



# Climate Rescue

EMPOWERING PEOPLE TO SAVE THE PLANET WITH EVERY PURCHASE

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A photograph of a lush green forest with a network of white lines and dots overlaid, symbolizing connectivity and climate rescue.

www.poseidon.eco

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# PURPOSE

This document is an accessible overview of Poseidon's vision and **reduce** platform.

It provides the reader with an understanding of the goals and drivers of Poseidon as well as the functional and technical aspects of the **reduce** platform.

We have demonstrated the technical functionality of the **reduce** platform with our highly successful validation at Ben & Jerry's Scoop Store in London's Soho and have since then integrated with various retailers, corporations and governments. Since May 2018, **reduce** has empowered consumers to conserve an area in the Peruvian Amazon that is equivalent to over 500 tennis courts and home to over 6,000 trees.



## SECTION 01

# Founder Foreword

I often get asked why I started Poseidon and the answer is one word: purpose. I worked almost two decades in investment banking and I never found true fulfilment. Not even close. I enjoyed the work and the fact that it allowed me to live in 14 countries was definitely in itself very satisfying. But I never felt a deeper meaning to my life. I felt empty.

When I opened my first blockchain company<sup>1</sup> in 2016, one of my goals was to create a sustainable and environmentally friendly business. In 2017, through speaking to friends and colleagues about my ambition to create a carbon positive business, I was introduced to Ecosphere+<sup>2</sup>. As I learned more about the conservation of pristine rainforests and the amazing support local communities receive from sustainable development projects around the world, my life changed. I was blind and now I could see. It was that profound. I knew I had found an area I wanted to be involved in and I started exploring opportunities.

After a detailed analysis of my blockchain business, including employee travel, the carbon footprint of the hardware we were using, and our supply chain, Ecosphere+ told us how much it would cost to become carbon positive. The amount was significantly lower than I expected and made me question why anyone, business or individual, would not choose to address their climate impact. It turned out that the existing carbon markets are complicated, do not offer straightforward access for the wider public, and they lack the necessary integrations to scale.

Ecosphere+ explained that they were already considering embedding carbon credits into everyday products but did not have access to the required technology or talent. Shortly after, I helped Jessica Verhagen, Vice President of Ecosphere+, with an article about blockchain technology's potential applications in carbon markets<sup>3</sup> and I knew that I had found the perfect technology to turn carbon markets into the force for good they were meant to be.

Poseidon is based on the principle that consumers are the key to a climate positive world. If each and every one of us works together to avert climate change, we can make a real difference, saving our world for current and future generations. Consumers, led by socially conscious millennials with increasing buying power, want to purchase greener products and invest in sustainable projects. In fact, 72% of people between the ages of 15 and 20 are willing to pay extra for environmentally and socially responsible products and services.<sup>4</sup>

We still have a long way to go, but this white paper will give you an overview of what we have achieved so far and provide you with our vision for the future.

**Laszlo Gericz**  
**Founder**

# CLIMATE CHANGE

## What is Climate Change?

The science is clear: climate change is real and the world must act to mitigate its impact and keep global temperatures within a safe limit.

Climate change is caused by both the loss of our earth's natural carbon sinks (such as forests that absorb carbon) and the increase of greenhouse gases<sup>5</sup> in the atmosphere (produced through the burning of fossil fuels<sup>6</sup>).

The earth is kept at a habitable temperature through a natural process called the greenhouse effect, in which certain gases trap heat within the atmosphere by absorbing thermal infrared radiation and redirecting it towards the surface. Normally, this process traps enough heat in our atmosphere to keep our planet at a temperature that can support life.

But human activity is changing the composition of our atmosphere by releasing higher quantities of greenhouse gases such as carbon dioxide, methane, and nitrous oxide into the atmosphere.

We do this, amongst other activities, through our energy and transportation systems, through agriculture, including changing the uses of land for grazing and crop production, and through our waste systems.

## How do we know Climate Change is real?

The Intergovernmental Panel on Climate Change (IPCC) is an international group of climate scientists who provide recommendations that enable governments to make informed policy decisions.

Through the work of the IPCC, consensus has been reached that:

- Climate change is real
- The concentration of greenhouse gases in our atmosphere is rising rapidly
- Global average temperatures are rising and have increased by about 1°C from preindustrial levels
- Human actions are influencing the climate



## SECTION 02

# Why is it important to stop climate change?

The world is reaching its limits in terms of the levels of carbon emissions it can cope with before the climate becomes unsafe for human life. The IPCC has provided data which shows the urgent need to

keep global warming within a 'safe' limit of below 2°C – the maximum average temperature increase that governments believe we can 'adapt' to. Others argue, the maximum temperature change should be +1.5°C. Currently, climate change is causing extreme global events; forest fires, migrating diseases, flooding, ocean acidification, and mass migration of people. A recent report has shown that climate change impacts have cost the U.S. economy at least \$240 billion a year over the past ten years, and in the next decade that figure could increase to \$360 billion.<sup>7</sup> Climate change is a global phenomenon that affects everyone, no matter who or what is causing it.



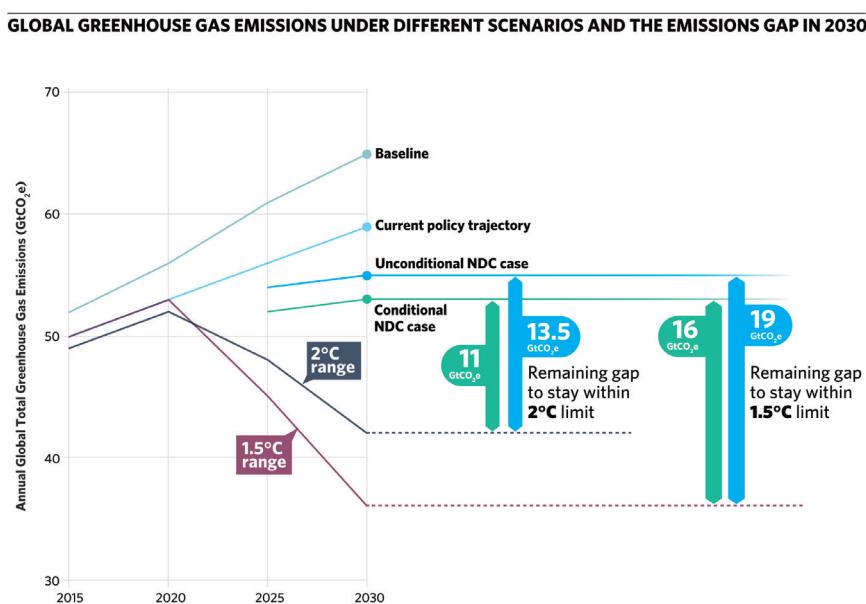
66% probability. Source: Global Carbon Project (2016)

ecosphere+

# What is being done to stop climate change?

With 197 Parties, the United Nations Framework Convention on Climate Change (UNFCCC) has near universal membership and is the parent treaty of the 1997 Kyoto Protocol. The 2015 Paris Agreement under the UNFCCC is the most significant international treaty on climate change. It saw 195 countries unite in a commitment to limit the rise in global temperatures. The Paris Agreement pledges to keep the rise in global average temperature below 2°C; aiming for 1.5°C. Scientists agree that this is the maximum 'safe' limit, above which the impacts of climate change are likely to be irreversible and beyond what we can adapt to. Yet, even if each country adheres to its reduction targets, there is a difference of up to 19

gigatons of carbon dioxide equivalent (GtCO<sub>2</sub>e) between what should be emitted to keep under the 1.5°C increase target and what is pledged to be emitted in 2030. According to the latest available data, this is equivalent to the greenhouse gasses emitted by China, all 28 EU member states, and the United States combined.<sup>8</sup> This huge gap will need to be filled by companies and individuals around the world, acting to reduce and rebalance their own carbon footprints.



# TAKING ACTION

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## What still needs to be done to solve climate change?

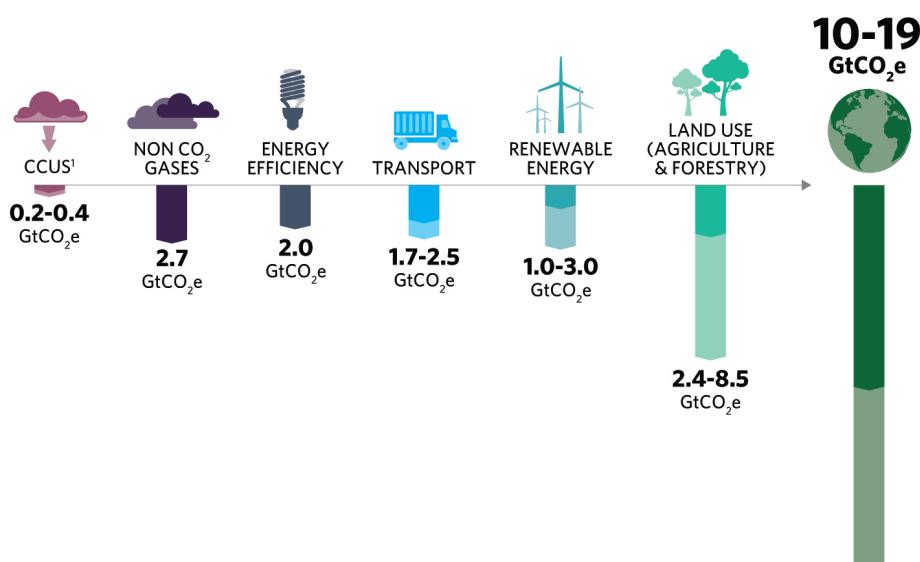
With the historic Paris Agreement<sup>9</sup> in place we are entering a world with a finite ‘budget’ of carbon that can be emitted. This will lead to a need for carbon neutral and even carbon negative emissions technologies and processes to replace emitting activities of today, along with a transfer of finance associated with those activities.

Demand for change is growing. It is coming from policymakers with the power to regulate, investors who appreciate the financial risks of climate stress, and from employees and consumers who want to work for and buy from companies that have a positive impact on the world. All businesses need to have a strategy in place to reduce emissions and other negative environmental impacts whilst taking advantage of opportunities from clean technology and new business models. Alongside this, we need collective action to immediately reduce emissions in cost-effective ways. For consumers, every financial transaction has a climate consequence and it is important that they are able to understand the environmental impact of the products they are buying and take action.

## Value of carbon/Carbon pricing

Carbon credits put a price on carbon reductions, therefore representing a clear way in which companies

### MITIGATION POTENTIAL BY 2020



Source: UNFCCC (2015) Climate Action Now: Summary for Policymakers 2015.

<sup>1</sup>Carbon Capture, Utilization, and Storage, involving removing CO<sub>2</sub> from the atmosphere, recycling it for use, and storing safely.



## SECTION 03

The lowest cost, most immediate climate change solution is to protect threatened forests. Avoiding the destruction of forests would have the same impact as taking more than 600 million cars off the road. It also delivers many other benefits to the animals, people, supply chains and businesses that rely on the services provided by forests around the world. Putting a value on the carbon storage systems of rainforests is an innovative and effective way to protect them.

## How would a retailer or consumer currently buy carbon?

It is possible for an individual to buy carbon today, but there is no mainstream solution and it is not easy to do. Individuals may already be paying for carbon emissions from some aspects of their lifestyle where regulation exists. For example, in the European Union, there is an emissions trading system which puts a price on energy use, but individuals might not even realise how this affects them.

Individuals can purchase carbon through a website where they approximately calculate their carbon footprint either for the year or for a single holiday or flight, and then purchase the carbon credits to address those emissions. Purchases are generally in tons of CO<sub>2</sub>e. With the average person in the UK responsible for about 10 tons of CO<sub>2</sub>e per year, measuring in tons is crude; as a one-off purchase, it is not possible to directly connect such carbon credits to our everyday activities.

Individuals demand more transparency and prefer to buy from companies with a strong environmental and social purpose. In fact, more than 9-in-10 millennials would switch brands to one associated with a good cause. To address this shift, a growing percentage of companies are attempting to understand the carbon footprint of their products and services and do something about it. For example, a banana's carbon footprint is 80 grams, which includes farm production, transport, and ripening. Knowing the carbon footprint or an approximation means that companies can factor the price of carbon into their products. If carbon credits are attached to the impact of that product, the product could even become a positive climate action.

# CARBON CREDIT MARKETS

## What is a Carbon Credit?

One carbon credit is what you get when an emissions reductions project avoids the release of one metric ton of carbon dioxide into the Earth's atmosphere. These carbon credits can then for example be used to offset the emissions resulting from running a business, which is why they are also called carbon offsets. There are many types of carbon credits, as for example from renewable energy projects or from forest conservation. At Poseidon, we feel that forest conservation projects not only generate the currently most environmentally and socially sound carbon credits.

On average, endangered forests around the world are being cut down at a rate of 2% per year. The tree type, density and average age in that area allows the calculation of the carbon dioxide that has already been sequestered in them. Would these trees be cut down and burned, this amount of carbon dioxide would be released back into the atmosphere.

Therefore, conserving the forest will result in the yearly emissions reduction equivalent to the amount of carbon dioxide these trees have already absorbed throughout their lifecycle. The various certification standards for carbon credits are more complex than this example, and they depend on project methodology and location, though the above is a good illustration of the general process.

What makes land-based carbon credits so powerful is that they provide a host of additional benefits. In the example we have given, even though the calculation is only for a small percentage of the area, of course the entire forest is conserved. This in turn protects the biodiversity that lives in these precious ecosystems as well as local communities, some of which have never even been in touch with the outside world. The value of these carbon credits is vast, and we decided to focus on forest conservation for these reasons.

## Carbon Credits used by Poseidon

For the foreseeable future, we will only buy carbon credits that are land-based and that are independently certified to both the Verified Carbon Standard (VCS) and the Climate, Community and Biodiversity Standard (CCB). The projects we support also earn Gold level of distinction for various aspects of CCB such as adaptation, biodiversity, and community engagement. Not only are both these standards internationally supported and recognized for their high quality, the VCS and CCB standards also have robust measures in place to address leakage, which means ensuring that deforestation is not simply intensified elsewhere, and per-

manence, which means demonstrating lasting climate benefits. Blue carbon, carbon credits that support the conservation of coastal areas, provide a wonderful alternative to forest conservation and are of course part of our roadmap. Coastal ecosystems like mangroves are incredibly valuable and provide a powerful storage for carbon emissions, and as such need to be protected as well. We will add these carbon credits to our portfolio once we feel their certification standards are mature enough and we are able to effectively support sustainable development projects for coastal ecosystems in the same ethical way that we support the conservation of forests.

## SECTION 04

# The concept of additionality

What we also like about forest conservation projects is the fact that they generate carbon credits that are truly additional. Building a windfarm is of course a great and important way forward as we transition from a world that exploits our planet to a sustainable relationship with our environment, though we feel that windfarms would be built regardless of carbon credits, because renewable energy has now become commercially viable and is clearly the right way forward. As such, it makes little sense to reward projects that would have happened anyway while crucial sustainable development projects that lead to the protection of the Cordillera Azul national park in the Peruvian Amazon desperately need outside funding.

# The concept of being climate positive

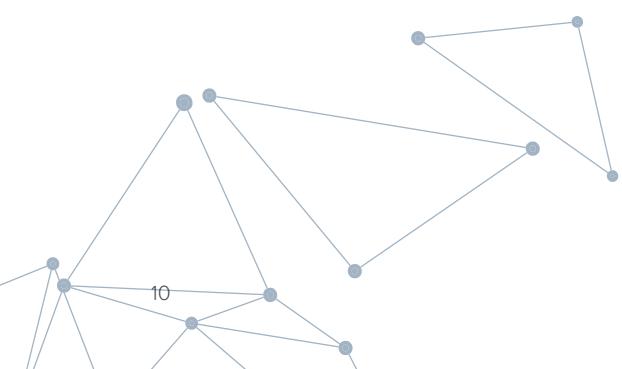
One concept that we are very fond of is the concept of being climate positive. At Poseidon, we see a product or service as being climate positive when at least 110% of the carbon emissions are offset using carbon credits. Assume a particular pair of shoes is responsible for 20kg of carbon emissions. If you purchase this pair of shoes and at the same time purchase 22kg of carbon credit from Poseidon, you have effectively turned the purchase climate positive as you ensure the continued sequestration of more carbon dioxide than the pair of shoes has caused.

We advocate this concept to all our clients, and while it is not mandatory, we are proud to say that every of our conversations showed that being climate positive is the right way forward. By making every purchase climate positive, we more than account for the environmental carbon dioxide stress of our lifestyle choices and do our part to reverse climate change.

# Compliance and voluntary markets

The compliance market is a global market that is the result of the Kyoto Protocol and the Paris Agreement, both part of the United Nations Framework Convention on Climate Change (UNFCCC). The challenge with the compliance market is that there is no unified regulation and that even within countries there are multiple regulatory frameworks that are so incompatible that trading amongst them is challenging and in some cases not possible. This is one of the many reasons why carbon markets have not yet reached their required scale.

Voluntary markets allow everyone to participate in them, be it a government, corporation or an individual. Voluntary carbon credits allow the support of any qualifying emissions reductions project around the world and can be bought anywhere in the world. Poseidon focuses on voluntary markets as we believe only these can scale quickly and globally, create a unified market that can trade across borders, and establish a single price for a ton of carbon credit that will allow this market to grow to the size nature needs it to be.



## Are we really paying extra?

An interesting question is whether paying extra to add carbon credits to purchases, even if it is only a few pennies, is an extra cost or whether it is in fact a discount. Think about it. How much does it cost you to go to the gym and how much would it cost you if you got sick because you did not stay fit? We understand the importance of a healthy body and we understand that it does not simply happen. We have to do something to stay healthy, and a gym membership is one way. Is it not the same with our ecosystem? Is protecting the environment today not cheaper than later paying for the damages caused by climate change? If we can avoid natural disasters, is that not the better and cheaper way? It is an interesting question, and everyone needs to answer this for themselves. What we do know is that the scientific community agrees that humans have significantly contributed to global warming and it is also clear that the increase in natural disasters can be attributed to it. In addition, farmers find it more and more challenging to achieve the same yields that they have seen just a few years before. Climate change is happening, and the effects will cost all of us a lot of money. At Poseidon, we believe in prevention and strongly believe that a few pennies spent today will save us many dollars tomorrow.

## How will carbon markets develop?

It is very difficult to predict the development of any market, be it the global real estate market, the stock markets, or the voluntary carbon markets. What we can say is that we need carbon markets to survive. We have pushed nature so far that

we are on the verge of catastrophic climate change that threatens the extinction of most animal and plant life around the world. If we will witness the loss of life at the scale we are currently facing, then it is a logical consequence what will happen to human life. Carbon credits are not an option, they are a necessity. Because with very few exceptions, it is difficult to channel funding to forest conservation projects as they do not offer significant commercial incentives for supporters. A thriving global voluntary carbon market using the Poseidon platform can change this by making land-based carbon credits accessible to everyone, transparently connecting carbon offsets with carbon emissions, creating a global price point that allows the market to grow across borders, and conserving the most precious ecosystems around the world.

Of course, we have considered the possibility of a future decline in the trading of carbon credits and even the collapse of carbon markets. While given the vast existential threat of climate change both of these scenarios seem highly unrealistic, we have taken mitigating measures to ensure we are addressing every possible risk to the Poseidon business model. As part of our strategy, we allocated resources to the research and development of climate friendly technologies. We have hired an innovation officer to drive and manage research into these technologies, as for example in the automotive sector. And we have partnered with a company that will help us with the development of these technologies.

We strongly believe in carbon markets and we do not see any indication that they would do anything other than grow over the coming decades. For example, the World Bank has projected carbon markets to reach a global value of \$185 billion by 2030 and \$1.9 trillion by 2050.<sup>11</sup> Nevertheless, we understand that we need to consider any risk to our business, no matter how remote, and have therefore mitigated this particular one with a view to the future to ensure that Poseidon will remain a powerful force in the fight against climate change.

# AN OVERVIEW OF POSEIDON

## Our vision

Poseidon has developed a platform that allows you to turn the negative environmental impact of every purchase you make into positive climate action. This is possible through a revolutionary integration that connects you directly to forest conservation projects, allowing you to make micro-donations with a measurable impact. One of the challenges with such philanthropic giving is transparency. How can Poseidon ensure that your donations really reach the causes you would like to support? We are solving this with the use of blockchain, a technology that creates transparency and traceability by storing transaction information publicly. Another challenge is how to accurately account for the climate impact of your lifestyle choices? Using blockchain technology, we are able to solve this challenge as well. By processing micro-donations in almost real-time, we attach climate action directly to your product and service purchases, giving you the confidence that you want. Our initial focus is on retail integrations, because we believe this can lead to the biggest change in the way carbon credits are used. With a simple and accessible method of purchasing carbon credits in place, each and every one of us will be able to support crucial land-based emission reduction projects that protect forests and national parks in some of the world's most endangered areas, supporting local economies that will have a lasting positive impact on our planet.



Ecosphere+ will source and supply carbon credits to Poseidon and help market these digital solutions, enabling clients to become climate positive.

## stellar

Stellar enables transactions that are settled in almost real-time for fractions of a cent, in a safe and secure environment.



Beyond advises and assists Poseidon in the critical areas of business development, fund-raising, investment management, blockchain incorporation and community management.



6point6 develops blockchain and artificial intelligence solutions that enable Poseidon to integrate the **reduce** platform with consumers, corporations, and governments.

## MME |||

MME ensure that Poseidon are able to navigate the complex and everchanging landscape of global rules and regulations.



BAC will develop environmentally friendly technologies that offer real-world solutions for the transportation sector.



LCC is working on integrating Poseidon's revolutionary **reduce** platform into the city's infrastructure as part of its bid to become the first climate positive city in the world.

## Our solution

Our platform is unique in many ways. With it, we can transact grams of carbon credits, for the first time, allowing us to integrate the carbon market with the retail sector. Our platform is truly end-to-end, connecting people protecting forests with consumers around the world at the point of sale. This has never been done before.

Once our solution is fully operational, retailers will be able to offer carbon credits with every product and service to mitigate and rebalance their negative climate impact or even turn them into a “climate positive” offering. Customers will be able to make a purchase at a physical shop or online store and immediately contribute to the fight against climate change.

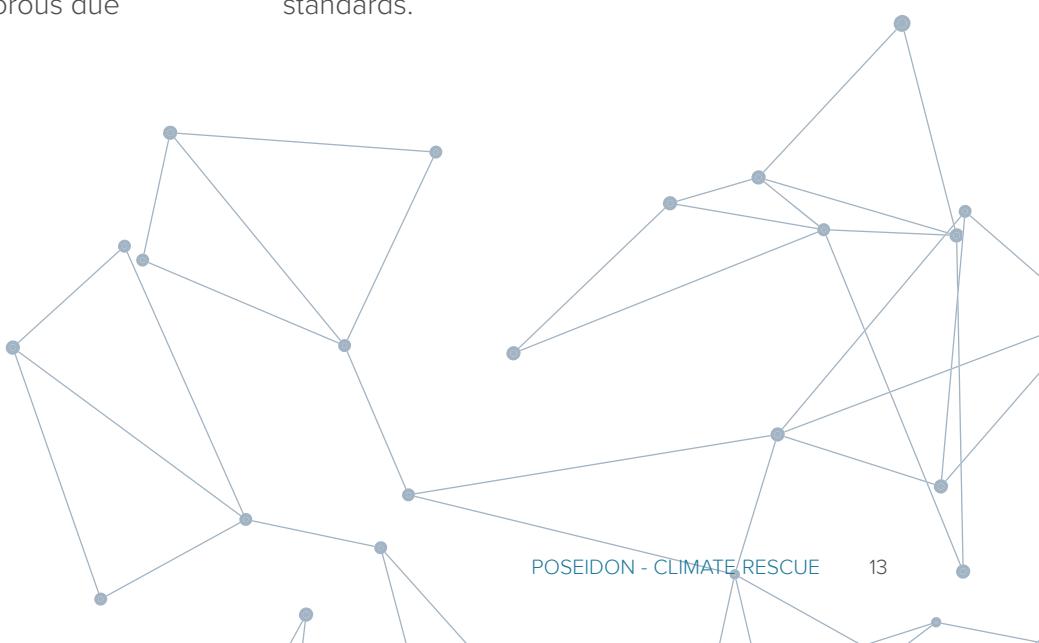
Using our blockchain-based and artificial intelligence-powered platform, forest-based carbon credits will be managed throughout their entire lifecycle. It will offer transparency, traceability, and monitoring at every step. While it will of course sit alongside the structural improvements that businesses are making to lower their emissions, it offers the critical acceleration in activity and funding for emission reduction projects, driving the changes necessary for sustainable global development.

## Ensuring quality

There are a multitude of carbon projects in the world and it can be challenging to know whether a specific carbon credit will provide the desired climate action. To ensure that our platform will create the positive impact we and our partners envision, it will be crucial to only offer the highest quality of carbon credits and only support the best carbon projects with our blockchain solution.

Ecosphere+ will ensure that any emission reduction projects that will be added to our blockchain platform receive rigorous due

diligence and are subject to ongoing monitoring to the highest global standards to ensure both quality and relevance of the resulting carbon credits, both for those provided directly by Ecosphere+ and those offered by alternative suppliers. This quality control is an important part of the Poseidon platform and will guarantee that carbon credits deliver the promised impact. Ecosphere+ is part of the impact fund Mirova-Althelia and provides full impact reporting of their projects and carbon credits to ensure they meet strict environmental, social, and governance standards.



## SECTION 05

# Raising awareness

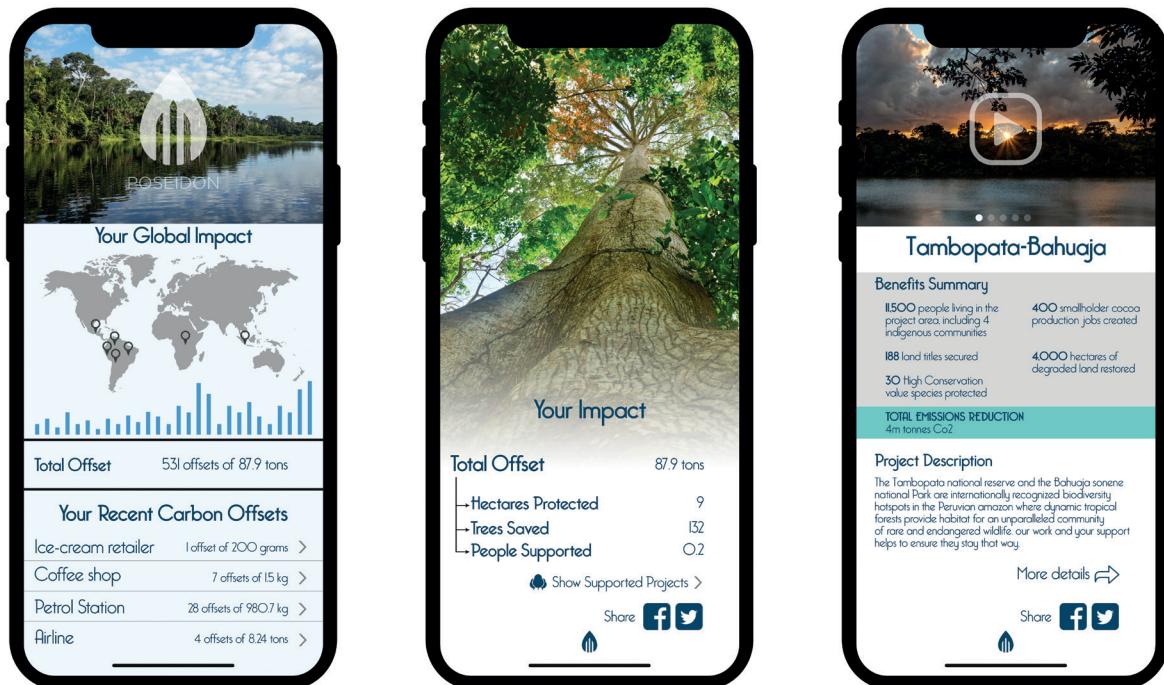
In order to ensure that climate change and the role carbon credits play in the fight against it are well understood, we will also be running global marketing campaigns that will raise awareness and provide people with the facts to make an educated decision about their everyday choices.

Our marketing team is creating and disseminating strong messages that resonate with and engage target audiences, growing the retail carbon market into a significant contributor to the fight against climate change.

## Customer engagement through our mobile app

To provide an engaging experience for consumers, we are creating a mobile app that will display purchase details, their respective carbon footprint, and - most importantly - details of the specific carbon credits that were acquired with them. This will provide app users with relevant information about the origin of their purchased carbon credits and the impact they are having, both at an individual level, by purchase, and at an aggregated level.

The intention is to make the provided information interesting and informative, giving consumers a fun and meaningful way to interact with their purchase history. Consumers will also be able to share their achievements on social media to create a network effect that is expected to encourage further positive impact.



Another advantage of our app is that it provides communities that are involved in carbon projects a way to engage and interact with consumers globally, thus creating a platform that will bring those responsible for the forests on the ground closer to those interested in their protection.

Our mobile application will provide both consolidated as well as detailed views of purchases and their related carbon credits. Available carbon credit details will include their origin, the community the project is supporting, as well as photos and videos. We will bring carbon credits and consumers together and create a community around the experience. At a later stage, we will launch further social media integrations to increase the impact of purchased carbon credits and allow interaction with users across the ecosystem.

## Bringing customers and projects closer together

Every year, we will select the top carbon emission reducers from all consumers who have been offsetting their retail purchases using the Poseidon platform and invite them on a unique visit of one of the projects that we have supported as a community.

This rare opportunity will give these climate action champions a once in a lifetime insight into the positive impact we, and they, are having with our sustainable development projects.



# THE POSEIDON PLATFORM

## Target market and integration example

Our initial focus is the retail space, after which we will be expanding to corporates, traders, and governments. Retailers will be able to integrate with our platform through various channels, including their Point-Of-Sale (POS), websites, mobile apps, and more. We will work closely with retail partners to build a user experience that matches their brand image and create an integration that is both simple and modular to ensure an enjoyable user experience that is also scalable.

Consumers are increasingly demanding more ethical products and services.<sup>11</sup> Our platform is built from the ground up to support those consumers make environmentally conscious choices by putting a price on carbon and linking it to consumer products. The knowledge of the carbon emissions that each of these products and services carry, combined with the tools to do something about them, will empower consumers to be active participants in the fight against climate change.

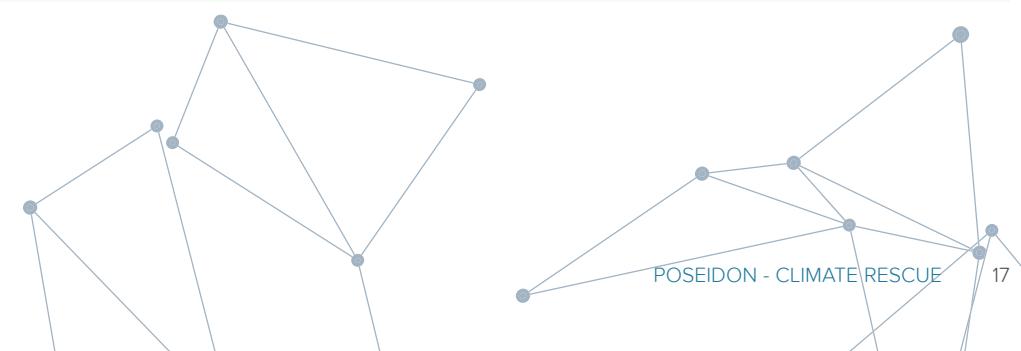
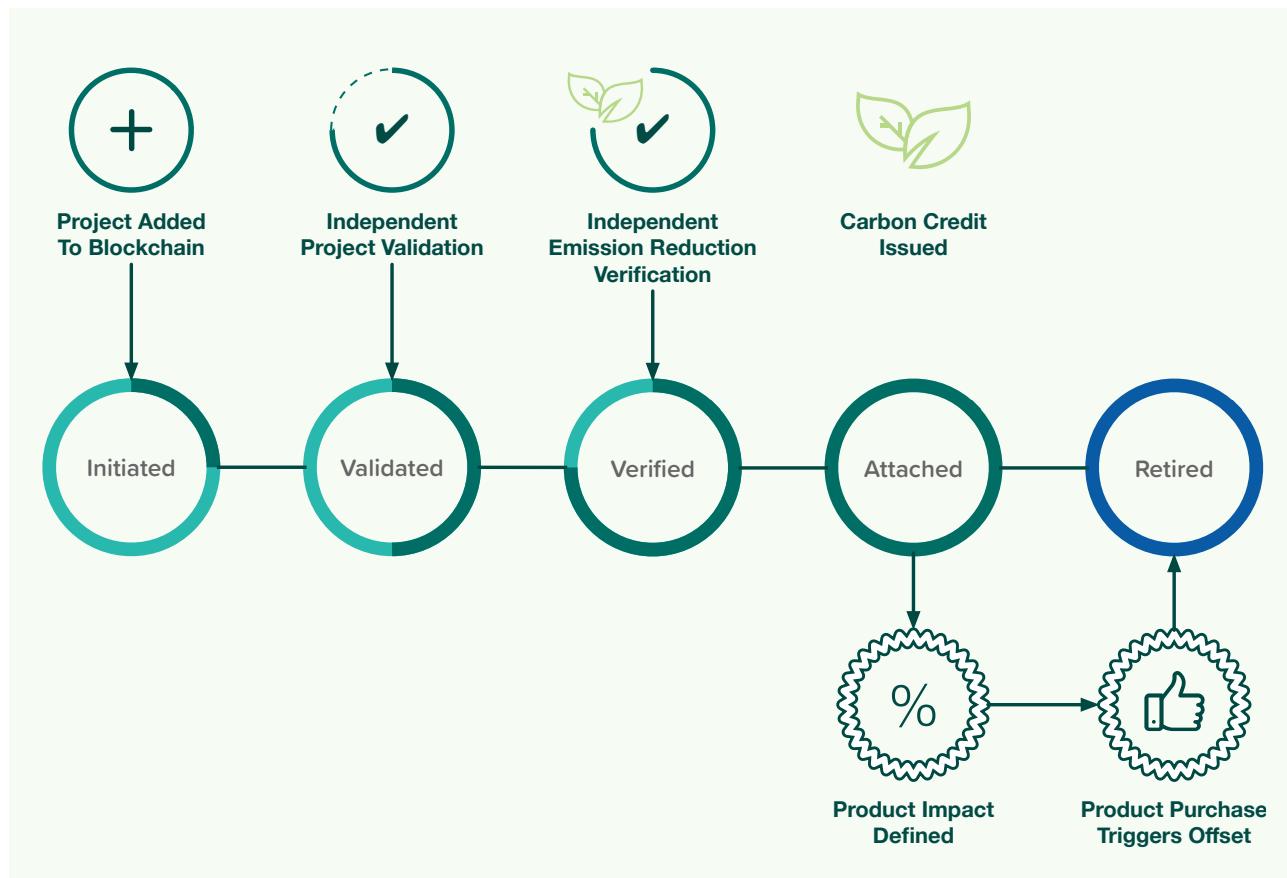


# The early days of a carbon credit

The carbon credits we will be offering do not readily exist. They need to be created by launching an emission reduction project. This process includes establishing a project (Initiated), validation by accredited organizations (Validated), and verification (Verified) by independent parties. Then, carbon emissions caused by consumer products and services are quantified and disclosed by participating retail partners (Attached). This enables consumers to address their carbon footprint by making eligible purchases during which carbon credits are used to offset these emissions (Retired).

Currently, these processes are almost entirely manual and take place in isolation. We believe that our blockchain solution can streamline this process and provide a platform that will bring all the moving parts together, creating a paradigm shift in carbon markets.

Using our platform, these steps will be linked to the Stellar blockchain, where we will store details related to each of them by processing transactions in project specific accounts, creating a transparent and auditable record of the entire carbon credit lifecycle. Any participating party will be able to look at the history of each carbon credit on the public Stellar blockchain and our platform will be able to show consumers the exact carbon credit they have retired with their purchase.



## SECTION 06

# Stellar blockchain

We have chosen Stellar as our blockchain partner as it is the only platform that offers scalability in line with our values. Compared to the vast majority of other blockchain platforms, Stellar created an architecture that uses far less electricity and offers significant environmental advantages, which is crucial for our purpose. We could not be building Poseidon as part of a climate change solution if our blockchain platform were an excessive carbon emissions contributor.

The following comparison table shows the tremendous environmental impact of Bitcoin and Ethereum. Interestingly, a transaction on the Stellar network not only uses significantly less electricity than both Bitcoin and Ethereum, but also uses only a fraction of the electricity that a VISA transaction requires.

BITCOIN	ETHEREUM	Primary Function	STELLAR	VISA
Digital Currency	Programming	<b>Primary Function</b>	Payments	Payments
10 minutes	31 seconds <sup>1</sup>	<b>Funds Cleared</b>	3-5 seconds	Over 24 hours
7	25	<b>Transactions per second</b>	1,000+	3,526
\$0.52 <sup>2</sup>	\$0.04 <sup>1</sup>	<b>Transaction cost</b>	< \$0.00001	1.43% - 2.4% <sup>3</sup>
866,000 Wh <sup>4</sup>	104,000 Wh <sup>5</sup>	<b>Energy per transaction</b>	0.03 Wh <sup>6</sup>	1.69 Wh <sup>4</sup>
424.47 kg <sup>4</sup>	50.98 kg	<b>CO<sub>2</sub> per transaction</b>	0.000015 kg	0.00083 kg

References were checked on September 26:

<sup>1</sup> <https://ethgasstation.info/>

<sup>2</sup> Average transaction cost on 22 December 2017: <https://bitinfocharts.com/comparison/bitcoin-transactionfees.html#3m>

<sup>3</sup> <https://www.valuepenguin.com/what-credit-card-processing-fees-costs>

<sup>4</sup> <https://digiconomist.net/bitcoin-energy-consumption>

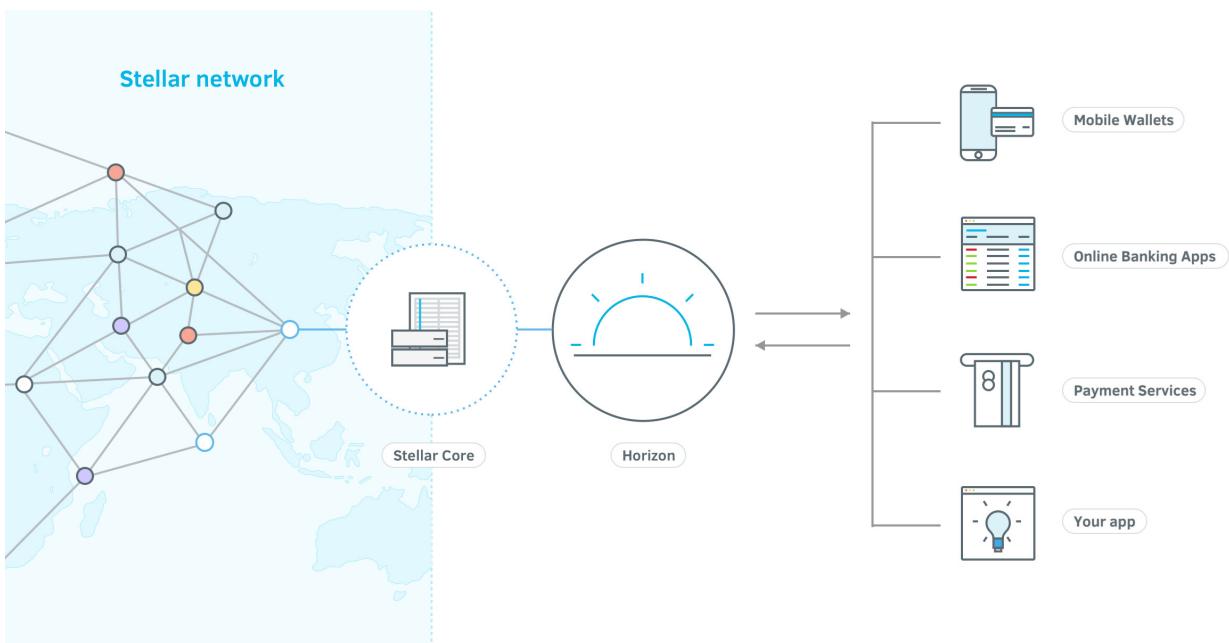
<sup>5</sup> <https://digiconomist.net/ethereum-energy-consumption>

<sup>6</sup> Stellar Consensus Protocol: electricity of a high-end computer for 1 hour / 1,000 transactions per second / 3,600 seconds \* number of validators

At 866 KWh, every Bitcoin transaction is responsible for about as much carbon emissions as driving 1,673 km while a transaction on the Ethereum network would be like driving 201 km in a small and efficient car.<sup>10</sup> And even a much more efficient VISA transaction is equivalent to driving the same car for about 3.3 meters, which is still a noticeable impact. It is incredible to imagine that the Bitcoin network uses about as much electricity as the entire country of Austria and the Ethereum network about as much as the entire country of Iceland.

With a transaction on the Stellar network only using about 1.79% of the electricity a VISA transaction requires, this results in an environmental impact that is very favourable in comparison. For us at Poseidon, this was the most important factor when we chose our blockchain partner.

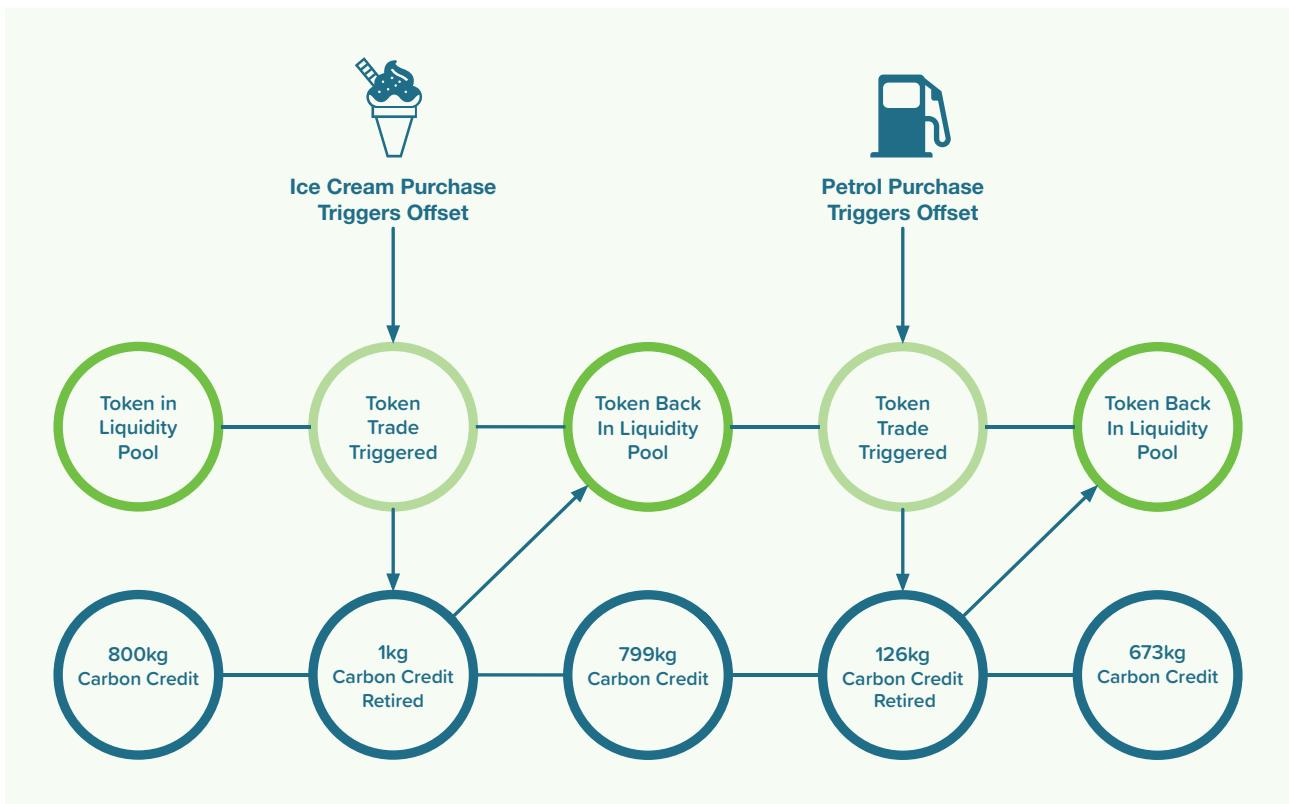
From a development perspective, how we would integrate our back-end software with the blockchain we were building our platform on was crucial for us. Stellar shines here as well. It provides integration points that allow smooth interaction between the Poseidon building blocks on the Stellar blockchain and the Poseidon software modules that are hosted on a secure Amazon Web Services infrastructure. The Stellar infrastructure is fast and scalable, providing Poseidon with a future-proof environment that will ensure our platform will be able to satisfy our platform's growing demand while remaining environmentally friendly.



The main interaction with Stellar's blockchain is through a RESTful API called Horizon. This allows us to build hundreds of variations of software that sit outside the blockchain to perform complex tasks that satisfy global carbon market requirements. The outcome of these operations, the available amount of carbon credit in a specific emission reduction project for example, is then published to accounts on the Stellar network via a HTTPS request to the Horizon API.

## Tokens, accounts and backend

We created the two Stellar assets OCEAN and FCC (forest carbon credit) that are unique tokens to the Poseidon **reduce** platform. They enable the processing of carbon credit micro-transactions in almost real-time at a very low cost. OCEAN tokens are instruments of payment that are used to purchase FCC tokens for the purpose of either offsetting carbon emissions or to take ownership of carbon credits. Using Stellar accounts and our backend, we manage the lifecycle of carbon credits that we purchase from emission reduction projects around the world.



When the purchase of ice-cream or petrol is made at a participating retailer, the point-of-sale integration triggers the purchase of OCEAN tokens and their exchange for FCC tokens, resulting in the allocation of a carbon credit offset to the carbon emission of the product. With each purchase, the available carbon credits in the Stellar account are reduced according to the required offset.



## OCEAN tokens

The Stellar asset OCEAN is an instrument of payment and the only way to purchase carbon credits on our platform. Customers can purchase tokens from Poseidon or on the secondary market and in retail integrations also use OCEAN tokens from our liquidity pool.

We created a fixed supply of 36 billion tokens and we will not burn OCEAN tokens or create additional supply. To support a sensible pricing of micro-transactions that are required to link carbon credits to purchases, we decided to call one thousandth of an OCEAN token a Drop (DROP). Each OCEAN represents a value according to a yearly fixing according to the global carbon market value. This is explained in greater detail in the token economics section.

## Liquidity pool

We allocated 30% of the 36 billion OCEAN tokens to a system account that we call our ‘liquidity pool.’ This liquidity pool is used by the Poseidon platform to process carbon credit purchases for customers who do not hold their own OCEAN tokens. This is also necessary to ensure the platform can operate in a retail integration where a customer will potentially not know about Poseidon yet. Finally, we need this sizeable liquidity pool to transact in large volumes, for example in the case of an integration with a large trading house like a bank or other major carbon market players. OCEAN tokens that are in the liquidity pool will not be sold to or owned by customers. They are transactional tokens that are only used by our software platform to ensure transaction processing.

## FCC tokens

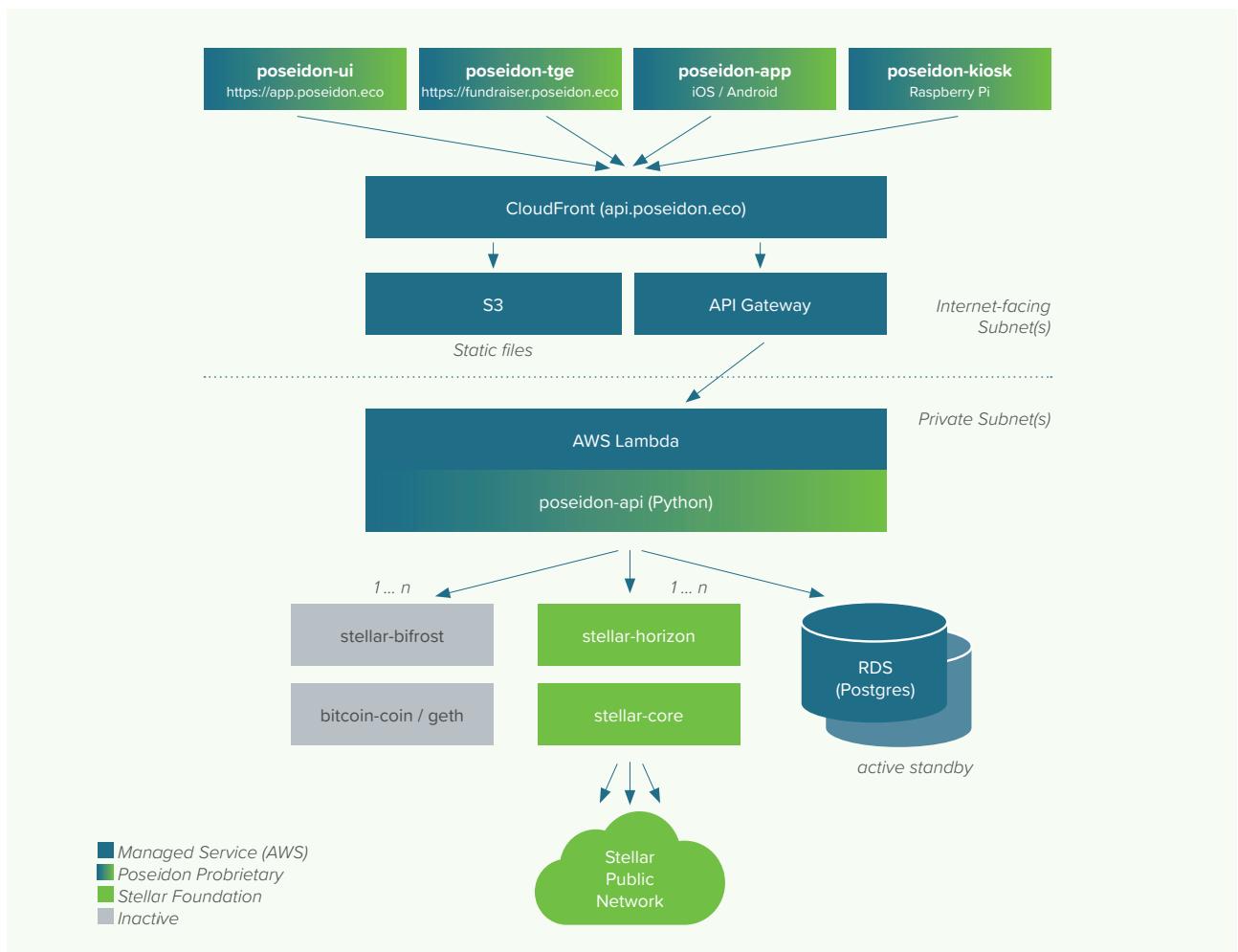
The Stellar asset FCC represents one carbon credit and each will be linked to a particular Stellar account, representing carbon credits that were purchased from one emission reduction project for a particular year. Using these tokens, we are able to transact fractions of carbon credits. Carbon credits are currently traded in tons and our vision is to trade them in grams, small enough to attach them to individual product and service purchases in the retail space. As carbon credits are created with every new emission reduction project and as they are also continuously taken out of circulation when they are being attached to a carbon emission as an offset, we will continuously create new FCC tokens and burn existing ones over time.

## Stellar accounts

In addition to our proprietary tokens we also use Stellar accounts to manage carbon credits from various emission reduction projects. This allows us to create a carbon market that offers transparency, traceability, and auditability using the immutable record of the Stellar blockchain. We manage the entire carbon credit lifecycle on our platform using Stellar accounts. Carbon credits are traded by project and year. For example, the Cordillera Azul national park project has carbon credits from the year 2014 and we have a dedicated Stellar account for carbon credits resulting from this project and year. If we now buy 2 million tons of carbon credits from this project, we will create 2 million FCC tokens and transfer them to this unique Stellar account.

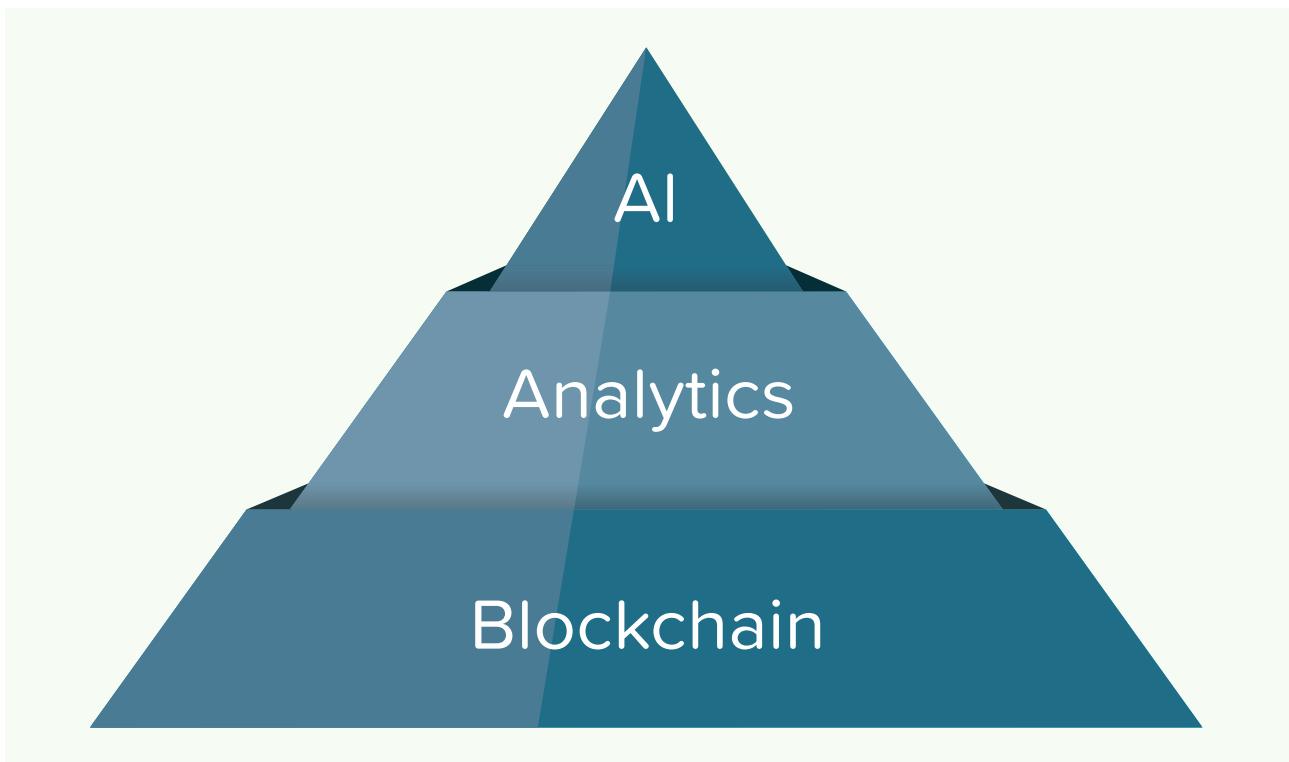
## The Poseidon backend

Outside of the Stellar blockchain we use various proprietary software solutions that form our backend and for which we hold the intellectual property rights. These programs are vital to support the complex global landscape of carbon markets. Our platform leverages highly available, secure and performant cloud technologies that utilize best-of-breed software tools. We have created a serverless architecture via a secure API gateway to integrate with the Stellar blockchain.



# Artificial Intelligence

While we were working on the integration of Poseidon with the consumer, corporate and government markets, we encountered many challenges. Two of those were so complex and involved so many decisions, most of which were highly repetitive from integration to integration, that we started to look for technology solutions. After careful consideration and a thorough selection process, we found that the unique data analysis and decision-making capabilities of artificial intelligence provide the tools we required to make the Poseidon platform a more robust offering that provides further added value.



Using the data obtained from our customers paired with the data available from our blockchain-based platform, we will be able to run a powerful analytics engine that will provide the input for our AI engines, allowing them to deliver accurate answers to our customers questions.

## SECTION 06

# Poseidon Footprint-AI

One of the questions we hear the most is how much it will cost a customer to become climate positive. Whether it is consumers asking us about the environmental impact of their lifestyle choices or corporate and government entities asking about the environmental impact of their operations, answering this question is never easy. The input parameters to even begin analysing the carbon footprint of a client are numerous. The good news is that the details required are usually very similar, which means we are able to train an artificial intelligence engine to do the work for us. Using data analytics, we can source the input parameters and using AI we can provide the answer.

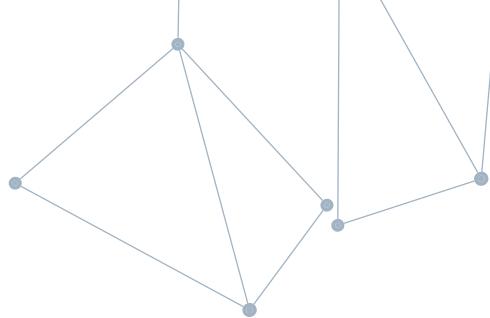
There are many use cases for the Poseidon Footprint-AI, amongst which is the integration into our optional mobile app that will allow a user to track and analyse the carbon footprint of everyday life. This can be very interesting, as a user will be able to see how the carbon footprint is different on holidays for example. Our AI engine will then be able to make recommendations that will allow our users to make behavioural changes that will encourage a more environmentally friendly lifestyle.

This is even more interesting for corporations and governments, where our AI will be able to predict the change in carbon emissions over time as well as make suggestions for improvements that will result in lower offset costs, as for example changing from one supplier to another.

# Poseidon Offset-AI

Another question we get asked a lot is which carbon credit we should use for which emission. For example, do we want to give customers the opportunity to select the emission reduction project they want to support, or do we select it for them? Or do we always use the cheapest carbon credit for an offset? Is that always the best choice? Using data analytics with inputs from our customers as well as from data held on our platform, we will be able to provide the necessary input data that will enable the Poseidon Offset-AI to answer these questions more accurately and faster than we could without it. For a consumer, this could include their emotional attachment to a specific continent, their personal interests and the interests of their peers. Using AI will allow us to create a tailored solution, unique to every user. For a corporate or government entity, the price of a carbon credit might not be the most important criteria and there will be cases where a more expensive carbon credit will be the preferred choice. An emission reduction project might positively impact the country in which a business partner is based and supporting it might bring benefits that outweigh a higher cost. And carbon credits coming from countries in which the corporate or government entity is responsible for emissions might be the preferred choice. Another interesting area is employee retention, which might be positively impacted by supporting projects in the continent of employees.

What we are very excited about is the fact that our AI engine will also be able to consider the urgency of offsets, as one emission reduction project might require funding more urgently while another might be quite comfortable at the moment. Using the Poseidon Offset-AI will enable us to channel funding to the projects that need your support the most while ensuring that the impact coming from every carbon credit purchase is optimized.



## Data storage

Various data points will need to be stored to facilitate carbon trading within our blockchain infrastructure and provide the framework required by global carbon markets. As there are multiple types of data, different requirements for each of these, and also potentially a separation by region, we created a data storage framework that allows us to satisfy all requirements.

### Stellar accounts

All crucial carbon credit data will be stored in Stellar accounts on the blockchain. The status of a carbon credit, whether it is validated or even retired, will be kept on the blockchain to provide an immutable record of its life cycle, to which various parties will provide their input. Various levels of access will exist, depending on the user's role. Being a public blockchain, all data held in Stellar accounts will be readable by everyone. Write permissions will however be restricted to parties that have passed strict KYC and quality controls.

### Searchable data and reporting

Data will be searchable by any stored parameters, including, among others, by geographical locations or whether a carbon credit has already been retired or not. Tags can be added to Stellar accounts with specified attributes to summarize which markets the resulting carbon credits are eligible within. This will allow the creation of custom reporting, for example to provide market participants with an overview of their activity or statistics that do not include details of individual users.

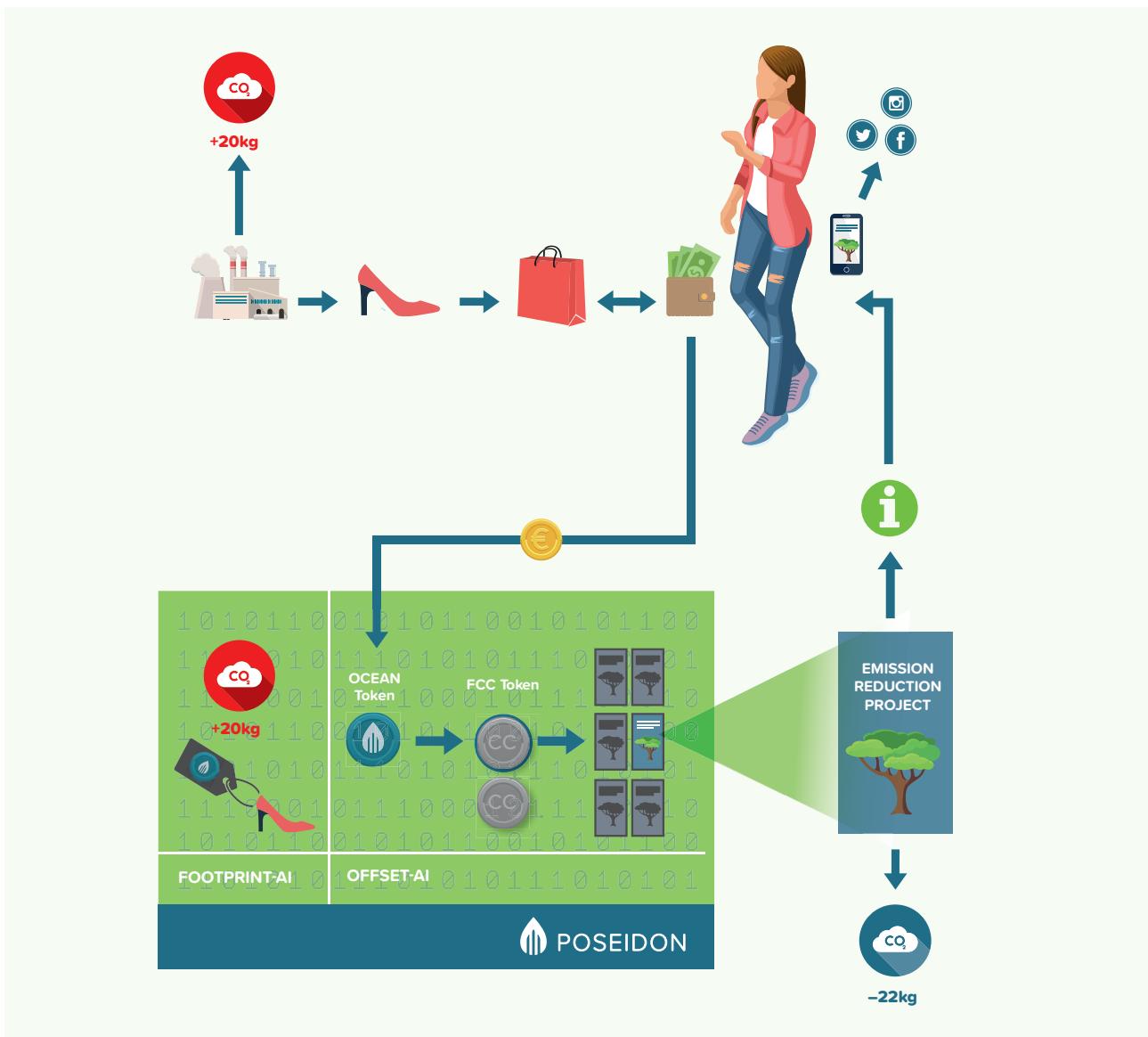
### Secure cloud storage

Any data that is not restricted to a single carbon credit or a single carbon transaction will be kept in secure cloud storage outside the blockchain. Personal data of market participants needs to be stored, though is also not required to be on the blockchain. Furthermore, any data that is simply too large to be kept on a blockchain will be kept in secure cloud storage, such as carbon project documentation, including photos and videos. These will be linked to the respective Stellar accounts and securely stored outside the blockchain. We use database-as-a-service technology in the cloud to store such content.

# USER JOURNEY EXAMPLES

## B2C – Retail integration

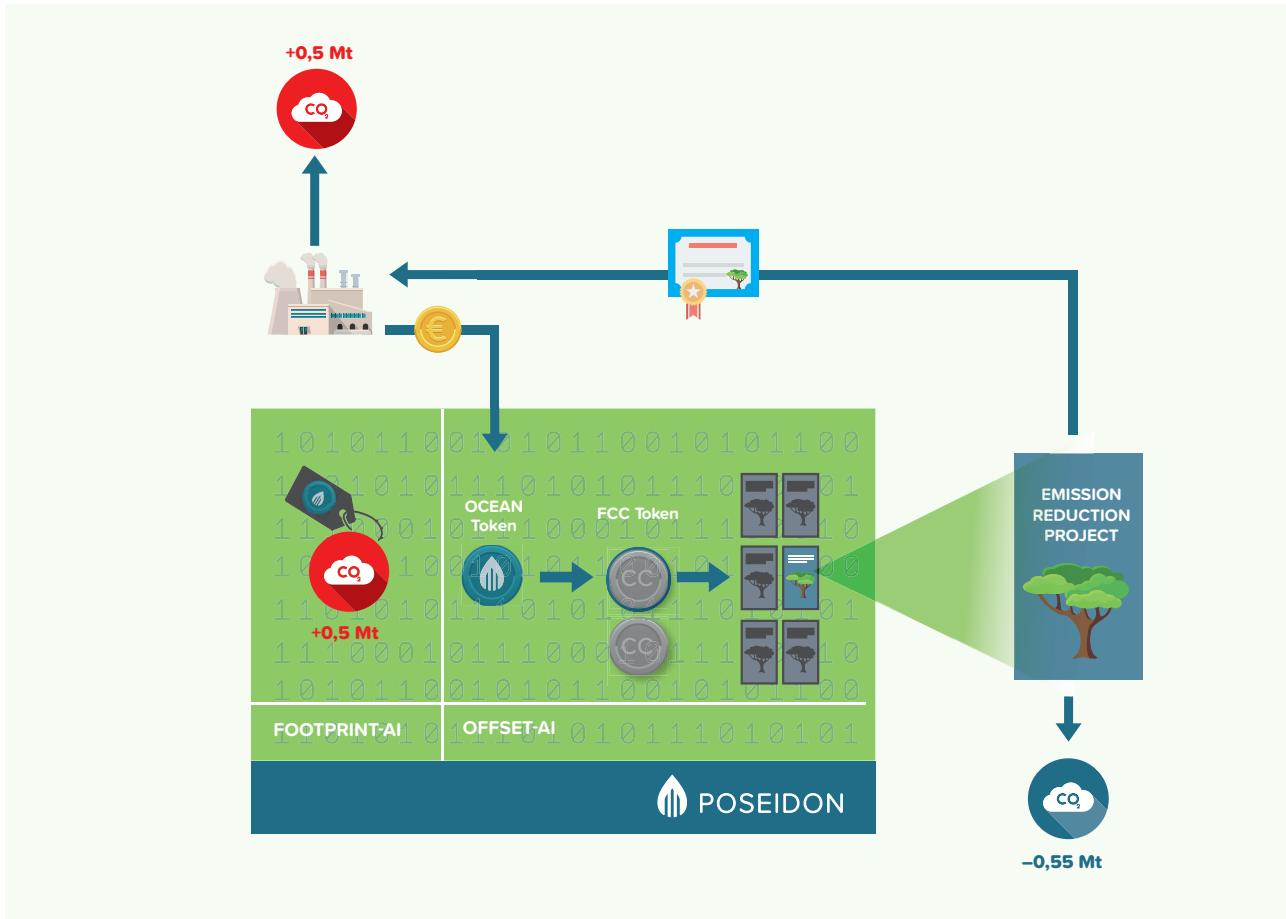
Our immediate focus is the integration of the Poseidon platform with retailers around the world, as this is the fastest moving and most scalable market.



When a consumer buys a product like a shoe at a retailer, the Poseidon Footprint-AI engine will have calculated its carbon footprint as 20kg. When the payment is made, an offset with 22kg of carbon credits, representing 110% of the emissions, is used to make the purchase climate positive. The Poseidon back-end is doing all the necessary work, including using the Poseidon Offset-AI engine to select the best carbon credit and using the Poseidon blockchain integration to transact OCEAN and FCC tokens in real-time. The user experience is seamless and shortly after the purchase a notification is sent to the optional mobile app, if the user chooses to register for this service.

# B2B/B2G – Corporations/Governments offsetting their emissions

A logical second target market is made up of corporate and government entities who want to offset their own carbon emissions, as for example to satisfy the legal obligations under Article 6 of the UNFCCC Paris Agreement.

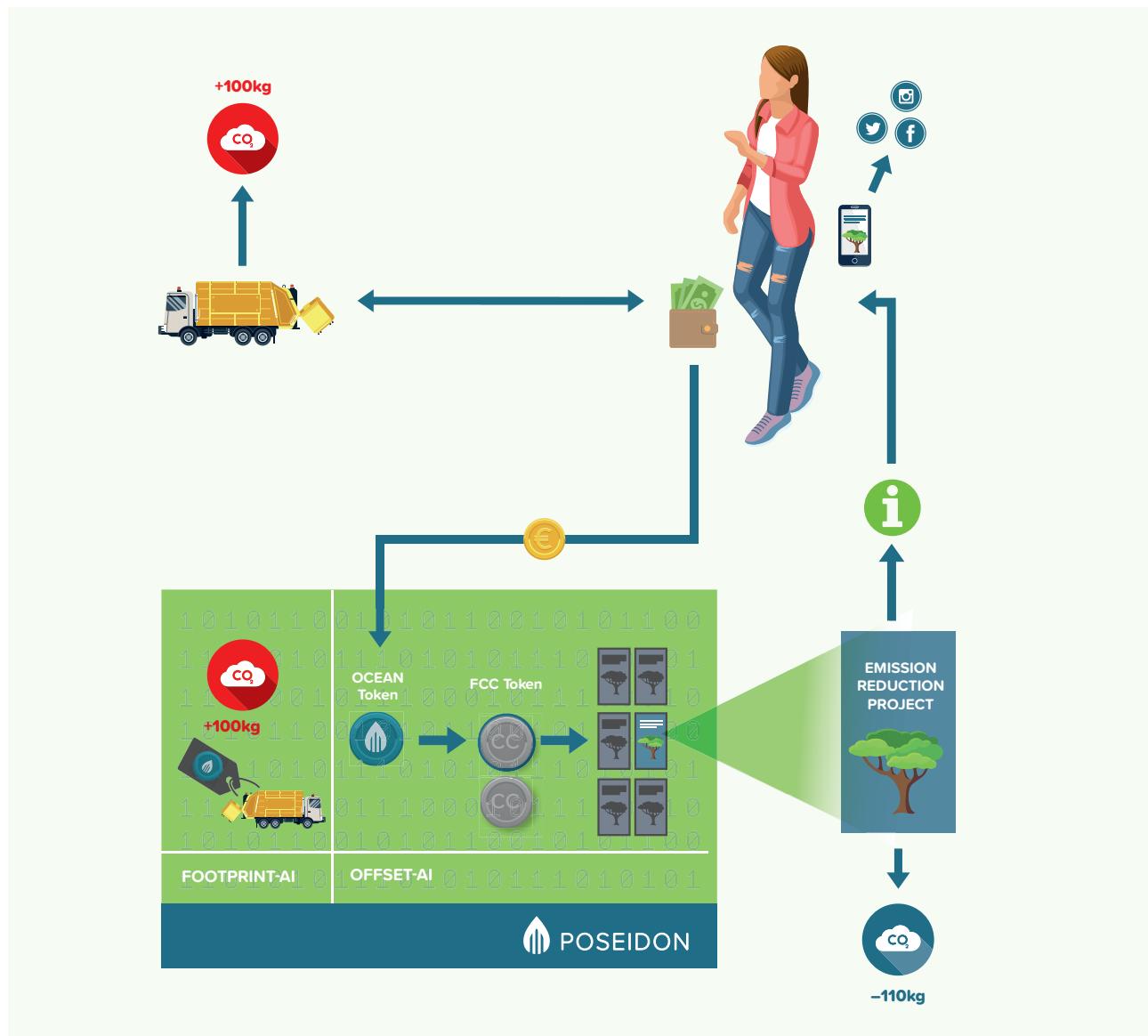


When a corporation or government decides to offset its carbon emissions using the Poseidon platform, our Footprint-AI engine calculates the carbon footprint and the Poseidon Offset-AI selects the best carbon credits using an array of criteria. Once a transaction is made, the blockchain integration processes OCEAN and FCC tokens in real-time. A certificate is issued as verification for the offset.

## SECTION 07

# B2B2C/B2G2C – Customers offsetting Corporate/Government emissions

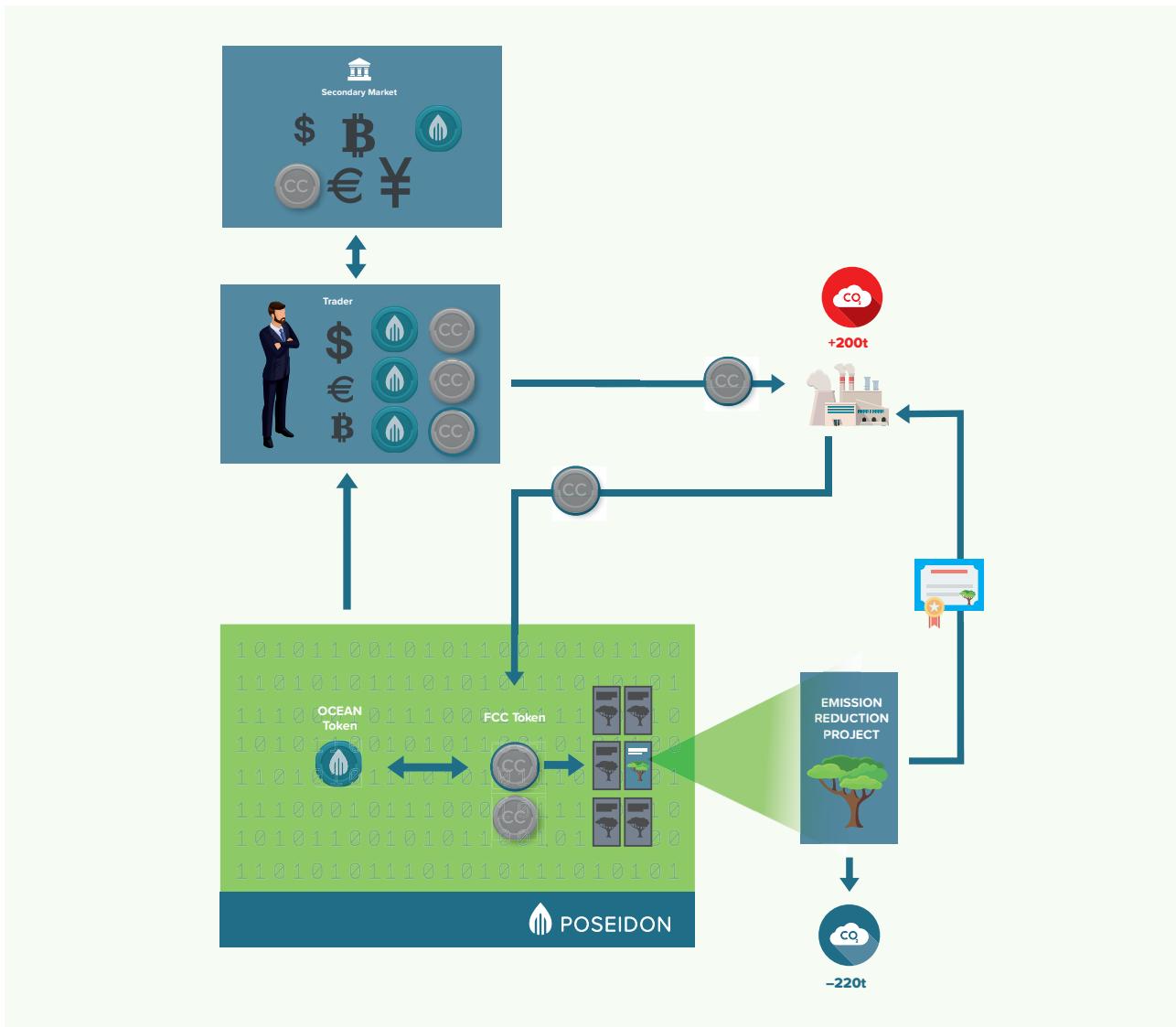
Corporates and governments will also be able to offer their customers opportunities to offset the carbon emissions of services they are providing. This could either be to pass the entire cost on to the customers, or as a joint-hands approach where all parties involved work together, which is our preferred integration with this third target market.



The Poseidon Footprint-AI engine calculates the carbon footprint of the service used and the Poseidon Offset-AI selects the most appropriate carbon credit. The Poseidon blockchain integration transacts OCEAN and FCC tokens when the payment is made for the service delivery and using the optional Poseidon mobile app, the customer can track the impact his contribution has made.

## B2B – Traders

The fourth target market is crucial for the OCEAN token economics, as the arbitrage opportunity provided by the trading of carbon credits on the Poseidon platform by large corporations will ensure that the OCEAN token value on secondary markets will stay above the carbon rate, the exchange rate we fix internally at Poseidon against the global carbon market value.



A trader can quickly and conveniently trade carbon credits on the Poseidon platform by converting OCEAN tokens to FCC tokens. Each FCC token represents one carbon credit. It is possible to select the emission reductions project the carbon credit originated from and using the Poseidon blockchain integration, a trader can view all of its lifecycle details. FCC tokens can either be allocated to a trader's account on the Poseidon platform or the underlying carbon credit delivered to a trader's registry account outside of Poseidon. The trader has full ownership of OCEAN tokens and FCC tokens, both of which he can trade with other participants on secondary markets. In most cases, a trader is ultimately selling the purchased carbon credits to a corporate or government entity that wants to use them to offset their carbon emissions, as for example to satisfy requirements under Article 6 of the UNFCCC Paris Agreement.

## 2017

### Q2

- Poseidon Concept born
- Blockchain selected as technology platform
- Partnerships being conceptualized
- Legal partner with blockchain experience signed

### Q3

- Stellar chosen as blockchain platform
- Strategic Partners agreements formalized
- Switzerland chosen as base
- Poseidon Foundation announced to public

### Q4

- Details of platform designed
- Key advisors join Poseidon team
- Architecture reviewed with Stellar
- Regulatory challenges in Switzerland

## 2018

### Q1

- Malta chosen as new base
- Legal framework finalized
- Discussions with prospective clients
- First pilot design completed

### Q2

- Poseidon Foundation established in Malta
- Pilot Platform launches with first Retail Client
- 1-year Fundraiser launches with first Public Round
- First Corporate Client signed up

### Q3

- First Government Client signed up
- Participation in European Blockchain conferences
- Business Summit in Liverpool, England

### Q4

- Participation in Blockchain conferences in Asia and Europe
- Onboarding of second Corporate Client

# 2019

## Q1

- Poseidon Mobile App v1 Release
- Onboarding of additional Clients in Europe
- Opening of Poseidon Office in Singapore

## Q2

- Opening of Poseidon Office in Liverpool
- Opening of Poseidon Office in Silicon Valley
- Voluntary Donations capability released
- Research and Development roadmap announced

## Q3

- Full Poseidon Platform Launch
- Climate Impact Product Catalog v1 Release
- Poseidon Mobile App v2 Release
- Onboarding of first Clients in Asia

## Q4

- Poseidon Platform Functionality Release v2
- Onboarding of first Clients in America
- Top contributors invited to forest conservation project

# 2020

## Q1

- Climate Impact Product Catalog v2 Release
- Poseidon Mobile App v3 Release
- Onboarding of additional Clients in Asia
- Poseidon Presence at World Economic Forum in Davos

## Q2

- Annual Poseidon Conference
- Poseidon Platform Functionality Release v3
- Onboarding of additional Clients in America
- Research and Development results announced



# POSEIDON TEAM

## Leadership Team

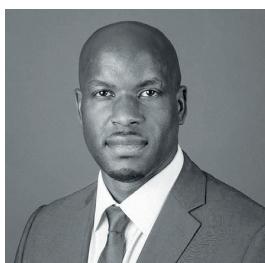
Poseidon is led by a dedicated and experienced team that draws from decades of relevant industry experience, ensuring that Poseidon is kept on track and is able to fulfil its ambitious mission.

### **Laszlo Gericz *Founder and CEO***

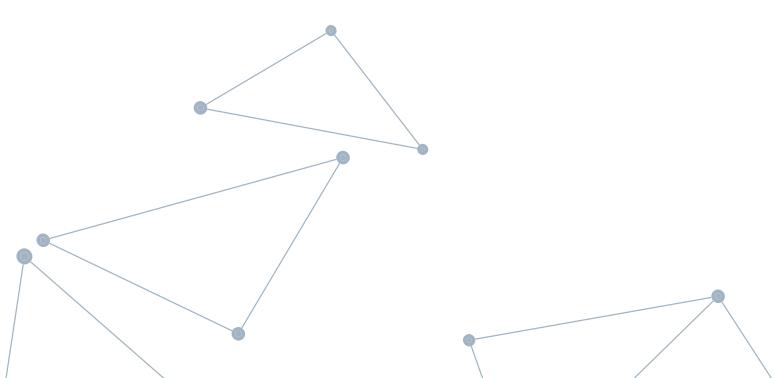


Before his emergence as a leader in eco-focused blockchain technologies, Laszlo served for nearly two decades as a business and technology expert for some of the world's largest investment banks. His clients, including JP Morgan Chase, Deutsche Bank and UBS, enjoyed the results of his ability to develop and integrate custom trading and risk management solutions that were used in some of their most critical business sectors. His experience in these arenas, coupled with his keen interests in nature, blockchain technologies and digital assets, gave birth to Poseidon: the platform revolutionizing the world's carbon markets by lowering barriers of entry and making the trading of carbon credits accessible. Laszlo's goal is to allow anyone, from governments to retail consumers, to safely and efficiently access the carbon markets and take control of their climate impact.

### **Chidi Akutu *COO***



Chidi brings Poseidon nearly two decades of B2B and teambuilding success in financial services. Chidi has a wealth of managerial experience that qualifies him to lead Poseidon's operation. Before coming onboard, Chidi served for twelve years as Accenture's UK Trading Platforms Business Lead. He capped this tenure by securing over \$100,000,000 in partnerships over his last four years. Chidi has also built and managed global teams of 100+ individuals on several occasions, and is an expert in implementing end-to-end large-scale business process and management programs. His most recent experiences, including those at Poseidon, focus on helping organizations deal with technological change. His ability to comprehend, communicate, and optimize complex financial transactions is second to none.

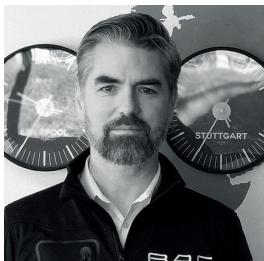


## Cesare Tagliaferri **CTO**



Cesare's programming education and experience—combined with his knowledge of the blockchain's history and dynamics — assure Poseidon's consumer-facing products enjoy both solid technical foundations and advanced user experiences (UX). Cesare earned degrees in Computer Science from Supélec Grande École (France), and Electronics from the Polytechnic University of Turin (Italy). He also holds an MBA from INSEAD, one of the world's leading graduate business schools. Nearly one third of his 18-year-career working at the juncture of finance and technology included leading an international team of 70+ qualitative analysts for Australian and New Zealand Banking Group (ANZ)'s, creating the banks new Global Markets Pricing and Risk Management Platform, and establishing the APAC Professional Services team for the international software vendor Murex.

## Ian Briggs **CINO**



Ian is an accomplished designer with a reputation for innovative and radical concepts that have won him awards and accolades in diverse fields including aviation, luxury yachts and the automotive sector. He and his brother Neill formed the consulting venture Adaptive Space in 2000 and have worked with major automotive manufacturers for over a decade, including Porsche, Mercedes and Audi. Ian has developed and directed designs from concept through to production implementation, and is active in all creative aspects of component, system and total vehicle design, exterior and interior. Ian graduated with honours in Industrial Design (Transportation) from Coventry University.

## Alexander Gnauck **CCO**



Alex has lived on all continents and brings over two decades of B2B brand building and B2B brand strategy experience to Poseidon. As the founder of the Stuttgart based brand consulting agency medienformer, which has been operating since 1998, he is responsible for the marketing and branding of Poseidon and heads the communications team. He created a B2B focused strategy called brand polarisation that enables companies to use a unique method to develop their brand and steer their marketing teams. Together with his team at medienformer, Alex has successfully used this strategy to relaunch leading brands with annual global sales revenues in excess of €5 billion. Notably, medienformer is the brand consulting firm for the single-seater supercar Mono, built by our strategic partner BAC. Alex graduated in marketing and communications design in Stuttgart.

## Team

These are a selection of the talented individuals that made Poseidon a possibility. Each of them is committed to our mission and collectively they build a strong team that has proven resilience and determination.

### **Brad Yasar *Business Strategy***



Brad is an entrepreneur, investor, mentor and advisor who has started and bootstrapped several companies from inception to maturity over the past 20 years. As the co-founder of Blockchain Investors Consortium with over 5 Billion dollars allocated to blockchain and cryptocurrency projects, Brad has access to extensive deal flow and is experienced in analyzing disruptive technologies. Brad has participated in dozens of successful crowd sales, which have raised billions from 100,000s of investors. Brad also served as managing director of Yasar Corporation where he mentored, advised and invested in more than 50 companies. A big believer in coaching younger generations of entrepreneurs, Brad serves as a mentor for the Pepperdine Alumni Association. Brad holds a Bachelor of Arts degree in Economics and a Bachelor of Science degree in International Business Management from Pepperdine University as well as a Bachelor of Science degree in Applied Sciences Math from Académie de Grenoble.

### **Michael Cutler *Lead Developer***



Michael has over a decade of lead development experience in the areas of big data, data analytics, and machine learning. He is proficient in over 2 dozen programming languages and virtually all major software development frameworks. Over the past few years, he turned his focus to the emerging technologies of blockchain and artificial intelligence. He has created real-time analytics and artificial intelligence solutions for various industry sectors. Notably, Michael has developed various smart contract solutions on the Ethereum and Stellar platforms, gaining expert knowledge in key areas of blockchain development. Prior to joining Poseidon, he was instrumental to delivering large scale data projects for the UK Government, Spotify, Intel and Publicis Groupe to name just a few. Michael studied Computational Physics at Heriot-Watt University.

**David Parejo *Business Development Manager***



David possesses over twenty years' international business development experience. A first-rate business analyst with a multilingual international management background and a portfolio of global contacts, David has experience both leading diverse teams and serving in support and consulting roles. David's traditional background is supported by more than a decade of renewable energy expertise in Solar PV, Wind Power and Energy Storage. In recent years, his track record for successful business development led to his involvement with startups pushing emerging technologies. Known for being skilled creating and trouble-shooting business plans, David excels in identifying points of leverage for rapid scaling while minimizing risk.

**Willie Thompson *Communications Manager***

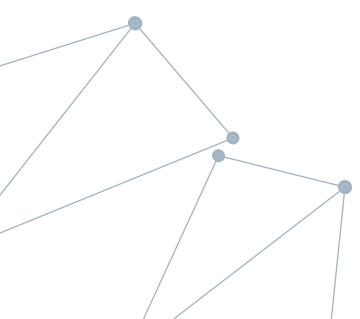


Willie is an effective storyteller who brings Poseidon over seven years' experience in non-profit brand communications. During his tenure as Director of the Fitzgerald Museum, he leveraged public and media relations, strategic partnerships, internal resources, high-impact events and a new brand narrative to effect +500% increases in four of the museum's five KPIs. Willie's marketing background is bolstered by ten years' combined B2B and B2C sales experience. Early in these years, he gained an international perspective and excelled in customer relationship management while building lifelong relationships at the Beaulieu Group. Willie's high level of emotional intelligence helps Poseidon create customer-centric narratives which prioritize problem/solution dynamics while maintaining global application.

**Abyel Mehari *Community Manager***



Abyel is a blockchain enthusiast focusing in community management. While earning his BA in Business Management from the University of Northampton, Abyel built the social and relational skills needed to engage with and influence others. He thrives when meeting new people and creating new experiences.



## Strategic Partners

Without these amazing strategic partners, successes like the pilot with Ben & Jerry's that was launched only 8 months after the announcement of Poseidon would not have been possible.

Ecosphere+ selects and manages a portfolio of projects that protect forests around the world. Their mission is to grow the global demand for carbon reductions, creating an incentive to prevent the destruction of critical ecological systems. Through its projects in vulnerable ecological zones, Ecosphere+ will source and supply carbon credits to Poseidon and help market these digital solutions, enabling clients to become climate positive.



Stellar.org is a non-profit organisation that created the Stellar blockchain. It enables transactions that are settled in almost real-time for fractions of a cent, in a safe and secure environment. This provides transparency for key stakeholders to verify regulatory requirements, as well as ensuring the credibility of the lifecycle of carbon credits offered by Poseidon. Stellar is one of the most environmentally friendly blockchain platforms with an energy footprint that is an order of magnitude smaller than even that of credit card payment solutions.



Beyond, previously known as Krowd Mentor, is a pioneering strategic advisory firm in the blockchain space that has built exchanges on three continents, grew a global community of crypto funds and investors under the Blockchain Investors Consortium (BIC) and partnered with more than 40 blockchain projects, including EOS, Bancor and the Gibraltar Blockchain Exchange. Beyond partnered with projects that have reached a combined market cap of greater than \$17 billion, earned accolades and achieved results on a global scale. Beyond expanded its capabilities to go beyond strategic advisory and is now a full-service, 360° partner in strategy, development and execution.



6point6 is a technology consultancy that helped turn the concepts developed by Poseidon into software solutions that use advanced technologies like the Stellar blockchain and Amazon Web Services, enabling Poseidon to integrate the platform into day to day shopping experiences, including the first deployment at Ben & Jerry's Scoop Store in London's Soho.

With extensive experience in the legal field of blockchain technology, MME ensure that Poseidon navigate the complex and everchanging landscape of global rules and regulations. Having worked with various governments and with an extensive network of global partners, MME helped Poseidon create a token model that can stand the test of time and a legal framework that allows Poseidon to cater for the needs of clients around the world.

Briggs Automotive Company (BAC) is an innovative car manufacturer that has earned a reputation for using free thinking to develop cutting-edge solutions within the transportation field. BAC brings decades of experience in the transportation industry to Poseidon and will work on creating environmentally friendly technologies that will create real-world transportation solutions for a growingly mobile world. In collaboration with Poseidon, BAC has recently become the world's first climate positive car manufacturer.

Liverpool City Council (LCC) is a forward-thinking local government that has a history in environmentally friendly policies and actions. Through their major stakes in the city's transportation infrastructure, LCC is working on integrating Poseidon's revolutionary platform into, for example, Liverpool's airport, cruise terminal and public transportation as part of its bid to become the first climate positive city in the world.

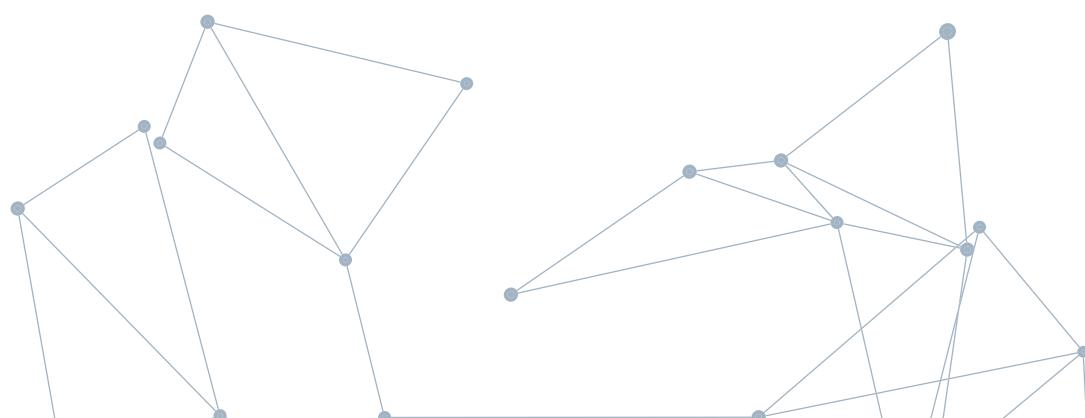


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May 24th

“The emissions from a scoop of ice cream—including everything from the cows to transportation and freezing the product—add up to roughly a quarter of a pound of carbon dioxide. At the store, the new tech platform automatically recognizes the footprint for each customer. At a cost of less than a penny, it’s possible to support reducing the same amount of emissions through a forest conservation project in Peru.”

<https://www.forbes.com/sites/oliversmith/2018/05/29/ben-jerrys-bets-on-blockchain-to-cancel-out-the-carbon-in-every-scoop>



May 29th

“When you pay at the checkout the ice cream brand will pay a penny to counterbalance the carbon in your cone, and the cashier will even ask if you’d like to donate another penny to double the impact. It’s the first real-world example of trading carbon credits on the high street, powered by blockchain.”

<https://www.forbes.com/sites/oliversmith/2018/05/29/ben-jerrys-bets-on-blockchain-to-cancel-out-the-carbon-in-every-scoop>



# The Telegraph

June 2nd

“Within the next year, software developer Poseidon hopes to use blockchain to track precisely the carbon footprint of purchases and automatically funnel an offset charge to projects which boost sustainability. Poseidon hopes that people will one day be able to check their carbon score the same way they might check their bank balance.”

*In Print, and <https://www.telegraph.co.uk/business/2018/06/02/could-worlds-best-performing-commodity-take-heat-climate-change/>*

# THE TIMES

June 21st

“So far, in just over four weeks, we conserved an area of rainforest the size of more than 100 tennis courts with these micro-donations, thereby protecting over 1,500 trees already.”

*In Print, and <https://www.raconteur.net/finance/cryptocurrency-force-good>*





POSEIDON

[WWW.POSEIDON.ECO](http://WWW.POSEIDON.ECO)