EarthDNA

*Transforming **D**ata i**N**to **A**ction to Save the Planet*

EarthDNA is a newly-incorporated private nonprofit organization that seeks to accelerate the transformative actions needed **to assure the sustainability of human civilization on our planetary home.**

EarthDNA will mine the **vast data resources on the state of our planet to create compelling narratives and visualizations**. We will enable individuals to connect more directly with our planet and to understand Earth's vital signs and global ecological emergency we are now facing.

The United Nations has recognized repeatedly that we need to make **transformative changes to cope with climate change, ocean degradation, biodiversity loss and other global threats**. The challenge sounds daunting, but over the last 50 years the world has put into place the architecture to drive the changes we need. **EarthDNA will use Big Data and AI to accelerate the global sustainability revolution just starting.**

EarthDNA seeks to **inform, encourage, and enhance accountability for the actions** by leaders at every level of government, business, education, and society worldwide. We will analyze and visualize the thousands of commitments that have already been made to inspire even more actions.

EarthDNA will organize design charrettes, hackathons, and other programs to engage with other experts, students, and the public. In January 2018, we co-organized the first EarthHack at MIT that focused on individual actions and behavioral change. We are planning an outreach event associated with the September 2018 Global Climate Action Summit in San Francisco, an international workshop in late fall and another EarthHack at MIT early next year.

EarthDNA will be working initially in the following three focus areas:

EarthSpeaks **–** EarthDNA will develop a web-based platform, social media presence, and a mobile application to enhance the understanding and empathy of individuals regarding the degradation of the planet and to empower them to take actions in their own lives and communities.

EarthDeepDives -   EarthDNA will develop tools to mine and curate datasets about ecological conditions in specific areas of the planet – work is now underway on the Atlantic Ocean – to inform and inspire leaders, decision-makers, scientists and concerned citizens to accelerate actions there. We will partner with others in academia, industry and governments for open data access and analysis. Our initial collaborators include Open Data.gov, the Atlantic Interactions Initiative, the MIT Portugal partnership, the Environmental Solutions Initiative at MIT, and IBM AI experts.

EarthActions – EarthDNA will develop a web-based platform and social media presence to analyze, curate, and mine the various registries and compilations of climate actions already underway worldwide to encourage leaders to take more actions and to enhance accountability for those actions.

Earth DNA's co-founders bring to this new venture a broad, deep expertise and experience in science, academy, government, architecture, design and art, business, and advocacy.

They are:

Professor Dava Newman, Apollo Program Professor of Aeronautics and Astronautics and Harvard-MIT Health, Sciences and Technology; former Deputy Administrator, NASA.

Guillermo Trotti, President, Trotti and Associates, Inc. Space Architect for NASA; Industrial Designer, Educator, and Explorer.

S. Jacob Scherr, Former Director, Global Strategy and Advocacy, NRDC with 40 years of accomplishments as an attorney and advocate driving actions on climate change, nuclear weapons, oceans, biodiversity, and other environmental challenges.

Elle Carrberry, Vice President for Corporate Engagement, Georgetown University; a leader in Green Technology investments in China.

Joanna Pena-Bickley, Head of Design, Internet of Things, Amazon, and former Global Chief Creative Officer for IBM Interactive Experience, NY.

EarthDNA is eager to cooperate with other similar organizations and efforts. Please contact S. Jacob Scherr at jacobscherr@me.com for more information about EarthDNA, or Gui Trotti at gui@trottistudio.com.

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