

HELP SUSTAIN THE ATTEMPT OF
AN ENTIRE TOWN TO ACHIEVE
WIDE-RANGING SUSTAINABILITY
THROUGH SOCIETAL THREEFOLDING

THE PROGRAM: Sustainable Zarraga

In Zarraga, until recently a municipality in decline, a very-active, honest and visionary mayor and supportive legislative assembly are transforming the town. They are using societal threefolding processes, where government, business and civil society, come and put their talents together to solve the most difficult challenges of the town. They have identified key dimensions of sustainability for transformation: the ecological, economic, political, cultural, societal, human, and spiritual. For example, the town has already passed a law advancing organic agriculture using threefolding processes. One result is an Organic Trading Post, where organic products are being sold. Zarraga has also started implementing a far-reaching comprehensive agri-development plan based on wide-spread participation of its farmers. The town is building a new town center that includes a convergence area (named GAIA or Garden Area for Initiatives in Action) for over a dozen sustainable development projects.

In total the town has involved 80% of its citizens, or over 19,000 individuals to determine the developmental priorities of their villages. Furthermore the town has plans for widespread physical beautification of major roads, large-scale but decentralized installation of wind and solar generators, massive flood control and irrigation infrastructure, startlingly aesthetic green architecture, a new town center, a college specializing on leadership development and integral sustainable development, and many others – all to be animated by threefolding partnerships formalized by law.

Because these developments are unique and unprecedented in the Philippine context, Zarraga is developing a national reputation as sustainable development innovator. Thus it has the potential, already happening, to inspire other towns to advance integral sustainable development and alter the development landscape of the country.

THE SPONSOR: SEA - the activator and nurturer

This societal transformation has to be nurtured, encouraged, and brought to and maintained in constructive action. This is the role of Solution Ecosystems Activator, Inc. or SEA, in partnership with active leaders. It is essential to be able to harmonize the actions of the different key stakeholders of a town around specific issues and challenges. Thus the independence of SEA is important. Therefore we are asking for financial support.

THE INDIVIDUALS BEHIND SEA: qualified professionals

Qualified professionals are behind SEA. Their respective CV's are available at request. Currently these are Gemma Sumague, Ronie Bautista, Joby Arandela, Hareh Tanodra, and Ceferino Doromal.

Nicanor Perlas is the overall Lead Activator of SEA. He has over 40 years of experience in threefolding, sustainable agriculture and development and is considered the country's pioneer in commercial organic and bio-dynamic vegetable farming. He is also the author of a



global bestselling book entitled „Shaping Globalization. Civil Society, Cultural Power and Threefolding“, translated in 9 languages and used as required reading in many universities around the world. He is one of two technical writers of Philippine Agenda 21, the country's blueprint for sustainable development and the author of the SIAD Guidebook „A Framework for the Localization of PA21,“ for use by local governments around the country. He has received many national and global awards for his work, including the UN Environmental Programs's Global 500 Roll of Honor, The Outstanding Filipino Award, and the Right Livelihood Award, also known as the Alternative Nobel Prize.

THE FINANCIAL REQUEST: EUR 20,000

SEA's most urgent need for the coming month is around 20,000 Euros. That will give SEA a much-needed breathing space to cover our salary payables since October plus other operational expenses (office, communications, transportation, etc.). Once this initial amount is secured, SEA will then have the financial space and time to raise the **balance of 350,000 Euros within the next 6 months.**

These funds will help SEA to maintain its independence, which is key to perform its role as activator and harmonizer of the Project.

SEA and its Zarraga threefolding partners including the town's farmers and government and business leaders have provided and are **providing a greater counterpart of 465,000+ Euros**, in terms of land, machineries, buildings, infrastructure, foregone salaries and other forms of counterpart. **SEA alone has donated salary time worth over 20,000 Euros, not including counterpart in other forms.**

This shows that **SEA and Zarraga threefolding partners deeply believe** in and are committed to make integral sustainable development in Zarraga a reality.

WITH YOUR FINANCIAL ASSISTANCE, YOU WILL HELP SUSTAIN THE UNPRECEDENTED DEVELOPMENT BREAKTHROUGH IN ZARRAGA.



SEA: Gemma Sumague, Ronie Bautista, Joby Arandela, Ceferino Doromal, and Nicanor Perlas

HOW TO DONATE:

Kindly send your financial support to SEA's **IBAN Code: BOPIPHMM 005873 9303107557**
THANK YOU VERY MUCH!

FOR FURTHER INFORMATION:

Contact Nicanor Perlas, SEA's Lead Activator:
npperlas@gmail.com

Or visit SEA's website on:

www.solutionecosystems.net



WHERE IT ALL STARTED. AUGUST 2013: ZARRAGA MAYOR JOHN TARROSA CHALLENGES BUSINESS, CIVIL SOCIETY, AND GOVERNMENT LEADERS: 'FIND A HOLISTIC SOLUTION TO POLLUTION CAUSED BY SWINE AND POULTRY OPERATIONS.'