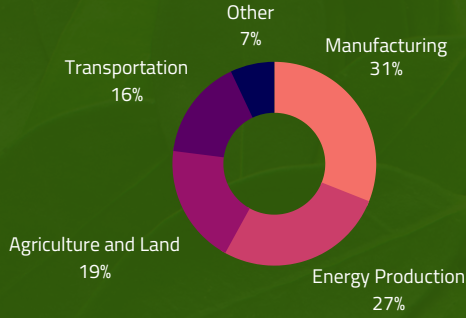


THE GREEN ECONOMY

Read GBBC's Global Standards Mapping Initiative 2.0 for Additional Information about The Green Economy

Problem

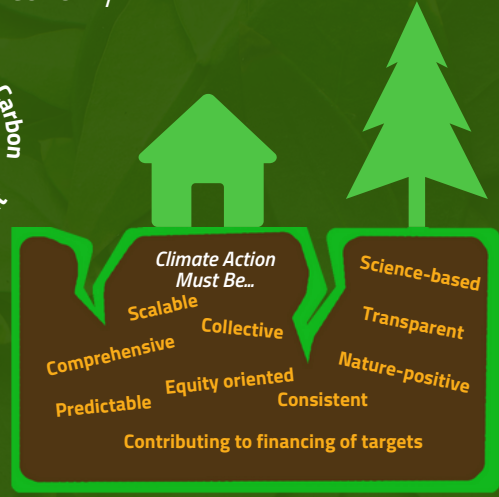
1 The world generates roughly **51 billion** tons of greenhouse gas (GHG) emissions per year



Solution



URGENT CLIMATE ACTION
Reduce emissions & offset carbon



Key Players

- 2
- Retailers
 - Registries
 - Producers
 - Supranational organizations
 - Governments
 - Consumers
 - Standards organizations

Types of Carbon Markets



Voluntary

Need global standards for marketplaces of measurable & verifiable carbon reductions



Regulated

Governmental agency (nation-state or treaty) enforces mandate to offset emissions

A Green Economy is a Global Effort



- Decarbonization costs are rising
- Emission reductions are hard
- Demand is outpacing supply for verified offsets
- No alternative technologies



GOALS

- 3
- Address** climate change and its negative impacts
 - Aim** to reduce global greenhouse gas emissions to less than 2° C above preindustrial levels
 - Limit** global temperature increase to 1.5° C

Decarbonizing the global economy by developing...

- Global interoperable marketplaces for carbon offsets
- Price discovery for offset quality based on additionality, permanence, efficiency, and verifiability
- Emissions tracking across supply chains

The Role of Blockchain



CRYPTOCURRENCIES

enable participation in ecosystem management

PROOF-OF-STAKE (POS) CONSENSUS

is fast & energy efficient

DECENTRALIZED AUTONOMOUS ORGANIZATIONS (DAOs)

enable community ownership & governance while bringing together supply & demand

NON-FUNGIBLE TOKENS (NFTs)

allow traceability of emissions, address quality variance, and provide programmatic liability management

1 https://www.morganstanley.com/im/publication/insights/articles/article_cryptoandcarbon_us.pdf

2 <https://gbbccouncil.org/wp-content/uploads/2021/11/GBBC-GSMI-2.0-Report-1.pdf>

3 <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>