NOORCHAIN — Press Kit 1.2

Public Communication & Media Pack

Version: 1.2
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Classification: Public — Institutional & Media Communication

1. Overview

What is NOORCHAIN?

NOORCHAIN is a Swiss, non-financial blockchain protocol designed to recognise positive human contribution through transparent, ethical, and verifiable digital signals.

It introduces **PoSS — Proof of Social Signal**, a mechanism that enables institutions to acknowledge real-world social participation such as education, volunteering, community engagement, and cultural involvement.

NOORCHAIN is designed as **social infrastructure**, not as a financial product.

It is built for:

- NGOs and humanitarian organisations

- Schools and universities

- Municipalities and public institutions

- Cultural organisations

- Community and civic programs

2. Official Description (Short)

NOORCHAIN is a Swiss ethical blockchain designed to recognise positive human contribution through a transparent, non-financial mechanism called PoSS (Proof of Social Signal).

It provides institutions with a trusted, public-good digital infrastructure for social recognition.

3. Key Messages (Media & Institutional Use)

- NOORCHAIN is **non-financial** and **non-custodial**.

- Built within **Swiss Legal-Light CH** principles.

- Zero yield, zero staking, zero investment mechanics.

- Purpose: recognise **social contribution**, not capital.

- Fixed and immutable supply of **NUR** tokens.

- Long-term, multi-decade governance horizon.

- Curators are **institutions** (NGOs, schools, cultural and civic bodies).

- Designed for **education, NGOs, municipalities, culture and communities**.

- Vision: establish a durable infrastructure for social contribution.

4. Important Technical Clarification

PoSS (Proof of Social Signal) is not a consensus mechanism and does not secure the blockchain.

Network security relies on a **permissioned BFT consensus architecture**.

PoSS operates **strictly at the application layer** for governance, coordination, and recognition of social contribution.

This separation is intentional and fundamental to the NOORCHAIN design.

5. Elevator Pitch (30 seconds)

NOORCHAIN is a blockchain designed to recognise real human participation rather than financial power.

Through PoSS — Proof of Social Signal — it enables institutions such as NGOs, schools, and municipalities to ethically validate participation, volunteering, and community engagement as transparent digital records.

NOORCHAIN is non-financial, non-custodial, and aligned with Swiss Legal-Light principles.
It introduces a new category of blockchain: **social contribution infrastructure**.

6. Mission Statement

To build a long-term, transparent, and ethical digital infrastructure that recognises positive human contribution at scale, without financial incentives, speculation, or investment mechanisms.

7. Vision

A global public-good protocol where:

- participation is measurable,

- social contribution is recognised,

- institutions collaborate transparently,

- and communities rely on a durable digital infrastructure for trust and coordination.

8. Core Characteristics (Media-Friendly)

Social Signal Recognition

Ethical validation of real-world participation through trusted institutional curators.

Fixed and Immutable Rules

Protocol parameters are defined at genesis and cannot be arbitrarily altered.

Non-Financial Architecture

No yield, no staking, no speculative mechanics.

Institutional Orientation

Designed for public, educational, cultural, and humanitarian contexts.

EVM Compatibility

Supports the development of dashboards, reporting tools, and social dApps.

9. Who is NOORCHAIN for?

NGOs & Humanitarian Organisations

Volunteer validation, transparency reporting, community engagement.

Schools & Universities

Participation recognition, extracurricular activities, collaborative projects.

Municipalities & Public Institutions

Civic engagement tools, cultural participation, community dashboards.

Cultural Institutions

Events, workshops, creative programs, and cultural initiatives.

Community Initiatives

Local projects, youth programs, and civic collaboration.

10. Brand Assets & Visual Identity

All logos, colors, typography, and usage rules are defined in the official **NOORCHAIN Brandbook**

Media and partners must refer exclusively to the Brandbook for any visual usage.

11. Founder Statement

"NOORCHAIN was created to address a missing dimension in digital systems: recognising human participation rather than financial power.

Our objective is to provide institutions with a transparent, ethical, and durable infrastructure that respects Swiss principles and empowers communities."

— The Founder

12. Fact Sheet

Category	Details
Name	NOORCHAIN
Token	NUR (utility, non-financial)
Architecture	Sovereign EVM-compatible Layer 1
Recognition System	PoSS — Proof of Social Signal
Supply	Fixed
Governance	Institutional, transparent, multi-signature
Legal Framework	Swiss Legal-Light CH
Primary Use Cases	Education, NGOs, Municipalities, Culture, Community

13. Press Contacts

NOORCHAIN Foundation
Public Relations — Communication & Institutional Outreach

Email: press@noorchain.io

Website: https://noorchain.io