



## Green Steps ARK – Executive Summary

**Elevator Pitch:** ARK is short for Activate body & mind, Restore planet and people, Know your bioregion. The Green Steps ARK is an out of the box solution to the climate crisis. It accelerates the impact of environmental education by connecting educators and learners in a gamified social network which is organized in bioregions. The ARK uses the additive power of technology to drive long term behavioral change.

---

**Unique Value Proposition:** The Green Steps ARK uses a highly scalable technology and a social franchise business model to exponentially accelerate bottom-up climate change adaptation measures. It offers a clearly structured step-by-step learning journey to learners in local communities; and a global collaborative library of best practice teaching material to educators. It does not require any implementation or technical knowledge from its users but applies remote communication technology to deepen real world impact.

---

**Customers:** B2B: aspiring, professional sustainability educators; organizations active in sustainability education.  
B2B2C: child learners; learning adult community members

**Revenue Model:** SaaS social franchise model; currently calculated at CNY 3 or EUR 39 cents per learning credit or certification hour on the platform. The Green Steps ARK is nonprofit. Surplus revenues will be invested in product development and the establishment of learning communities in ecologically or economically disadvantaged regions.

### Traction/Growth:

- Chinese company registered Nov 2016 in Shanghai
- 2000+ learners joined Green Steps activities since 2017
- 20+ Green Steps Nature Guides trained since 2019
- European entity registered Nov 2019 in Austria
- Green Steps ARK alpha launched on Mar 22, 2020
- Participant of Robert Bosch Foundation accelerator “Citymakers” from Feb-Sep, 2020
- EUR 25k Erasmus+ grant awarded by the European Commission for the training of 40 Green Steps Nature Guides in spring 2021

### Near Term Strategy:

- ARK beta launch on Oct 1, 2020 - boarding of CN-EU beta user Learning Communities
  - Training of beta users with two CN-EU master trainer/regional mentor teams from Oct 20 – Sep 21
  - Identification of corporate or public stakeholders to finance product development
  - Submission of Erasmus+ grant application
  - set up of tech development and product design office in Europe
  - Submission of EU LIFE grant with co-financing partner
  - ARK production version launch during Hoopoe Summit in National Park Neusiedlersee-Fertög, Apr 21
- 

### Key People:

purpose and result driven, interdisciplinary, multicultural, out of the box-thinkers.



## Green Steps ARK – Executive Summary

	<p><b>Joan Elizalde – CEO Local Service – Training &amp; Coaching</b></p> <ul style="list-style-type: none"><li>▪ Environmental educator with 15 years of experience</li><li>▪ Marine biologist and MBA in sustainable tourism management</li><li>▪ Montessori early childhood teacher</li><li>▪ Since 2012 in China providing outdoor education experiences</li><li>▪ Fluent in Spanish, French, English and Chinese</li></ul>
	<p><b>Lukas Helebrandt – IT Director</b></p> <ul style="list-style-type: none"><li>▪ Systems architect and software engineering expert</li><li>▪ Academic training in far east studies</li><li>▪ 15 years of experience building global tech solutions for corporate clients and social impact projects</li><li>▪ Since 2012 in China providing disruptive IT services</li><li>▪ Fluent in Czech, English, Chinese and German</li></ul>
	<p><b>Annie Wu – CFO</b></p> <ul style="list-style-type: none"><li>▪ Academic training in Japanese studies</li><li>▪ China qualified Montessori early childhood teacher</li><li>▪ 15 years of sales experience in MNCs.</li><li>▪ Fluent in Chinese and Japanese</li></ul>
	<p><b>Giuseppe De Stefano – Marketing Director</b></p> <ul style="list-style-type: none"><li>▪ Sustainability journalist and content creator</li><li>▪ Academic training in sinology and international relations</li><li>▪ 10+ years industry related experience</li><li>▪ Fluent in Italian, English and Chinese</li></ul>
	<p><b>Gudrun Bruckner – Operations Director</b></p> <ul style="list-style-type: none"><li>▪ Academic training in chemical engineering</li><li>▪ Certified Sport instructor</li><li>▪ 5 years environmental NGO work experience</li><li>▪ Generation Earth - WWF youth leader</li><li>▪ Fluent in German, English and French</li></ul>
	<p><b>Anna Rigillo – Product and Service Designer</b></p> <ul style="list-style-type: none"><li>▪ Multifaceted designer - working on sustainability projects since 2015</li><li>▪ Academic training in industrial design</li><li>▪ Double degree - master in service design - in Milan and Shanghai</li><li>▪ Fluent in Italian and English</li></ul>
	<p><b>Knut Wimberger – CEO Global Services – Standardization &amp; Scaling</b></p> <ul style="list-style-type: none"><li>▪ Tech lawyer and corporate executive with strong HR development and product standardization expertise</li><li>▪ Serial social entrepreneur and behavioral architect</li><li>▪ Certified Montessori early childhood teacher</li><li>▪ Fluent in German, English, Spanish and Chinese</li></ul>



## Green Steps ARK – Executive Summary

### Key Information

- Market: Education/Gaming/Social Media
  - Incorporation: 2016/11/15
  - Incorporation Place: Shanghai, China
  - Accelerated by: Robert Bosch Foundation “Citymakers”
- 

### Links

- Website: <https://www.greensteps.me> and <https://www.greensteps.cn>
  - Wechat: Green\_Steps
  - Facebook: Green Steps
  - LinkedIn: <https://www.linkedin.com/company/green-steps-ltd/>
- 

### Metrics

- Product launch date: Mar 22, 2020
  - Stage: alpha
  - Employees: 11 full, 8 part time
  - Revenue: insignificant
  - Partnerships: 10
  - Paying clients: payments scheduled for production version, Apr 2021
  - Installs: installations scheduled for beta version, Oct 2021
  - Monthly growth:
  - 1<sup>st</sup> week retention:
  - Engagement/user:
  - Businesses connected:
- 

### Product Image





## Green Steps ARK – Executive Summary

<p><b>Problem 1:</b> Industrialization and urbanization have created a living, working and learning environment which is almost entirely indoors. The impact on people can be summarized under the umbrella term <b>Nature Deficit Disorder</b>. It consists of a plethora of mental and physical health issues and a growing disrespect of nature.</p>	<p><b>Solution 1:</b> Green Steps has developed a set of pedagogical principles and designed a portfolio of <b>40+ standardized outdoor activities</b> which are strongly inspired by the <b>Montessori Method</b>. All activities are replicated easily. This growing pool of outdoor learning is provided to platform users free of charge to kickstart, improve or extend their offering.</p>
<p><b>Problem 2:</b> Environmental education is highly <b>fragmented</b> in different organizations and nations and its impact on human behavior is too slow to significantly contribute to solving the climate crisis. Existing content is not structured in a single framework and learners have no clear learning goals.</p>	<p><b>Solution 2:</b> Green Steps has designed an <b>integral and dynamic curriculum</b> framework and a related training structure which currently consists of twelve different learning paths on sustainability. It follows the model of <b>PADI dive instruction</b> and provides learners and professionals clear learning and continuous qualification goals.</p>
<p><b>Problem 3:</b> Environmental education is stuck in a <b>distribution bottleneck</b>: There is a need for sharing knowledge that can solve the climate crisis. Environmental education distribution actually is the third structural crisis, after the social and the ecological one, modern civilization needs to face.</p>	<p><b>Solution 3:</b> The Green Steps ARK establishes a knowledge sharing structure for environmental education which <b>emulates the Khan Academy</b>. Gamification and technology addition are applied for a good cause and drive through limited online interaction a deeper connection with the planet and people in the real world.</p>
<p><b>Problem 4:</b> The industrial revolution has transformed social organization during the last 200 years into <b>nuclear families or even single households</b>. People crave for social integration and bonding, but isolation and depression are dramatically spreading.</p>	<p><b>Solution 4:</b> The Green Steps ARK emulates the <b>Buurtzorg neighborhood health care model</b> and structures economically and legally independent teams of 2-6 Activity Guides as service providers for environmental education in Learning Communities.</p>
<p><b>Problem 5:</b> All climate change mitigation measures implemented by the Western world will not bring about the needed impact to avoid runaway climate change if China does not join forces. The <b>Chinese society needs to be integrated and aligned to global efforts</b>.</p>	<p><b>Solution 5:</b> Green Steps is a Shanghai incorporated and China rooted social enterprise. It has grown a steady followership since 2017 and it has built a <b>country-wide network of local partner organizations</b> which help to disseminate environmental learning locally.</p>
<p><b>Problem 6:</b> Astronauts develop new cognitive frameworks which enable them to perceive the Earth as our common home which we need to protect. This is commonly referred to as the <b>"overview effect."</b> How can more people acquire the same perspective?</p>	<p><b>Solution 6:</b> All Learning Communities help their members to organically grow a <b>bioregional identity</b> within a year of continuous learning. Bioregions are a "human scale" steppingstone to the overview effect.</p>