

THE £CO COIN

A CURRENCY EARNED THROUGH SUSTAINABLE ACTION

Lewis Just | Co-founder

ECONOMY

ECOLOGY

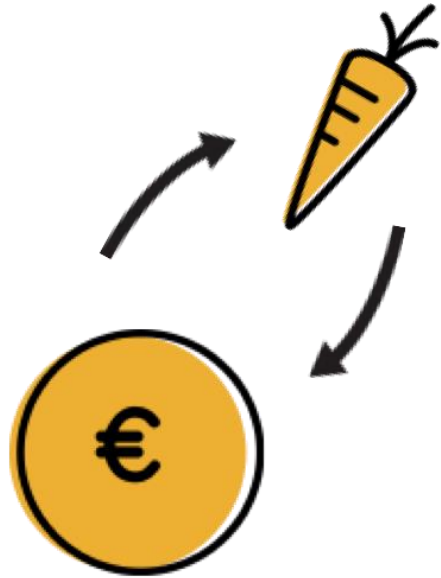
BIOLOGY

TECHNOLOGY

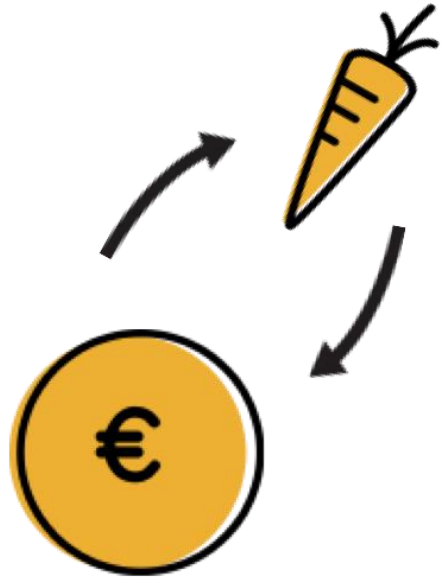
PSYCHOLOGY

MONEY

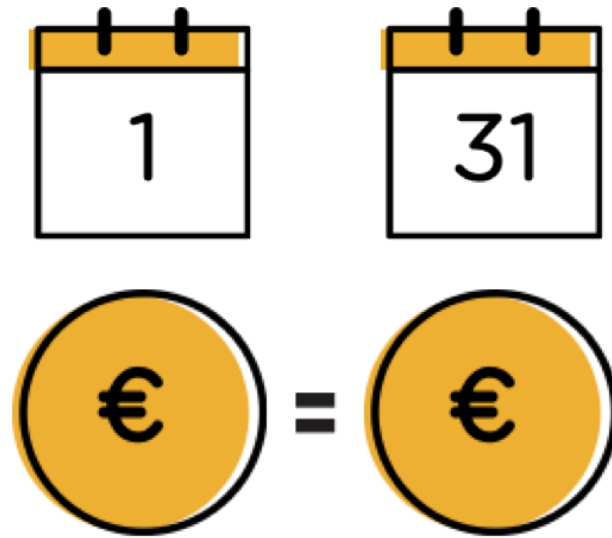
WHAT IS MONEY?



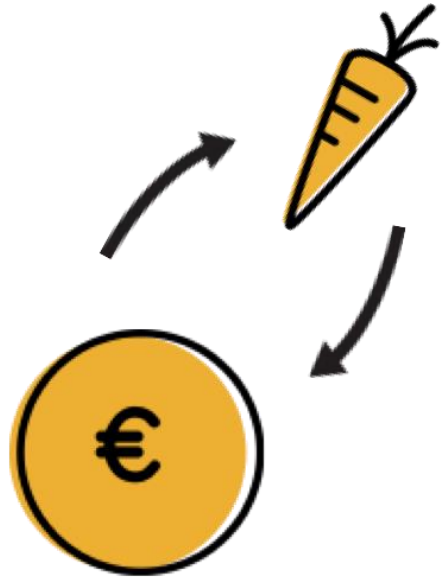
Medium of
Exchange



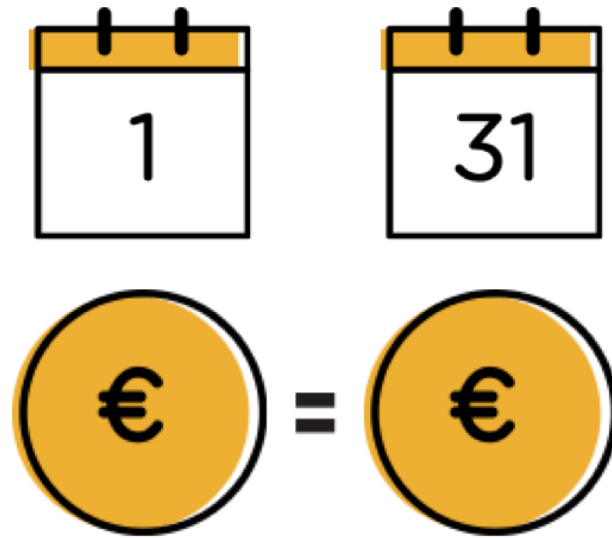
Medium of
Exchange



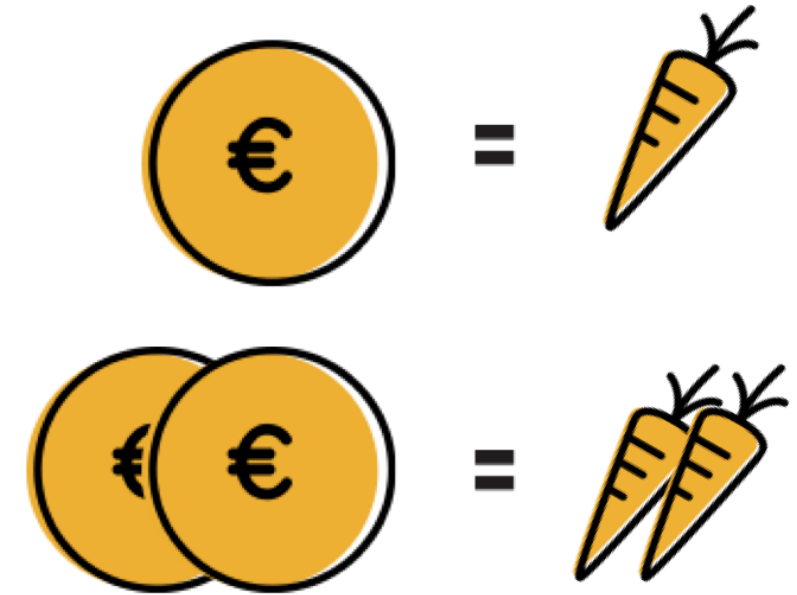
Store of
Value



Medium of
Exchange



Store of
Value



Unit of
Account

**MONEY IS A SOCIAL TECHNOLOGY
FOR BEHAVIOURAL CHANGE**

WE HARM OUR ECOLOGY
TO GROW OUR ECONOMY



TIME TO LINK THE ECOSYSTEMS





Albeto – Brazilian Farmer



Albeto – Brazilian Farmer



Earns \$1000



Albeto – Brazilian Farmer



Albeto – Brazilian Farmer

Earns \$0



**TO DEAL WITH
CLIMATE CHANGE
WE NEED
SYSTEM CHANGE**

IMAGINE..

**A CURRENCY THAT
REWARDS
ENVIRONMENTAL
ACTION**



The ECO coin empowers people to



DO GOOD & GET PAID

A lush green forest scene with moss-covered tree trunks and hanging vines, serving as the background for the entire image.

Earns 1000 ECOs



Albeto – Brazilian Farmer

A photograph of two women sitting at a table in a restaurant. The woman on the left, with dark curly hair and a white top, is smiling and holding a small appetizer. The woman on the right, with blonde hair and a red top, is eating a similar appetizer. There are wine glasses and a plate of food on the table. The background is blurred, showing other patrons and warm interior lighting.

Earns 50 ECOs

Samantha - Eat a meat free meal

Earns 30 ECOs

Patrick - Recycle Plastic Festival Cups



A man and a woman, both in business attire, are riding bicycles along a path. The man is on the left, wearing a light blue shirt, a dark tie, and a grey blazer draped over his shoulders. The woman is on the right, wearing a grey blazer and dark trousers. They are both smiling and looking towards the right. In the background is a modern building with large windows and a grey facade. An orange banner in the top right corner contains the text 'Earns 10 ECOs'. A black banner in the bottom left corner contains the text 'Jill & Jim - Bike instead of Car to Work'.

Earns 10 ECOs

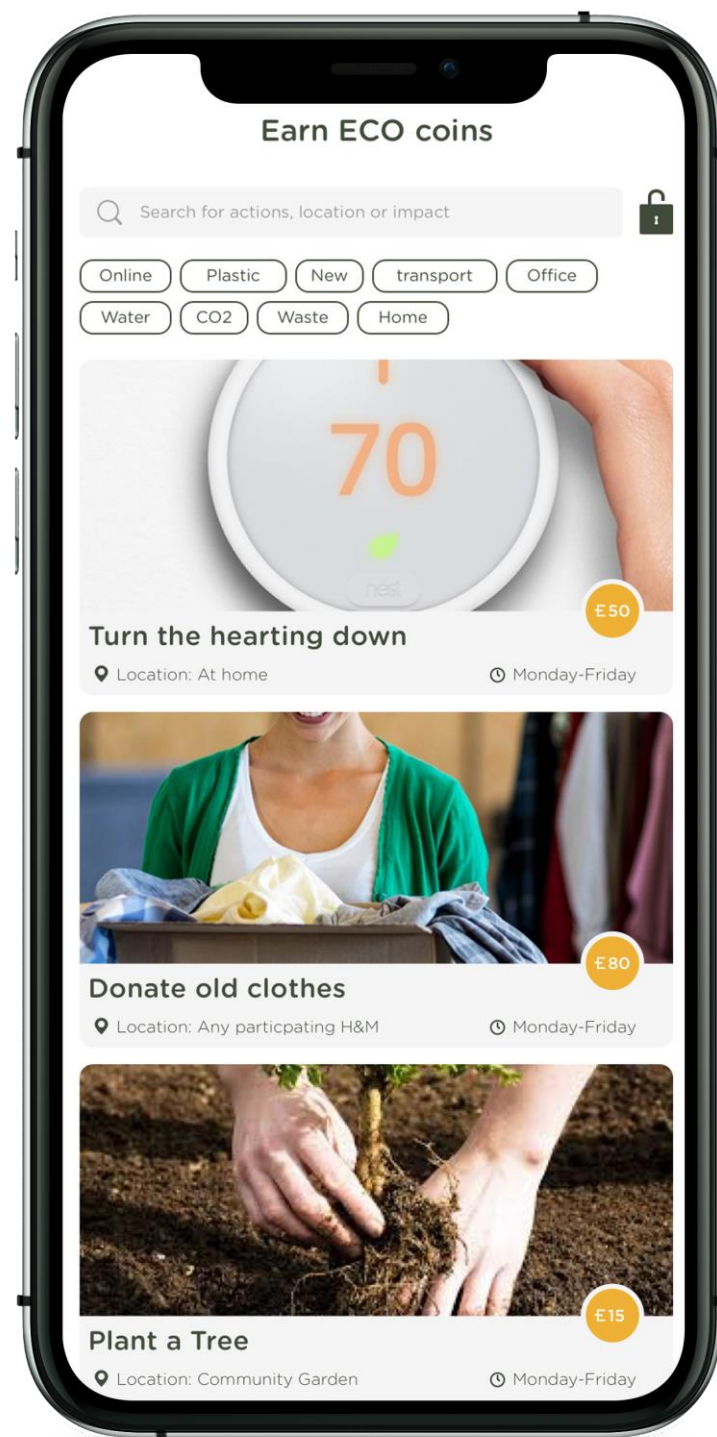
Jill & Jim - Bike instead of Car to Work

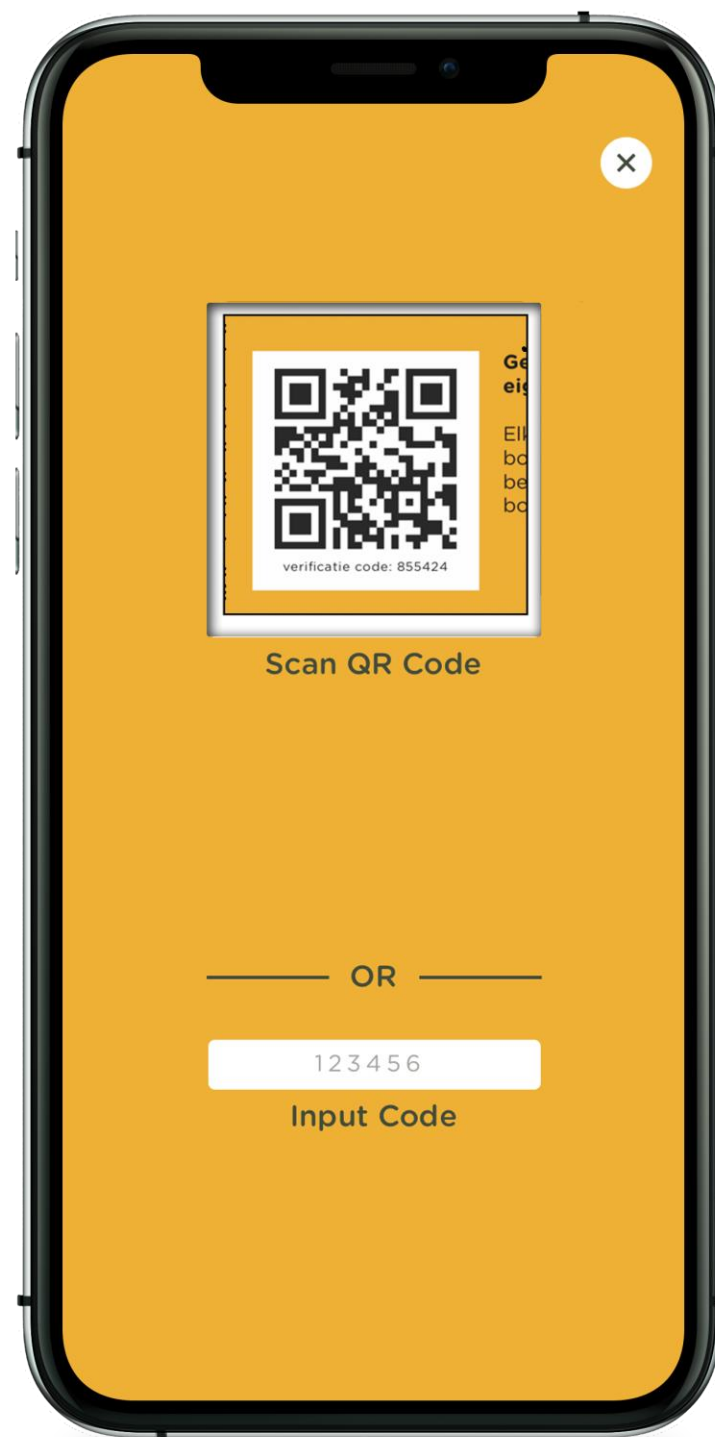
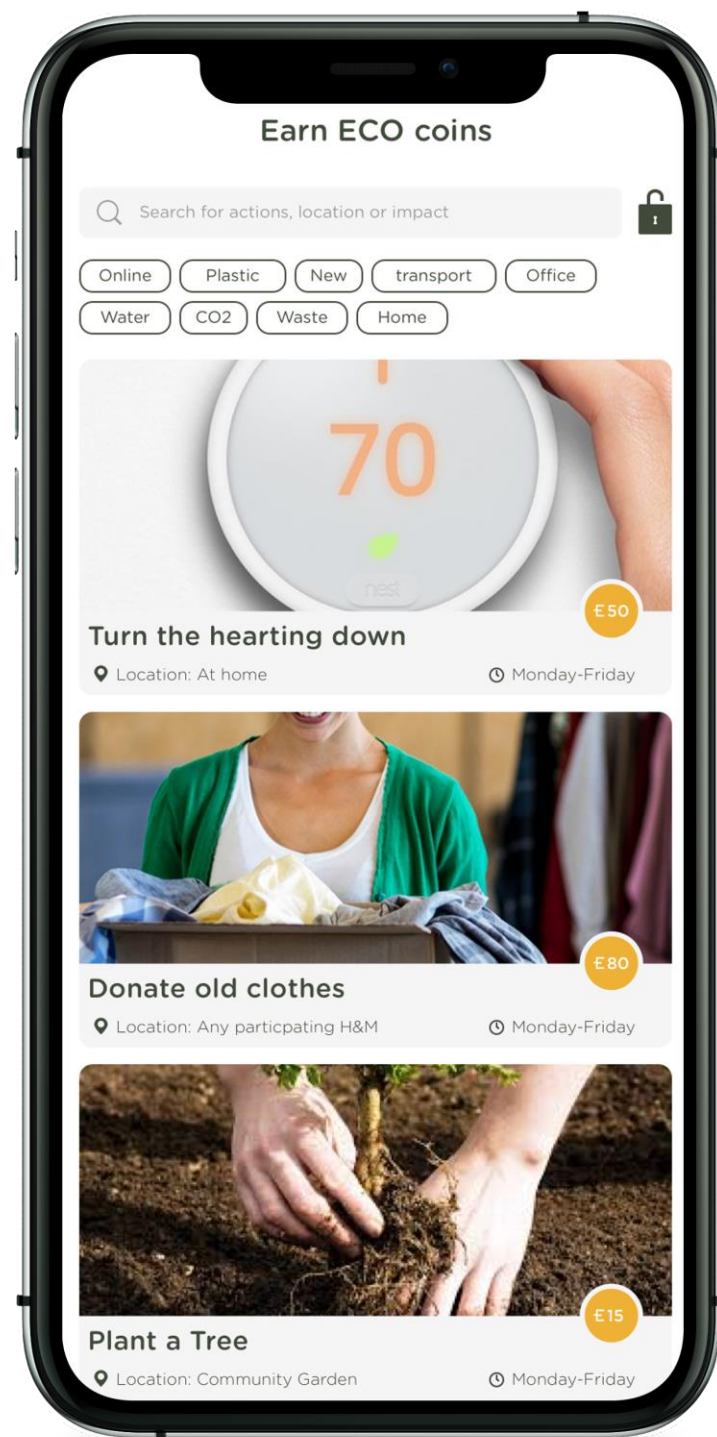
A young boy with short brown hair, wearing a white t-shirt and denim overalls, is crouching in a grassy field. He is holding a small green seedling with both hands, preparing to plant it in a hole he has dug in the ground. The background is a soft-focus green field with a tree trunk visible on the right. In the top right corner, there is an orange banner with white text. In the bottom left corner, there is a black banner with white text.

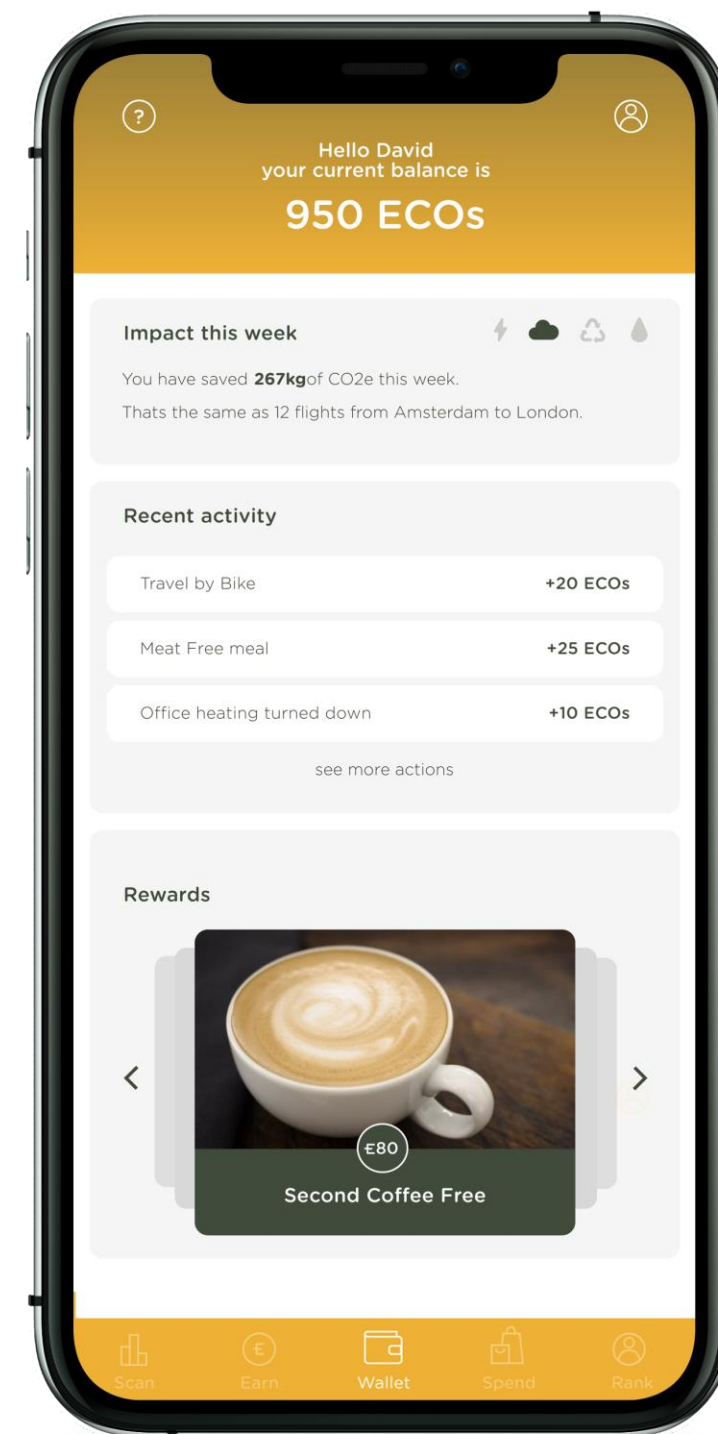
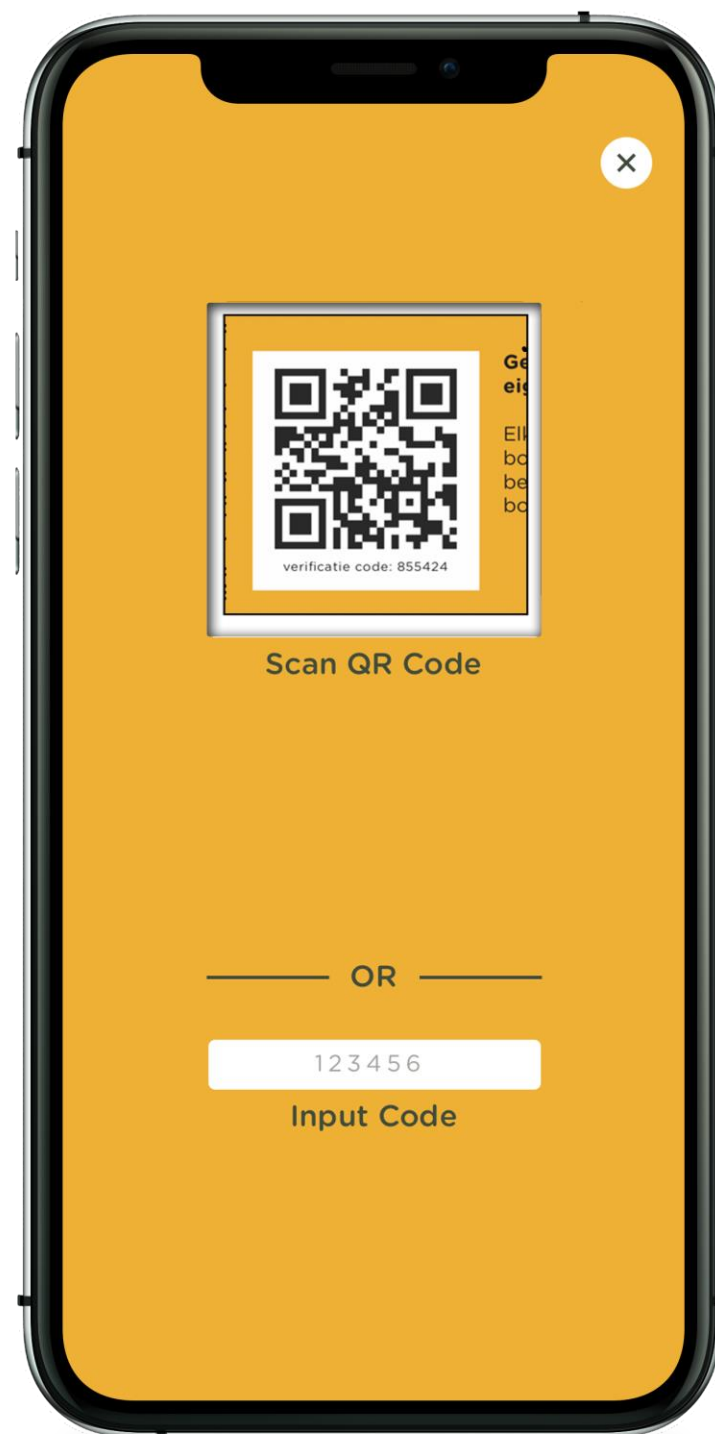
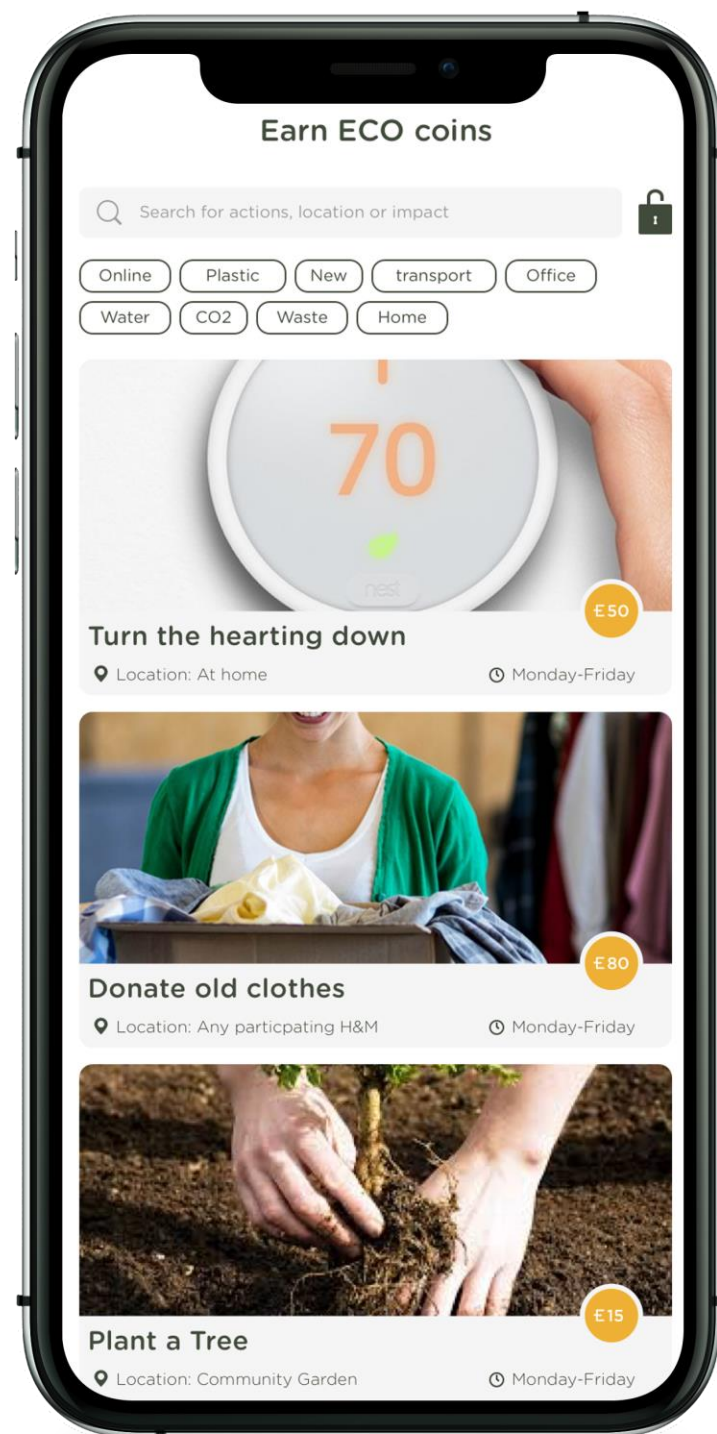
Earns 1 ECOs

Nicolas - Planted his First Tree

**LETS TAKE
THIS DREAM
AND BUILD IT!**









£90

Cinema Tickets

Purchase Online



£450

Donate a Tree

Purchase Online



£450

Sharp Tarte

Multiple Locations



£180

Dopper Water Bottle

Purchase Online



£450

Botanic Gardens ticket

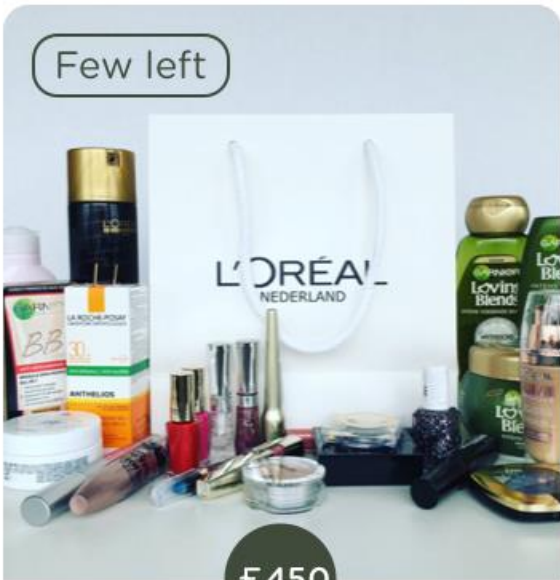
Purchase Online



£90

Reusable Cutlery

Purchase Online



Few left

£450

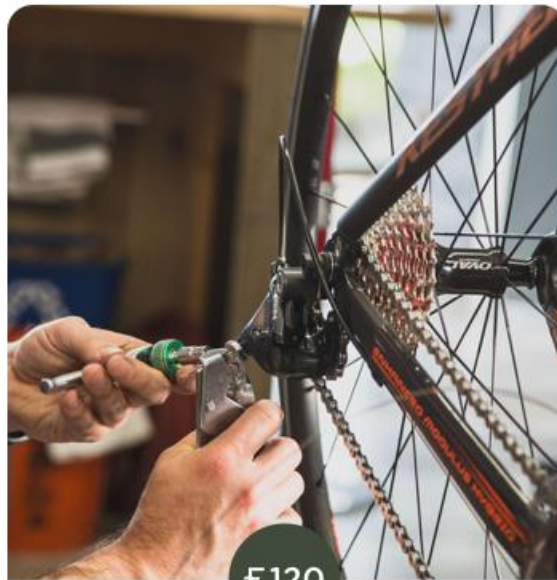
L'Oréal Goodie Bag

L'Oreal, Hoofddorp



Sold out

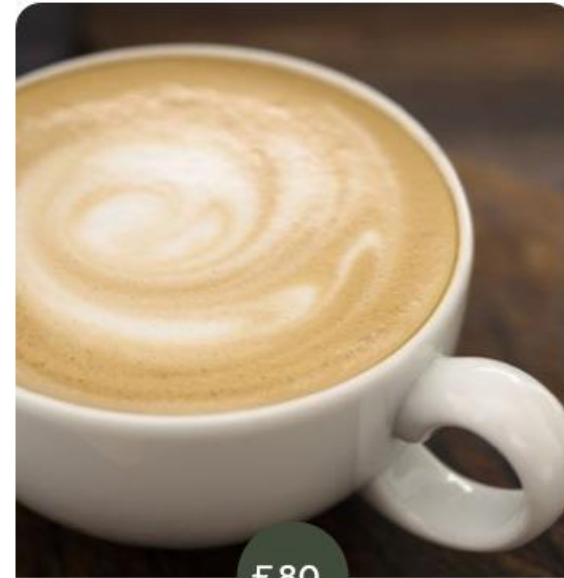
£700



£120

Bike Repair

Macs Bike, Amsterdam



£80

Second Coffee Free

Any Coffee Company



£120

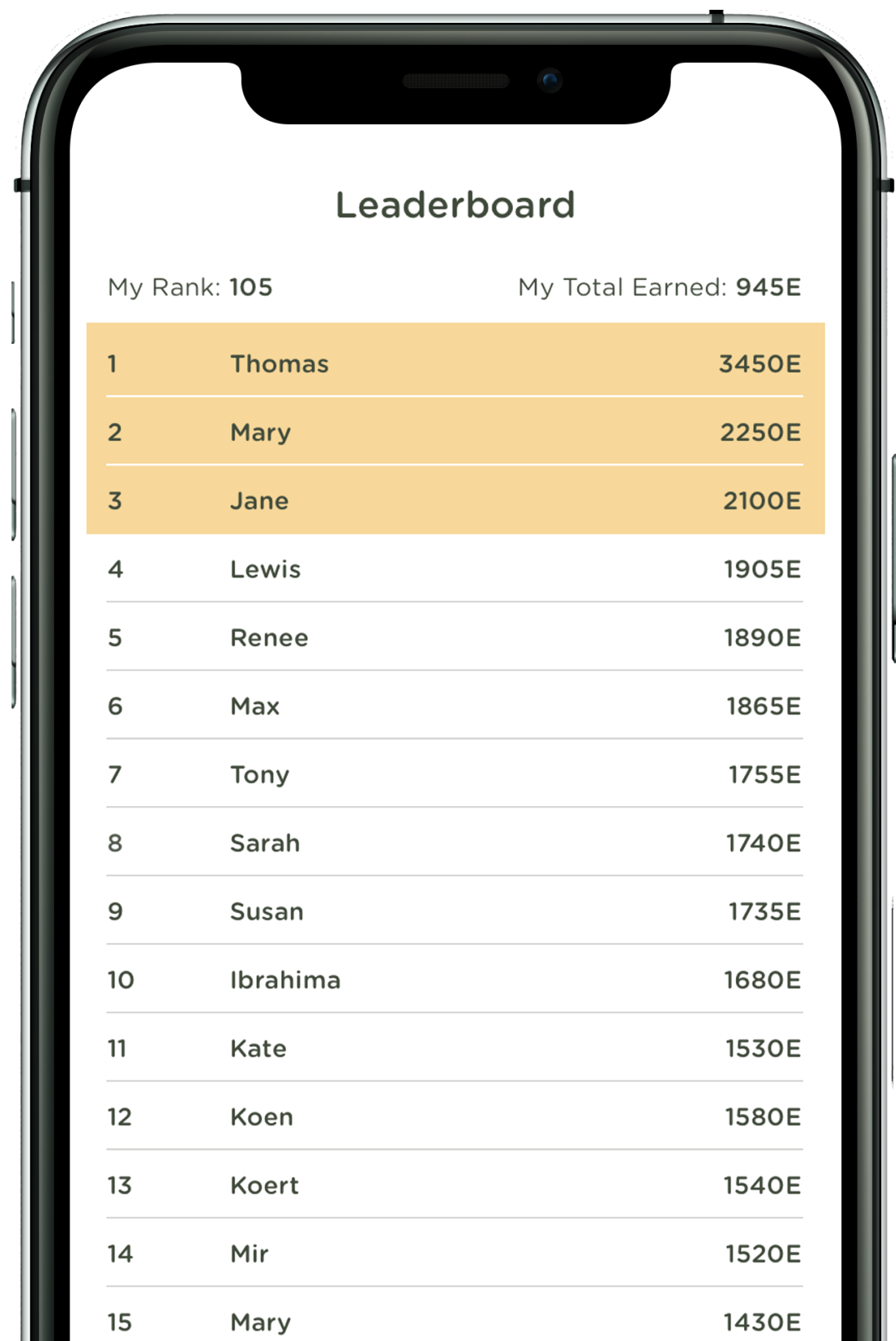
Bike Repair

Macs Bike, Amsterdam



£450





Leaderboard

My Rank: 105

My Total Earned: 945E

1	Thomas	3450E
2	Mary	2250E
3	Jane	2100E
4	Lewis	1905E
5	Renee	1890E
6	Max	1865E
7	Tony	1755E
8	Sarah	1740E
9	Susan	1735E
10	Ibrahima	1680E
11	Kate	1530E
12	Koen	1580E
13	Koert	1540E
14	Mir	1520E
15	Mary	1430E

ECO HEROS!

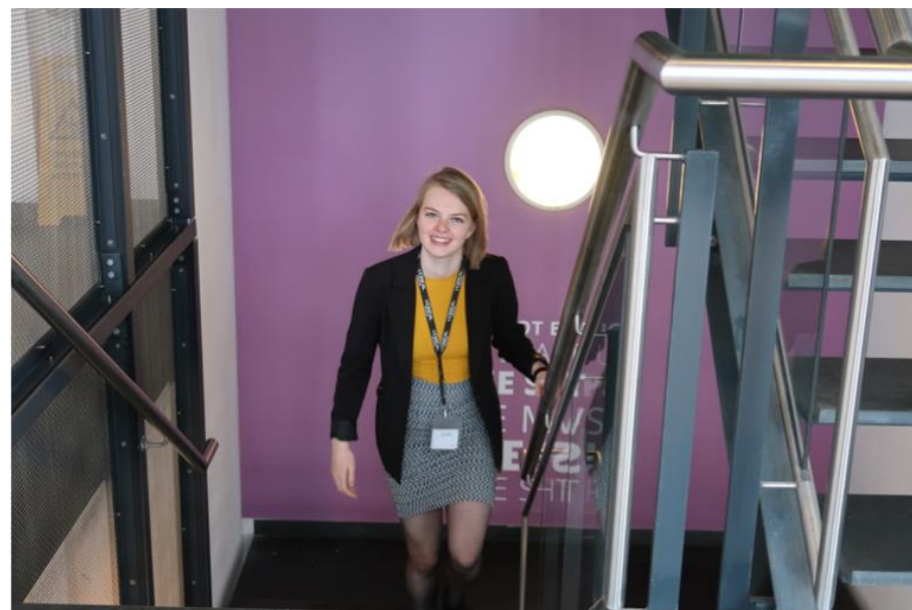
A selection of our customers



L'ORÉAL

Our goal is to reduce CO2 emissions by 60% by 2020

L'Oreal x ECO coin



L'Oreal Results

75%

OF NL STAFF

L'Oreal Results

75%

OF NL STAFF

4,000

ACTIONS PER MONTH

L'Oreal Results

75%

OF NL STAFF

4,000

ACTIONS PER MONTH

8,000

KG OF CO2 REDUCTION

L'Oreal Results

€3,000

SAVINGS PER MONTH WITH 300 STAFF

A new way of thinking



**83% of staff think about sustainability
More in their day to day lives***



**Engage and
Measure
Sustainable impact**



**Engage and
Measure
Sustainable impact**



**Lower running
costs of the
organisation**



**Engage and
Measure
Sustainable impact**



**Lower running
costs of the
organisation**



**Foster a long term
sustainable mindset
and culture**

Lessons learned (so far)

- 1. Make sure its data driven impact**

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- 2. Systems thinking + human centred**

Lessons learned (so far)

- 1. Make sure its data driven impact**
- 2. Systems thinking + human centred**
- 3. Collaborate whenever possible**



NN
nextnature
network

WHITE PAPER

NN
nextnature
network

THE ECO COIN
A CRYPTOCURRENCY BACKED BY SUSTAINABLE ASSETS

WHITE PAPER V1.0

THE ECO COIN

A CURRENCY EARNED THROUGH SUSTAINABLE ACTION

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