

Swift Hackathon 2023

CANDIDATE: MANUEL JARABA

TOPIC: HOW TO MEASURE ESG WITH
DECENTRALIZED TECHNOLOGY



EcoEarn Platform & EcoEarn crpyto coin

For Every Eco Action, There's an EcoEarn Reaction



The ESG (Environmental, Social, Governance) metrics have become vital in gauging the responsibility and sustainability of organizations, yet a significant gap exists:

How do individual actions
translate into ESG impacts?



The global conversation about sustainability is often focused at an organizational level. Average individuals remain disconnected from the ESG conversation, unsure about their personal impact. This lack of personal awareness hinders collective societal change.

For meaningful ESG transformation, every individual's contribution counts.



Today, we're on the cusp of an innovative convergence
where technology meets responsibility.

Imagine if we could tap into everyday technologies that most
of us carry, translating our daily activities into a measurable
impact on environmental, social, and governance factors.

Now, further envision this impact being represented in
real-time, through the fluctuating value of a cryptocurrency.



This isn't just an idea, but a reality we're pioneering. I
present to you our next step in sustainable
transformation:

Quantifying ESG Impact Through Cryptocurrency Value and Personal Device Metrics.



Device Data Collection

Our solution taps into sensors found in everyday devices - from smartphones to wearables.

This includes motion sensors, location tracking, and even health metrics. Data is anonymized and aggregated to ensure individual privacy. Users have full control over what data they share.

Translating Metrics into ESG Actions

Motion data can track eco-friendly transportation methods, with **health metrics** we can estimate social and personal well-being and **location data** allows us to understand user patterns, such as visits to eco-friendly locations or involvement in community events.

CryptoCoin as an ESG baremeter

As aggregated positive actions increase, **demand for our cryptocurrency goes up**. This surge in demand, especially with a limited supply, can **drive up the coin's value**.

If the aggregate data indicates a **decline in ESG-positive behaviors**, it might reduce demand for the coin, potentially **affecting its value**.



Dynamic Feedback System

With **real-time Impact Visualization** users can see how their actions, combined with the community's actions, impact the coin's value.

This direct feedback encourages positive behaviors. Beyond the coin's market value, users **earn EcpEarn coins** for ESG-positive actions, further promoting a sustainable lifestyle.

Community and Collaboration

As a collective, users can **participate in challenges and initiatives** aimed at amplifying ESG impacts. The community can **provide input on platform** adjustments, ensuring it remains user-centric and relevant.



ALEX Journey with Sensing Sustainability with the EcoEarn Platform

(video)





TOKEN ECONOMICS

Token Issuance & Supply

Initial Supply: A finite number of EcoEarn coins are minted at inception. This creates a foundational supply pool.

Reward System: Coins are allocated from this pool as rewards for positive ESG actions by users.

Demand Creation

User Rewards: Positive ESG actions, detected via personal devices, earn users EcoEarn coins. This cultivates demand.

Coin Utility: Beyond mere possession, users might spend their coins to access exclusive platform features, make eco-friendly purchases, or contribute to ESG initiatives, which further fuels demand.

Price Determination

**More in the next
two slides**

Transparency & Feedback

Real-time ESG Dashboard: Users have a clear view of how collective actions, both positive and negative, influence the coin's value. This educates and incentivizes sustainability.

Reporting & Analytics: Regular reports can showcase areas where the community shines or needs more focus in terms of ESG actions.

Staking & Delegated Actions

Users might stake their coins to endorse certain ESG projects. Staking reduces the circulating supply, potentially elevating coin value.

With their coins, users can also back or vote for specific ESG projects or initiatives, directing where community effort should be channeled.



Acting as an **ESG Barometer**

The EcoEarn coin's value becomes a real-time reflection of its community's ESG endeavors. As sustainability efforts amplify, the coin's value can ascend, marking a significant ESG impact.

However, if the coin burn rate increases due to unsustainable behaviors, it signals the need for enhanced community education and action.



PRICE DETERMINATION FOR ECO EARN COIN



Utility-Driven Design

Spendability: Ensure that the coin has real-world utility, like redeeming for sustainable products/services, gaining access to green events, or supporting eco-friendly projects. This ensures people hold and use the coin for its ESG benefits rather than purely speculative trading.

Staking for Initiatives: Allow users to stake their coins to back specific ESG projects, locking up the supply and adding tangible value to the coin.

Controlled Liquidity

Limit Exchange Listings:: Initially, limit the coin's availability on too many crypto exchanges. Being widely available can open the door to rampant speculation. Over time, as the community grows and the coin's ESG-driven value proposition is established, you can consider wider listings.

Liquidity Pools: Manage the coin's liquidity by establishing official liquidity pools. By controlling the pool sizes, you can influence the token's volatility and reduce speculative behaviors.

Penalties for short-term trading

Implement a transaction fee or tax on short-term trades (e.g., trades within 30 days of acquisition). This discourages quick speculative trades while favoring long-term holding and actual utility usage.

Transparent reporting

Regularly publish reports on the ESG impacts achieved, the coin's usage for ESG activities, and its distribution among holders. When the community sees the coin achieving its purpose, they're less likely to treat it purely as a speculative asset.



PRICE DETERMINATION FOR ECO EARN COIN (II)



Dynamic Reward / Penalty Structure

Adjust the coin rewards and burn rates based on global or community-specific ESG goals and achievements. If certain milestones are reached, rewards can increase, and if targets aren't met, burning rates can intensify. This direct linkage to ESG outcomes solidifies the coin's purpose.

Educational campaigns

Constantly educate the community on the coin's mission and the importance of ESG impact. Make them stakeholders in the project's success rather than mere speculators. Highlight stories of real-world impact, showcasing how coin usage has driven positive environmental and social changes.

Engage with Institutional Stakeholders

Partner with eco-conscious companies or organizations. If they hold and use the coin for its ESG utility (e.g., funding green projects, rewarding sustainable behaviors among their users/employees), it provides stability and reinforces the coin's ESG-focused nature.

Feedback mechanism

Incorporate a feedback mechanism for users to share how they've utilized the coin for ESG actions, and publicly showcase these stories. This provides real-world examples of the coin's impact.

Governance model

Allow the community to vote on major decisions, such as partnerships, reward structures, and burn rates. When the community feels they have a say in the coin's direction, they're more likely to value its long-term ESG mission over short-term profits.

Partnering with Airlines: A Green Flight Forward

THE PARTNERSHIP PROPOSITION

EcoEarn approaches major airlines with a new, innovative proposal. Instead of traditional carbon offsetting methods, airlines can now adopt a more interactive, transparent, and community-driven approach using the EcoEarn coin.

THE INTEGRATION

Booking Process: When passengers book their flights online, they are presented with an option to offset their flight's carbon emissions. They can choose to offset using traditional methods or the EcoEarn coin.

- **Flight Pricing:** Airlines can offer a slight discount or loyalty points for passengers who choose to offset with EcoEarn, incentivizing its adoption.
- **EcoEarn Wallet:** Airlines integrate a simplified version of the EcoEarn wallet within their apps. Passengers can easily view, earn, and spend their EcoEarn coins here.

CARBON OFFSET IN ACTION

Flight Footprint: Based on the distance travelled, fuel type, and aircraft, the carbon footprint of a passenger's journey is calculated.

- **Coin Conversion:** This carbon footprint is then converted into an equivalent amount of EcoEarn coins. For instance, if a flight produces 1 ton of CO₂, it might equate to, say, 50 EcoEarn coins.
- **Payment & Offset:** Passengers can purchase the requisite number of coins, which are then directed towards sustainable projects or initiatives (like afforestation, renewable energy, etc.) that EcoEarn supports.

Partnering with Airlines: A Green Flight Forward

BEYOND THE OFFSET

EcoEarn Market: Airlines could further collaborate with sustainable brands or services, allowing passengers to use their EcoEarn coins for in-flight purchases, duty-free shopping, or even future flight bookings.

- **Educational Initiatives:** In-flight entertainment systems can include segments on sustainability, the importance of carbon offsetting, and how EcoEarn is making a difference. This educates passengers and encourages more users to join the EcoEarn community.
- **Loyalty Integration:** Regular passengers who consistently offset their carbon footprint using EcoEarn could be awarded loyalty benefits, upgrades, or even special "Green Member" statuses.

FEEDBACK AND TRANSPARENCY

Flight Dashboard: After their journey, passengers can access a dashboard on the airline's app, displaying the positive impact of their offset, including details like how many trees were planted or how much renewable energy was generated.

- **Community Building:** Passengers can see collective metrics, showing the combined positive impact of all passengers who've offset with EcoEarn on a given day, month, or year.

FINANCIAL INCENTIVES

Tax Benefits & Grants: Airlines might receive tax breaks or government grants for engaging in sustainable practices, reducing their operational costs.

- **Branding & PR:** In an era where consumers are eco-conscious, airlines gain significant positive PR, differentiating themselves as leaders in sustainability.

Partnering with Airlines: A Green Flight Forward

EVOLUTION

As more passengers use EcoEarn for offsetting and the community grows, the airline could even consider offering entire flights that are "100% offset by EcoEarn", cementing their commitment to a sustainable future.

This partnership not only provides airlines with a modern method of carbon offsetting but also turns every passenger into an active participant in the fight against climate change. It bridges the gap between individual responsibility and corporate sustainability, creating a green alliance for the skies.

Scaling EcoEarn: Strategic partnerships in a world driven by ESG



VIABILITY ACROSS INDUSTRIES

RETAIL

Imagine every purchase offsetting environmental footprints. Retail giants can adopt EcoEarn for sustainable product lines or offer special discounts to customers using EcoEarn coins.

AUTOMOTIVE

Car manufacturers can collaborate to offset the carbon footprint of vehicle production, or even offer EcoEarn rewards for customers choosing electric or hybrid models.

HOSPITALITY

Hotels can offer green stay packages, with a portion of booking costs diverted to environmental projects through EcoEarn. Guests can view their positive impact directly via room dashboards.

REAL STATE

Property developers can use EcoEarn to offset the environmental impact of construction. Buyers can be incentivized with EcoEarn coins, pointing to a future of eco-conscious living.

FINANCE

Financial institutions can integrate EcoEarn in loyalty programs, or even offer 'Green Bonds' where interest is paid in EcoEarn coins, reflecting a commitment to sustainable finance..

EcoEarn: Answering the call for sustainable impact



Re visiting the challenge

Organizations today are not just about profits—they're about creating purposeful impact. The challenge is clear: ensuring new initiatives are in line with ESG benchmarks. And in this tech-driven age, with the surge of big data and digital transformations, the ESG implications grow complex.

Our response to the challenge objectives

Innovative ESG Quantification: Through the integration of personal device metrics, EcoEarn quantifies real-world actions, from using public transport to sustainable shopping choices. This directly addresses the lifecycle impact, from design to end-of-life, of ESG actions.

Real-time ESG Monitoring: With our system, negative impacts aren't just recognized—they're flagged at each phase. This allows both individuals and corporations to pivot, adjust, and re-strategize in real-time, ensuring alignment with ESG benchmarks.

Recommendations for Improvement: EcoEarn is not just about quantification—it's about actionable insights. Through our platform, users receive suggestions on how they can further minimize their footprint, aligning with the objective of continuous ESG improvement.

EcoEarn: Answering the call for sustainable impact



Strategic Partnerships as Catalysts

From our alliance with airlines to potential integrations in retail, automotive, and hospitality sectors, EcoEarn's model scales. These partnerships magnify the platform's impact, offering a broad range of industries a tangible solution to measure and elevate their ESG contributions.