



**EARTH  
REWARDS**

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A DIGITAL SOLUTION  
TO HELPING THE ENVIRONMENT





Climate change is one of the most important issues of our current times. Most people care about the effect humankind is having on the environment, and given the choice would like to make a positive rather than negative impact on it. In research carried out by the World Economic Forum, 78.1% of 19 to 35 year olds stated that they are willing to change their lifestyles to protect the environment.

An IPCC Special Report on Global Warming (published October 2018) contained a list of actions that individuals can take, and adds that the world cannot meet its target without the involvement of individuals and their actions and said that lifestyle changes can make a big difference and that this is a *“very empowering message for individuals”* and that *“everyone is going to have to be involved”*.



Although this is a resounding message, the collective power of this group to make a real difference remains untapped. There lacks an efficient, relevant and effective platform to deliver a solid solution for taking positive actions against negative environmental impacts. The current options are disconnected, complicated or even non-existent. What's needed is a compelling, engaging and accessible platform that is simple to use, comprehensive in its sources and effective in its collective actions.

In reality we all want to do our bit towards reducing our impact, but we also want to live our best lives and want to make certain lifestyle choices that aren't exactly "planet-friendly".

So how can we do this? Where can we get the information we need to make informed choices? Where can we take positive actions towards balancing those carbon emissions we are responsible for? And how can we make it relevant to our everyday lives?

However, when it comes to the individual actions people can take in their everyday lives, most people find the subject too complicated, costly or inconvenient.

Generally, they don't really know what they can do to help or don't understand what their [carbon footprint](#) is or what the terms "[carbon offset](#)", "[carbon footprint](#)" or "carbon impacts" really mean. For example, if you asked someone what their carbon emissions were, they probably wouldn't know. Do people really understand what a carbon emission is, where it comes from, or how to relate it to their everyday lives - probably not?

Environmental protection and the actions that can be taken to [reduce your carbon footprint](#) and [offset carbon](#) impacts are at the heart of Earth Rewards.



# EARTH REWARDS GREEN APP

We have developed an entire tech ecosystem which combines custom-built technology platforms with carbon data from world-leading experts, a forest protection project in the Amazon rainforest, to deliver a globally-applicable platform for people to [track their carbon footprint](#), [offset their carbon](#) and [help the environment](#), all in a convenient and accessible way.

The Earth Rewards program is unique as it embeds positive environmental benefits into the fundamental design of the program, alongside attaching [carbon offsets](#) to the rewards points that consumers receive. These points and their carbon value are securely and immutably tracked on our bespoke blockchain network.

The Earth Rewards ecosystem aims to make environmental impacts simple to understand, meaningful to each consumer's lifestyle choices. We have created a unique, globally-applicable platform to enable people to track and offset their [carbon footprint](#), delivered to users via our mobile app. The app enables users to create their Earth Rewards account, [track their carbon footprint](#), understand their carbon impacts, and offset.

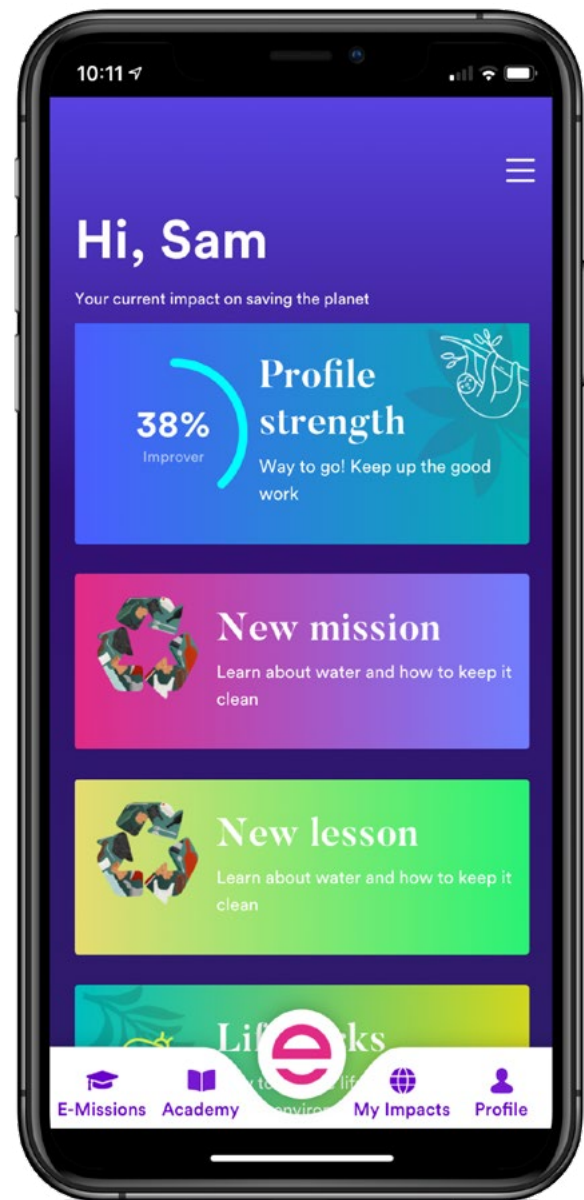


# CARBON FOOTPRINT CALCULATOR

## CONNECT, COLLECT, PROTECT

Being able to measure, understand and [track your carbon footprint](#) is key to helping people towards becoming carbon neutral.

To truly engage with people, we have designed it to be super simple to use, and users can track as much or as little of their carbon footprint as they wish. If they want to just track their home energy use, their commute to work, flights, food, shopping then they can – or they can choose to track everything; it's up to them.



We have created Earth Rewards points - which we have called ERZ. Each ERZ has direct and positive action towards [helping the environment](#). They help protect the planet by supporting the protection of at-risk rainforests. They also allow consumer to offset their impacts on the planet. This is through each ERZ carrying a [carbon offset](#) value of 1kg CO2e. This means that for every ERZ users collect, they can use them to offset the equivalent amount of their carbon footprint. Yes, it's that simple.



# HELP THE ENVIRONMENT

Earth Rewards contribute to the important protection of areas of endangered Amazon rainforest in Brazil, the biodiversity within it and the communities who call it home.

The current project prevents CO<sub>2</sub> emissions from entering the atmosphere through a forest protection and avoided deforestation project. This project keeps the existing trees standing so they can continue to absorb CO<sub>2</sub>. Through this, the project also helps protect the precious biodiversity within the forest; the animals, insects, birds and entire ecosystem it contains. The project also conserves the biodiversity within the project area, which is vital to the ongoing health of the global environment.

The project also helps to provide social and economic benefits to the 10,700 people that live within the project area. Example of the benefits the communities receive include access to clean drinking water, renewable energy supply, healthcare facilities, building and renovating schools and community centres.









# OFFSET CARBON

By successfully implementing these combined project activities, the project is verified and awarded with [carbon offsets](#). It is these [carbon offsets](#) that we have entered into the Earth Rewards platform, to enable the ERZ points to provide genuine, direct and proven positive impacts on the environment and carbon offsetting value.







# PRIVATE PERMISSIONED BLOCKCHAIN NETWORK

Earth Rewards has utilised the technological advances of blockchain to create our own bespoke private, permissioned blockchain network. This is to ensure our platform securely and transparently tracks every ERZ. This provides a security measure in terms of immutability of every point within the platform.

Our blockchain network also delivers real-time processing of all ERZ transactions, through its ability to handle hundreds or thousands of transactions per second. When a user signs up to the Earth Rewards app, it automatically creates a secure points wallet for them within the app, which is stored on the blockchain.

The Earth Rewards [green app](#) provides the seamless core interface between the user, the environmental benefits, [carbon footprint](#) and the sophisticated background technology solutions; delivering the [carbon calculator](#) and offsetting capabilities in an engaging and informative way.

Through the combined efforts of our team of environmental experts, designers and developers, the Earth Rewards app provides a frictionless and engaging mobile experience for users to collect their Earth Rewards, [track their carbon footprint](#) and see the balance between the two.



# WHAT IS A CARBON FOOTPRINT?

[Carbon footprint](#) calculations are complex. There are a number of variables that are required to be taken into consideration. The Erath Rewards carbon [footprint calculator](#) makes it simple for the user to [track their carbon footprint](#).

Simply put, pretty much everything we do in our day to day lives results in the release of carbon into the Earth's atmosphere. From cooking a meal to going on holiday to having a shower to buying a new pair of trainers, it all has an effect. This is calculated in terms of CO<sub>2</sub>e.

CO<sub>2</sub>e is "carbon dioxide equivalent" and is the standard unit for measuring carbon impacts. Every impact we have can be expressed in terms of CO<sub>2</sub>e.







# HOW TO REDUCE YOUR CARBON FOOTPRINT

The main contributors to your personal [carbon footprint](#) are home energy, food, transportation and travel. There are many quick and simple ways you can help to [reduce your carbon footprint](#), such as:

- Use the train instead of driving,
- Turn down the thermostat on your heating by a couple of degrees
- Turn your TV and appliances off rather than leave them on standby
- Unplug chargers when you're not using them
- Only boil the kettle with the water you need
- Take a quicker shower
- Try going meat free for a few meals a week
- Buy local produce