



Ecosystem Restoration Corporation

Business as Unusual
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Similar Ideas

- [Carbon currency](#): Very similar idea, however, not very detailed. Carbon as currency for all (companies/individuals). For planting trees / sustainable behavior you get credits, states have tax incentives, company can use them a part of a salary.
- [Eco-coin](#): Earn coins for sustainable action and use them to pay for inspiring products/services.
- [Growing green money](#): Local currencies as a way how to be more local and sustainability oriented. The article claims that although the currencies help to develop local business, it is hard to prove they also support sustainability
- [Developing new institutions for environmental governance](#): By supporting local currencies, we support local and "cash-less trade". It encourages volunteering. It helps to re-shape current consumption patterns.
- [Resource control by a sustainability based currency equivalent](#): Ecopoints - very similar idea. A final number of ecopoints is allocated on yerly bases to the whole planet. Trade with these points is allowed. Ecopoints are required for fresh resource extraction but not for recycled / reused materials, incentivizing circular economy practices. Prices of goods and services reflect their resource impact, promoting sustainable consumption and technological innovation.
- Etc.



Ecosystem Restoration Model Basics

Parallel Alternative Currency

1. All product and services cost both money and *Treecoin*
2. Subjects can gain Treecoin by participating in environmental related projects or by purchasing environmentally friendly technologies or energy
3. Treecoin can be purchased from a state agency for money*
4. Gains from purchasing treecoin are used to fund environmental related projects, technology and research
5. Treecoin tracking relies on blockchain technology

How is Treecoin cost of product or services calculated?

- On bases how much CO2e was calculated during service/product production (at the point of sale)
- Companies would be required to measure their "carbon" footprint (based on GHG protocol)
- There will be official recalculation industry average for products or services

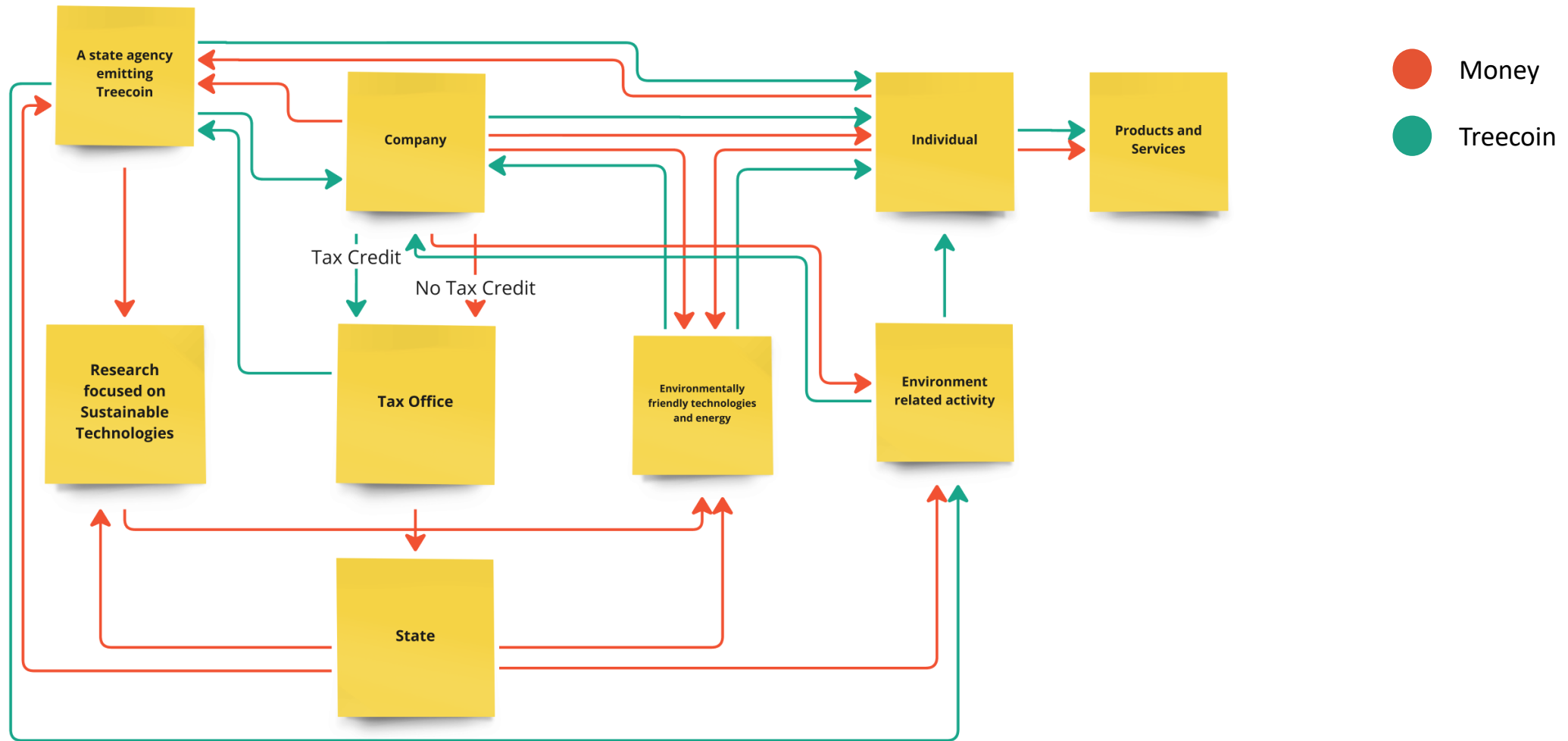
How is Treecoin valued?

- It is pegged to monetary currency
- Every country has its own sustainability-oriented coin

*Payment of Treecoin value can be done by a consumer in money, it is, however, treated as a purchase of Treecoin (via State Agency), which is then used for payment



System Functioning



Gaining Treecoin: Threes Have Value

John is shopping



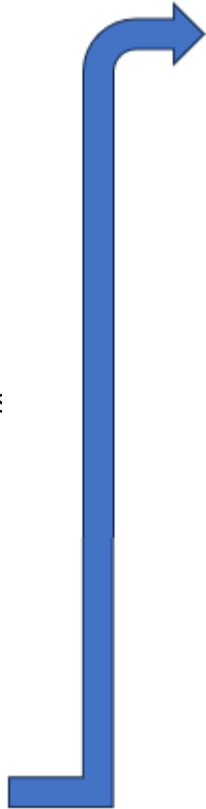
On a bill he sees that 40% of the cost is in Treecoin



This irritates him and he thus seeks ways how to gain Treecoin



He finds out that there is an option to plant trees and have them as Treecoin investment



In an app he reserves a spot for planting a tree



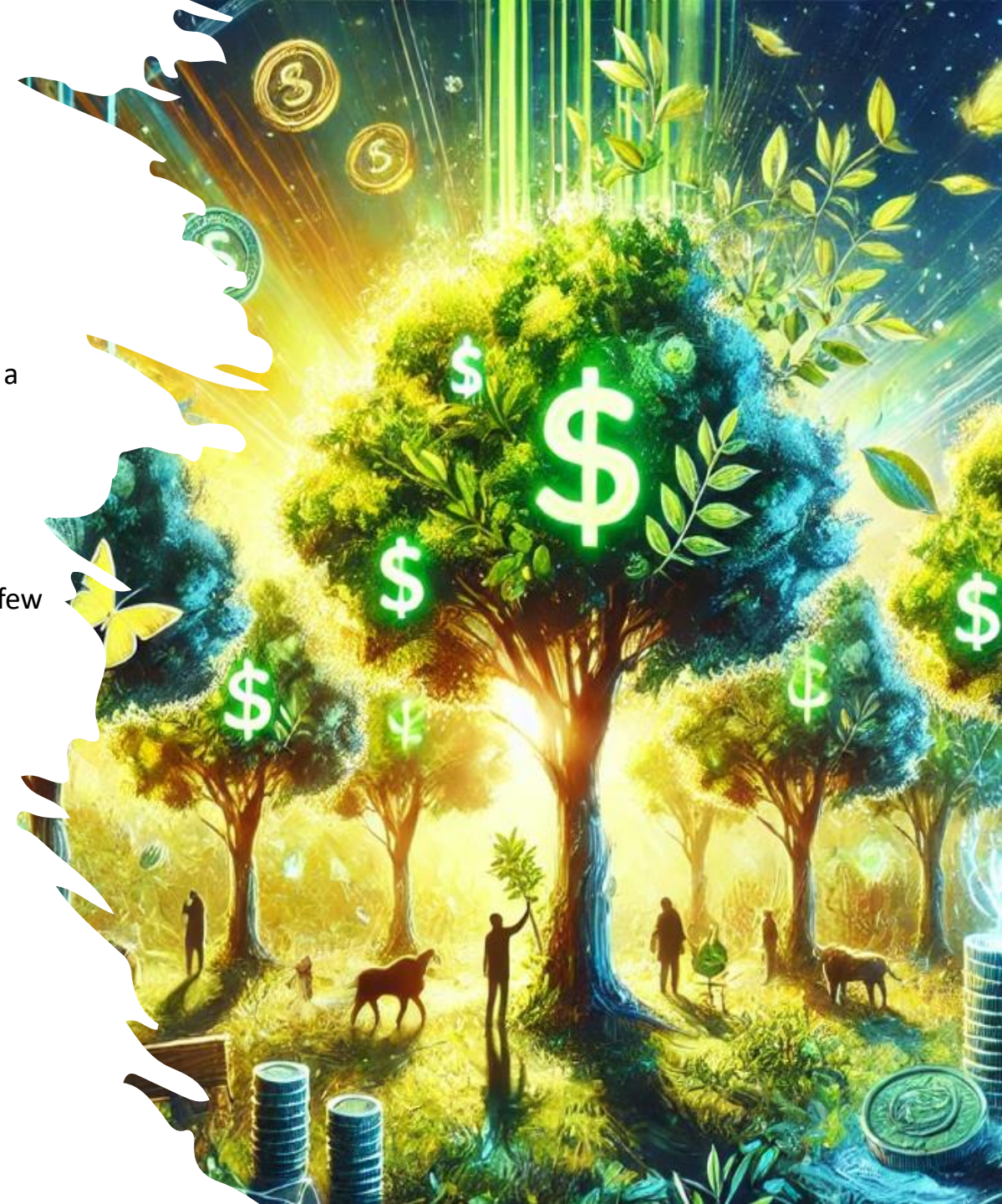
In a Garden Centre app helps him to choose a tree with the biggest carbon capture potential (immediately and in a few years horizon)



After proving he planted the tree he is awarded Treecoin.



He is regularly awarded Treecoin for the rest of the tree's life



Gaining Treecoin: Recycling is Key

Marta cooks often and produces a lot of Biowaste



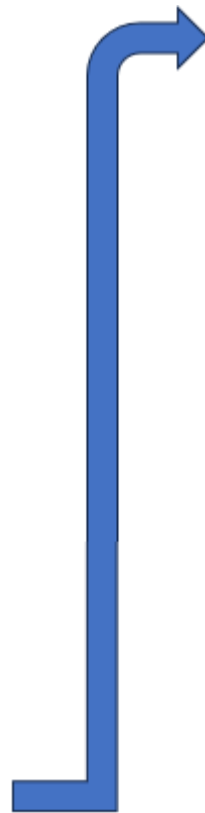
She sorts it out and once enough biowaste is accumulate, she goes to a Sorting Centre



At the centre it is checked that the biowaste was separated correctly



Marta gets Treecoin



Biowaste is used for energy production



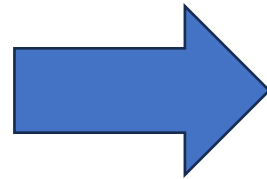
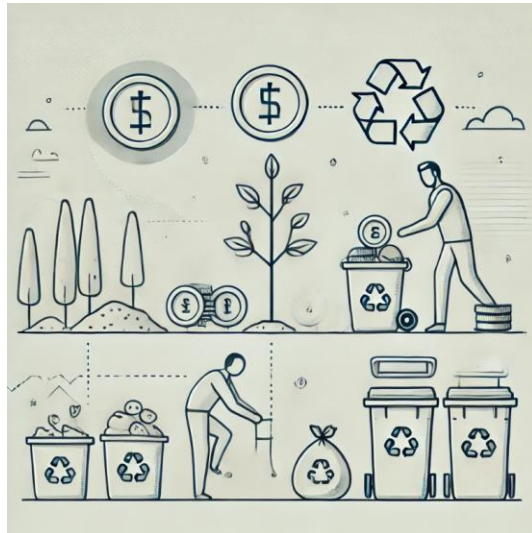
There is less communal waste



Remains are used to produce new soil



Simplified Pilot Project



1. Earning Currency – Tree Planting and Waste Sorting Principle of Earning Treecoin:

- **Tree Planting:** Individuals, schools, or companies earn Treecoin for planting trees according to set standards.
- **Waste Sorting:** Treecoin is awarded for regular and verified waste sorting.
- **Verification:** A simple proof system, such as photographs, QR codes, or confirmation during waste collection.
- **Goal:** To motivate individuals and companies to engage in environmental activities through rewards in the form of Treecoin.

2. Using Currency – Café with Library

- **Treecoin Usage:**
 - The café accepts Treecoin as partial payment.
 - For example: 10 Treecoin = a free coffee or access to library services.
- **Community Connection:** The local café serves as a hub for environmental education and knowledge sharing.
- **Goal:** To demonstrate how Treecoin can be used in daily life and create motivation to participate in the system.

Connecting Both Projects

- **Treecoin Circulation:**
 - Environmental activities → earning Treecoin.
 - Treecoin → spending it in the café.
- **Pilot Testing:**
 - Testing the system in practice at a local level.
 - Evaluating the effectiveness and feasibility of the concept.

Why this Model?

Environmental Crises is one of the leading challenges of our time.

An alternative currency embroidered into everyday life raises awareness and shows real cost of products and services.

With Ecosystem Restoration Model we will:

- Focus society on sustainability
- Show the real cost behind products and services
- Finance and promote environmentally focused research, technology, energy and projects
- Support local producers
- Disadvantage long supply chains





Thank you!

Q&A?

By Martin & Petr