Version 1.1 — Public Communication Pack

Last Updated: 10.12.2025

Classification: Public — Communication & Media

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**, an innovative mechanism that validates real social actions such as:

- participation in education
- volunteer work
- community involvement
- cultural engagement

NOORCHAIN positions itself as **social infrastructure**, not a financial product.

It is built for:

- NGOs
- Schools & universities
- Municipalities
- Cultural institutions
- Community programs

2. Official Description (Short)

NOORCHAIN is a Swiss ethical blockchain that recognises and validates positive human actions through a transparent, non-financial mechanism called PoSS (Proof of Social Signal).

It is designed as a trusted public-good infrastructure for institutions.

3. Key Messages (for media & partners)

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

- Built entirely within **Swiss Legal Light CH** guidelines.

- Zero yield, zero staking, zero investment mechanics.

- Purpose: recognise social contribution, not capital.

- Fixed supply: **299,792,458 NUR** (immutable).

- Immutable PoSS reward split: **70% participant / 30% curator**.

- Halving cycle every **8 years**, multi-decade horizon.

- Curators are NGOs, schools, cultural and social institutions.

- Technology: **Cosmos SDK + Ethermint** (EVM compatible).

- Focus: education, NGOs, community programs, culture.

- Vision: create a universal infrastructure for social contribution.

4. Elevator Pitch (30 seconds)

NOORCHAIN is the first blockchain that recognises and validates **real human actions** rather than financial power.
Through PoSS — Proof of Social Signal — it transforms participation, volunteering, and community engagement into transparent digital proofs, validated ethically by institutions such as NGOs, schools, and municipalities.

It is **non-financial**, **non-custodial**, and **fully aligned with Swiss Legal Light CH**. NOORCHAIN creates a new category of blockchain: **Social Contribution Infrastructure**.

5. Mission Statement

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

6. Vision

A global public-good protocol where:

- participation is measurable,

- social contribution is valued,

- institutions can collaborate transparently,

- and communities gain a durable digital infrastructure for recognition.

7. Key Features (Media-Friendly)

1. PoSS — Proof of Social Signal

Validates real-world actions ethically through trusted curators.

2. Fixed Supply

299,792,458 NUR — no inflation, no discretionary minting.

3. Immutable Rules

- 70/30 PoSS split
- 5/5/5/5/80 genesis allocation
- Halving every 8 years

4. Legal Light CH

Strictly non-financial, zero custodial risk.

5. Institutional-Grade Transparency

Rules, parameters, and governance are public and immutable.

6. EVM Compatibility

Ready for social dApps, dashboards, and institutional tools.

8. Who is NOORCHAIN for?

NGOs & Humanitarian organisations

Volunteer validation, transparency reporting, community engagement.

Schools & Universities

Participation tracking, extracurricular recognition, collaborative projects.

Municipalities & Local Governments

Civic engagement tools, cultural participation, community dashboards.

Cultural Institutions

Workshops, events, creative programs, cultural engagement.

Community initiatives

Local projects, youth programs, civic collaboration.

9. Logos & Brand Assets

Brand Colors

- Noir profond (#0A0A0A)
- Or lumière (#E5C07B)
- Blanc pur (#FFFFFF)

Typography

- Inter (web + print)
- Alternative institutionnelle : Source Sans Pro

Logo Usage Rules

- Minimum padding around the symbol
- No rotation or distortion
- Only three approved backgrounds: noir, blanc, or or léger
- Available in SVG + PNG formats (provided in Brandbook 1.1)

10. Founder Message (Short)

(public, professional, no finance language)

"NOORCHAIN was created to fill a missing piece in today's digital world: a trusted infrastructure that recognises human participation rather than financial power. Our goal is to offer institutions a transparent, ethical, and durable platform that respects Swiss principles and empowers communities."

— **Walid**, Founder of NOORCHAIN

11. Fact Sheet (Quick Summary)

Category	Details
Name	NOORCHAIN
Token	NUR (utility, non-financial)
Denom	unur
Consensus	Cosmos SDK + Ethermint
Reward System	PoSS — Proof of Social Signal
Supply	299,792,458 NUR (fixed)
Halving	Every 8 years

Category	Details
Governance	Multi-sig 3/5 + transparent governance
Legal Framework	Swiss Legal Light CH
Key Use Cases	Education, NGOs, Municipalities, Culture, Community

12. Press Contacts

NOORCHAIN Foundation
Public Relations — Communication & Institutional Outreach
Email: **press@noorchain.org** (placeholder until Phase 6.6)

Website: https://noorchain.org

13. Version History

- **1.1** — First complete press kit for institutional & media use (Phase 6.6)