# BE PLANETARY

<u>Be Planetary, La Red</u>

**Everything has a beginning.**

**To start this change we propose a new social network, Planetary.**

**It belongs to all its members.**

It is a very simple idea, really if the world start again, Planetary must be the base of all, the really good approach, in our opinion. All in our world is alive included stones, all you can see and not, so all the human activities have consecuences to the rest of Planet, almost everything else are patches, and suffer the consequences of remedies through patches until there are no more resources, and then it will be too late, by this way, we must think how we can start again with the most simple equation:

**+ Neoequality:** We must to give a equal grade to eachone in this planet, what means persons and nature (animals, plants, elements and environments) like partners, and workers and companies like associateds, all of them are equals, have voice and vote, this is the real democracy.

**+ Ecosuficience:** In the other side, we must be ecosuficience, it's means, we must be self employed, self managed and self sufficients with a eco and sustainable perspective across our thoughts and deeds in all the steps can be possible. We must build tools to give a equal chance to our members.

**+ Diversity:** Diversity is neccesary. Different points of view to get a middle point do unity. We are a chaine, a very nano knowledge in the universe. From market is the consumer who decide what is the best chance. By this way we are not radical.

**+ Knowledge:** We are agree about a copyright who protect all The Planetary Club Concept who belongs to all their members, but inside The Planetary Club all can be developed and share from each point of view and share again and again with The Planetary Club. It is the only way to protect our knowledge who belongs to us, to grow up and be sure all our efforts are from The Planetary Club members. Only you must Be Planetary.

**+ Universal Basic Income:** It is that which belongs to all of us and each of the Partners and Associates of The Planetary Club just by existing. It is a anual fee which we are entitled by default and serves to cover the basic needs of the members.

By this way we can get a better place, The Planet Earth, to live better for generations, each generation better. Really, the society needs education. It is a work for 4 or 5 generations at least, but it must be started for anyone.

This project has many good things and perspectives, it is a real education and formation tool among others intrinsec business oportunity, only when people knows a animal or a plant or a environment or ... must be equal than us, the things will be going to change.

<u>So ......</u>
So, Facebook and the others, do you think they are free? they live with the money they get of our products, services, activites and contains we post for free and they don't return nothing, only a service "for free".

Facebook earned 2,940 million dollars last year, almost double that in 2013. Facebok shares in the market are 43 million a apox worth 100 dollars each. Buying resulted Whatsapp 17,000 milion euros. The heritage content grows and grows with the intrinsic value they have. The economic power of Facebook lets you do anything to gaining market and grow without limits. The number of employees rises to around 1,200 each year, there are currently 7,000 worldwide. Facebook is a global network that develops currently only 10% of his potential. If Facebook were of all of us growth would be much faster and exponentially since not only fun we on the network, but we would also be working for ourselves and for future generations.

The world population is about 7,000 million. If we account a global distribution of profits or at least to use an estate of this size would allow us to do great things locally, Think Global, Act Local. That is, the famous basic to the beast from which income much talk but it seems you can not get, and that only look at Facebook. And what about the numbers, profits and assets of Twitter, Linkedin, Ebay, Amazon, Soundcloud and others ?. And Google?

We're not fooling no, the following. These benefits are generated by us, the users, and in return received a "free" service, restricted and spied.

How we can change it? making the first social network who belongs to us, to all the Planetary members, first making a base to start, and then step by step taking the best of all of this private social networks to implement in Planetary, developed by free software global community. That's it. But we must started like a serious team, like a professional team, it is non lucrative but it is a global company.

From The Planetary Club we propose to do The Network /La Red, www.planetary.be.

We like Barcelona, we are in Poblenou. We like Getxo, Marbella and Dakar too. We like also Bissau, Cape Town, San Francisco, Vancouver, Sidney, Tokio, ... We like any worldwide place. So many good places to start Planetary. It can start working in network from any municipality. We must take this for get the resources to build interesting projects like Free Software and others similars to get a Free World as soon as possible across a decent job to get a decent life loving what we do.

It is interesting to know we can build a free world with free knowledge and free techonology. We want to work in things we love to be a happy person with our happy family, we want to love our work, we want don't spend our time working in things we don't love, we don't want to work in more patches too. If we trust in Planetary project it can give us a real lovely job. Only we must decide what is the better way to get money and other resources with it so quickly as possible.

Go ahead with Planetary is a oportunity for all the people involved on it, a real chance for the planet, and we are the full owners of it without exceptions. It would be so great as we want. Let's go to do the first team.

All the people who wants to job on it must put in a list how many hours spend in Planetary and what we do in this time. When Planetary will be profitable all of us must be payed. Only we must decide what is the global hour price and start. That's all.

### Muhammad Yunus: Social business can help create a new civilisation
Social business can help solve poverty, unemployment
http://www.mydigitalfc.com/news/social-business-can-help-solve-poverty-unemployment-yunus-169

### The Planetary Club, Our Company
Actually we are The Planetary Club Association placed in Getxo (Bizkaia) and living in Barcelona, Spain. But it would be right to be legalized in other country, in so many countries as possible. Our company wherever is or will be must be based in two heads and same structure in both cases but with different ways.

+ **Association:** Like the owner of the project, The Planetary Club Association. Social Non Lucrative Way
+ **Cooperative:** Like the manager of the project, The Planetary Club Cooperative. Social Business Way.
+ **Structure:** Five big areas (Administration, Design, Formation, IT/Computing, Márketing). From second year we can add more knowledge areas and departments.

### Planetary Concept Expansion
+ **Global team:** First year.
+ **Countries teams:** Second year.
+ **Regions Teams in each country:** Third year.
+ **Municipality Teams:** Fourth year. When we arrive to this point we will have a decentralized company formed by local branches located in each municipality with local resources developing more local resources focused on the local market with a global thinking in collaboration with other teams or municipalities with a healthy competition, designing new concepts, sharing, improving them together, developing and experimenting with them locally to again return to share the new knowledge gained and so on, .... infinite process owned by everyone, from all parts of the planet. We really have achieved The Network.

### Planetary, our network, The Network/ La Red
This is a portal with the following parts:

### # Web
Corporative info, with blog, events and calendar, contact info and other tipical features.

### # Directory
Members directory. More complete as we want. Databases non for sale. Databases are a Planetary resource. Each member decide if he wants to appears and which info wants to share.

# Shop
Planetary shop with:

+ **Different kind of trades:** Buy and sell, rental, loan, interchange or barter, renting, leasing, ..
+ **Different payment methods:** Methalic in person, transfer, credit and debit card, paypal, bitcoins, faircoins, planetary, ....
+ **Different distribution methods:** specialized member companies, planetary, ...
+ **Others can be implemented.**

# Shop of Shops
Planetary members shops with same kind of trades and payment and distribution methods than Planetary shop. Typical shop of shops with the best of the each others an other innovation features we can add.

# Social Network
Tipical social network with the best of the each others an other innovation features we can add.

## How we can get resources
Parts of Planet and Potential Planetary Members are Persons and Nature like partners and Workers and Companies like associateds. Really members and resources are resources from a concrete area or municipality, so the richness of each municipality depends on how many resources it has.

+ **Basic Quote:** They must give to Planetary, each one, 1€ per year like a basic quote, like a simbolic quote.
+ **Companies Quotes:** 1€ per year of each company name, each kind of company, each brand, each location, ... It is a basic quote too.
+ **Resources Quotes:** All of us have the power to do resources (products, services, activities and contains). Each of them pay 1€ per year like a basic quote too.
+ **Extra Quotes:** Some products, services, activities and contains from Planetary or Planetary Members must be payed in a quote mode. There will be resources for free with free quotes too.
+ **Other Quotes:** We can decide to implement other quotes.
+ **Media Developing and Publicity Innovation**
+ **Representation, Management and Events**
+ **Etc**

## Domains and server provider
Other thing is to get a new server to start our business toguether, for Association, for Cooperative and for each one of us. About domains and server property it can be changed the adress and the fiscal id company (here in Spain is called cif) of The Planetary Club. Actually it exist The Planetary Club Association placed in Getxo and Barcelona. About what law affect to our server? Spanish law, because OVH is in Spain, at the moment is the best chance, but Spain in the future is going to be more restricted about internet, will se, at the moment is ok. But if you have a better provider in other country with best internet laws than this .....

+ **Domains:**
We can develope it in planetary.be all the company and portal structure if we want. And beplanetary.com for a viral campaign across our slogan Be Planetary.
planetary.be (is inside ovh.es) (the network)
beplanetary.com (is inside ovh.es) (viral campaign)
https://www.ovh.es/dominios/precios/ (check price list)
theplanetaryclub.com (is in masbytes.es) (company)
theplanetaryclub.org (is in masbytes.es) (company)

+ **Server:** Communal server, kimsufi, we can start with KS-3, but if we think for 5€ more is better KS-4 ....
It would be better to have two more servers in different places around the world to do a mirror service, in a short future.
https://www.kimsufi.com/fr/index.xml
http://www.kimsufi.com/es/ (cross ovh)

## The Correct Way
We are sure we need something best than Facebook and other similar networks but .... About what is the correct way to build our social network, we can speak about our márketing perspective, in fact, all is márketing and technology, free software is the most advance technology, so .... About from our knowledge can do web maps with the best contains estructures, and about technology only we can manage wordpress, woocommerce and buddypress among other cms with similar knowledge, but ... May be you think start with wordpress, woocommerce and buddypress is a shit (we think that too), but we like

the facilities to put up and turn on a plugin because we are not programmers. There are a lot of similar features than others social networks in the market. We can start from ...

+ **What you propose:** What is your opinion about it and how do you start it? Please. It is not very dificult to do a social network similar than Facebook and the others, isn't it? → check next point

### About other social networks like references
We must take the best of them and implement it in Planetary with a clear objective, go ahead to be the real network alternative. Per example, to see the potential business we have ... Facebook has more than 1.350 million members, and translations into 70 languages. Twitter has .... etc.

+ **pump.io:** It is based in node.js. it is in developing, but it has very beauty news like social networks federating by this way it is used by Identica, Diaspora, Gnu Social, Quitter, MediaGoblin, and many others. To know more about it http://en.wikipedia.org/wiki/Pump.io. Why this very simple social network can't be more used than Facebook or others? Because the others have marketing strategies implemementned and a commercial language who all unsderstand and because people don't want to learn new software and many other pages, people are very bussy in their lives and very bussy in their heads, similar problem about why windows is the most used operating system right now despite all the efforts of the free software movement. An important reason is the customer wants to choose among all the possibilities, the customer needs to decide what's the best. Facebook, twitter, ... are a app too, etc, etc.

+ **n-1:** It is a alternative social network based in elgg. To know more about it http://es.wikipedia.org/wiki/Elgg_%28software%29. Elgg and this social network n-1 was dissapointed for FSF and free software communtiy but it has a hole, a back door. Anyway it is a good work about some fetures we can use. I know this people and cooperative movement behind personally. They have a lot of things we can use for a better development. Design is not commercial/visual, and they use a language people give fear, only you must see their slogan "¡Redes sociales del pueblo y para el pueblo!" and "Porque las herramientas del amo nunca desmontarán la casa del amo", this means "Social networks of people and for the people!" and "the tools of master never dismantle the master's house", we are agree about that but if we want to go to mass population .... less talk and more action. What population needs? good work, good life, a family, love and be loved ... We must use a commercial and easy language to universal users, no political and religious and other similar perspectives, we don't care about this kind of things. https://n-1.cc/ .

+ **the rest:** Amazon, ckan, ebay, facebook, flickr, google+, grooveshark, instagram, linkedin, mixcloud, myspace, pinterest, soundcloud, trip advisor, twitter, vimeo, youtube, zazzle, .........

Taking all the best of each one offering inside all the possibilities a user can be choose and decide ... this is Planetary. Surely a user for many reasons decide free software is best than other chances. Let them to decide. Planetary must be a network with a middle point but made fully by free software where all the offers/voices have a place. Only with this way of thinking free world have a opportunity.

*May be the best way to build Planetary is node.js to federate it with pump.io but with all the best functions of the best networks?. All the best of all the social networks inside Planetary.*

### Communal tools to speak and to work toguether
+ **Email List:** planetary.list@planetary.be (it is not active right now).
+ **Corporative emails:** beplanetary@gmail.com, planetary@planetary.be, theplanetaryclub@gmail.com, theplanetaryclub@theplanetaryclub.com.
+ **Personal emails:** Mine are manukleart@gmail.com but i have others.
+ **Irc:** planetary (it is not active right now).
+ **Pidgin:** planetary (it is not active right now).
+ **Etherpad:** planetary (it is not active right now).
+ **GitHub:** https://github.com/beplanetary
+ **Others**

### Conclussion
We have many things the other no have. Step by step, all it has a start, we have the best reasons to belong to our network, the planet network what belongs to the planet:

+ **Name:** A very good name for a global social network. Planetary
+ **Domain:** The best international domain we can get planetary.be

**+ Structure:** The best structure based in partners and associateds.

**+ Slogan:** The best slogan and the reason to reach the Heart of people. Be Planetary. Do you want to Be Planetary? [beplanetary.com](beplanetary.com) for a viral campaign.

**+ Owners:** It is the first social network who belongs to their members.

**+ Educational:** It is not a social network only, it is educational too.

**+ Open Business:** It is a open bussiness social network too. People can win money, resources and other advantages the others no offer. People can get their own self managed and self-employment among others.

**+ Open Knowledge:** Al data are of the Planetary Members, so all is transparent and clear.

**+ Real Democracy:** It is based in Neoequality. All of Planetary's have a word and a vote.

**+ Free Software:** It is based in free and open software.

**+ No Registration:** Our network don't need any registration (it is necessary stop/dissable the initial registration, people are sick about so many registrations in so many websites. Only we can ask their registration when it is neccesary, in the directory or in a buy/sell deal per example or by law, per example, we must study it and get it.

**+ Eco:** We think eco, our actions are based in eco thoughts, so our resources are eco too. It would be ok if we are placed inside natural protected areaa like a natural reserve or something like that but it is not at all neccesary.

**+ EcoMárketing:** Social márketing implemented we never see before.

**+ Autofinantiation:** We just need a basic fee of one euro per year of our members, the rest of the funding comes from our knowledge and work.

**+ Autogestion:** We can for ourselves under a organized form of local action and global thought.

**+ Autoemployment:** Self-employment is one of the most effective ways of creating employment through decent work get a decent life.

**+ Possibilities:** All is possible to implement on it, by this way is a planetary movement.

**+ Others:** Among others, many and many advantages the others no have.

## Manukleart
We are two members in one, Manukle. We want to be part of a team with similar ideas to develope many social concepts as we can:

**+ manukle:** I am a worker in manukleart. My nickname is manukle. My name is manu. I am trying to be a ecomárketing man and a person cross it. Ecomárketing is free márketing, my knowledge go from any creativity and think concept for anything it can be resolved to doing webs, shops online, networks, community manager, sales man, artists representation and management, events designer, relationed producer and many more. I have some ideas to get more resources to go more quickly with our projects but step by step. If we develope this project for sure we grow up, and a lot of synergies from a lot of parts of the world will arrive to us. Then we can develope others and others. I am at your service too.

## The First Team
So, to start, we must know who wants to do this project, people with knowledge in five starting areas. We are the first team. Who wants to belong to it?. Waiting your answer in beplanetary@gmail.com and planetary@planetary.be and tell us what you can contribute and in wich area you can perform a task and attach your curriculum vitae if it is possible. Kind Regards.



Thanks Libre/Free Universe for hear us.

<u>Observations</u>

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