

THE €CO COIN

A SUSTAINABLE CURRENCY FOR PLANET EARTH

NN

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01/

**AIM OF THE
ECO COIN**

OUR MONEY DOESN'T VALUE NATURE



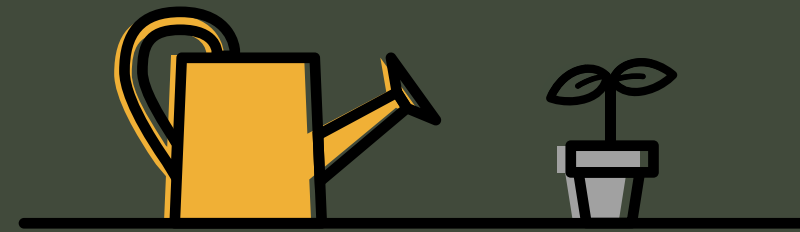
TREES CLEAN AIR THROUGH CARBON SEQUESTRATION FOR FREE. WE CALL IT A BUSINESS EXTERNALITY.

LITTLE ECONOMIC INCENTIVE TO GROW THE FOREST

PROFIT IN LOGGING
€100

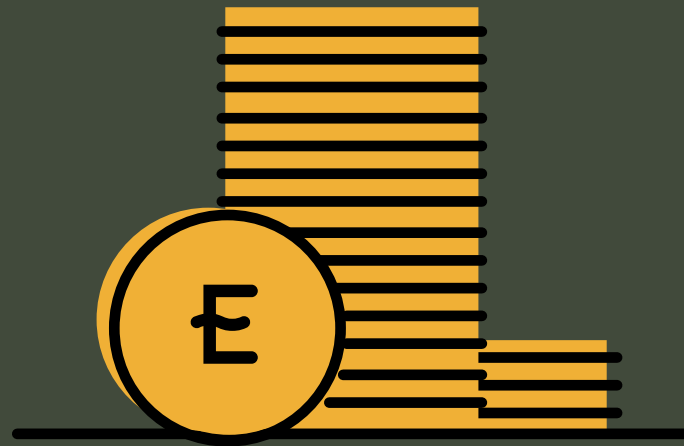


NURTURING THE FOREST
€0



THE FOREST HAS ECONOMIC VALUE WHEN IT IS DESTROYED.
YET WE DON'T REWARD CITIZENS WHO PLANT TREES.

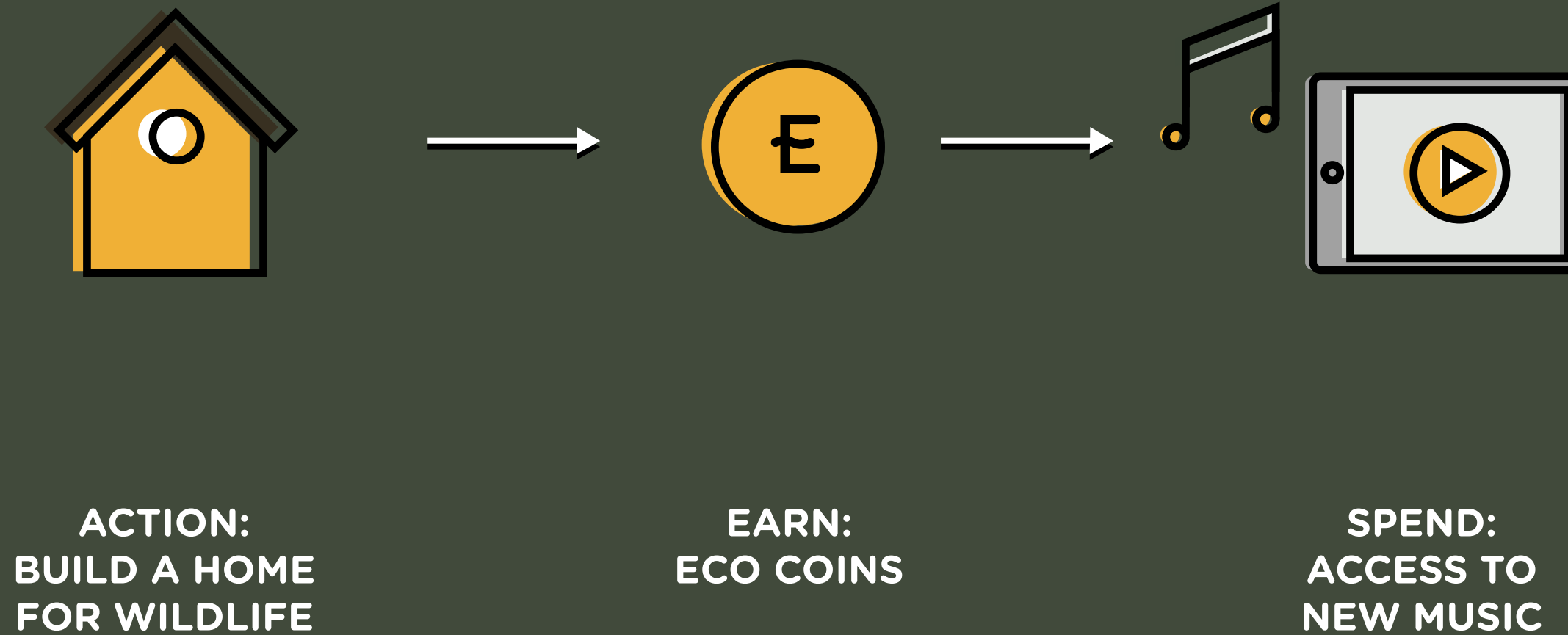
SO WE CREATED THE ECO COIN



TO ECONOMICALLY REWARD ENVIRONMENTAL ACTION

[ECOCOIN.COM](https://ecocoin.com)

FOR EXAMPLE



FOR EXAMPLE



**ACTION:
RECYCLE PLASTIC
WASTE**

**EARN:
ECO COINS**

**SPEND:
LOCAL FRUIT
AND VEG**

FOR EXAMPLE

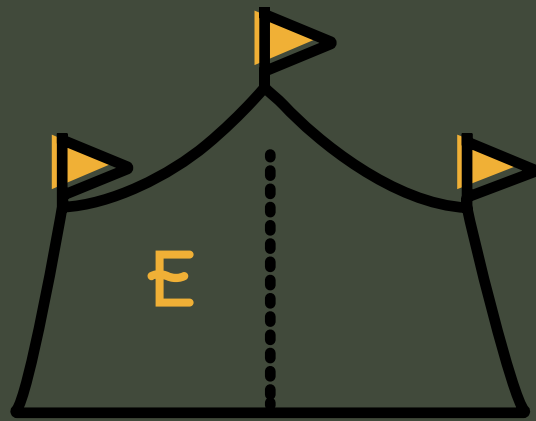


**ACTION:
BUY A
BICYCLE**

**EARN:
ECO COINS**

**SPEND:
DISCOUNT ON
YOGA CLASS**

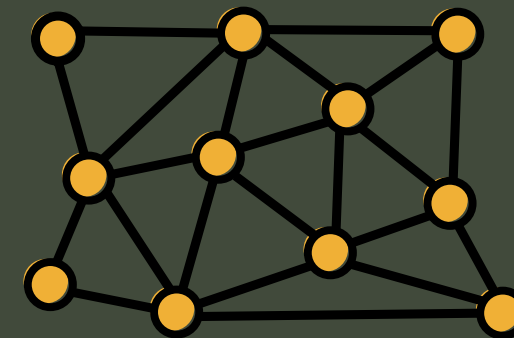
ROADMAP FOR THE ECO COIN



**COMMUNITY
CURRENCY**

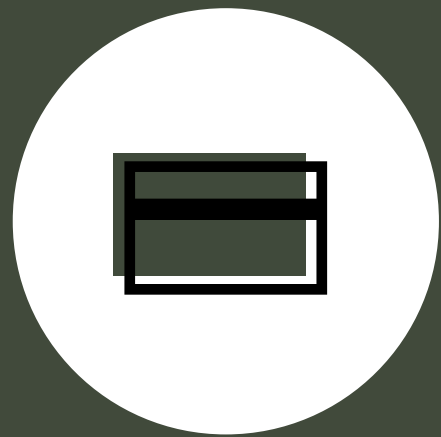


**INTERNATIONAL
NETWORK**



**GLOBAL
CRYPTOCURRENCY**

FESTIVALS HAVE MANY AREAS TO MAKE SUSTAINABLE.
ECO COIN CAN HELP WITH THIS.



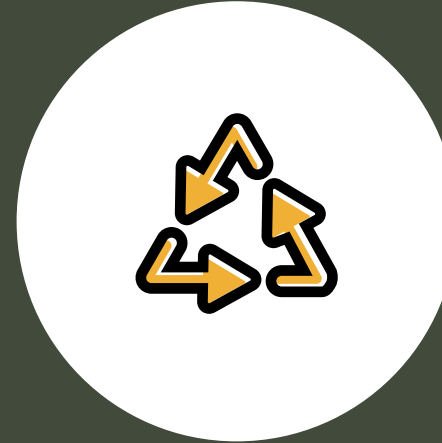
TRAVEL



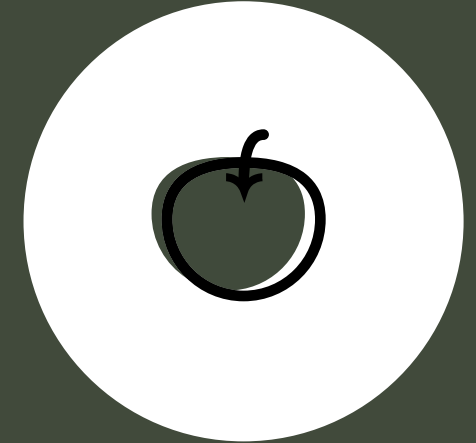
ENERGY



WATER



WASTE

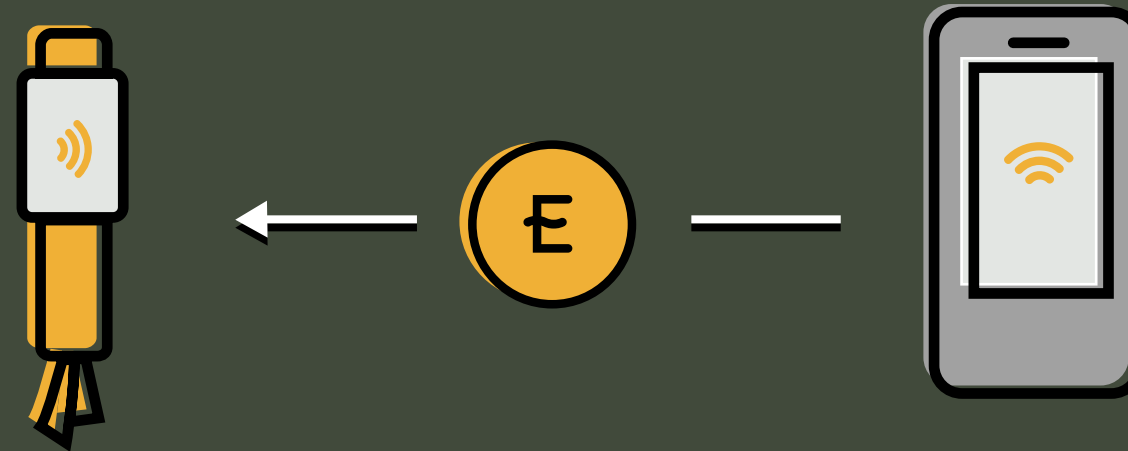


FOOD

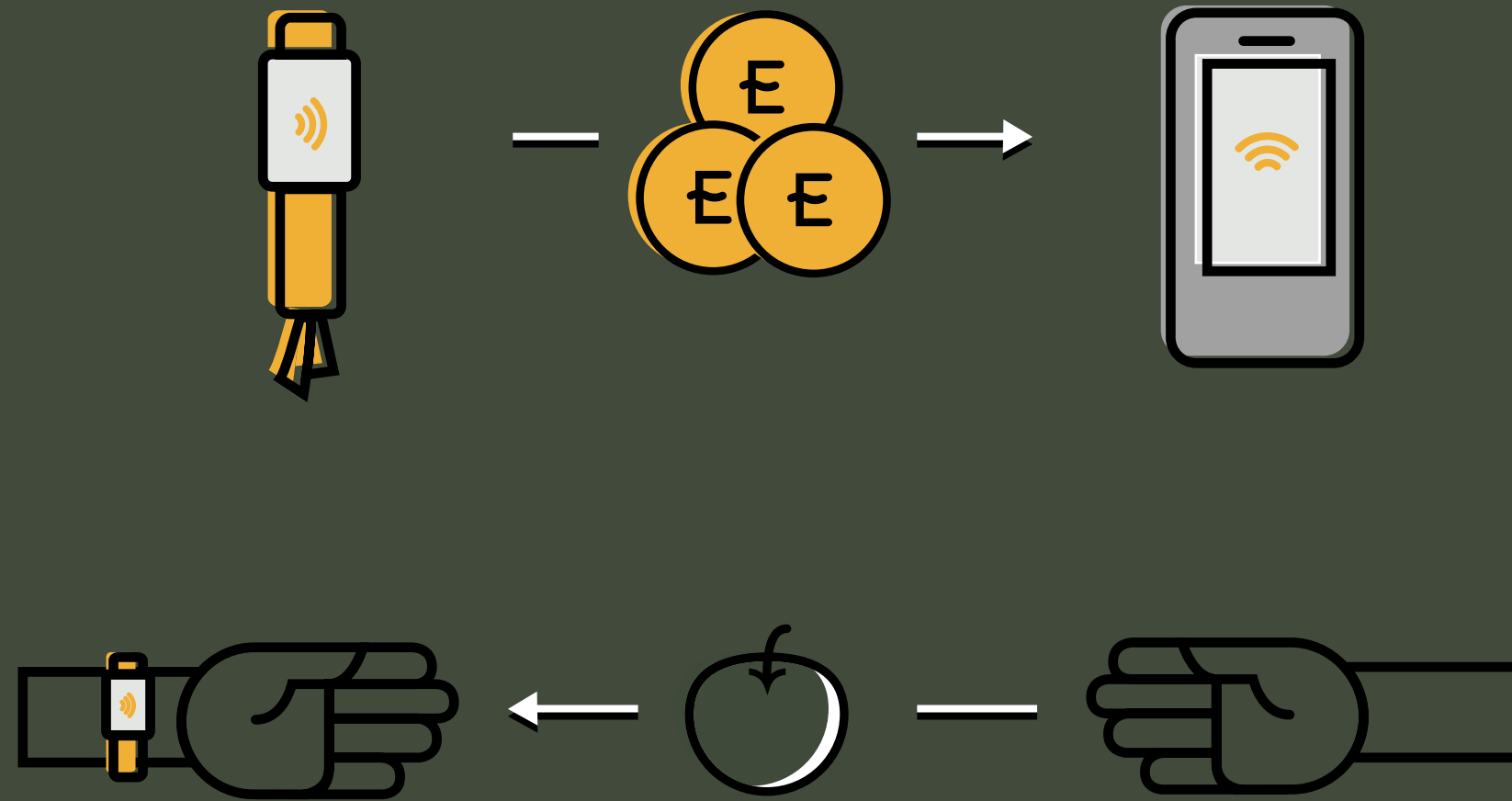
02/

**ECO COIN
EXPERIMENT**

EARNING



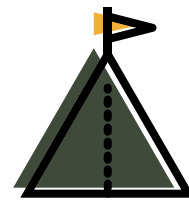
SPENDING



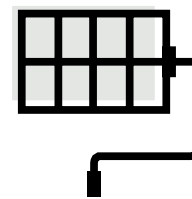
REWARD SUGGESTIONS



V.E.P
PASS



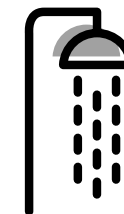
ECO
CAMPING



SOLAR PHONE
CHARGING



DIGITAL
PLAYLISTS



ECO
SHOWERS

DISCOUNT REWARD SUGGESTIONS



SUSTAINABLE
FOOD



REUSABLE
WATER BOTTLE



BUS / TRAIN
TICKETS



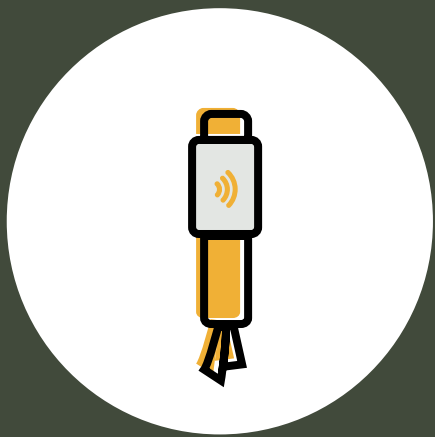
LOCAL ORGANIC
BEER AND WINE



ECO FESTIVAL
TICKET

IMPLEMENTATION

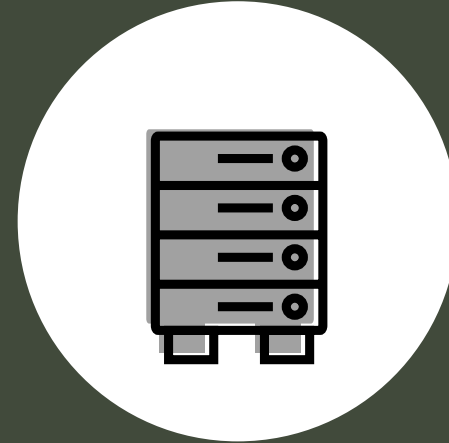
TECHNOLOGY



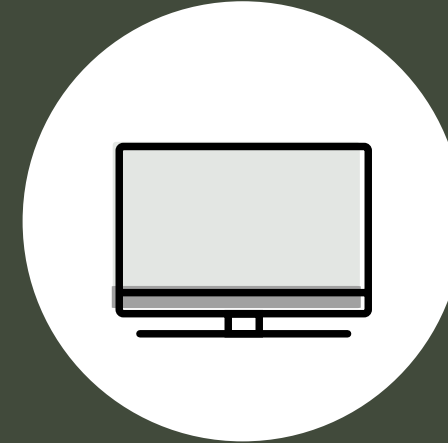
WRISTBAND



READER



BACKENED



SCREENS



APP

**VALUE AND
IMPACT**

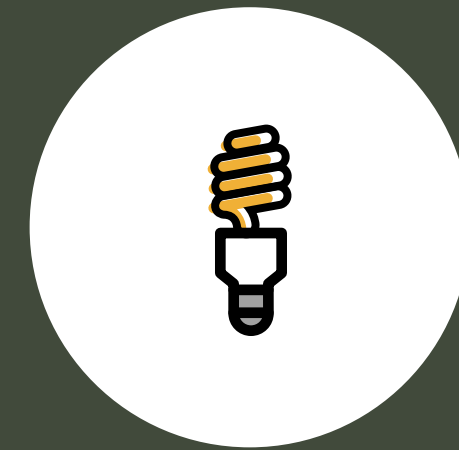
IMPACT ECO COIN CAN HAVE



LET PEOPLE CONTRIBUTE
TO A SUSTAINABLE FESTIVAL



SOLVE CUP ISSUE WITH
POSITIVE EXPERIENCES



GENERATE DATA THAT'S
RICH WITH INSIGHTS

**FESTIVAL
SCENARIOS**

SCENARIO 1: ECO COIN POP UP



The ECO coin team will construct a pop up area within the festival grounds where ECOs can be earned and spent.

ECO coins are earned through recycling plastic cups or alternative sustainable action.

Sustainable festival goers can spend their ECOs on rewards, for example, a V.E.P pass.

Technology



RFID wristbands used to track ECO profiles which would be displayed on a leaderboard screen.

Cost



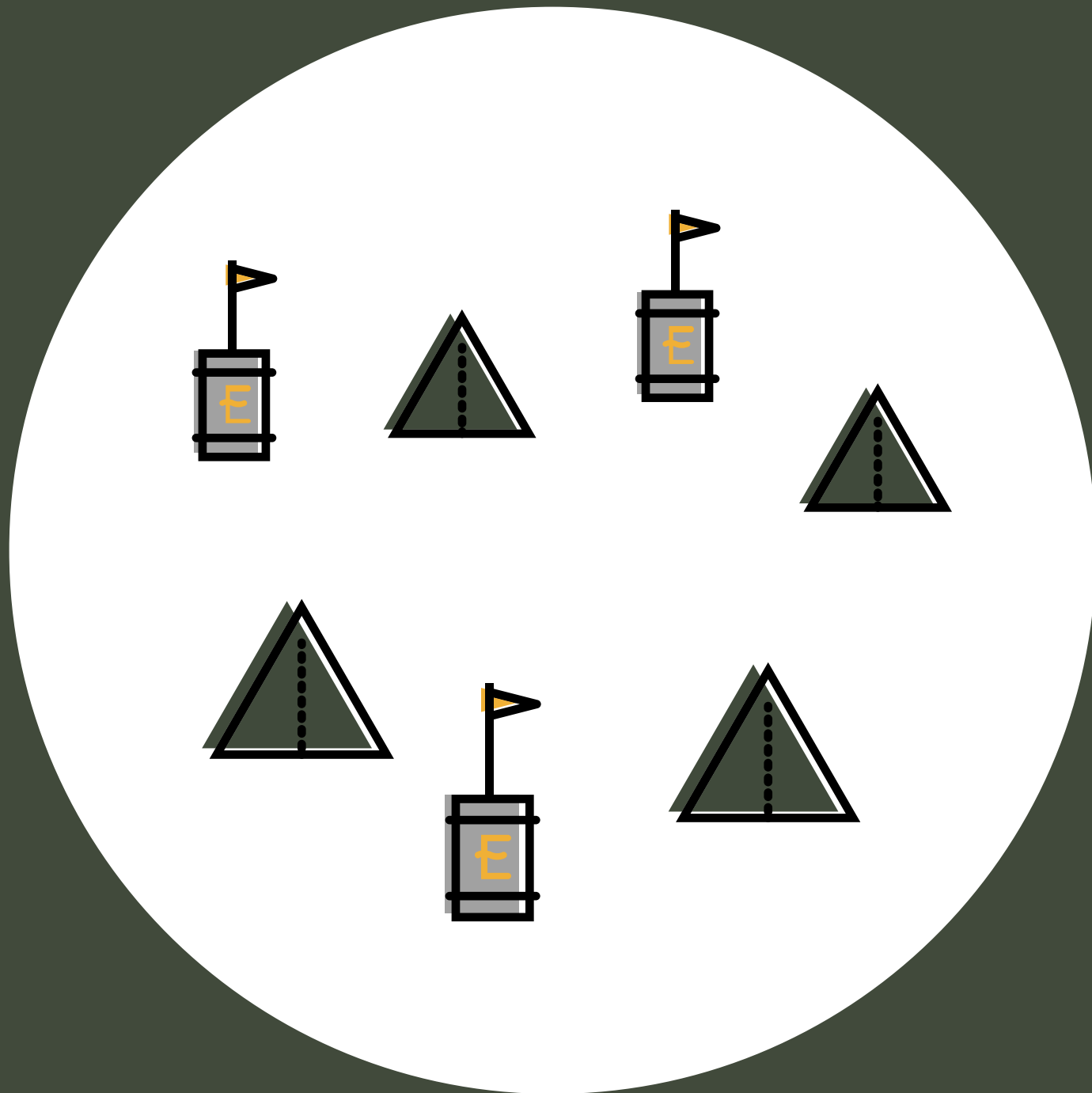
Cost for festival is only in space for the pop up to go, utilities (electricity) and offered rewards.

Risk



Main risk would be getting people to take part in the system as it would be opt in and in one location.

SCENARIO 2: ECO COIN CAMPING



Earning and spending ECO coins is voluntary in this system located in a green camping zone.

Campers can collect 10 plastic cups (or other recyclable waste) which can earn them an RFID bracelet and access to the ECO coin leader board.

There will be a few ECO coin exchange hubs where campers can take their waste and receive their rewards.

Technology



RFID wristbands would be used to keep a track of campers ECO profiles on a website.

Cost



Cost for festival is in space for central hub, utilities offered rewards and tickets for volunteer staff.

Risk



Low cost point and an isolated closed loop system means there is a reduced risk all round.

SCENARIO 3: SUPERMARKET ECO COIN



ECO coins can be earned onsite by returning cups to a designated area in the festival ground.

Cups earn ECO coins which can then be spent in the festivals supermarket much like what already happens in certain supermarkets with bonus cards or vouchers.

This system makes sure that people can easily spend their ECO coins on something that is useful to them.

Technology



RFID bands onsite which would then need to be integrated into the supermarket tills.

Cost



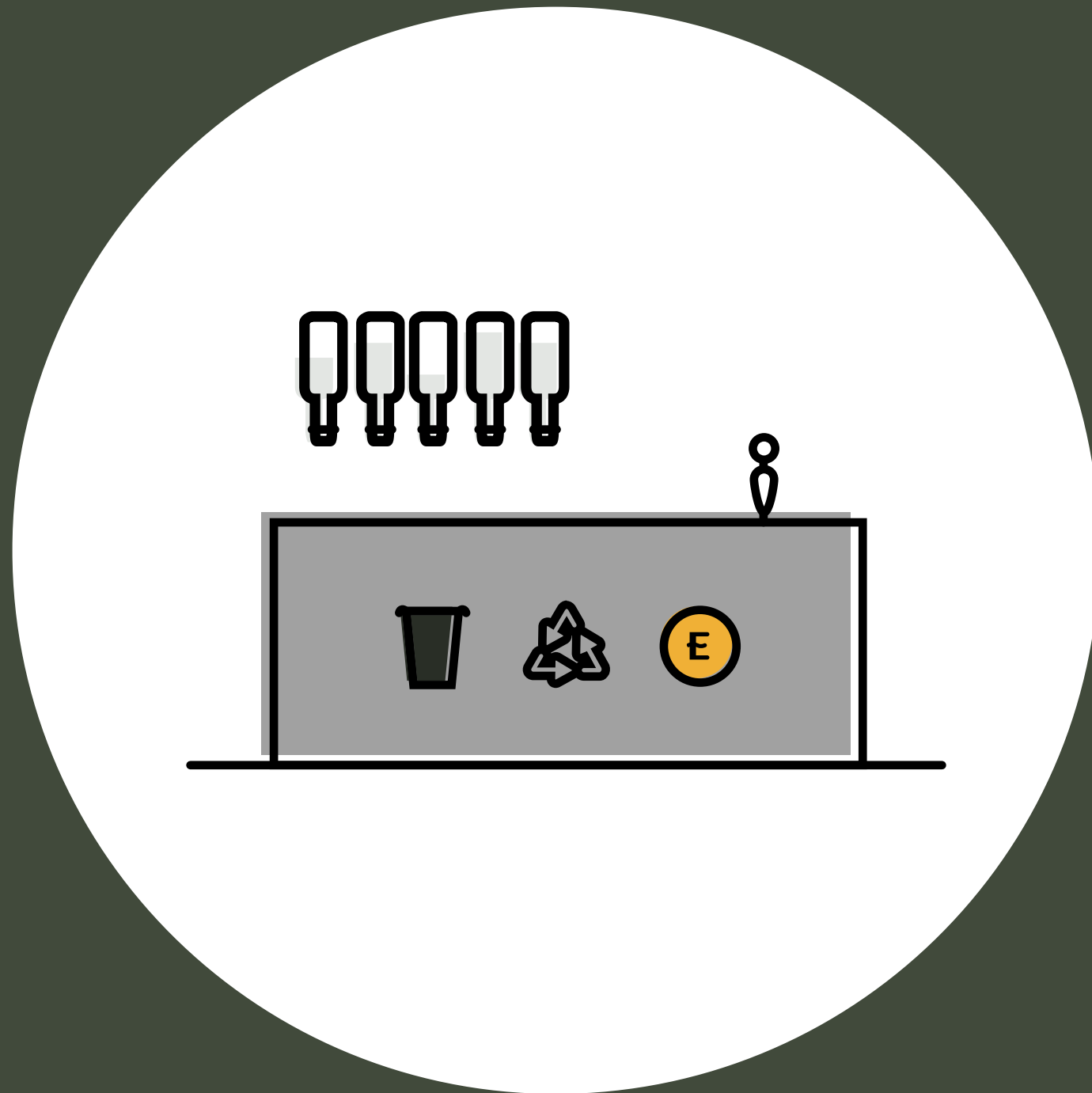
In addition to costs of Scenario 2 there would also need to be training time for supermarket staff.

Risk



It could slow down or put extra pressure on the supermarket if not integrated correctly.

SCENARIO 4: FULL ECO COIN



This ECO coin system would be integrated into a dedicated ECO bar at the festival.

ECO coins can be earned by returning cups which can then be spent throughout the festival to receive various rewards. The more ECO coins, the better the rewards you can buy.

ECO coins remain completely separate from the payment system eliminating the risk of service downtime.

Technology



RFID wristbands and readers would be used with a closed loop server that would cover the festival.

Cost



This would require investment into space, utilities, rewards, dedicated and trained staff.

Risk



At this scale, there would be some risk of the system having issues at certain points/areas.

**BACKGROUND
INFORMATION**

ECO COIN PARTNERS



Next Nature

As the creators of the ECO coin, Next Nature leads on the design and strategy behind the project. They contribute design time, handle communication and can be present onsite for the implementation of the system.



Deloitte

As one of the leading consultancy firms in the world, Deloitte brings strategic insight and technological knowhow to the group. They can also help to deliver our technology of choice to events.



Bitonic

Bitonic has been active since May 2012, and has since sold over 200,000 bitcoins. Bitonic bring their expertise of Blockchain technology, digital wallets and cryptocurrencies to the ECO coin partnership.

DESIGN CRITERIA

The overall goal of the ECO coin is to connect economy and ecology. We can do this by incentivising people to take sustainable action, which we hope will also change people's mindsets about the environment.

- **Should be cost efficient and not an exercise in green washing**
- **Should be a separate and not affect euro payment system**
 - **Communication should be simple and effective**
- **Rewards should be desirable, sustainable and affordable**
- **Technology should be robust yet economically viable**