

Meet the Team

Eric Gerard Baudry

Co-Founder & Sustainability Strategist @ Upward Spirals

Executive Director @ The Diamante Solution Center

Solutions@UpwardSpirals.Net



I am empowering and facilitating a societal transition to a regenerative relationship with nature, for the benefit of all life

Passions:

Unity Consciousness, Social and Environmental Sustainability, Strategic Planning, Regenerative Economics, Organizational Development, Knowledge Management

I have been a passionate strategist since I was 4, when my dad taught me to play chess. At the peak of my chess career, I was the 4th highest ranked player under 18 in the United States. Playing chess constantly keeps you busy, so this roughly brings us to college when I attended Pitzer College, studying first psychology and biology, later switching to economics and finance. Upon graduating I started my career as Knowledge Manager and CFO for a Strategic Consulting Company.

My job was to maximize the value of our knowledge assets. This was a relatively new field at the time, one that recognizes the incredible value and efficiencies that can be created when the knowledge architecture of an organization enables the right people to have the right information, in usable formats at precise times.

Our main program was creating “Learning Expeditions”; advanced strategic planning trips for the executives of the largest companies in Europe. We would bring them mostly to Silicon Valley to learn from the most innovative technology and knowledge organizations, connecting them with experts and potential business partners. I supported the team by using thoughtfully applied technology to make our small group competitive with the largest consulting companies in the world.

My role as CFO was focused primarily on designing and maintaining sophisticated financial models our company used to maximize profits. This ranged from creating cash flow forecasts that factored in a range of macro economic factors, to optimizing budgets to improve the profitability of our programs, to strategizing the optimal investment of our financial and human resources.

It was during my time researching the most cutting edge trends affecting business that I learned about our environmental and social sustainability challenges, an awakening that permanently transformed my understanding of the world, and made me fundamentally question the training I had spent so many years to acquire.

After some time working closely with top corporate 'leadership', I realized that in most industries, sustainability actually meant maintaining profits and using these vital concepts as marketing tools to increase sales. And what's worse, if these corporate agendas I was supporting were successful, it would likely actually hinder society's smooth transition to sustainability.

It was while I was visiting the meeting rooms of the most powerful companies in the world that I learned something my finance professors had for whatever reason not known, or chosen not to explain. I saw clearly that modern capitalism is efficiently and rapidly converting the things that matter most in our lives - living capital, social and cultural capital, spiritual and experiential capital – into stores of financial, intellectual, and materials capital.

Simultaneously, I was coming to believe that my own personal ecological footprint was too high, and I faced an ethical responsibility to address the discrepancy if I was to have integrity with my deep reverence for nature.

I believe that the current global economy is based on imbalanced values and agreements that are corrosive to communities and the environment, and thus highly detrimental to those using it. A variety of factors indicate the old degenerative economy is in its final stages of decline, failing to serve the majority of the people using it, and devastating personal health, communities, and nature

as unsustainable resource consumption patterns precipitate large systemic changes to society and the environment.

We need to build new regenerative, locally based, economies to replace the ones through which most people are primarily meeting their needs. This is the most important and effective solution possible towards creating a regenerative culture and restoring balance with nature.

After deep introspection I realized that my ongoing participation in that corrosive economy was impossible, and if I was to honor my values, and my deep love for people and nature, I needed to re-design my life. It took years to leave my job, my house, my sports car, my wife, But I knew I had to, and though my family, friends and colleagues thought I was going crazy, I had never felt more happy.

In 2014 I switched from mostly researching and consulting about regenerative solutions, to primarily designing and implementing them, and since then have been developing the most innovative and regenerative plans HappE Roberts and I can imagine, and bringing them into the world through Upward Spirals and Diamante Solution Center projects.

Our systemic, regenerative projects to date include: The [Learning Calendar: Costa Rica](#), The [Organic Directory: Costa Rica](#), The [Diamante Solution Center](#), [Community Days](#), Social Enterprise Development and [Regenerative Business Optimization](#), and most recently the [Sustainable Living Expedition](#). In various stages of design and development are Organic Planet Food Distribution, The [Educators and Healers Directory](#), [Regenerative Leadership Training](#), and [The Solution Engine](#).

I am deeply driven and honored to help bring humanity back into balance with our ecosystems for the benefit of all life. I believe humans have the responsibility and opportunity to act as conservators and enhancers of nature. Too many human systems are performing poorly, helping too few, and ultimately degrading personal, community and environmental health. Regardless if one's motivations come from environmentalism, logic or self-preservation, ethics, or spirituality, it is clear significant action is required, now, on multiple levels.

It is time for us to develop within ourselves a culture of regeneration. We must become an ecologically balanced species, consciously rejuvenating the health of our planet, our communities, and therefore, invariably ourselves. To cultivate within ourselves this expanded sense of self, one that extends our beliefs of where our boundaries are, to include our environment and all the life around, and within us, is the greatest opportunity of our lives.

I feel deeply fortunate to live in this time of transition; a time in which we become aware of our cumulative impacts, seek and spread solutions, and build together a society worthy of the incredible beauty that surrounds us.

Please help Upward Spirals create the regenerative world our hearts know is possible.

Together we will put forward the best effort in history to live harmoniously with our home. Thank you deeply. Be well.

Eric Baudry

