

[www.thinkgreentank.com](http://www.thinkgreentank.com)



*A social networking site for  
sustainability,  
empowerment  
and  
positive change*

## HOW IT STARTED

### AL GORE TO ADDRESS NATION'S ARCHITECTS

by Evelyn Lee, 11/30/06



GROWING BEYOND  
**green**

*I was there!*

## WHAT DID I HEAR?



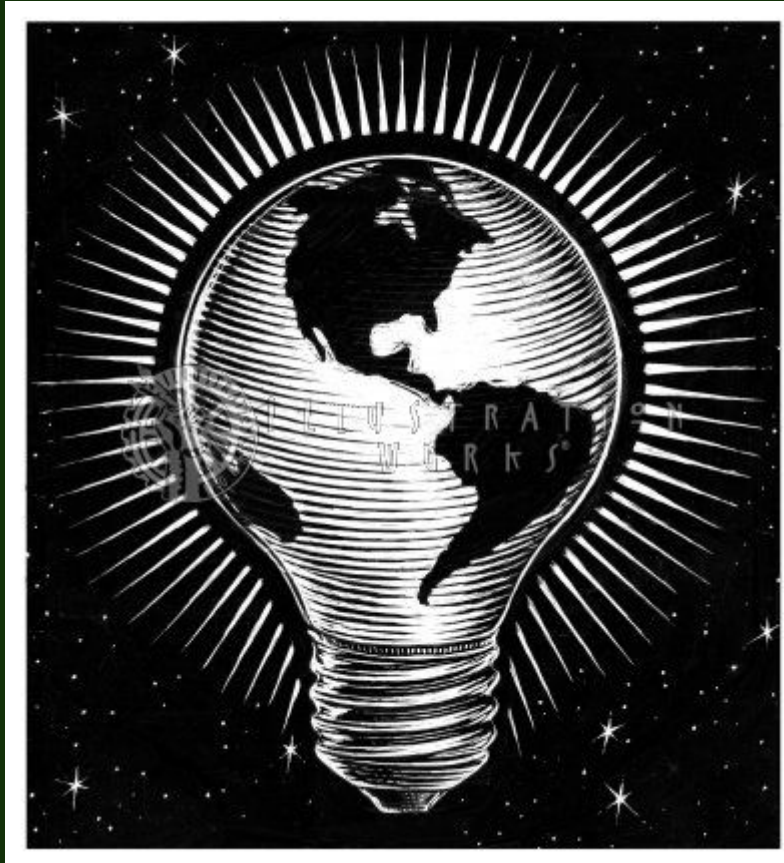
*We are all the  
co-creators  
of our World*

## WHO WAS THERE?



*Designers, artists, architects, photographers, engineers, writers...  
All in one place  
All, inspired  
All able*

**HOW CAN THIS FORCE BE HARNESSSED?**



**A THINK TANK!**

## WHAT COULD BE THE ELEMENTS OF A SUSTAINABLE NETWORK?

*community*      *self-expression*  
*grassroots activism*      *user created content*  
*self-promotion*      *centralized*      *collaboration*  
*all inclusive*      *entrepreneurship*

## WHAT ARE THE EXISTING MODELS?



## HOW CAN IT BE STRUCTURED?

### ***“This is who I am”***

#### -Profile

- This is the member's "Salon", their soapbox.
- As opposed to a social network like facebook™ The emphasis is on empowerment and education in relation to a sustainable way of life.



### ***“Look at what I did. you can do it too”***

#### Solution Center

- People present their finished projects in an open source data base.
- Finished ideas can be presented here as well. From recipes for sustainable local meals to ad-hoc rainwater collection systems.

### ***“I have an idea. I need help to make it happen”***

#### Projects

- People present their projects and upload materials.
- List of resources for finding investors
- Listings for collaborating opportunities.

### ***“I care. I want to help.”***

#### Grassroots Activism Center

- This section is a data base, a portal for non-profit websites. Organized by causes:  
Animals, Water, Earth, Design for the 99%, Hunger, Children, Women Issues, etc.
- Donation Center
- Petitions

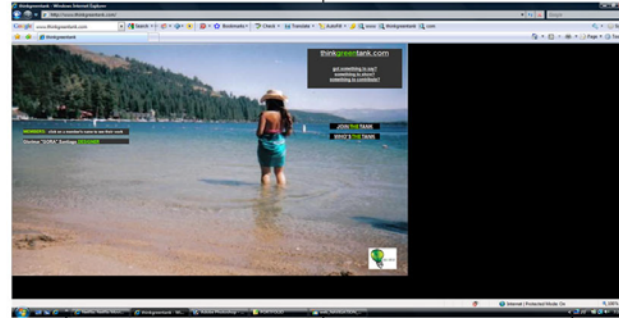
### ***“I’m mad! And I’m not taking it anymore!!!”***

#### Complaints and grievances for justice

- A way for consumers to hold their leaders accountable by simply ranting and raving about issues in their communities (people's pressure valve). The possibility is created for community organizing. It can be, in actuality, a blog.
- Petitions

# FIRST DRAFT OF WWW.THINKGREENTANK.COM

main page

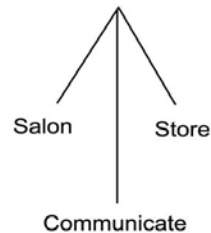


-List of members  
(their "salons")

-Who is in the tank?

-Join the tank

Home page.



Explains why the tank was created.  
its mission,  
It also explains the Green Creativity Movement

It aims to unite minds,  
it is a networking site for people  
with an interest in sustainable living.

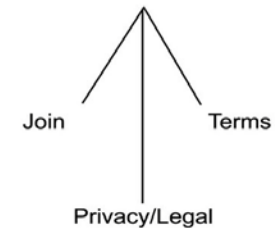
Although focused on creatives,  
the idea is for members to have  
a stage, a "salon"  
with an aim at collaboration and  
unity towards humanist world solutions.

This includes writers, photographers, designers,  
architects, chefs, etc.

It is a green "facebook"

Additionally, and as a twin component to the salons,  
members can have stores to sell their work.

How to join,



The main page will have a search function.  
It will also have a link to what comprises the tank,  
Its mission, how to join, etc,

# MEMBER'S HOMEPAGE

homepage\_glorimarsantiago - Windows Internet Explorer

http://www.thinkgreentank.com/homepage\_glorimarsantiago.html

thinkgreentank.com

## GLORIMARSANTIAGO

A designer with a total of 15 years of experience in commercial interiors, furniture and exhibit design. For the last five, designing restaurants. Familiar with all aspects of design, from conceptual sketching to construction drawings and fabrication. Also experienced in the coordination of the multiple aspects of a project such as lighting, graphics and multimedia. Honed skills in the construction and production phases of design, from schematic to construction documentation, for clients such as Four Seasons Hotels and Resorts, Ritz Carlton and Hilton Hotels. Worked for Louis Nelson Associates in NY, specializing in industrial design and developing skills in ancillary areas of interior design such as graphics, product and exhibit design. MA Associate member, LEED AP, Thesis in progress for Master of Industrial Design from Pratt Institute, NY (expected graduation date May 2010).

**DESIGNER'S PORTFOLIO**  
INTERIOR, INDUSTRIAL AND EXHIBIT DESIGN PORTFOLIO

**MY STORE**  
GORA  
**Hi Fashion Green Design**  
RECLAIMED ITALIAN LEATHER JEWELRY

LINK TO MEMBER'S "SALON"

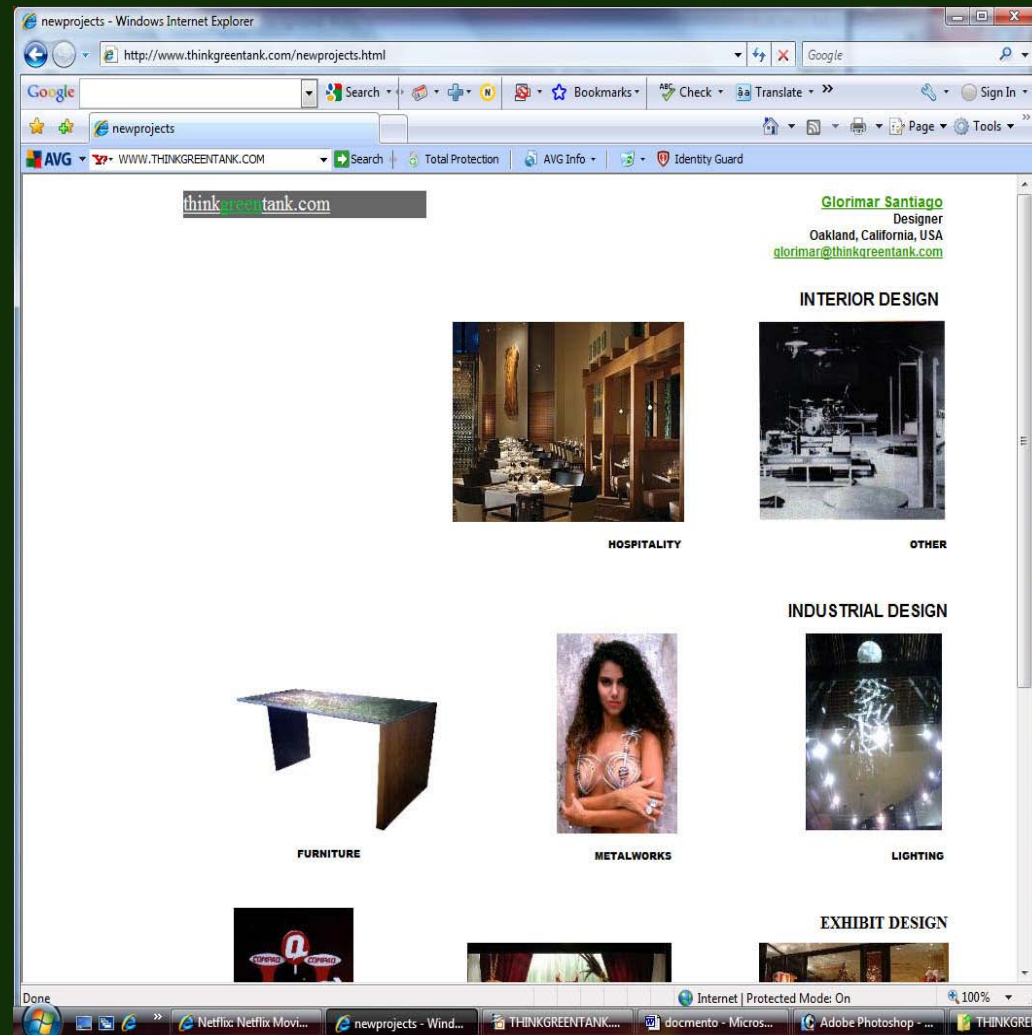
LINK TO MEMBER'S STORE

From the search results, the visitor arrives at the member's homepage. Here, a brief description about who they are, their contact information and two buttons:

one to their "salon" where they can place anything, and another button to their store, project or cause.

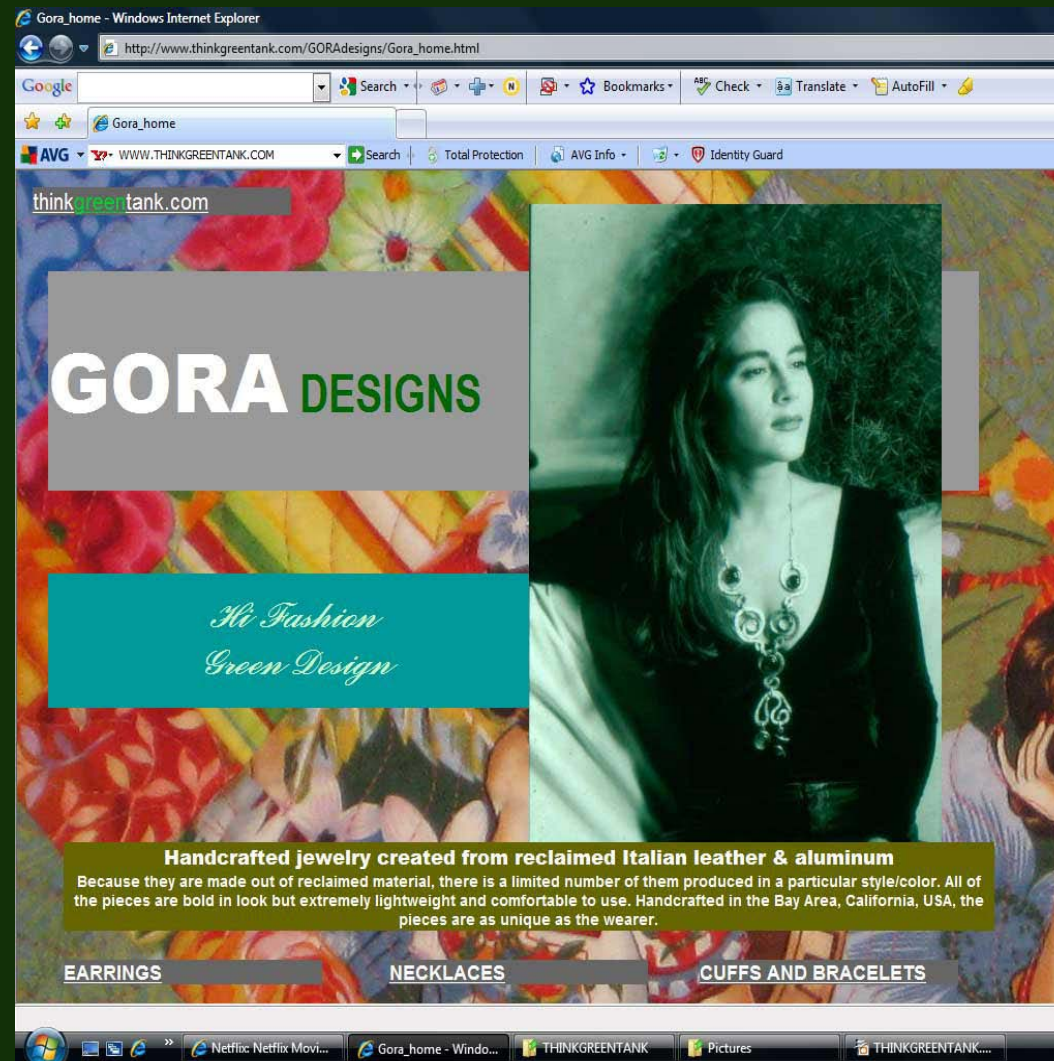
Either link could be the member's own website. These two buttons' functions could be varied- perhaps the members can choose from a menu of templates and functions.

# “SALON” PAGES



Members get a certain number of totally blank pages where they can arrange their work themselves. There can be templates available if necessary. The interface would be more like an Adobe interface of a blank document. Functions available could be for the uploading of photos, video, backgrounds, text or links.

# MEMBER'S STORES



Members can arrange their stores the same way they arrange their salons. Products and links to payment options and contacts are housed here. The think tank can charge for photo uploads, processing payments etc. (the ebay or Etsy model can be repeated) Members are ranked by customer feedback.

## NEXT STEPS



### **design development**

Web Design  
Functionality  
Programming  
Interface  
Marketing  
Enrollment drive

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