

.ECO



Transforming the world's .coms into **.ECOS**
one domain @ a time
Ecopreneur: Moses Boone

Overview



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Mission Statement



"We wish to be the change; We have to see in the world."

Colored Planet Connexion is a company with a spiritual mission to align with those who understand the importance of protecting the planet's biosphere.

We voluntarily invest a percentage of our profits in projects which encompass clean air and water; the elimination of hunger; and the development of renewable non-polluting energy sources.

Our hope is that our collective efforts will result in healthier homes, cleaner and safer workplaces ; and a world where true health, harmony and prosperity is the norm, rather than the exception.

Why .ECO?



***Consumers want to know that the products they are purchasing are environmentally true,
and feel safe from initial concept to beyond the end of their useful lifetime***

^TIntensive research has indicated that there is no domain registrar which denotes a sincere involvement and concern with the environmental (.eco) concept.

There are Standardization Organizations which are attempting to enlist commercial, industrial and manufacturing corporations to assume their global and environmental responsibilities with some success.

There are individuals and organizations striving to correct the mistakes of the past. ".ECO" will permit everyone to have a stake in securing the well being of the future.

The addition of ".eco" to a company's website name will lend credibility to the efforts that this company has made. The efforts to make: the company as a workplace, it's products and the world a safer, cleaner place for all.

It will in turn acknowledge to consumers and prospective business partners here is a company, which:

- gives ultimate control to the end user concerning environmental determination
- conducts business in an ethical manner; meaning it's underlying philosophy and deeds are synonymous
- is concerned with the well being and conduct of it's employees
- is using energy and natural resources responsibly
- has an ultimate goal of creating a zero carbon foot print
- understands that good citizenship and good business are not only compatible but synergistic

Weaknesses and Strengths to .ECO



- Fear and Resistance to change
- Perception of giving up Power
- Fear it will cost more than ROR
- Non-traditional business practice
- Places the adopter at an unfair disadvantage versus competition
- Future projections and generations; should not be our concern, today
- It is interfering with the free market
- There are no guarantees that all the accusations are true. So why bother?
- Some can , some will...others, are just full of excuses
- *Change is the only constant-embrace it*
- *Power is also transitory-embrace it*
- *Uncover hidden value; add greater income to the bottom line*
- *Demands collaboration and is inclusive:shareholders,management, vendors,employees, end-users.*
- *Sustainability and Profitability are compatible*
- *Sustainability,Accountability, Transparency soon to become household words.*

Opportunities and Threats to .ECO



- *We are in a symbiotic relationship with the earth; for our sake it must become better*
- *Launch an innovative motivating force for positive change*
- *Build trust and lasting ecological/economical relationship with end-user*
- *Cost effective in the long range to implement program*
- *Gain control over a presently "manageable situation"*
- *Truly global in scope and viability*
- Some other entity could seize the opportunity of timing and catapult themselves to the forefront
- Take our chances and; wait and see if the dire projections materialize
- J'accuse! Potential consumer backlash for not being proactive
- Maintaining and protecting the insides of our own little box

Trademark

SERIAL NUMBER : 77/452991

MARK: .ECO

OWNER: Colored Planet Connexion

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

042 -Design, creation, hosting and maintenance of internet sites for third parties; Hosting of digital content on the Internet; Providing specific information as requested by customers via the Internet

FIRST USE DATE: NONE; --

USE IN COMMERCE DATE: NONE

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

Internet Corporation for Assigned Names and Numbers (ICANN)



ICANN was formed in 1998. It is a not-for-profit public-benefit corporation dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the internet's unique identifiers.

To communicate on the Internet an address comprised of letters and numbers is entered. That address is a unique identifier, and enables computers to locate each other. ICANN coordinates these unique identifiers around the world. Without that coordination we wouldn't have a global Internet.

Colored Planet Connexion, is proceeding forward in applying for a unique top-level domain through ICANN.



Kaizen

Changing thought processes to change lives

Kaizen is a daily continuous activity, the purpose of which goes beyond simple productivity improvement. It teaches people how to perform experiments in their work using scientific method to identify and eliminate waste in business processes. It is a process that, when done correctly, eliminates unnecessarily difficult work and humanizes the workplace.

To be most effective, kaizen must be applied with three principles:

- consider the process *and* the results, not the results alone, so that the correlation between action and effect becomes clear;
- think about the whole process systemically, to avoid creating problems at different points within the process;
- assume an educational, non-judgmental, no-fault approach and intent to allow for open-minded re-examination of the assumptions that led to the development of the current process.



International Organization for Standardization (ISO)

Setting baseline and expectations to reach the goal of 100% Clean

"ISO" is derived from the Greek *isos* , meaning "equal". Whatever the country, whatever the language, the abbreviation used to refer to the International Organization for Standardization is always ISO.

ISO is the world's largest developer and publisher of International Standards, managing a network of national standards institutes in 157 countries. This non-governmental agency bridges the public and private sectors, thereby developing a consensus on solutions that meet both the requirements of business and the broader needs of society.

ISO 14000 refers to a series of documents relating to the implementation of an Environmental Management System. ISO 14001 is the document that defines the requirements for the Environmental Management System and provides guidance for its use.

An Environmental Management System allows a company or organization to employ a systematic approach for managing their environmental impact. The objective is for ISO 14001 to assess the baseline and thereby create guidelines for all involved to control the environmental impact of the company or organization's actions, and continually increase the environmental progress as measured against objectives and previous performance. That is across the board and up and down the supply line.

Everyone is good.

We can all be better.

An Overview of ISO 9001 and ISO14001

http://www.iso.org/iso/ims-alerts_9001_14001_overview.ppt

Pathway to becoming a Certified ".ECO"

Getting the boulder to the top of the mountain



- Registration
- Utilizing Kaizen process
- ISO 14001; A process and a mean
- An empowered Chief of Responsibility
- An independent open online forum where management, employees, end-users, and shareholders can communicate.

Kudos to the most improved ".ECO"



We wish to create incentives other than profit as a motivating factor for companies of tomorrow.

We will give recognition to those companies which accomplish the most over the previous year and they will have the bragging rights for one year until the next period has ended. A world championship in becoming more ecological, sustainable, ethical, transparent, reduced their carbon footprint the most, enhanced their environmental CSI, and still creating a strong P/E for their happy shareholders. A Green Globe gracing their corporate headquarters and their name inscribed on the "Stanley Cup for the Ecology, Sustainability, and Transparency".

A Global Call to Consilience



Business knows marketing, finance, manufacturing processes and the art of making a profit. Businesses must now excel and take the time, energy and responsibility to understand the long term effects of their processes and what happens in the spiritual/ psyche realm down to the dna cellular universe. Scientist in the last century have desperately tried to apply global and environmental metrics to something that defied quantifiable measurement. The extent and pervasiveness of pollution.

Only now, with the consilience that is happening in the spiritual, scientific, financial and political spheres, are we capable of applying computational metrics to hopefully reverse the global torrential negative tsunami.

Ecology and economics have the same root - "eco", from the Greek oikos, for "home". Ecology is the study of home, economics is the management of home, and of course, our home is the biosphere

We have all the pertinent information about what is occurring as we speak. We have the knowledge to correct the errors of past and present generations. We possess the computing capabilities to insure success and safeguard the future.

Do we have the will?