



Heart of New Earth

CONTACT

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MISSION

Heart of New Earth catalyzes the co-creation of healthy, regenerative processes and products that integrate ancient and modern technologies for good.

Est. 2025 AZ, USA

EIN: 39-3523524

FRAMEWORK

- *Adaptive & Distributive Leadership*
- *Learning Culture Optimizing Agility & Dignity*
- *Deep Listening & Intentional Response*

STRATEGIC PILLARS

operationalizing resilient systems

FIELD CATALYST

We activate ecosystems and connect innovation to adoption.

- Translate field knowledge across industries and functions
- Scaffold conditions for durable stakeholder and market transformation
- Monitor systemic indicators into feedback-loops

SYSTEMS INFRASTRUCTURE

We don't just talk about resilience. We build the infrastructure it runs on shaped by local intelligence and lived conditions.

- Embed regenerative intelligence
- Create adoption mechanisms
- Align incentives and outcomes that support Earth

Lived Practice

We practice what we operationalize. HNE is a living lab, sharing best practices.

- Running a remote-first, distributed organization
- Adapting structure, roles, and strategies in real time
- De-risking innovation through continuous practice, deep listening, and transformation

TECH-ENABLED TRANSFORMATION

We use technology to democratize and support access to resilience strategies.

OUR FOCUS AREAS

Catalytic Intermediary

BUILT ENVIRONMENT

The built environment is one of the largest drivers of global greenhouse gas emissions and energy use. We focus on redesigning how we build, materialize, and inhabit our world—centering resilience, human health, and climate justice. Target areas: early design decisions, materials, and systems.

LOCAL ECONOMIES

“Hyper-local” resilience is driven by real pressures: climate extremes, supply chain disruptions, labor shortages, and shifting values around quality, authenticity, and sustainability. We support place-based strategies that strengthen local jobs, skills, and production capacity while remaining connected to regional and global networks.

GOVERNANCE

We operationalize resilience through practice. We designed our organization as an adaptive systems lab—distributed, collaborative, and responsive to change. We embed systems in our governance structure, sharing best practices with other environmental justice-minded organizations. By building resilience into how we operate, not just what we build, we co-create the future.

BUILT ENVIRONMENT

systems change

CHALLENGES IN THE BUILDING INDUSTRY

CLIMATE RESILIENCE & LOCAL ECONOMIC DEVELOPMENT

Challenge #1: Values Alignment

Despite unprecedented investment in climate-resilient building technologies, the human and systems infrastructure required to deploy these technologies effectively remains underfunded.

As construction costs rise, professional expertise—design integration, systems coordination, regulatory navigation, and community adaptation—is increasingly pushed into unpaid labor. The result is a structural gap: we subsidize hardware, but not the human intelligence and resources required to make resilience work in practice.

Just as ecosystems collapse when keystone species disappear, resilient systems fail when the practitioners who hold deep, place-based intelligence are pushed out of the field. This loss is quiet, but its impact is lasting.

Without compensating this upstream work, we slow or eliminate the very innovation we claim to want to accelerate.

Challenge #2: Value Signaling

The building industry fails to communicate the professions' materiality to climate futures, technological innovation, and human wellbeing. The result: the market rewards perceived financial leverage more than real-world material impact.

Very few young adults consider construction careers—not because the work lacks meaning, but because the systems broadcasting and signaling mirror old scripts. Meanwhile, the industry faces a shortage of 439,000 workers in 2025 alone, needing an estimated 1.9 million over the next decade.

Challenge #3: Adoption Infrastructure

Regenerative innovation has outpaced the infrastructure needed to translate material breakthroughs into industry-wide adoption. Materials, techniques and strategies are ready; market systems are not (eg.: education, financing, specification protocols, supply chains).

SOLUTION

CLIMATE RESILIENCE & LOCAL ECONOMIC DEVELOPMENT

SOLUTION: NEW OPERATING INFRASTRUCTURE

Reworking the knowledge infrastructure and economics that lag behind material innovation, starting with articulating pathways across the value chain in and adjacent the industry.

Redesigning how sustainable knowledge flows through industry decision-making. We create infrastructure for sustainable materials adoption by integrating regenerative design intelligence—anchored in ecological systems, place-based wisdom, and innovative materials—into existing professional workflows and platforms.

This systems-level approach ensures sustainable options are visible and achievable for everyone, removing the expertise barrier, meeting practitioners wherever they are in their sustainability journey and creating infrastructure for adoption where resilient design becomes standard practice.

SOLUTION: TELLING A NEW STORY

Redesigning the story aligned to the way humans learn, live, and thrive, featuring materiality of the industry: construction and design shape climate resilience, technological systems, and human wellbeing daily, at scale.

Survival-mode pivots, greenwashing, and tokenized sustainability are transparent to younger generations who reject industries hyperventilating for relevance and attention while avoiding substantive change.

We're grounding this narrative evolution in ecological systems thinking, neuroscience of learning and the innovation frameworks where industries lead by pioneering futures.

ACTIVITES

CLIMATE RESILIENCE & LOCAL ECONOMIC DEVELOPMENT

INFRASTRUCTURE INTEGRATION

Reworking the knowledge infrastructure:

- Develop embedded tools and features applying regenerative, climate-appropriate knowledge and techniques in design workflows
- Environmental justice informed, field integrated knowledge bank network
- Interoperability and UX design that flows
- Cross-border pollination exchanges IRL (in real life)

Reworking the economics:

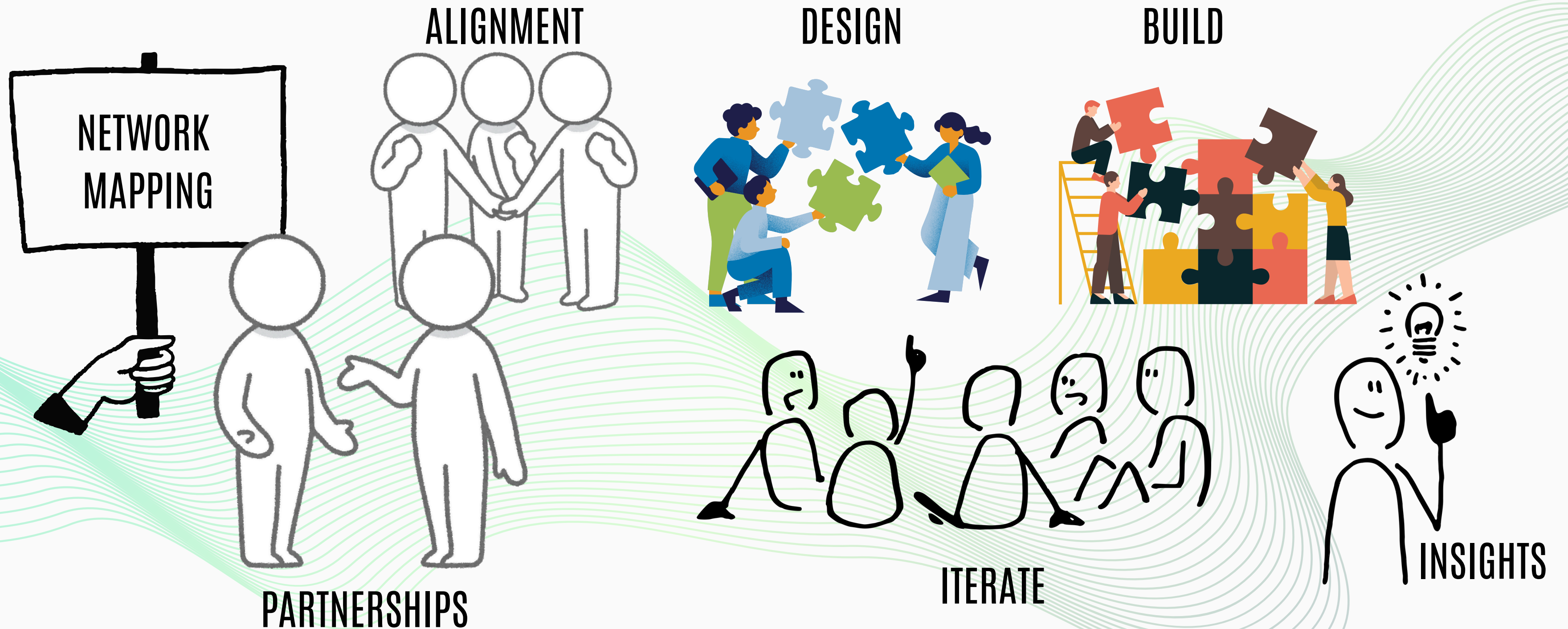
- Access to skills- and capacity-aligned jobs in and adjacent to the built environment
- Professional community building activities & training
- Partnership-led initiatives
- Restructuring career pathways

DESIGN FOR IMPACT

New look for maximum relevance:

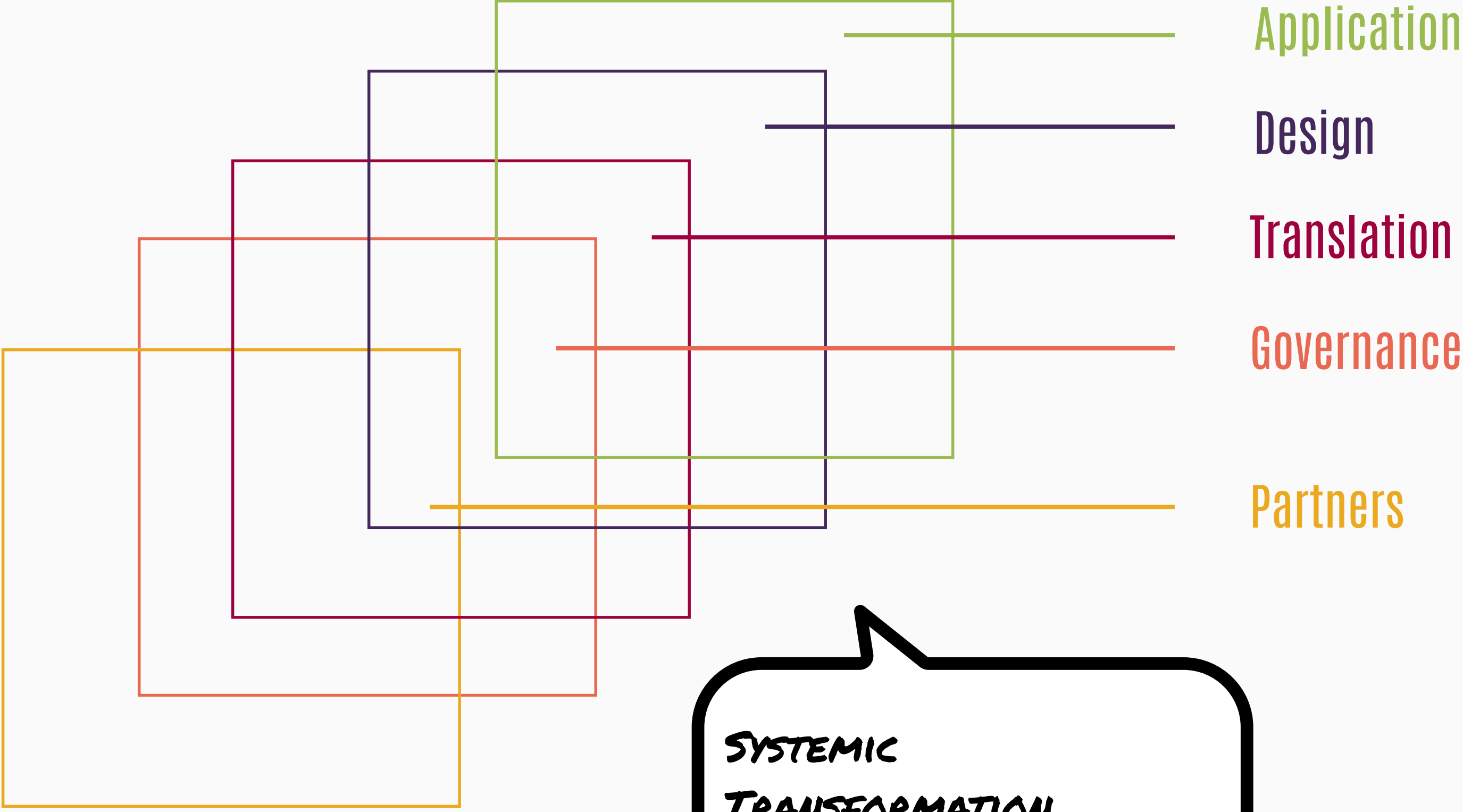
- Narrative change and new neural network creation
- Industry ambassadors & leadership training
- Pop-up events

ROADMAP



Transformation

Operations



Application

Design

Translation

Governance

Partners

**SYSTEMIC
TRANSFORMATION
EMBEDDED IN EACH LAYER**

PROJECT LEADS



ALEXANDER SEXSMITH ARCHITECT, AIA

An NCARB- and LEED-certified architect with 20+ years of professional practice in the U.S., China, and Canada, Alex is a pioneer in healthy, biobased, and regenerative building materials and design. His work spans ecologically driven land development strategies, climate-responsive architecture, and education around biobased and non-toxic materials for the built environment. Beyond design, he bridges the knowledge gap across industries and clients as a speaker at AIA events, universities and regenerative-focused associations. He is deeply committed to inviting diverse stakeholders outside the building industry into the creative process, making the built environment transparent and inspiring people to see their own role in climate resilience, sustainable living practices, and healthy material choices.



ERIC MANGANARO CHIEF TECHNOLOGY OFFICER

Eric began his career building interactive art installations using 3D design that expanded to parametric and NURBS modeling, and robotics, grounding his engineering practice in spatial, material, and human-centered systems. He has designed and shipped multiple MVPs across startups and impact-driven organizations, spanning full-stack platforms and distributed technologies. His experience includes serving as CTO and as Core Social and Technical Architect at BlockchainCenter, where he focused on building a diverse ecosystem of developers. A coder since middle school, he builds systems not just to function, but to distribute power, access, and opportunity.

BOARD OF DIRECTORS

Fiona Aboud, President (New York, USA)

Founder, Fiona Aboud Photography. New York based artist and photographer applying blockchain, AI and NFTs to help alleviate global poverty. Former Board Chair of Humanity Forward and staunch advocate for creators.

Trish Groom, Vice President (Switzerland)

VP of Strategic Partnerships, Charge United. Business development executive and serial entrepreneur with over 15 years of experience turning fragmented ecosystems into structured, scalable partner programs that fuel indirect revenue growth and expand market reach. Committed to women-led impact investing.

Hikari Igarashi, Secretary (Japan)

Technology Advisor, Women's Eye. Leading civic-tech and Web3 initiatives that connect blockchain innovation with real-world social challenges in post-disaster Japan. Drives hyper-local economic and leadership development for women, leveraging decentralized systems to reduce poverty and social isolation among vulnerable populations.

Alexander Sexsmith, Treasurer (Arizona, USA)

Principal & Founder, Sexsmith Architects. NCARB and LEED certified architect with 20+ years of professional practice in the U.S., China and Canada. Pioneer in healthy, regenerative building materials and resilient design.

Judy Perez, Member (Colorado, USA)

CEO & Founder, iLearn Collaborative. Seasoned educator and entrepreneur, delivering highly effective blended learning resources for education agencies providing quality and innovative teaching and learning. Offers strategic management consulting to scale innovation.

Junko Nagao, Non-Voting Member (Arizona, USA)

CEO & Founder, Heart of New Earth. Catalytic leader at the intersection of technology, consciousness, and economic development, with proven expertise in complex international systems and strategic execution. Leverages emerging technologies for scalable, real-world impact, co-creating new paradigms for transformative change.

JOIN US!

CONTACT

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