



~~DEGENERATION~~
~~SUSTAINABILITY~~
REGENERATION

KISS
-the-
GROUND

A close-up photograph of a hand holding a magnifying glass over green, leafy plants. The magnifying glass is held in a way that its lens is focused on the plants, creating a magnified view. The background is a soft-focus green and white pattern of leaves and stems. The overall tone is natural and organic.

A NEW VIEW

KISS
- the -
GROUND

The image features three young green plants of different stages of growth emerging from dark, rich soil. The plants are positioned from left to right, increasing in size. The largest plant on the right has two large, vibrant green leaves covered in clear water droplets. The middle plant has two smaller leaves, also with droplets. The smallest plant on the left is just beginning to sprout. The background is a soft, out-of-focus gradient of light and dark tones, suggesting a natural, outdoor setting.

WE CAN SOLVE OUR BIGGEST PROBLEMS

Reverse Climate Change
Restore Water Cycles
Feed The World

KISS
-the-
GROUND

A dramatic scene of a volcanic eruption. A massive, dark plume of ash and smoke billows upwards from a mountain, filling the sky. The foreground shows a calm body of water reflecting the orange and brown tones of the ash. The overall atmosphere is one of immense power and scale.

But...

"We can't solve problems by using the same kind of thinking we used when we created them."

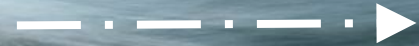
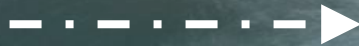
- Albert Einstein

THEORY OF CHANGE

NEW
VIEW

ACTION

OUTCOME



SHARING A NEW VIEW



Degenerative Model

ECOSYSTEM CARRYING CAPACITY

TIME IN PRODUCTION

KISS
the
GROUND



Sustainable Model

ECOSYSTEM CARRYING CAPACITY



TIME IN PRODUCTION

KISS
the
GROUND

Regenerative Model

ECOSYSTEM CARRYING CAPACITY

TIME IN PRODUCTION

KISS
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GROUND





DEGENERATIVE

SUSTAINABLE

REGENERATIVE

**KISS
-the-
GROUND**

500 + million years
ago

KISS
-the-
GROUND

A lush green forest with misty mountains in the background. The foreground is filled with dense, vibrant green trees, while the background shows rolling hills and mountains shrouded in a soft, white mist. The overall atmosphere is serene and natural.

The Balanced Climate Abundant Fresh Water Fertile Soil

KISS
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GROUND









Plants grow by
making sugars
from CO_2 & H_2O

CO_2

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GROUND



HEALTHY
SOIL
BUILT FROM
THIN AIR

CO²

KISS
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GROUND

THE EXCHANGE

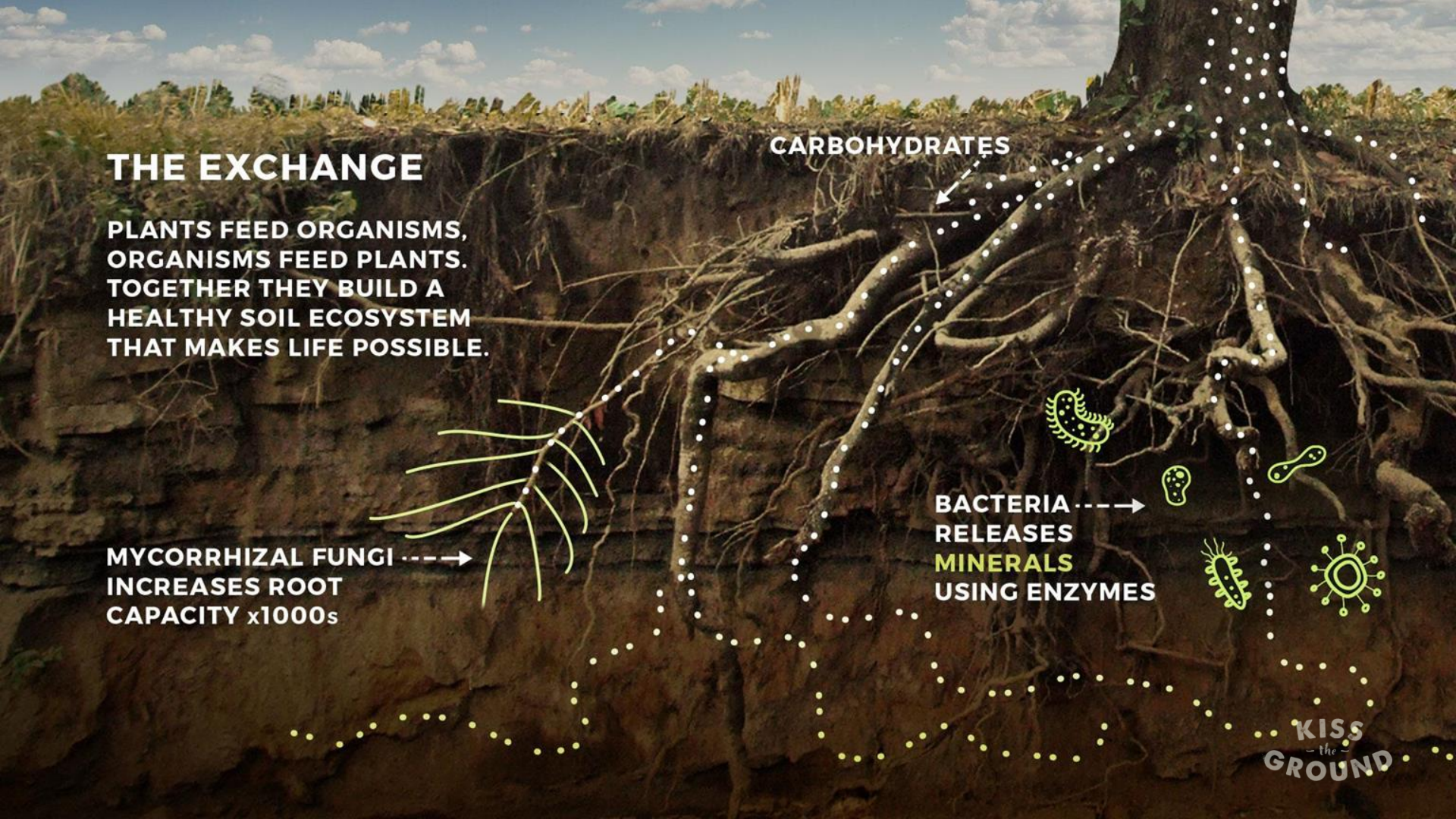
PLANTS FEED ORGANISMS,
ORGANISMS FEED PLANTS.
TOGETHER THEY BUILD A
HEALTHY SOIL ECOSYSTEM
THAT MAKES LIFE POSSIBLE.

CARBOHYDRATES

MYCORRHIZAL FUNGI --->
INCREASES ROOT
CAPACITY x1000s

BACTERIA --->
RELEASES
MINERALS
USING ENZYMES

KISS
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GROUND



ATMOSPHERE

750 Billion tons of C

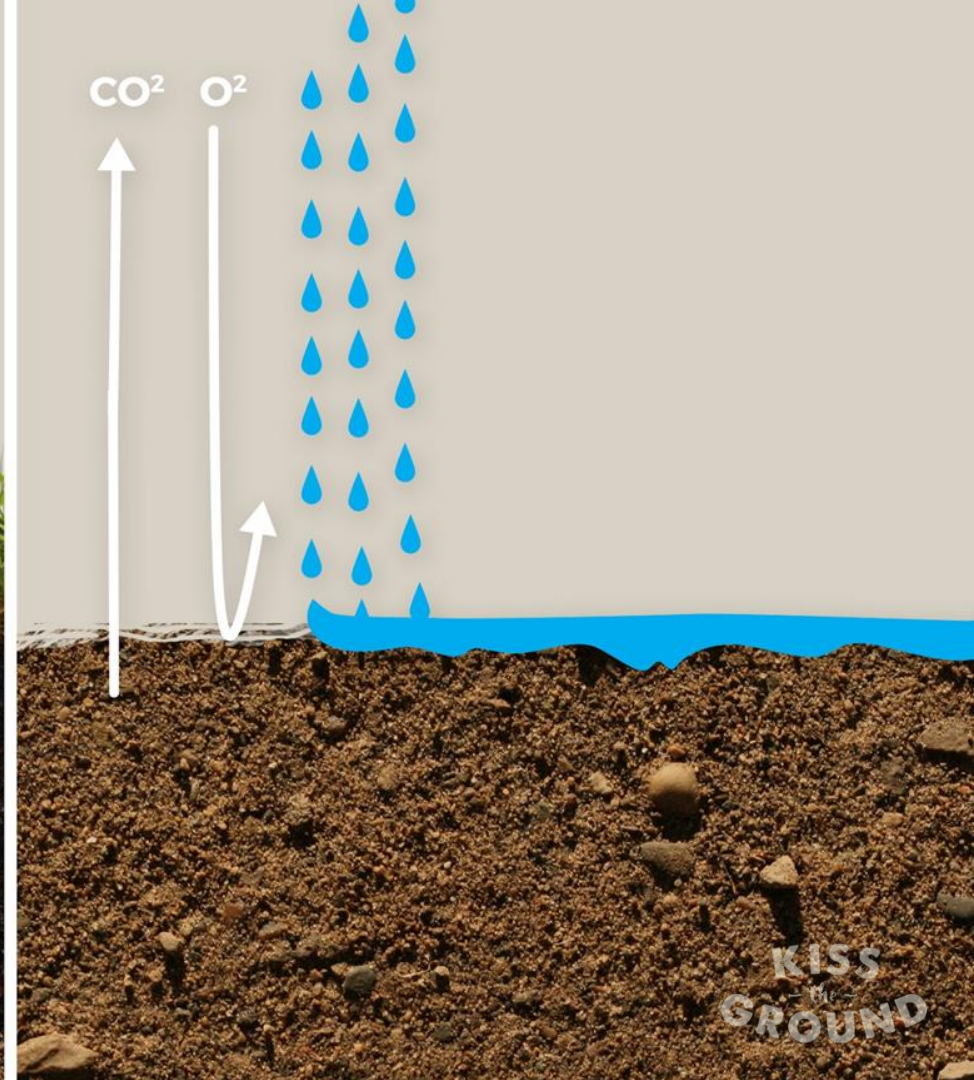
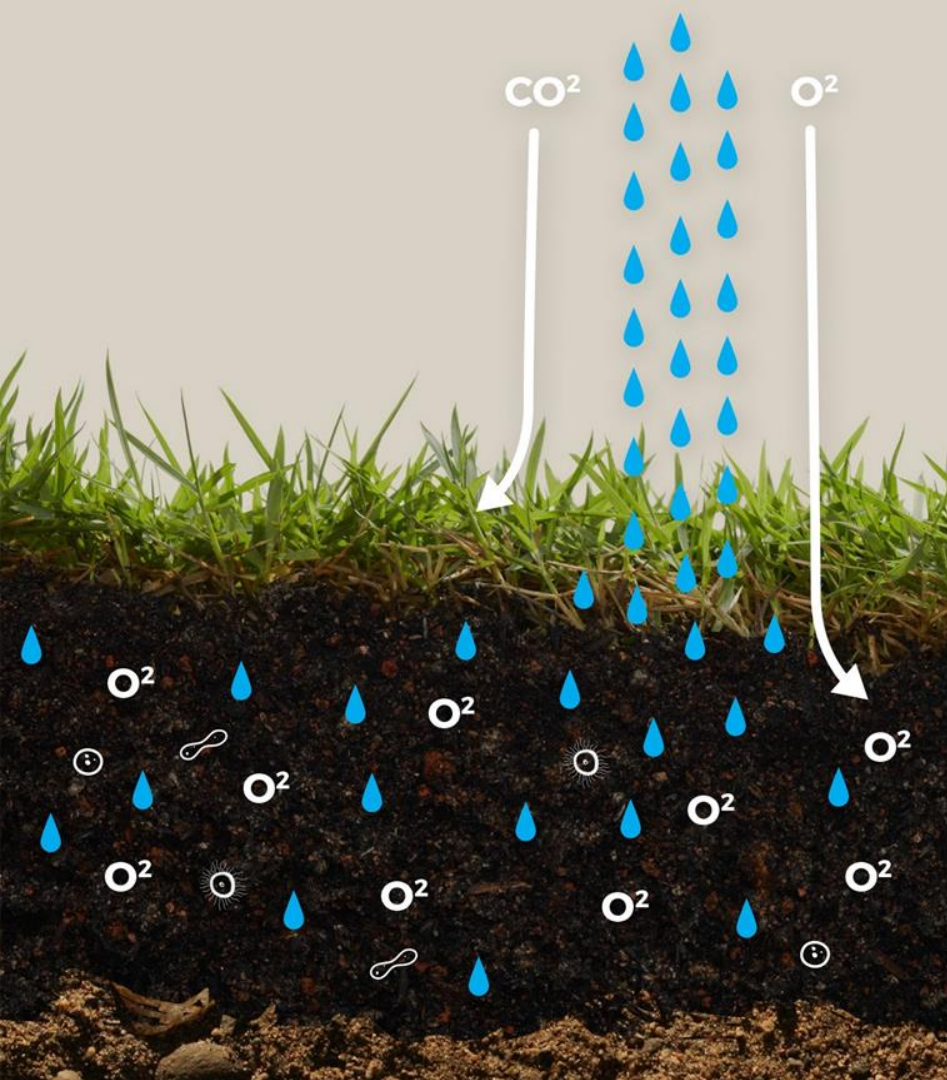
BIOSPHERE

550 Billion tons of C

PEDOSPHERE (SOIL)

2300 Billion tons of C

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-the-
GROUND



MOST FARMING DESTROYS THIS SOIL BUILDING SYSTEM



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GROUND

MOST CITIES DESTROY THIS SOIL BUILDING SYSTEM*

*excluding atlanta of course

A global epidemic



Our agricultural practices are turning the land to desert
Over the last 40 years we've lost 40% of our arable land

THE U.S. ALONE LOSES
1.7 BILLION TONS
OF TOPSOIL ANNUALLY

KISS
- the -
GROUND

Cities like LA

1.8 billion gallons per hour!



Much of our farmland is
infiltrating at less than
 $\frac{1}{2}$ inch per hour





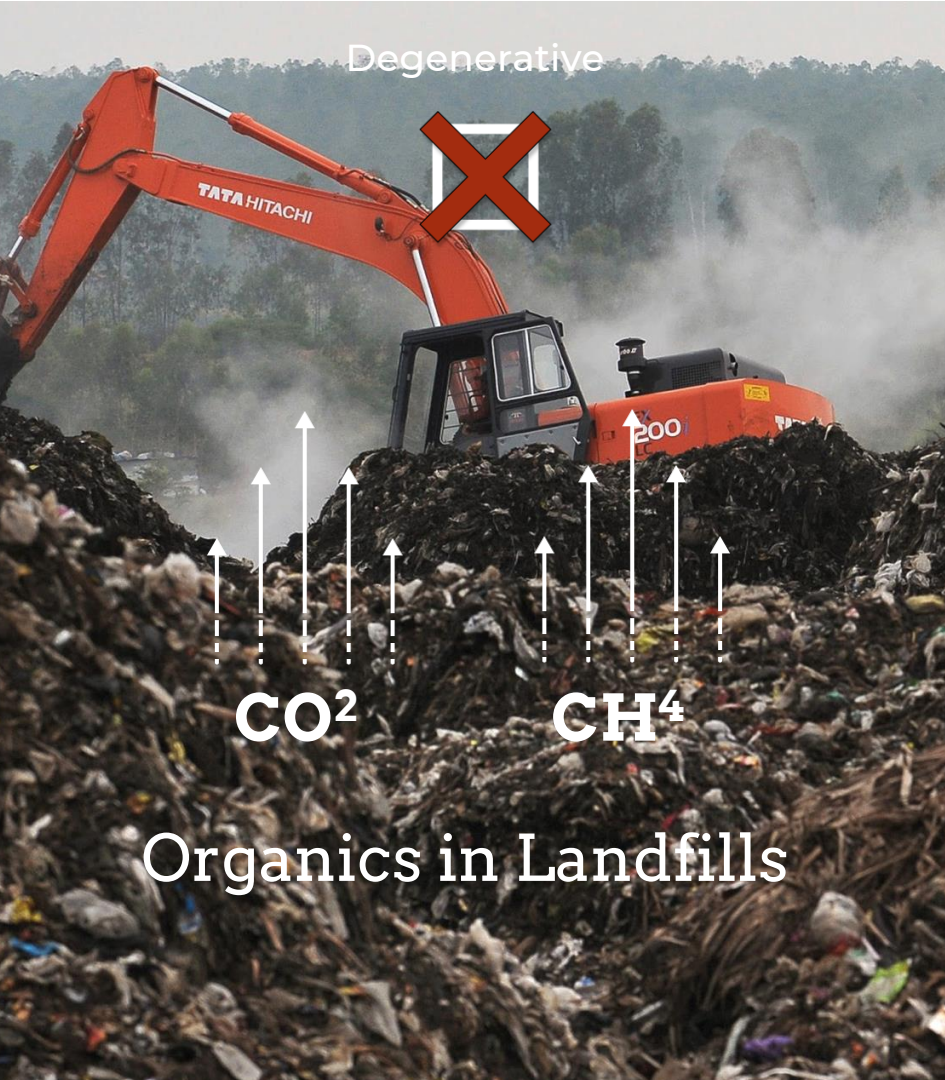
CONVERTING TO REGENERATIVE
AGRICULTURE CAN CHANGE THIS

KISS
-the-
GROUND



CONVERTING "WASTE" TO
COMPOST CAN CHANGE THIS

Degenerative

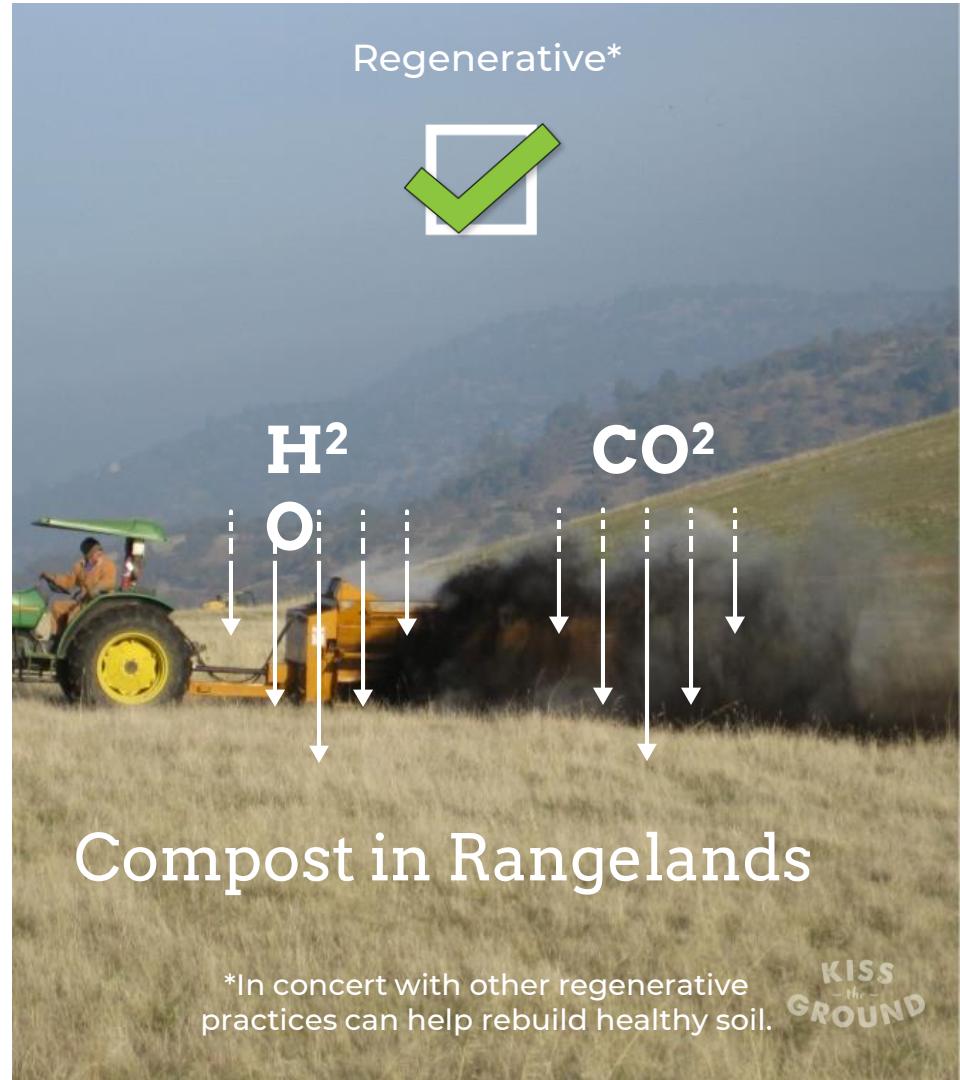


CO_2

CH_4

Organics in Landfills

Regenerative*



H_2


O_2

CO_2

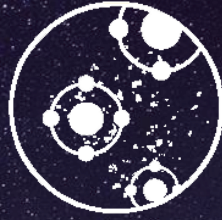
Compost in Rangelands

*In concert with other regenerative practices can help rebuild healthy soil.

KISS
-the-
GROUND

A person wearing a dark jacket and a tan cap with the 'Vermeer' logo is kneeling in a field. They are using a yellow measuring tape to measure a vertical soil profile. The soil is dark and appears rich. The field is filled with green plants, some of which have thick, white, cylindrical roots. The text 'WE CAN REGENERATE SOIL' is overlaid in white, bold, sans-serif font across the center of the image.

WE CAN REGENERATE
SOIL



LESS CO²

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-the-
GROUND



DROUGHT RESISTANCE

KISS
the
GROUND



RESTORED GROUNDWATER

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-the-
GROUND



ABUNDANT FOOD

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GROUND



RESTORED HABITATS

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-the-
GROUND

Healthy Soil

Dust

#thinkregeneratively

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GROUND