



# The Planet Earth Institute

Promoting knowledge  
for a better Planet

[www.planeteearthinstitute.org](http://www.planeteearthinstitute.org)



**The planet Earth Institute is an international, a-political and non-profit organisation and communicates with the general public the added value of Earth science information for society.**

## **Background**

The Planet Earth Institute (PEI) builds on the legacy of the International Year of Planet Earth (IYPE) that was created by the International Union of Geological Sciences (IUGS) and UNESCO in order to promote sustainable development and the application of the Earth sciences in Society. The IYPE was proclaimed by the United Nations General Assembly for 2008 and lasted as a Triennium from 2007 to the end of 2009, and as a non-profit Corporation until 30 June 2010. The International Year of Planet Earth has been most successful in its outreach activities through its impressive network of 80 National Committees.

In its 5<sup>th</sup> meeting, the IYPE Board requested the IYPE Secretariat and Development Committee to advance a new outreach-oriented initiative beyond 2009. In its November 2009 meeting, the IYPE Board endorsed the results of this action, to establish the Planet Earth Institute. This document describes the key aspects of the Planet Earth Institute (PEI).

## **The message**

Our ever more densely populated Planet Earth offers future generations both challenges and opportunities. Most of the easy solutions have been applied already. New, smart solutions should now be found which require much more ingenuity and innovative thinking based on science and technology. Fortunately, our knowledge of the Earth has grown rapidly in recent decades, providing us with new opportunities to resolve or at least reduce impact of current challenges.

We continue to benefit greatly from what Planet Earth offers and we rely utterly upon its resources and power to sustain our lives and societies. If we apply these resources more effectively, there would be sufficient for all while increasing living standards for many. That can only be realized if we expand our knowledge base of the Earth and make better use of what we know now to find smart or perhaps unconventional solutions for many of today's societal problems.

We need to rethink our way of life, our habits and our respect for planet Earth. With a world population growing by another 30% by 2050 and at the same time reaching the limits of various natural resources, we must comprehend and manage the natural environment. We should develop a more balanced view of our planet and work towards new solutions for societal problems based on a sound knowledge of an ever-changing Earth. Any proposed solution must work toward a sustainable future for societies with a clear and positive spirit of cooperation between all groups involved.





## The Mission

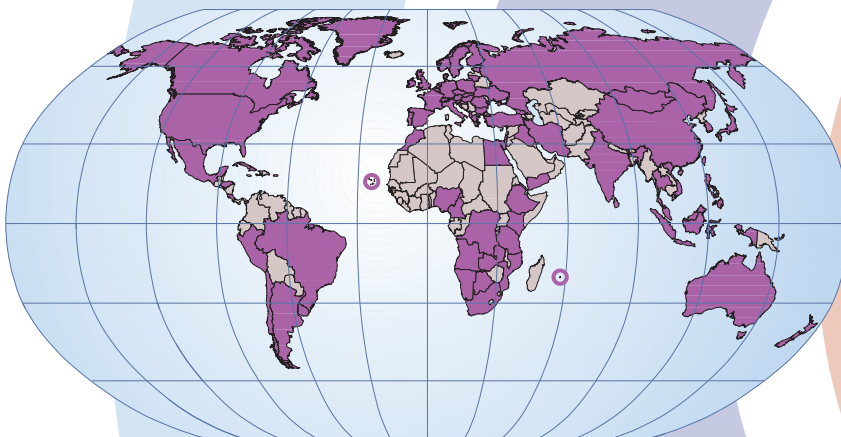
***The Mission of the Planet Earth Institute is a call for action to inform the public how Earth scientific knowledge helps to make societies around the world healthier, safer and more prosperous and to excite young people about the Earth.***

## Implementation

The main objective is to communicate the Planet Earth Institute's mission to the general public, young people, politicians, leaders in science and industry and other decision-makers. Some 500,000 professionals around the world are well placed and ready to share their expertise and to implement the Planet Earth Institute mission.

Implementation of the mission is envisaged along three channels:

1. Through a wide variety of activities, including:
  - TV and other mass media
  - Video displays
  - Publications
  - Science for the Public
  - Public events
  - Education & e-learning
  - Cultural and artistic expressions
  - Co-marketing
  - Projects
2. Through a network of *National Committees* inspired by the 80 National IYPE Committees (purple on the map below) who will, each in its own language and according to its own culture, spread The Planet Earth Institute message at national level.



National IYPE Committees

3. Through *International Partnerships*, joint ventures and active collaboration with organisations and companies that wish to share their aims and ambitions with those of the Planet Earth Institute.





The Planet Earth Institute **activities** include:

#### *Video displays*

IYPE produced a pilot video addressing various themes of the International Year. Such videos will display 24/7 on big screens in crowded urban locations. They include local images and advertisements. Professional companies manage the logistics and financial aspects. The picture at the top of this page shows a screen displaying the video in Sopron, Hungary, August 2009. The Planet Earth Institute will be well positioned to continue and expand this activity worldwide.

#### *TV and other Mass media*

Earth-related events recorded for TV display or otherwise belong to this category and inform the public about natural factors that influence their lives and, in particular, to present solutions for coping with these. IYPE has been involved in real-time broadcasting of the cyclic Wildebeest migration in the Serengeti due to Earth-related features.

#### *Publications*

Three issues of the Planet Earth magazines have been published. They have a wide distribution, describe the relevance of Earth scientific knowledge in common language to the public, and contain advertisements. Publication of comparable books and other printed materials will be part of Planet Earth Institute's activity package.

#### *Science for the public*

This may encompass a wide variety of topics, including popular translations of important Earth-scientific developments written by science journalists, press releases, newsletters, website alerts, excursions, games, exhibitions, geoparks, etc. This brings scientists and other professionals in closer contact with the public and will thus be part of Planet Earth Institute activities. Excursions will be conducted through international touristic projects as Via Geo-Alpina.

#### *Public events*

Supported by professional organisations, Planet Earth Institute will organize popular concerts for young people, hiking tours through nature or other public events that would attract wide audiences. Examples of such events took place in some 40 nations between 2007 and 2009.

#### *Education and e-learning*

Getting young people excited about our Planet Earth starts with education. The IYPE supported Project EarthLearningIdea which provides school teachers simple but elegant tools to explain complex geological processes on a regular basis. The Planet Earth Institute will assist in expanding this tool and alert many more schools through its international network. With the American Geological Institute, Planet Earth Institute may contribute to Earth Science Week as was done throughout the IYPE, again through its National Committees around the world. The Planet Earth Institute will promote Earth science olympiads and incorporate Earth-related issues in State Examinations as done, for example, in Ireland.





### *Cultural and artistic expressions*

In the course of the IYPE Triennium many initiatives expressed the 10 IYPE themes in an artistic way, through mosaic competitions (UK), paintings (China), and fanfare concertos (Italy). Options for such artistic expressions on the Earth are unlimited. There is a proposal by a Canadian geoscientist and painter to organize an electronic painting gallery on the internet.

### *Co-marketing*

Knowledge-based items as compasses, maps and hiking tools, and mission-oriented items will be marketed for the Institute by third parties.

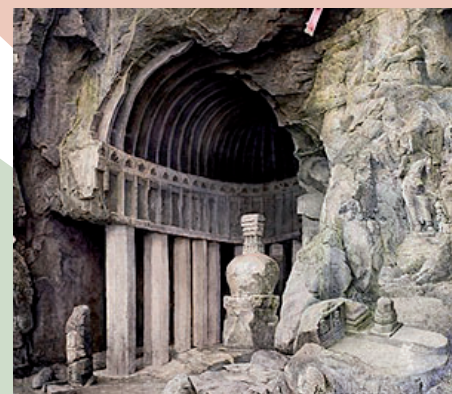
### *Projects*

Other Planet Earth Institute activities will best be realized as separate projects or related to current projects or programmes, for example the International Geoscience Programme (IGCP). The Planet Earth Institute may provide a strong outreach component to IGCP by exposing appealing results of the yearly 35 projects on big screens in cities, through TV programmes, in school competitions, etc. Other examples include establishing new Geoparks in Africa and beyond and an African Forum for Sustainable Development. PEI might also support studies at the interface between natural and social sciences, as for example the Africa Alive Corridors Project, to investigate cultural and natural heritage relations in regions with a common geoscientific background. Results of such studies will be exposed widely through the media and may serve as models to be applied elsewhere on this planet. The Planet Earth Institute conducts, contributes to, supervises or hosts such projects. In general, organisations and companies may wish to hire the services of Planet Earth Institute professionals.

Most of the proposed activities will be outsourced. Upon initial investments these will generate income to PEI after some time.

The **National Committees** constitute the *geographical* backbone of Planet Earth Institute. Most of the operations of Planet Earth Institute will be conducted at national levels, by the National Committees. These may evolve from the current and often very successful National Committees for IYPE or newly be established. National Planet Earth Institute Committees should represent a wide variety of mission-relevant national organisations. National Committees are represented in the Board of Directors through Regional Representatives.

**International Partners** provide the *financial* backbone of the PEI. They may be international or national governmental or private organisations, companies, foundations, and NGOs subscribing to the aims and objectives of the Planet Earth Institute. Partnership relations will be given highest attention of the Institute.





International Partners benefit from extraordinary and worldwide exposure given through the wide array of Planet Earth Institute activities, by co-branding with its logo, by leadership presentations in high-level events, by spreading their messages through the Planet Earth Institute networks around the world and, for some Categories, by co-steering PEI's operations through shared representation in the Board of Directors.

Websites [www.planeteearthinstitute.org](http://www.planeteearthinstitute.org), [www.planeteearthinstitute.com](http://www.planeteearthinstitute.com), and [www.planeteearthinstitute.tv](http://www.planeteearthinstitute.tv) have been registered on 17 and 21 September 2009 and will be operational by mid 2010.

## Evolution

The Planet Earth Institute aims to develop into a worldwide Foundation in three stages: from an Initial Stage through a Transition Stage into a Mature State.

### Initial Stage

The PEI is envisaged to become effective by mid 2010. This Stage is characterized by the transition from the International Year of Planet Earth Corporation into Planet Earth Institute. The Initial Stage of the Planet Earth Institute is planned to run from mid 2010 to 31 December 2010. The PEI will then shape up and start its first activities and projects. Staff will be kept at a minimum level. By the end of this Stage, an operational structure will be in place, at least 12 National Committees and 3 new International Partners will have embarked, and 1 international event will have been realized.

### Transition Stage

In this Stage all three implementation channels will become fully operational. Activities as big screen displays, Events and Planet Earth Institute Projects will begin to develop and to generate some income to the PEI. By the end of this Stage (early 2012), 30 National Committees around the world will have organised many outreach activities and be supported by the PEI for a total of 150,000 Euros, and 4 new international events will have been conducted.

### Mature stage

Early 2012, the Planet Earth Institute should have reached its mature stage. The number of actively participating nations will have expanded to some 50 and Planet Earth Institute activities should be reported all over the globe. Staff will have reached its normal operating capacity and income will increase significantly, also by the growing range of activities. By 2013, PEI support to National Committees will be almost half of its total income. The Planet Earth Institute will have a wide public exposure, has developed joint ventures and has established an Earth-related niche among the many organisations addressing sustainable development issues. Any surplus will be invested in new activities in Planet Earth Institute nations and in Earth science promotion projects. The Planet Earth Institute will have become a well-known and respected organisation and has found its niche among its peers in the course of this stage.





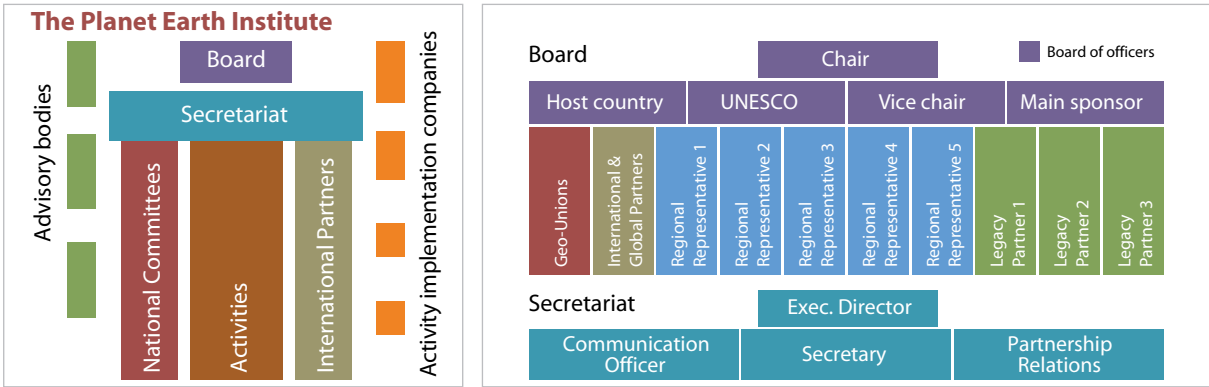


# Business Model

This part describes organisational and financial aspects of the Planet Earth Institute. All financial figures are rough but conservative estimations.

## 1. Structure

The Planet Earth Institute will be mainly a virtual organisation at least until the end of the Transition Stage. In broad outlines, the Planet Earth Institute is composed of two components. The *Board* determines the strategy of the PEI and gives guidance on the main implementation lines. The *Secretariat* is in charge of the implementation of the Board's directions and conducts that via three implementation lines, the National Committees, the International Partners and the PEI Activities. The Board and the Secretariat are assisted by the three elements of the PEI Advisory Board. A significant part of the operations will be outsourced and conducted by external companies.



The Board is composed of a Chair and a Vice-Chair, who together with the representative of the host country, the representative of the lead sponsor and the UNESCO representative, constitute the Board of Officers. They are the core members of the Board and supervise regular PEI operations. The other members of the Board are a joint representative of the Geo-Unions, a representative of each of the Legacy Partners, a joint representative of the International Partners and (at maximum) five regional representatives. Together with the Board of Officers they constitute the PEI Board of Directors. They are appointed by their respective organizations and National Committees in the regions they represent. Normally, the Board meets once a year. The Executive Director is appointed by the Board of Officers.

The Secretariat consists of an *Executive Director* who is in charge for the full implementation of the PEI strategy and translates that into Action Plans. He supervises the operations by the *Communication Officer* who is charged with implementation of all PEI Activities, and the *Officer for Partnership Relations*, who manages all operations with respect to new partnerships, renewal of existing partnerships and implementing promised partnership assets. The Officer for Partnership Relations also leads the PEI Development Team whose members work on a contractual basis. Issues dealing with the National Committees are dealt with by the Executive Director together with the *Secretary*. The Secretary also implements the daily operations in the PEI Secretariat.

The Advisory Board consists of three bodies, the *Patrons* who are typically (former) Heads of State or other VIPs on top positions in Industry or Science, and the *Goodwill Ambassadors*, typically high placed persons who may represent the organisation on various occasions. Patrons and Goodwill Ambassadors are entitled to participate in Board meetings. *Senior Advisors* are identified as key persons in international operations for the Planet Earth Institute and their advices (requested or unrequested) will play a significant role in PEI decision making and implementation. The Board may assign them with special tasks.

Companies operating on request of and paid by the Planet Earth Institute normally communicate directly with the Communication Officer or with the Officer for Partnership Relations (see under item 6).



## 2. Registration and legal aspects

The Planet Earth Institute will be registered as a non-profit organisation in the country that hosts the Secretariat and operates under the laws of that nation. Registration will take place as soon as all elements required for such registration are in place, which is envisaged by July 2010. Registration requires Statutes and Bye Laws which will be based on the IYPE model and produced with legal support shortly before Registration and be approved by the Board of Officers. The Planet Earth Institute will identify a legal Counselor based in the nation hosting the PEI Secretariat and who will be consulted on all legal issues.

## 3. Modus operandi & Communication

The Secretariat translates the Board directions into Action Plans primarily focused on the three main lines of operation (activities, National Committees and Partnerships) and other operational issues. Conceptually, the ten IYPE themes ([www.yearofplanetearth.org](http://www.yearofplanetearth.org)) serve as anchor points for writing short stories, for developing mass media products, as elements for campaigns, competitions, artistic expressions, et cetera. Daily contacts with the National PEI Committees will be maintained by the Secretary while the Executive Director assists them in evaluating National Action Plans and in identifying financial resources to implement such plans. The PEI Secretariat will be much involved in operations by the development team, in particular by co-organising international and national events. In the PEI philosophy such events are essential as they create optimal opportunities for exposing the Earth sciences to the public and to generate additional income to the organisation. The strongest, regular lifeline with the public will be, however, through the continuously updated, interactive, living, and 'breathing' internet site. International Partners, National Committees and members of the PEI Advisory Board will be kept updated by the Secretariat's regular reports. Financial operations will be conducted by the Treasurer who is no staff member but recruited on a voluntary basis from the Board of Directors.

## 4. National Committees

Inspired by the successful IYPE model, the Planet Earth Institute aims to conduct most of its activities at national levels through National PEI Committees, who are represented in the Board of Directors. They jointly appoint one representative per continent in the PEI Board. To strengthen their level of operations and communication power at international level, PEI envisages establishing Regional PEI Centres. Such Centres should operate at no cost to PEI, would preferably be hosted by governments or public organisations and may be part of existing international bodies. A need for such Regional PEI Centres was expressed for Sub-Sahara Africa, Latin America, Southeast Asia and the Arab world.

All IYPE National Committees will be invited to embark on the Planet Earth Institute. In general, National Committees should comply with the following boundary conditions: broad composition (including a rather wide variety of organisations both in the public and the private sector, the media, young people, proper gender balance), professional operation, clear structure with a lead person, a treasurer and a contact person with the Secretariat, transparent book keeping, creative minds, fundraising and implementation capacity. Moreover, National Committees should present an Action Plan with activities, timing and funding for the first year and with suggestions for the longer term. The relation between National Committees and the PEI organisation are formalized by signing legal documents (Agreements) describing mutual responsibilities. PEI staff will play an active role to support creating National Committees and, once established, maintain optimal interaction and relationship through regular visits.

National Committees collect their funds from national resources, including governmental organisations, other bodies in the public sector, Foundations, private persons or the private sector. To that end they are encouraged to develop and maintain their own national partnership programme. Moreover, National Committees, in particular those in countries in development and transition, may apply for co-funding part of specific activities by the PEI organisation. To accommodate such applications, PEI will allocate part of its income after the Initial Stage of its evolution. PEI has the ambition to transfer half of its income through the National PEI Committees to activities at national levels once PEI has arrived in the Mature



Stage. National Committees also benefit by exchanging outreach materials and fundraising ideas with their peers. Not least, they raise the profile of the Earth sciences in their countries by being part of an professional and internationally respected organization.

The Secretariat also generates partnerships for *international* PEI activities. As companies and organisations targeted for such international partnerships may be based in countries where PEI National Committees are active, a policy has been developed to avoid potential conflicts of interest. This policy may vary from nation to nation but will be based on principles of maximizing transparency and income to PEI (at national and international levels). Negotiations between National Committees and PEI International should result in a document to be added to the mutual Agreement describing responsibilities of both parties (see above).

## **5. Outsourcing Activities**

In the course of time and with expanding activities it is anticipated that an increasing number of PEI activities will be outsourced to private companies and individuals who both have the expertise, the logistics, the technology and the time to conduct these. All such operations should be accompanied by a signed contract between the company, the responsible PEI staff member and the Executive Director.

## **6. Partnership**

The International Partners provide the financial spine of the Planet Earth Institute. These may develop from the International IYPE Partners or newly be established. Partnership relations belong to the highest priorities of the Planet Earth Institute.

There are four levels of International Partnership. These include scientific organisations in the public sector and three types of corporate organisations in the private sector. All types of partnership have their own package of assets and associated partnership fees. In the Secretariat, a dedicated staff member is responsible for partnership relations.

*Scientific International Partners* (SIPs) are typically scientifically oriented organisations in the public sector. Benefits for SIP's include: Planet Earth Partnership Certificate, 5 Seconds in Planet Earth movie spot, right to use the official Planet Earth logo, Invitation to international events, micro-profile on website, free exhibition space at one international event, free exhibition space at national event, free ticket for partnership of Planet Earth Institute for 2010, 1 Page in next issue of Planet Earth publication. Annual partnership fee is 5,000 Euros.

*Corporate International Partners* are companies in the private sector that support the PEI aims and objectives. Benefits include: Planet Earth Partnership Certificate, right to use the official Planet Earth Logo, Company micro-profile on website, 1 page in next issue of Planet Earth Publication, 5 seconds in Planet Earth Movie spot, invitation to international Events, free Exhibition space at National Event, free Exhibition Space at one International Event. Annual partnership fee is 25,000 Euros.

*Global Partners* are normally mid-size companies that support the PEI and seek for major international exposure through the Planet Earth Institute. Benefits include: Planet Earth Partnership Certificate, right to use the official Planet Earth Logo, Title Grant Certificate- Exclusive Title for specific company sector at National Level, Company micro-profile on website, 2 pages in next issue of Planet Earth Publication, 10 seconds in Planet Earth Movie spot, invitation to international Events, free Exhibition space at National Event, free Exhibition Space at two International Events, official visit by Planet Earth Executive Officer including press conference, representation in the Board of Directors. Annual partnership fee is 50,000 Euros.





*Legacy Partners* are major companies that make a special effort to promote the PEI aims and ambitions throughout the world while receiving maximum exposure. Legacy Partners constitute the financial backbone of the PEI operations and are actively involved in strategy development through their representation in the Board of Directors. Their benefits include: Planet Earth Partnership Certificate, right to use the official Planet Earth Logo, Title Grant Certificate- Exclusive Title for specific company sector at International Level, Company micro-profile on website, 4 pages in next issue of Planet Earth Publication, 20 seconds in Planet Earth Movie spot, invitation to international Events, free Exhibition space at National Event, free Exhibition Space at all International Events, official visit by Planet Earth Executive Officer including press conference, Keynote Speaker at Global Planet Earth Event, and a seat on the Board of Directors. Annual partnership fee is 100,000 Euros.

## 7. Income development

There are two main sources of income for the Planet Earth Institute: Partnerships and Activities. Other sources of income may include support by Foundations, governments, investors, and in-kind support by the hosting nation. Moreover, PEI will establish an active Donation System through its website.

Partnership comprises Scientific/public sector Partners and Corporate Partners. Corporate Partners include International, Global and Legacy Partners. On top of that Core funding is provided by Legacy Partners that committed to support the PEI for a full decade. At this stage, two companies committed (orally) such decade long funding, each for an amount of 100,000 €/yr. Entree of a third company to this group providing PEI's core funding is anticipated in 2012.

In PEI's Operational Budget (see Table page 12) a distinction is made between new and renewal of Partnerships, both for Scientific/public sector Partners and Corporate Partners. Based on experience gained over the past 20 months in a declining economy, 20 Corporate Partners embarked on the IYPE, on average one per month. That was achieved by an Development team of two professionals. By hiring a third person for this team in the Initial Stage, an average of 10 new partnerships per year is considered realistic per 2011. With a minimum partnership fee of 25,000 € for Corporate Partners and after subtracting 20% acquisition costs, that would result in an annual income of net 200,000 € as of 2011. A low estimate for the second half of 2010 is three new Corporate Partners generating a minimum net income of 60,000 € for PEI in 2010.

A significant number of the Corporate IYPE Partners expressed their interest to renew their Partnership for the PEI if they would receive sufficient exposure opportunities. A conservative estimate is 50% renewals per year. This is particularly conservative for 2011 when PEI may expect collecting significantly more renewals from pre-mid 2010 IYPE partnerships than the two indicated in the Operational Budget as expressed in the Table on page 12.

A low estimate for new Scientific/public sector partnerships is four per year, half of them estimated to renew their partnership the following year.

No income from *Activities* is anticipated for the remainder of 2010. In this period the groundwork for PEI activities will be done enabling generation of first but modest income by 2011. The numbers given in the 2010-2013 budget are indicative and rough estimates only. As a reference, one single issue of the IYPE Planet Earth magazine generated a net income of 55,000 € in 2008. PEI aims to publish at least 2 issues in 2011. Investments made for Planet Earth TV in 2009 will pave the road for rising income during PEI's Transition and Mature Stages. In potential, the same holds for PEI Events and Projects, for example the African Forum for Sustainable Development. As development of a proper marketing strategy requires considerable time, no income from co-marketing is expected to fuel PEI's budget before 2013. During the first PEI decade, income from Activities is expected to grow faster and may surpass PEI's partnership income by 2016.

## 8. Cost/investment development

Six main types of cost/investments are distinguished in the PEI budget: staff, hiring external experts, office, new operations and associated travel, support to National PEI Committees and other costs.

PEI will operate on a small staff. In the Initial Stage (during the remainder of 2010) staff costs comprise the Executive Director, a part-time Secretary and three members of the Development team. In 2011, a Communication Officer will be added to the staff. Staff costs are based on regular salaries in NW Europe. Staff cost development from 2010 - 2013 is based on a 10% annual growth. External experts will be hired to address specific activities as for example writing popular science articles and supporting other activities. If PEI's staff is kept small, expenditures on hiring external experts will inevitably grow alongside with its level of activities. As to office costs, PEI anticipates in-kind support (office rent and furniture) by the hosting organisation in the Initial and Transition Stage. PEI expects to be charged for such costs during the Mature Stage. Investments in new operations will be kept at a low level in the Initial Stage but that will gradually grow over the years alongside with associated travel costs which are kept at a minimum level. Other costs include banking operations, legal counsel, Board meetings, website, brochures, consumables and miscellaneous.

As PEI aims to implement its mission mainly through activities at national levels, a significant part of PEI's income will be dedicated to support such activities through the National PEI Committees, in particular in developing countries. Apart from the Initial Stage (remainder of 2010), a growing percentage of PEI's income (28% in 2011, 34% in 2012, 47% in 2013) will fuel relevant activities in PEI nations. For financial management purposes PEI should target at a modest surplus every year.

PEI Operational budget 2010-2013	2010 (Q3+Q4)	N	2011	N	2012	N	2013
<b>Income</b>							
<i>Partnership</i>			€		€		€
Core funding	100,000	2	200,000	3	300,000	3	300,000
Scientific Partners (new)	10,000	4	20,000	4	20,000	4	20,000
Scientific Partners (renewals)	-	1	5,000	2	10,000	3	15,000
Corporate Partners (new)	60,000	10	200,000	10	200,000	10	200,000
Corporate Partners (renewals)	-	2	40,000	6	12,000	8	160,000
<i>Activities</i>							
Planet Earth TV	-		15,000		30,000		50,000
Publications	-		15,000		30,000		50,000
Events	-		15,000		30,000		50,000
Projects	-		15,000		30,000		50,000
Co-marketing			0		-		15,000
<b>Total income</b>	<b>170,000</b>		<b>525,000</b>		<b>662,000</b>		<b>910,000</b>
<b>Costs</b>							
PEI Staff	107,000		250,000		275,000		300,000
External experts	10,000		30,000		40,000		50,000
Office costs	12,500		25,000		45,000		50,000
New operations & associated travel	10,000		25,000		30,000		35,000
Support to National Committees	-		150,000		225,000		425,000
Other costs	10,200		25,000		30,000		35,000
<b>Total costs</b>	<b>149,700</b>		<b>505,000</b>		<b>645,000</b>		<b>895,000</b>
Surplus	20,300		20,000		17,000		15,000



## 9. Investment and Financing Plans 2010

Once the Planet Earth Institute has been registered and becomes effective, anticipated for mid 2010, investments should be made to address these costs. Necessary investments for 2010 (Initial Stage) are given in the Table below. As mentioned above, it is assumed that accommodation and furniture costs for PEI's Headquarters will be supplied by the hosting organisation, at least for the Initial and Transition Stages (indicated in the Table as pm). As partnership Development will operate from London (UK), nominal costs for a side office there are included in PEI's Investment Plan 2010. Total investment for 2010 is calculated at about 150,000 €, half of which during the first quarter.

### PEI Investment Plan 2010

	Q3	Q4	2010
<i>Fixed assets</i>	€	€	€
Accommodation HQ	pm	pm	
Accommodation side Office	5,000	5,000	
Furniture	pm		
Computers	1,500		
Other office machines (printer fax etc)	500		
Consumables	300	200	
<b>Total fixed assets</b>	<b>7,300</b>	<b>5,200</b>	
<i>Floating assets</i>			
Staff salaries (Ex. Director, 3 developers, secretary)	53,500	53,500	
Services science communicator	5,000	5,000	
Out-of-pocket costs	5,000	5,000	
Interest loan 10%/yr		3,750	
Communication budget (phone, mail, website)	2,000	1,250	
Unforeseen	2,000	1,200	
<b>Total</b>	<b>67,500</b>	<b>69,700</b>	
<b>Total investment</b>	<b>74,800</b>	<b>74,900</b>	<b>149,700</b>

To accommodate such investments anticipated income is given in PEI's Financing Plan 2010 (Table below). The Operational budget (page 12) shows that sufficient income would be generated in 2010 to accommodate such investments. But as most of this income will arrive on PEI's bank account only in the last quarter of 2010, a separate and temporary budget of 75,000 € would be required to accommodate costs for Q3. International Partners and other organisations are invited to provide this loan to be returned no later than one year after PEI registration.

### PEI Financing Plan 2010

	€	€	€
Income core partnership		100,000	
Net income 3 corp partners (1 in Q3 and 2 in Q4)	20,000	40,000	
Net income 2 scientific partners		10,000	
One year's loan (75,000 )	75,000		
<b>Total</b>	<b>95,000</b>	<b>150,000</b>	<b>245,000</b>



## 10. Risk analysis and mid course corrections

The following potential risks in preparing and implementing the Planet Earth Institute have been identified :

### 1. *Risk of insufficient long term core funding*

A minimum of 200,000 € of long term (at least for 5 years) core funding, corresponding to salaries and basic requirements for key staff persons, would be needed annually to ensure a stable development of the Planet Earth Institute. By 26 April, this level of support has been committed though not yet in writing. Once such agreements have been signed this risk is considered non-existent.

### 2. *Risk of no offers to host the PEI:*

By 26 April 2010, negotiations with government representatives of one potential host nation are in an advanced stage. At least one more such potential nation has identified. This risk is considered low.

### 3. *Risk of insufficient funding through scientific/public sector and/or Corporate Partners*

Despite of the economic downturn in the developed world new Corporate Partners are still entering the IYPE, in particular with the perspective to embark on the PEI. The estimates for international (science/public sector and corporate) partnerships in the 2010-2013 budget are conservative. However, in case these expectations would not be met, the PEI would be able to develop although at a smaller pace with a smaller budget.

### 4. *Risk of insufficient income generation from Activities*

During the IYPE Triennium, the market for some of the proposed activities was tested. The results of such tests show that income estimates by PEI activities is conservative. But if these would not be met, the PEI would be able to develop although at a smaller pace with a smaller budget.

### 5. *Risk of lack of content*

Abundant information is available for messages addressing the issues envisaged for the PEI. By 26 April at least one expression of interest by a very prominent earth science writer was received. This risk is considered low.

### 6. *Risk of insufficient access to the media*

Access to the media is secured through at least one member of the PEI team. Continued access to the media should be secured by hiring a Communication Officer as a PEI staff member. As mass media are always on the outlook for content, this risk is considered low.

### 7. *Risk of no loan bridging Q3 2010*

In case no loan would be provided to address PEI's costs for Q3 in 2010, the starting date of PEI operations would be postponed until Q3 or Q4 partnership income would have arrived at the PEI accounts. This risk is considered moderate to low as parties did show interest in providing such a loan.

The Planet Earth Institute financial strategy is to adapt expenditures to income, costs and investments will be income-driven, thus deficit avoided. Any surplus, would be used for building a financial buffer to a size of at least a half annual budget.

Incidental income spikes would be added to PEI's financial buffer. If income growth would become more structural, additional income will be invested primarily in the National Committees and in new operations.

Unexpected costs, if unavoidable, should be covered from the financial buffer fueled by budget surplus over the years. If additional costs would become more structural, the Board should define strategies to cope with that.





## 11. Planet Earth Institute and UNESCO

As in the International Year of Planet Earth, the Planet Earth Institute envisages close cooperation with the UN-System (UN Commission on Sustainable Development) and in particular with UNESCO. The PEI mission builds on that of the IYPE (*Earth Science for Society*) which complies with the joint UNESCO-IUGS Programme of IGCP. Moreover, the PEI aims to support the outreach component of the IGCP and UNESCO's Earth science Education Initiative in Africa, as done during the IYPE Triennium. In addition, a significant share of the PEI budget will be dedicated to support relevant outreach projects on Earth science promotion to National PEI Committees, particularly in developing nations. UNESCO plays a major role in such National PEI Committees. The Planet Earth Institute welcomes cooperation with UNESCO on other issues as well. To emphasize this ambition for cooperation, UNESCO is offered a position at the PEI Board of Officers.

## 12. Niche position

In a recent evaluation a team of experts identified no major overlaps with current organisations dealing with translating Earth science issues to the public in the widest sense. The combination of a not-for-profit, a-political, UN-linked NGO, mainly running on non-governmental funds and operated by a small international Secretariat while serving and co-funding Earth-related outreach activities through a network of national committees in all continents with a strong emphasis on the developing world, with special attention for young people and with the ambition to encourage them to consider an Earth science related career, is quite unique and makes PEI a distinct niche player. From that position, PEI aims at developing joint ventures and other ways of cooperation with relevant national and international bodies rather than to compete with any organisation sharing at least part of the PEI mission.

## 13. Relation with scientific Unions

National IYPE Committees considered the IYPE successful in bringing together wide varieties of scientific communities in their countries. PEI aims to contribute further to this process by using the Geo-Unions concept, where Earth-related ICSU unions began to cooperate at an international level, as a model. Combating fragmentation works best by working together towards a common goal as demonstrated in the IYPE Triennium. An important role in this process is anticipated for Young Earth Scientists (YES). Scientific union's interest in the Planet Earth Institute is secured through a joint seat in the IYPE Board of Directors.

## 14. Science in the Planet Earth Institute

Pure, curiosity-driven science is the prime realm of universities, research institutions and Academies of Sciences. Application of Earth sciences in practical situations is conducted by companies, consultants and geological surveys. Over the years, many scientific societies, unions, geological surveys and private companies have attempted to raise awareness for the Earth sciences among the public with various levels of success. At the onset, IYPE aimed at an equal performance level for science and outreach. In the course of the Triennium, however, National IYPE Committees began to appreciate IYPE's potentials for success in outreach more than in science. In an inquiry (April 2009), National Committees urged for a continuation of the outreach oriented efforts beyond IYPE, resulting in the Planet Earth Institute.

PEI's prime ambition is to offer all global geo-partners an international platform for 'outreach' and to 'translate' and expose knowledge of the Earth in digestible pieces of information to the public. Among others, the ten IYPE themes may serve as channels for this purpose. If financially feasible, the PEI Board might decide investing in relevant geoscientific related projects with significant outreach potentials to the benefit of society, in particular in developing countries.

## 15. Accounting and auditing

As an international non-profit organisation the financial administration should comply with International Public Sector Accounting Standards (IPSAS). The PEI Board will decide on the type of annual auditing to be performed by an internationally renowned accountancy company.



**The Planet Earth Institute**  
Promoting knowledge for a better planet

[www.planetearthinstitute.org](http://www.planetearthinstitute.org)

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