important because it will help you determine about how much funds you need, as well as clarify the details of what to build.

At this stage, you will create a high-level plan. The detailed plan will begin in Step 8, after you find the exact location of the property (Step 7), during the due diligence phase.

The **Development Plan** includes:

## **Project Information**

- Location, climate, and other site info

## **Costs Analysis**

- Building Unit Info- amount, type, and sq ft
- Soft Costs - architect, engineer, permitting, and legal fees
- Hard Costs - construction and infrastructure

## **Amenities and Sustainable Features**

- Includes specifics on the buildings, amenities, and features including the description, cost, benefit, priority, and notes
- Categories:
  - Buildings
  - Sustainable Materials
  - Water Systems
  - Waste Systems
  - Energy Systems
  - Additional Structures
  - Landscaping
  - Design
  - Transportation

## **Construction Details and Sustainable Materials**

- Includes specific materials you plan to use for your buildings from bamboo flooring to cool roofs including non toxic paint and everything in between.



In the [Regenerative Community Consultation](#), you will receive a development plan template spreadsheet with multiple sheets containing the above info and an example project.

# 4. REVENUE PLAN

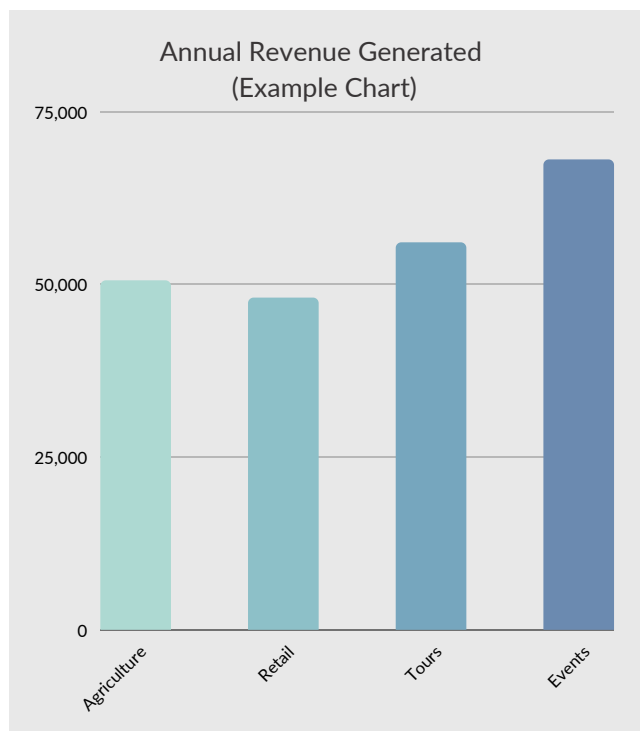
Once you know how much it will cost to build, you will have a better idea of how much revenue you need to generate to sustain your community. Now it's time to choose your revenue sources. If you have a certain community type in mind, you will have a good idea of what types of revenue sources you may want to use.

## Types of Eco-Communities

Eco Resort  
Eco Retreat Center  
Ecovillage  
Eco Town  
Eco City  
Eco Homes  
Organic Farm  
Co-housing



The **Revenue Plan** includes various revenue sources and the amount of revenue and expenses for each source.



## Examples of **Revenue Sources** include:

- Restaurant
- Events
- Retreats
- Memberships
- Lot Sales
- Residential Sales
- Commercial Sales
- Coworking Space
- Short Term Stays
- Long Term Stays
- Renewable Energy
- Recording Studio
- Golf or Mini Golf
- Handmade Goods
- Water Store
- Manufacturing
- Solar Panels
- Building Fabrication
- Healing Center
- Education
- Agriculture
- Tours
- Electricity
- Workshops
- Organic Food
- Salt Caves

In the *Regenerative Community Consultation*, you will receive a revenue plan template with example revenue sources and how to decide which to use for your community. The course also provides access to experts whom you can hire to create the development and revenue plans if you desire.



# 5. LEGAL STRUCTURE

Decide how your group will own the land together and the best legal structure to set up joint ownership of property.

Important information to consider when creating your legal structure is the type of community, group agreements and values, and the economic model type.

Tell this information to your lawyer and receive guidance on entity choice, contracts, taxes, fundraising, local compliance, and more. You will need to discuss real estate practices and loan options as well.

Make sure the lawyer is familiar with eco-community development within the area you are looking. Experience with cryptocurrencies, crowd-funding, and other non-traditional modes of financing is also a plus.



**Find a Lawyer** for guidance on:

Entity Choice and Formation  
Contract Review and Drafting  
Tax Guidance  
Employment Law  
Securities Law & Fundraising  
State and Local Compliance  
Land Regulations  
Real Estate Practices  
Loan Options

## Entity Choice Examples:

Non-Profit	LLC
508 Church/Spiritual	B-Corp
Sole Proprietorship	S-Corp
Cooperatives	C-Corp
Partnership	Trust



In the [Regenerative Community Consultation](#), you'll receive options for lawyers with experience in new paradigm communities and operations to guide you for all your legal needs.

# 6. FUNDRAISING

Now that you have the high-level development plan, a revenue generation plan, and created an entity to receive the funding, you are ready to start fundraising.

First you will need to create the marketing materials such as a pitch deck, video, and website so people can clearly understand your vision and the investment required, how the money will be allocated, how the return will be generated and how long it will take.

Then start the fundraising process by sharing your information through fundraising sites, investor relations, and events. You may also use conventional land financing.

## Sharing the Message

Business Plan  
Pitch Deck  
Viral Video  
Website  
Marketing

## Investor Relations

Investor Gatherings  
City Summit Events  
Charity Galas  
Networking Events  
Pitching Events

## Fundraising Sites

Kickstarter  
Start Engine  
Indiegogo  
GoFundMe  
Lending Club

The screenshot shows the Geoship crowdfunding page on the StartEngine platform. The page features a large image of a dome-shaped structure in a forest, with a green banner indicating 'Oversubscribed'. The campaign details include a goal of \$9M, a valuation of \$9M, and a price per share of \$0.54. The offering is closed, having ended on July 01, 2020. The page also includes a description of Geoship's mission and a link to their website.

Geoship	
Invest in a Homebuilding Revolution	
<b>\$1,069,855</b> raised	
1,806 Investors	\$9M Valuation
\$0.54 Price per Share	\$305.10 Min. Investment
Common Shares Offered	Equity Offering Type
\$1.07M Offering Max	0 Days Left

OFFERING CLOSED

This offering ended on July 01, 2020 and is no longer accepting investments.

This Reg CF offering is made available through StartEngine Capital, LLC.

The [Regenerative Community Consultation](#) gives more resources for fundraising, loans, and provides connections to investors that could potentially invest in your community.



# 7. LAND AQUISITION

Now you can start the search for land and choose the exact location, if you haven't already. Don't fall in love with the land yet, until you complete the due diligence in a logical manner.

Below are some things to consider when searching for land and doing your due diligence:

## Land Search

### Search Online

This gives you more options, but it's harder to know if it's truly a good spot. Have someone in the area such as a trusted friend or a Realtor view properties for you.

### Search in Person

It is fun to drive around in the areas you like and look for signs that say "land for sale." I've done this in Costa Rica and you'll be surprised what you can find that way!

## Due Diligence & Site Research

This is important so that you can make sure that you can build what you desire to build and won't have any surprises after you buy the land. Financial feasibility in Step 8 is also included in the due diligence phase. Below is a list of items that will help your research be as thorough as possible. The Realtor and Lawyer that you work with can help you with most of this list.

- Inspections
- Surveys
- Lot Line Survey
- Soil Testing
- Flood Areas
- Annual Climate
- Natural Disasters
- Permit Costs
- Building Regulations
- Zoning
- Water Sources
- Energy Sources
- Waste Management
- Internet Accessibility
- Local Desires
- Market Opportunities



The [Regenerative Community Consultation](#) provides resources for land searching as well as practical steps on how to carry out all the due diligence recommended.

# 8. FINANCIAL MODELS

Now that you have the land in mind, you are able to get more accurate costs. This step is done during the due diligence phase, during or before escrow. This is when you figure out if everything you wanted to do with the land is possible.

Plan who will do the work and how much materials and labor will cost and where to get them. Analyze the market opportunities to see if they match your revenue generation plan outcomes or see if you need to change things.

## Financial Model Inputs:

### Costs

- Land Cost
- Building Cost
- Community Expenses
- Operation Costs

### Revenue

- Income Generation Streams
- Land and Home Sales



## Financial Feasibility Considerations:

Ensure that your funding covers:

- Land-Purchase
- Development Costs
- Operational Costs
- Labor Requirements
- Salaries
- Contingency (See Below)



## Tips to Remember:

Purchase land only when you have all the funds needed to at least start the revenue generation that covers the operating expenses, plus more to expand. Ensure that you add 20% contingency for additional funds needed to be able to develop and operate your community, to account for surprise costs.

Our [Regenerative Development Services](#) provide in-depth financial model preparation that you can use to determine the financial feasibility of your community.

# 9. BUILD

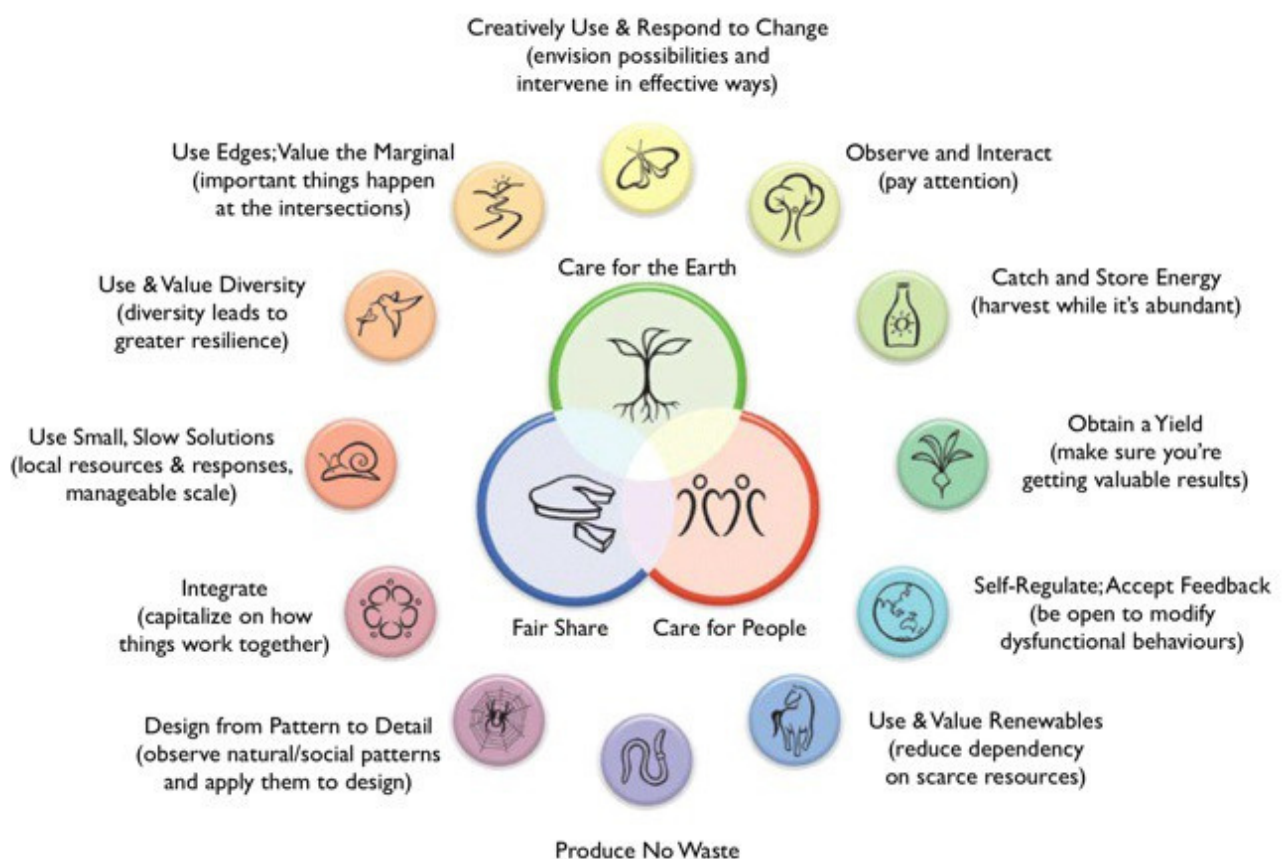
Now is the exciting part! You get to break ground and start building your community. First, create a **master site plan** with **permaculture principles**. You can also create phases for development if you are doing it in separate phases.

An important step in the master site plan is first **observing the land**. Have an expert land observer come to the land; this includes indigenous tribes or a **permaculture expert** who is familiar with the climate and location of the project. They will help you organize your design so it is in harmony with the nature and flows smoothly and allows your agriculture to grow properly and your buildings to be in the most efficient places. Make sure to **hire architects and engineers** that are familiar with passive design and permaculture.

Either build with **work exchange, workshops, or volunteers**, which allow you to save money while the community builds together, or **hire green developers or contractors**, which will save you time and ensure a higher-quality result that gives a more luxurious feel.

After you have completed your site plan, know who will be building which elements of your plan, and verify all the costs, you can begin development.

## 12 Permaculture Principles





# 9. BUILD

Choose the best sustainable building features and materials for your location. Take into account your goals of zero waste, carbon neutral, net positive energy, healthy living, and long-term operational cost savings.

## Sustainable Building Features

### Sustainable Materials

- Ethically and Sustainably Sourced
- Natural & Non Toxic
- Earth Clay
- Earthbags
- Hempcrete
- Aircrete
- Bioceramic

### Water Efficiency, Collection, Filtration

- Greywater Systems
- Atmospheric Water Generation
- Wells
- Rainwater Collection

### Waste Reduction, Reuse, Regeneration

- Local or On-Site Recycling
- Up-Cycle
- Make Plastic Eco-Bricks for Building
- Compost Food Waste



### Energy Efficiency, Renewable Resources

- Solar
- Wind
- Hydro
- Renewable Energy from Utilities
- Cool Roof
- Geothermal HVAC

### Landscape, Permaculture, Gardening

- Supply 50-100% of Food
- Drought Tolerant Landscape
- Companion Planting
- Sacred Geometric Designs
- Green Walls

### Healthy Products, Clean Air

- Dr. Bronner's Biodegradable Soap
- Green Cleaning Products
- Non-Toxic Paint
- Ventilation



Our [\*Regenerative Development Services\*](#) provide project management and resources for all these sustainable building features and more. They also include expert green building companies to work with, permaculture design courses, and natural building techniques.

# 10. OPERATE

It's important to have a handle on all the **logistics and operations** to run the community, according to the type of community model. Decide on your management team, the service type you will provide, community contribution, financial management, and ongoing community operations.

## Management Team

Be sure to know who your management team will be during the planning phase. Find people who have operated and managed your type of community model.

- **Who** will do it? - Identify skills and experience needed.
- **How** will they do it? - Write the roles and responsibilities.
- **How much** will it cost? - Research comparable salaries.
- **What if** someone is sick or leaves? - Create back up plans.



## Service Type

A **self-service** community is where people provide everything for themselves including meals, building their own homes and gardens, and bringing supplies, like at Burning Man.

A **full-service** community provides meals, water, electricity, products, entertainment, and may even have hotel-like services such as making beds and daily cleaning, such as at the eco retreat center, Kinkara, pictured below.

These service types can be combined, for example some meals are included or people take on building their home themselves with sustainable guidelines and contractors provided.



In our [Regenerative Development Services](#), we provide market analysis, operations, and financials with salaries for each position as well as more in-depth information.



# 10. OPERATE

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## Community Contribution

Decide how everyone will contribute to the community. There are various types of models, such as an HOA, with dues paid for access to community pools, gardens, etc. Another method is to have a minimum amount of time or effort that people need to contribute to the community.

## Financial Management

For the community to be financially regenerative, there must be someone consistently doing bookkeeping and accounting. It's best to use professional services for financial management to ensure your community doesn't run out of money.



## Community Operations

Once you decide on who will help operate the community and how, you need to manage ongoing community operations such as making decisions, conflict resolution, and continue regular meetings to maintain good communication to keep the community together.

The community will use the decision-making method and organizational processes, created in Step 2, to decide on how to manage each operation.

In-depth processes on community contribution, financial management, and community operations will be given in our [Regenerative Development Services](#).



# CONCLUSION

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Thank you for being a part of the movement to create a better Earth for all beings.

I hope this guide has given you a great overview of the steps you will need to take to be able to create a regenerative community.

The format of this overview guide does not allow me to provide you with all the information you need to know to start a community. This is why we provide our [\*Regenerative Development Services\*](#), that can offer consultation, assessments, resources, financials, project management, and more to help you towards a successful project.

Our team provides information compiled from 100's of different reputable sources with experts who have a combined 100+ of years of experience and knowledge all simplified in this one course.

Practical and concise steps are determined for your project and real world eco-community development services are provided. All the resources to implement each step are integrated throughout the process.

To learn more, view our [\*\*Regenerative Development Services here.\*\*](#)



If you have any questions, reach out at [kelly@newearthdevelopment.org](mailto:kelly@newearthdevelopment.org) or go to our website [www.newearthdevelopment.org](http://www.newearthdevelopment.org).