

# Earth Pulse Concept Note

Earth Pulse is a global alliance and foundation that rewards protectors of Mother Earth. This document outlines the long-term goals for both Earth Pulse and the super brain operating system made up of a decentralized monitoring, evaluation, and rewards platform.

## 1. Mission

The mission of Earth Pulse (EP) is to accelerate the protection and regeneration of Earth's natural and cultural biodiversity. EP accomplishes this by establishing a global monitoring, evaluation, and rewards platform through development and maintenance of open source technologies, impact token issuance, and expanding the flow of human and economic activity to replenish depleted natural capital reserves.

## 2. Background

Efforts to protect Mother Earth have not succeeded due to one overarching reason: nature's commercial exploiters employ a more effective reward system. We can change that paradigm with new kinds of thinking, currency, and technology. But to do that, we first have to ask: why is it so in the first place?

### 2.1. Problem 1 - Financial Returns

Natural habitats and wildlife are not associated with financial returns except when they represent commercial products (e.g, timber, gems, minerals and ore, animal body parts, agriculture) or land. Relatively speaking, the global community hasn't invested much in protection of the unexploited natural world. There's little money in it.

This is starting to change, as environmental experts demonstrate the intrinsic value of "natural capital" and the critical ecological services it provides for people. If, for example, pristine forests contribute to fresh water for downstream farms, the stewards protecting the forest upstream should be compensated. This "Payment for Ecological Services" or PES movement is catching on, albeit slowly, across some parts of the globe.

### 2.2. Problem 2 - Data Collection

Nature protectors spend enormous effort trying to prove the connection between their interventions and progress. They might be training rangers to protect tigers, or helping a local community reduce dependence on trees for charcoal. When there is a

victory—however big or small—data is difficult to retrieve to prove cause-and-effect impact.

Eventually, nature protectors are forced to use whatever data they have, cram time in to write donor reports, and do their best to assure investors that everything is moving in a positive direction.

### **2.3. Problem 3 - Resource Mobilization**

Nature protectors are engaged in an all-consuming struggle to mobilize resources, usually in the form of philanthropic donations.

They seem to never have enough money. While payment for ecosystem service (PES) policies slowly take root, nature protectors are constantly raising funds through grant proposals and other mechanisms to keep pace with the rate of biodiversity destruction. They find it difficult to mobilize more money without being able to demonstrate real impact.

And so the vicious cycle continues...

### **2.4. Conclusion**

Meanwhile, money talks. Environmentally destructive practices—some illegal, some legal—continue briskly: excessive or illegal logging, mining, fishing, hunting, wildlife trade. The list goes on. Commercial exploiters of nature pay well and they pay on time. Their impact reward system is simple and efficient: money exchanged for land or product.

The result: nature is losing, and badly. We are currently experiencing the fastest rate of plant and animal species loss in history. Fisheries are collapsing. Earth's temperature continues to rise.

There are some projects making progress, but with marginal intrinsic value associated with natural capital—and only sporadic evidence of impact from investment for nature protection—money flows in much smaller quantities to nature's protectors and environmentally conscious companies than to unbridled commercial enterprise.

Earth Pulse proposes to change this.