



# PLANET A\* STRATEGIES<sup>SM</sup>

*\*Because there is no Planet B*

## GeoCapital Asset Management (GCAM)<sup>TM</sup>

### Summary Points

- ♦ As confirmed by the United Nations Environment Program (UNEP) more than half a decade ago, air, space, land, and water supply (GeoCapital) is the defining capital capacity that can limit sustained and sustainable economic productivity and development.<sup>1</sup>
- ♦ UNEP's findings confirm that the global economy has bumped up against the Law of Conservation of Mass, making GeoCapital supplies the primary determinant of production output. The era of the zero-sum supply of planetary capital capacity is upon us.
- ♦ Measurement that enables informed management must shift to quantifying the supply and capacity of geocapital needed in the means of production, not just volumes of perceived harmful materials released in production operations (e.g., airshed carrying capacity is the asset that should be measured, valued, and transacted, not “tons of carbon”).
- ♦ Political economy decision-making must evolve from policing geocapital use practices (behavior) to productivity sustainment analytics (optimization of geocapital used per unit of production) that generate the systemic knowledge needed for an expandable and sustainable global economy.
- ♦ Based on long experience managing physical and geocapital infrastructure assets in both the public and private sectors, Planet A\* Strategies has developed GeoCapital Asset Management (GCAM)<sup>TM</sup> to enable government and private asset managers to focus on optimizing finite and valuable air, space, land, and water assets needed to operate and sustain economic and social enterprise systems into the future.
- ♦ **GeoCapital Asset Management<sup>TM</sup>** provides the now necessary methodologies to quantify, optimize, and manage these limited capital components as first order requirements for operational capability, enterprise sustainment, and human quality of life.
- ♦ **GCAM<sup>TM</sup> is founded on the following principles:**
  - Air, space, land, and water capacities (GeoCapital) usable for public and private economic and social enterprise are a quantified default function of capital asset supplies retained in public domain trust reserves to recapitalize and sustain current and future human and ecological systems.
  - Public and private owners and trustees of GeoCapital asset supplies must quantify both usable (working) and reserved (conservation) capital capacities, and implement planning, access, and use practices to optimize limited asset capacity volumes in both working and reserve capital accounts. These include full requirements definition, use controls, supply management, and recapitalization investment.
  - Quantified knowledge of scarce (and non-expandable) GeoCapital asset capacities must be used to mass-balance among competing requirements based on social and economic development and/or production achieved per unit of GeoCapital infrastructure asset capacity expended (i.e., working GeoCapital spent).
  - Goals for GeoCapital asset trustees and users must extend beyond legal compliance and police power factors (such as annual notices of violation received) to continuous operational improvement and recapitalization that lowers GeoCapital asset expenditure per unit of economic activity.

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<sup>1</sup> United Nations Environment Programme, [\*Global Resources Outlook 2019: Natural Resources for the Future We Want\*](#), p. 52-53.

- Avoided use of GeoCapital in enterprise system design and operation must be valued equally to reductions in use volumes to prevent cross-subsidization, free-riding, and misallocation of commoditized credits.
- GeoCapital and financial asset accounting practices must be harmonized using common managerial standards for acquisition, expenditure, investment, recapitalization, credit, and exchange to assure that enterprise shareholders and decision-makers, public domain asset trustees, lenders and investors, and the public have transparent data, information, and knowledge regarding expenditures and availability of non-expandable GeoCapital asset supplies.
- Enterprise reporting must fully integrate quantified GeoCapital asset data along with financial data to accurately disclose material risk, and demonstrate valid return for GeoCapital capital investment and expenditure from public and private supply pools.
- Quantified Geocapital knowledge can inform the multiple public and private entities exercising formal and informal geocapital access-denial activities that influence public trustees, compound physical supply limitations, and further limit economic enterprise operations using out-of-date legal, scientific, medical, and social knowledge and values, as well as unscrupulous mechanisms

✦ **GCAM™ methodology for GeoCapital owners, trustees, and users includes the following steps:**

- Quantification of enterprise geocapital requirements (all operational categories including spatial, input, residual harboring, and setback)
- Inventory of available supply (owned, leased, or otherwise accessed through permit, license, or other legal or regulatory mechanism)
- Management of requirement/supply differentials through acquisition, disposition, operational requirement modifications, production changes, or other options
- Requirement, use, and supply data compiled is also usable by:
  1. Public Asset Trustees and Managers in determining which enterprise systems should/can have access to publicly held GeoCapital
  2. Public and Private Enterprise Owners and Managers to optimize operations for the lowest GeoCapital expenditure per unit of productivity
  3. Enterprise to index GeoCapital requirements and consumption against a range of performance or investment factors to generate multiple additional knowledge indices that inform production, including but not limited to costing, market share, pricing, social license, harm reduction, and job satisfaction

✦ **GCAM™ further provides a quantified evidence platform to:**

- Resolve controversy when GeoCapital assets supplies have zero-sum implications (e.g., agriculture versus industry use)
- Determine highest and best use of scarce public and private GeoCapital
- Identify and market green products free of “washing” practices
- Prevent GeoCapital asset cross subsidies (green enterprise forgoes GeoCapital asset consumption providing cheap or free access by brown enterprise)
- Non-discriminatory, non-arbitrary access to credits and other rewards/incentives
- Replace aging and ineffective “Impact Analysis”

- ◆ **GCAM™ architecture and practices revise out-of-date terminology and labels to recognize GeoCapital capital's equal place at the enterprise capital management table.**

- Depiction, labels, and operational importance of GeoCapital are upgraded to carry the necessary gravity and connectivity to enterprise decision-making and achieve the needed parity with other capital components of enterprise systems (human, physical, and financial)

### ***The Vocabulary of Sustained Enterprise***

<b>Outdated “Resources” Regulation</b>	<b>GCAM™ Public/Private Asset Optimization</b>
Global Resources	Global Assets
Impact	Capacity Requirement
Impact Analysis	GeoCapital Requirements Identification
Use	Expenditure
Permit	Acquisition of Operational Geocapital Supply
Compliance	— Supply Sustainment — Access Risk Control — Asset Optimization
Regulatory Burden	Access Risk Controls
Benefit	Return on Investment
ESG	GeoCapital Productivity Optimization
Social License	— Green Market Share — Credits — Subsidy Prevention

#### ◆ **GCAM™ Summary**

- Defined air, space, land, and water supplies used in enterprise operations are definitionally scarce, in greater demand, and increasingly rationed; working capital supplies continue to shrink as reserves allocated to ecosystem recapitalization and species sustainment grow, and competitive requirements generated by economic development increase zero-sum circumstances
- Public and private enterprises that generate output with lower geocapital spend rates should be securing the resulting earned return-on-investment, and not conceding this value to competitors advantaged by off-shored production in locations offering at-will geocapital access
- The first step to reversing unsustainable enterprise design is to use **GeoCapital Asset Management™** methodologies, including inventories, revised allocation and access rules, production requirements efficiencies, analysis and disclosure, and marketing systems to prevent inefficient and dangerous use of public geocapital assets in economic systems.