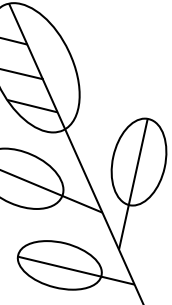




**NEW DEFINITION OF VALUE
BEYOND GDP.
TRIPLE BOTTOM LINE.
PEOPLE. PLANET. PROSPERITY.**

3 minutes on Youtube 
youtu.be/CQqKZ7TLzAg



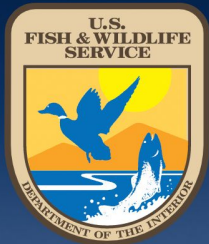
*“The removal of air pollution by woodland in the UK equated to a saving of **£938.0 million in health costs** in 2017.”*

*“Woodland in the UK removed 18.1 million tonnes of **carbon dioxide equivalent** in 2017, equating to a value of **£1.2 billion**; this is equivalent to 4% of total UK greenhouse gas emissions in 2017.”*

*“Urban woodlands cooled 11 city regions sufficiently on hot days to save **£229.2 million in labour productivity and avoided air conditioning costs** during 2018.”*

“Recent studies estimate that bats eat enough pests to save more than \$1 billion per year in crop damage and pesticide costs in the United States corn industry alone.

*Across all agricultural production, consumption of insect pests by bats results in a **savings of more than \$3 billion per year.**”*



U.S. Fish & Wildlife Service

Source: <https://www.fws.gov/story/bats-are-one-most-important-misunderstood-animals>

Major threats

Poaching

Centuries are required for forest elephants to recover to their historic population level of **1.1 million**, from their current population of **100,000**

The carbon value of a single forest elephant is **\$1.75 million**

How much is one forest elephant worth?

Elephant Forestry Increase

Each forest elephant can stimulate a net increase in carbon capture in central African rainforests of **9,000 metric tons** of carbon dioxide per km²

Elephant Biomass Carbon

The amount of carbon on each elephant is equivalent to **2.64 metric tons** of carbon dioxide

2.64
TONNES

Major threats

Deforestation

Deforestation in Africa is happening **4x** faster than the global rate, resulting in an average loss roughly of **40,000** square kilometers per year

Source: African Wildlife Foundation 2015



PEOPLE
PLANET
PROSPERITY

ROMA SUMMIT 30-31 OCTOBER



Beyond GDP

Is our love-affair with GDP coming to an end? As the business landscape reinvents itself, demographics shift, inequality expands, climate change gets worse and technology continues to advance at breakneck speed, Gross Domestic Product is struggling to stay relevant. In order to keep up with the changes wrought by the Fourth Industrial Revolution, many are arguing that we need to find a new measure to assess the health of our economies and – more importantly – the people living in them.

Follow our series examining the past, present and future role of GDP – and the new economic models that could replace it.

*“Solving some of the strong and apparently unavoidable trade-offs between climate and biodiversity will entail a **profound collective shift of individual and shared values concerning nature – such as moving away from the conception of economic progress based solely on GDP growth**, to one that balances human development with multiple values of nature for a good quality of life, while not overshooting biophysical and social limits.”*

Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)
and the Intergovernmental Panel on Climate Change (IPCC)



Food and Agriculture
Organization of the
United Nations

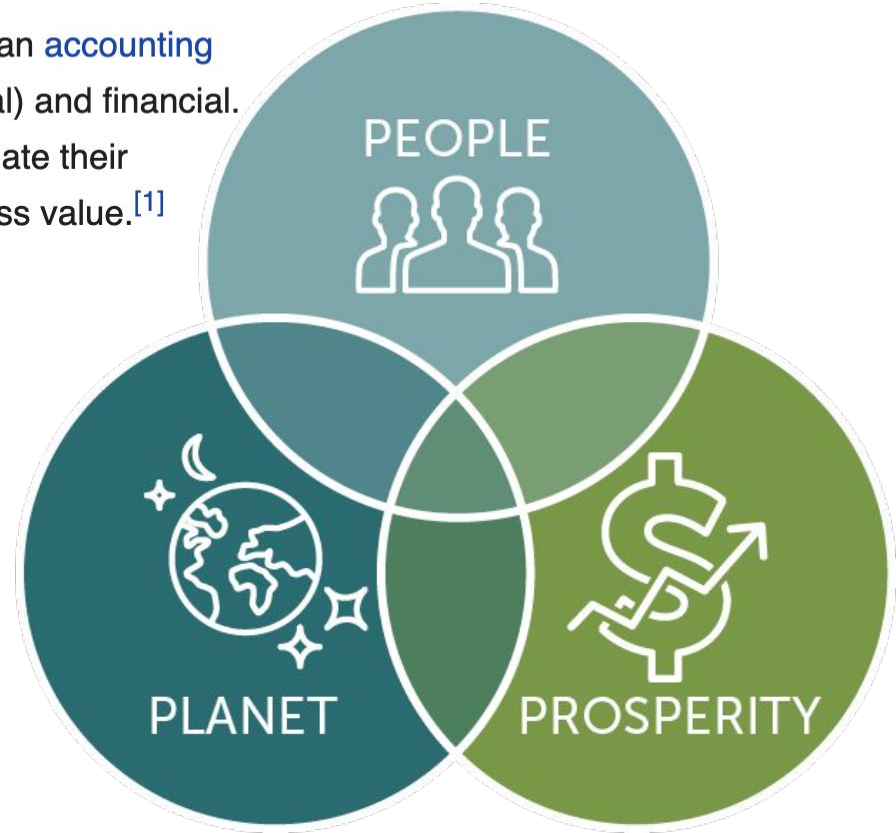


Triple bottom line

From Wikipedia, the free encyclopedia

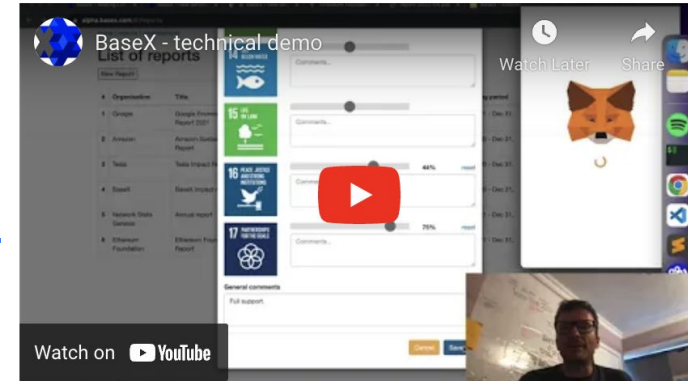
The **triple bottom line** (or otherwise noted as **TBL** or **3BL**) is an [accounting](#) framework with three parts: social, environmental (or ecological) and financial. Some organizations have adopted the TBL framework to evaluate their performance in a broader perspective to create greater business value.^[1]

“One problem with the triple bottom line is that the three separate accounts cannot easily be added up.”



BaseX proposed solution

- Reports of impact, similar to the existing corporate reports:
 - they are responsible for loads of CO2
 - they are regulated
 - they have the operational capacity to use private-sector skills towards climate change
 - there is a lot of PR greenwashing
 - there are already many watchdogs and analysts studying them already
- Collective intelligence and crowdsourced data
- Decentralized network of assessors
- Cross-check, verify, approve, dispute the results
- See the MVP live: alpha.basex.com
- Watch 3 minutes demo: youtu.be/CEXJzrUwqAo



Business model

- Free, transparent, open-source
- Owned by the community
- **Impact investment. Public good.**
- Support our Gitcoin grant: gitcoin.co/grants/6186/basex-new-definition-of-value

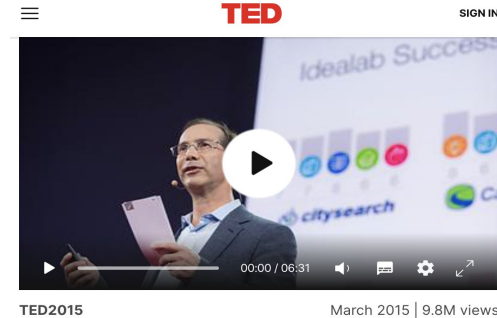
We are evaluating issuing a token:

- Incentivising the development team
- Rewarding the community for making the assessments
- Rewarding (and penalising) organisations for their impact
- Ensure long term sustainability for the project

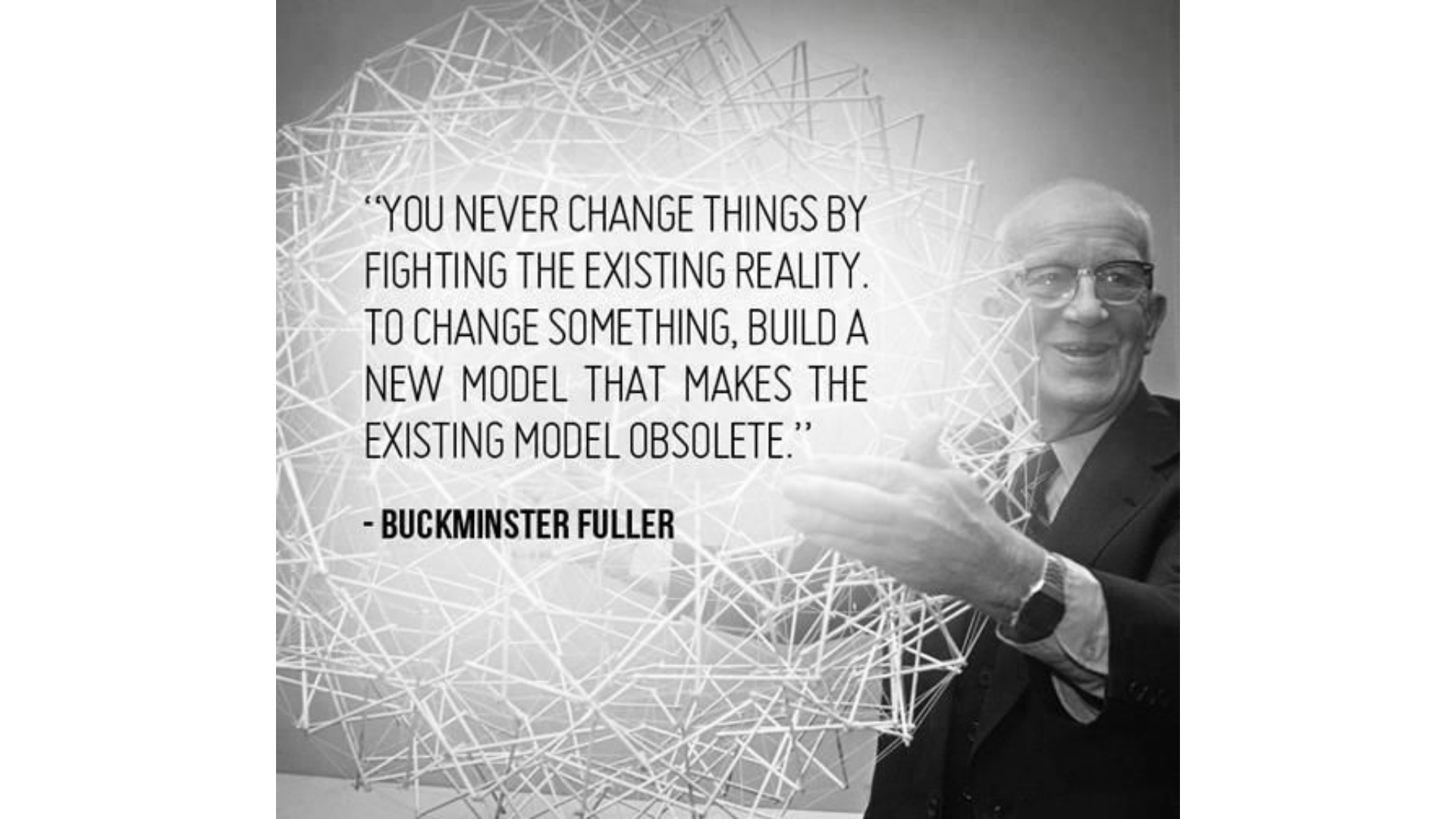
Exact details TBD TBC. No forward looking statements.

Convergence of exponential technologies

- Data: satellites, drones, IoT
- Ability to process it: machine learning, AI
- Trust, transparency, immutability: blockchain
- Community, crowdsourcing, incentives: tokenomics
- Business model and availability of funding: impact investment
- **Timing: urgency and awareness of the climate change**



The single biggest reason why start-ups succeed
https://www.ted.com/talks/bill_gross_the_single_biggest_reason_why_start_ups_succeed



“YOU NEVER CHANGE THINGS BY
FIGHTING THE EXISTING REALITY.
TO CHANGE SOMETHING, BUILD A
NEW MODEL THAT MAKES THE
EXISTING MODEL OBSOLETE.”

- BUCKMINSTER FULLER



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