

## Next Steps

The plan is to start in 2019 with a **Minimum Viable Product** in Germany with the “Climate Action” SDG goal for ClimateCoop and limiting the platform features mainly to the realization of the *idea-2-impact process*. By having a gradual release of platform features & SDG topics and phased roll out to geographical locations decreases the sheer size & complexity of the scope. However already provides significant value to harness from the entire value proposition of ClimateCoop and allows for taking the path of a continuous improvement process.

ClimateCoop is a non profit venture, however there is a possible, highly potent **commercial spin-off** targeting Fortune 500 organizations and enlightened governments who are willing to reinvent themselves in the era of decentralization and take their level of digitalization a step further. They may do this by delegating certain functions into their own global, decentralized, semi-autonomous, fully empowered Virtual Organization backed by blockchain tech.



The project will be presented to the UN Environment Assembly in Kenya 2019 (UNEA-4) & discussed with the UN Under-Secretary-General and Executive Director of UN Environment, and will be included in the **Global Environment Outlook**, the UN Environment’s flagship report on the state of the environment and distributed to decision-makers around the globe.

**We are currently reaching out to partners, sponsors, expert contributors and investors to let us share our venture & experience with trusted parties.**



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*"We don't have plan B because there is no planet B." - Ban Ki-moon*

## Introduction

In 2015, world leaders adopted a set of goals (17 goals, 169 targets) defined by the UN as the **Sustainable Development Goals (SDGs)**. This 15 years global program is aiming to reach a sustainable social and economic development on Earth. However the SDG domain has to level up its game from its current efficiency, scale of operations and speed to meet the ambitious agenda set. One of the biggest challenges include creating transparency in the domain, scaling to and engaging citizens, having reliable and tangible metrics and measures of progress and performance and ensuring synergy and harmonization of initiatives.



**ClimateCoop** is an early stage German startup project kicked off in 2018 with the mission to deliver a blockchain based Platform and Virtual Organization designed for the SDG ecosystem following an extensive roadmap. The Platform will allow decentralized collaboration, governance & community development. ClimateCoop is the winner of the “Synergistic Solutions for Sustainable Development” contest organized by the UN Environment and MIT Climate Colab.

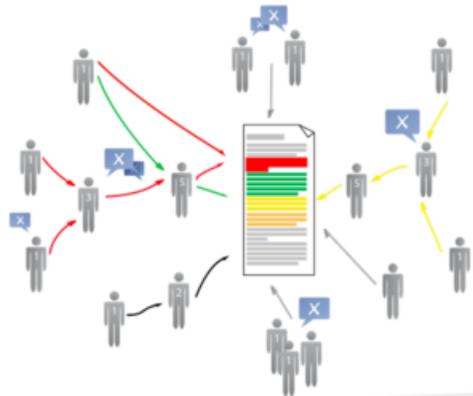
## The Three Pillars of ClimateCoop



**Collaboration** is ensured within the core value creation process, the *idea-to-impact process*, which takes an idea and pushes it through its lifecycle (idea, proposal & plan, fundraising & consortium negotiation, fulfillment project, acceptance & impact assessment, review & certificate issuance) having multiple parties discovered & included from the social and interactive environment of ClimateCoop. Members from the public, private, NGO sector and citizens will be all incentivized to join the ecosystem.

### Governance

is established via a decentralized, hierarchical, multi-dimensional global Virtual Organization. This Organization is empowered with a *Value Network* (allows for value exchanges, value flows), a *Policy Management Framework* (inheritable policies are regulating operations), a *Strategy Planning & Execution and Performance Monitoring Framework* (breaking down goals & KPIs in multiple iterations and delegating them down the hierarchy) and a *Decision Management Framework* (using liquid democracy to vote on certain topics).



One of the most essential success factor for the SDGs is that the initiative has to scale to the civil society, to all communities around the World as they have significant impact, influence and enable bottom-up movements. **Community Development** is supported via the systematic handling of their local context. Communities have an economic, political, environmental, technological, cultural, religious and legal differentiation in various geographical locations, which requires different management approach in every case.

Communities will be strategically approached from higher levels of the Virtual Organization in a fully customized way via the appropriate channels with the right incentives and clear, tangible & relevant SDG messages and agenda they might easily understand and act upon. Then they will be empowered according to their local context with knowledge, infrastructure, accessible value (funds, resources, assets, etc.), governance capabilities and value creation & supporting processes like the *idea-to-impact process* or procurement & tendering processes. Next we believe a self-organizing, autonomous operations will take off & flourish the SDG Ecosystem.



## The Value Proposition of ClimateCoop

Below features demonstrate how ClimateCoop will **create value in the SDG Ecosystem**:

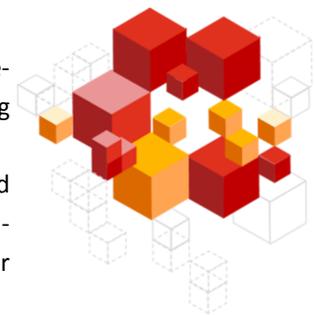
- It will support Community Involvement and Engagement to enable Bottom-Up Movements
- It will provide Immutable Certificates for Parties regarding their project participation, contribution & performance and the SDG impact realized
- Intelligent Project Templates / Blueprints with the mandatory Parties to be involved will be immediately available for Proposals fitting the specific location and SDG context
- Full transparency will be guaranteed regarding flow of funds, actions and agreements
- Synergy between various SDG initiatives in the Ecosystem will be supported via semantically matching metadata of content and information
- Alignment and harmonization between the Parties in the Ecosystem will be carefully managed through the various governance capabilities
- Sharing, Discovery & Reuse of Information, Knowledge, Resources and Assets will be promoted increasing the efficiency of SDG initiatives



## Why to Build on Blockchain Technology?

The ClimateCoop Platform **must run via Blockchain technology** as certain core capabilities require ultimate security qualities, listing just a few below:

- A decentralized, global, dynamically scalable Virtual Organization implies a platform with decentralized, semi autonomous control, infrastructure, operations and maintenance.
- The flow of value (monetary, governance, assets & resources, data, etc.) within this Organization requires a secure & trustless context of the Value Network infrastructure.
- Common Principles of Transparency, Democracy, Incorruptibility & Auditability for a public sector solution determine that ClimateCoop has to rely on a kind of public system.
- Issuance of immutable public SDG Certificates require a tech with blockchain qualities
- ClimateCoop is designed with a self-sustainable solution in mind, which allows to automatically collect funds from making minimal margins on transactions and taxes, then loading these funds into a Treasury System.
- To facilitate a decision making framework based on liquid democracy, we need the trustless context of blockchain, having the integrity of our decisions, votes guaranteed.
- All the agreements, commitments made, actions performed within ClimateCoop should be within a legally enforceable context, making all the actors legally responsible & accountable for their actions.



The blockchain infrastructure to be used will be **eco-friendly**, having low energy footprint by utilizing a state-of-the-art 3rd generation public blockchain technology (Cardano).