Agro-ecology Futures Regional Forum
Siem Reap
7 Nov 2018

GENBLUE

Blockchain: Investing in Global Resilience & Regeneration

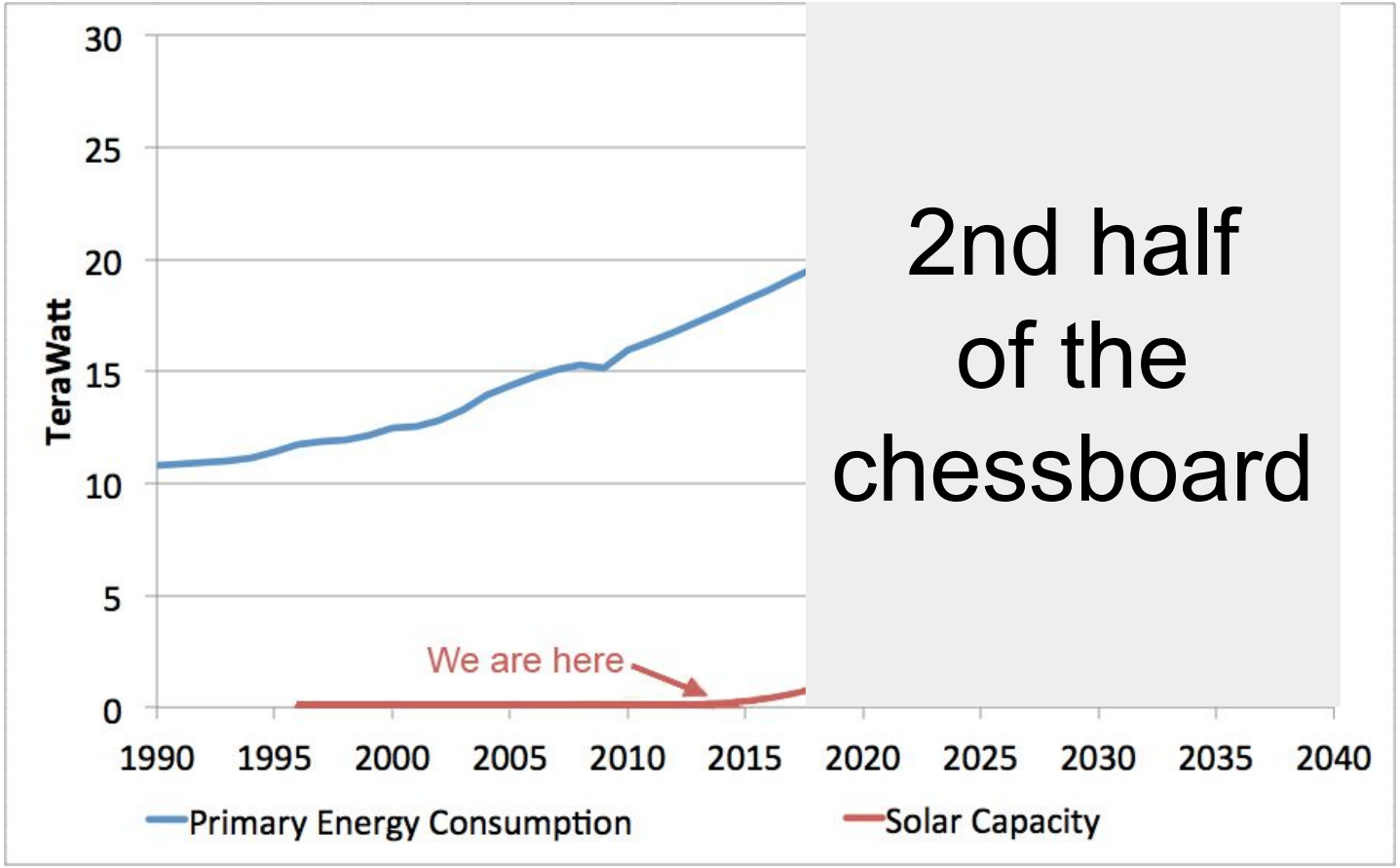
Nick Laidlaw
nick@generation.blue

Earth rise December 24, 1968

GENBLUE

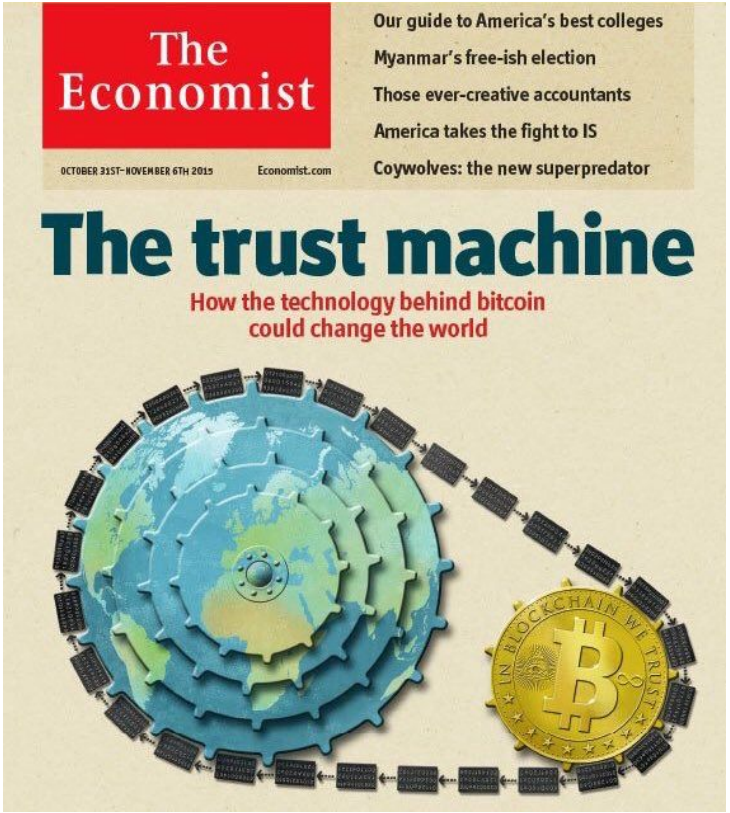
The Future is already here
GENBLUE

The future is bright



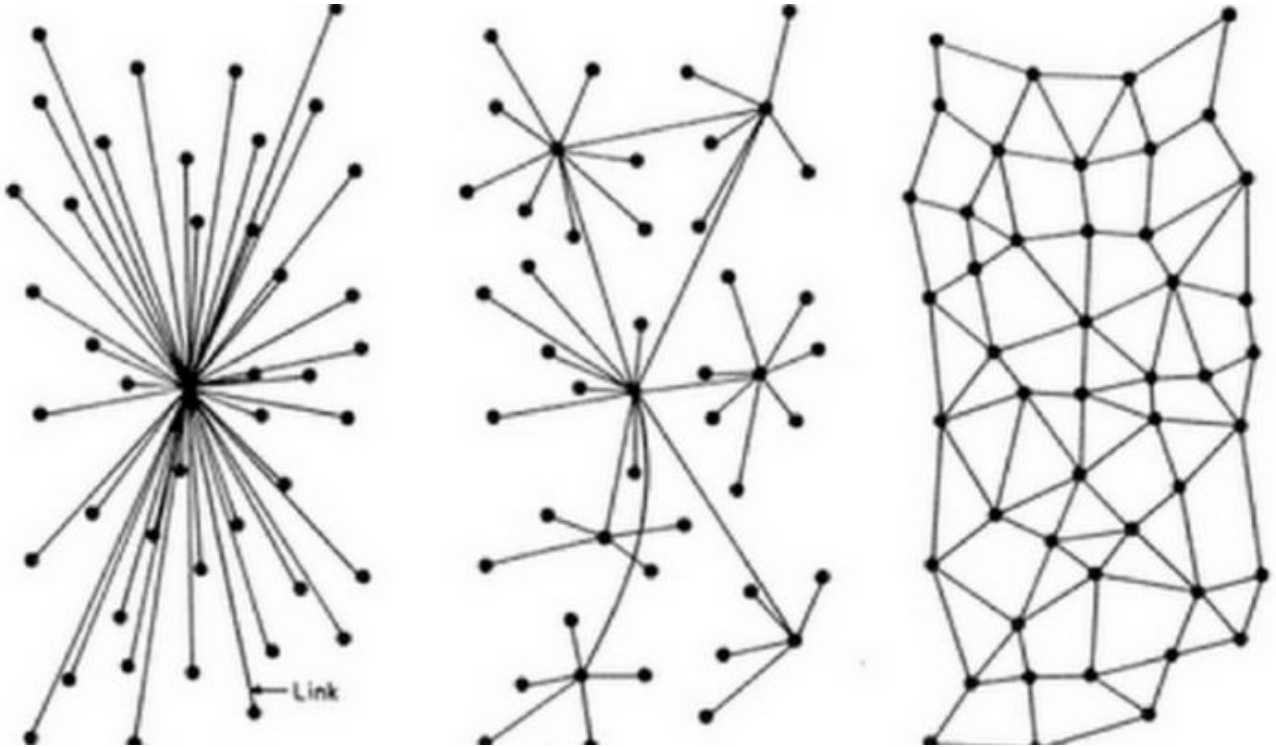
GENBLUE

Blockchain is a global notary service



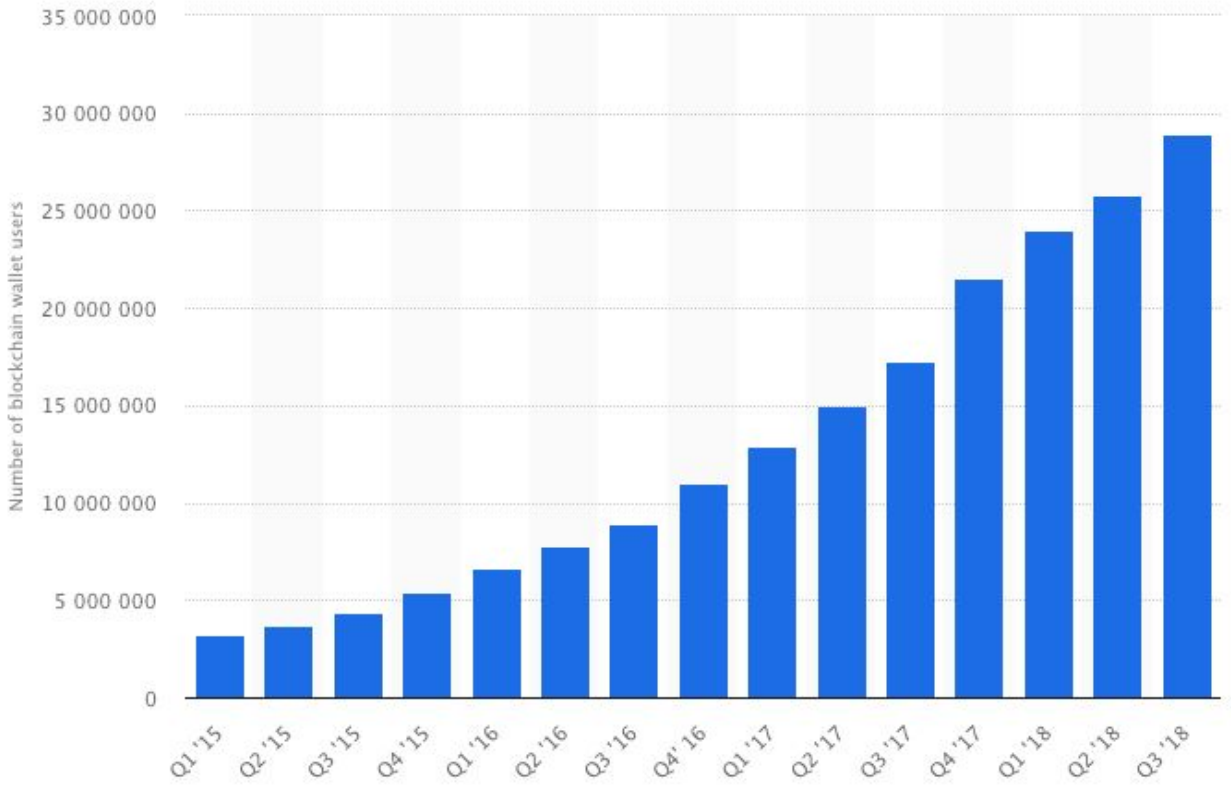
GENBLUE

The future is distributed and decentralized



GENBLUE

Blockchain users doubling every year



GENBLUE

Root cause of the ecological crisis: We don’t value nature

Earth Positive
1% Investment of Global Annual Wealth Would Pay for SDG's
GENBLUE

Focus on What Matters Most

...empower farmers & enable everyday people

GENBLUE

cuipo
TASK·IO
Lykke
ESTABLISHED 1978
WORLDVIEW
INTERNATIONAL FOUNDATION
ixo
Wildlife Conservation Trust
REGEN NETWORK
LIQUID TOKEN
FREELAND
SOLARCOIN
ONE MEGAWATT HOUR
SILO.AI
envirate
GENBLUE
Earth Pulse Alliance

GENBLUE

Which will lead regenerative ventures to peer review projects

Natural Capital Impact Pyramid

The Highest Form of Capital

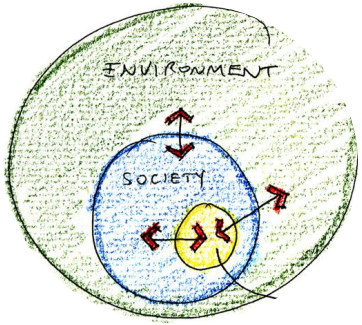
Impact
+Climate
+Community
+Biodiversity

POI
Proof of Impact

EMT
Emerging Markets Timber

EKO
Developed Markets Timber

Social Premium



Financial Premium

GENBLUE

Any asset & service can become a digital token & be used as a means to verify & reward impact
GENBLUE

The Problem

Massive task to obtain, track & report on funds

Conservation Today = More Fundraising & Reporting Than Protecting

Verification is expensive

Impact is hard to predict, measure and allocate

Farmers can’t afford to change

GENBLUE

GENBLUE
Earth Pulse
Protect Mother Earth
Monitoring | Evaluation | Rewards
FREELAND
IBM
ixo
REGEN NETWORK
WORLDVIEW
INTERNATIONAL FOUNDATION
Wildlife Conservation Trust
IIN
International ISAO Network
at Kennedy Space Center
TASK•IO
GENBLUE

Growing network of people, organizations, and companies that monitor Mother Earth & reward those who protect her.

GENBLUE

Our Mission

To empower every global citizen to protect and regenerate Earth's Natural Capital...

... And be rewarded for their efforts

GENBLUE

Goal : Earth Positive

Our goal is to leave Earth better than we found it.

We use SDG goals to create a list of “Earth Positive” actions that everyone can take, while earning rewards.

GENBLUE

Making Nature Protection Transparent & Impactful

We are developing “MER”: Monitoring, Evaluation & Rewards

Using New and Existing Tools:

- **Task.io**: Wide-use data collection
- **IXO**: Blockchain verification
- **ACE**: Advanced Analytical Insights

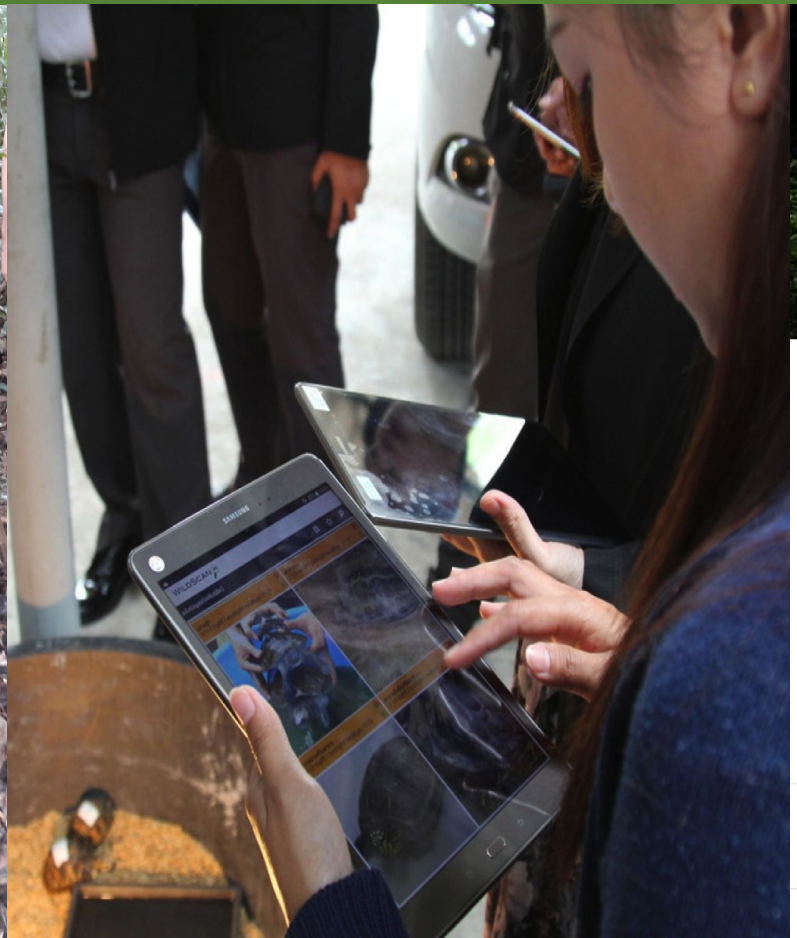
VectorStock

GENBLUE

Proof of Care

GENBLUE

TRACKING TASKS AND REWARDING EFFORT



TYGER Tip

@tyger 1 team members

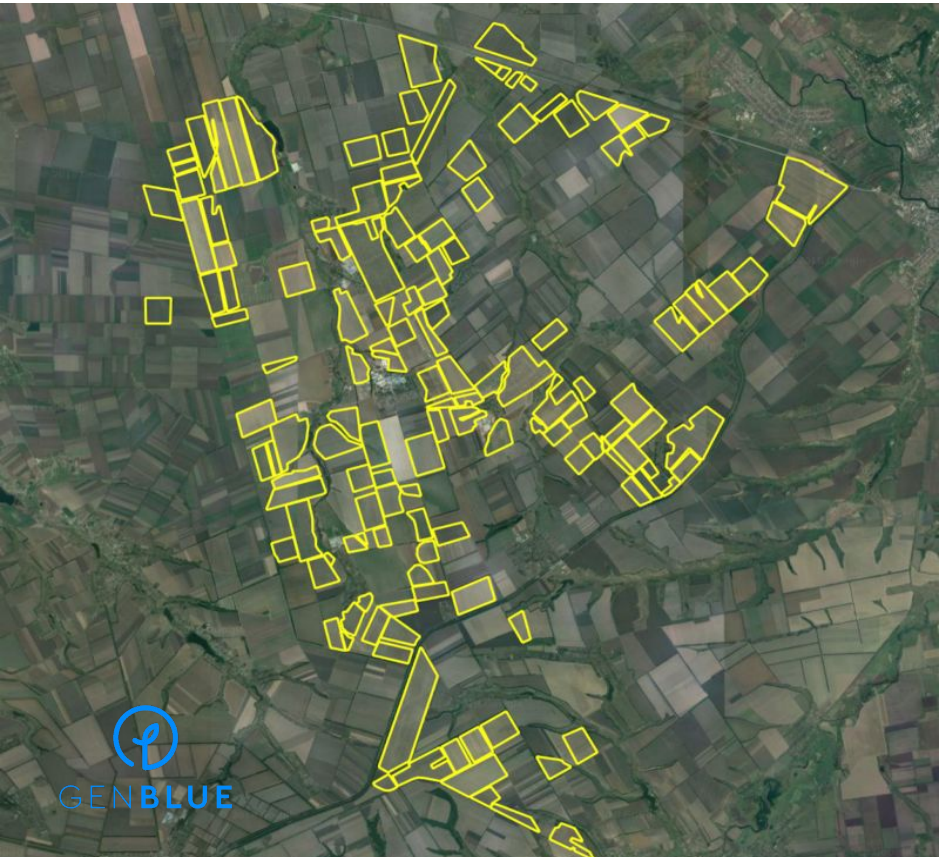
Provide tip-offs about illegal wildlife trade to the TYGER Alliance. We analyze your tip, and help good officers work the case.

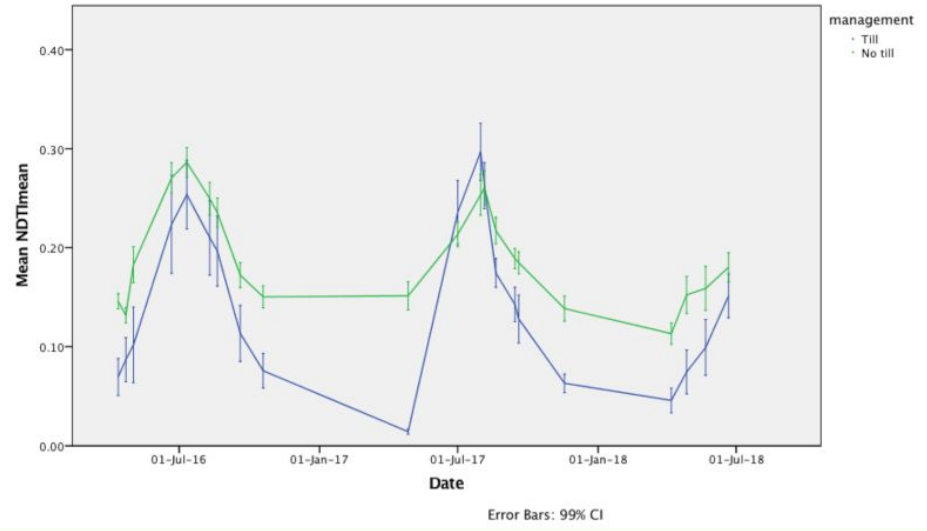
Parallel project

Activity Tasks Team

Online Market

Case Study: Till / No Till Agriculture





REGEN NETWORK

Protecting Nature Just Got Rewarding

EARTHPULSE.IO

GENBLUE

Agro-ecology Futures Regional Forum
Siem Reap
7 Nov 2018

GENBLUE

Blockchain: Investing in Global Resilience & Regeneration

Nick Laidlaw
nick@generation.blue