"We are living in the age of consequence. With billions of pounds of plastic ending up in the ocean each year, and nature's global habitat's being destroyed daily, there is no longer an option to do nothing!"

The man-made destruction of our Planet is the defining environmental challenge of our time. Everyone who confronts the worsening problem of pollution, habitat degradation, reduction in food quality, environment ruination and actively engages with a cause, or donates time or money to their favorite cause, is worthy of applause. This being so, and in a time of greater awareness we, as shared inhabitants of this one Earth, are losing the battle. In a time of a growing global population, in a reality where damage done is often unrepairable, the health of our planet is worsening, in spite of all the great work being done by individual organisations. What we need is the global community to take ownership of the problem, using scale to defeat the problem.

What can we do to reverse the negative momentum of ongoing planet subjugation, I hear you ask? Today, no solution exists for environmentalism that offers a scalable solution, an aggregation of intent, resources and funding, towards an organised global treatment of our global environmental threats. Environment4change are here to change that.

What is environment4change?

environment4change is a software platform created to support global environmentalism, built on the premise of transparency and trust. The environment4change team are building a Platform as a Service (PaaS) that will scale to support the global community's entrance into the theatre of meaningful and 'change causing' environmentalism. The PaaS will act as a conduit for educating, innovating, promoting and funding the best global environmental science and projects to drive action and awareness, ensuring a better and healthier planet for the next generation. All this at a global scale, defined and driven by the platform itself!

Our Mission

We are building a PaaS for all entrepreneurship to join with us, in pushing environmental causes forward, encapsulating and inclusive of all who want to participate. Our platform architecture, via a web services interface, collects and unites local communities around local and global environmental issues of concern. With a deep understanding of the power of the social network, the PaaS will aggregate the many around a set of digital tools of action and participation, where all innovation and action leads towards a cleaner, clearer and cooler Planet. Great strength and momentum arises' from a service suite that crosses geographical, political, religious and language barriers, and does so with transparency, equity and fairness.

Our project, its purpose, its urgency!

Our 'project and purpose', are now urgent, and urgent for a number of reasons. This year, for the first time in the history of the UN's climate change summit, the global community, were represented at the premier environmental conference by the establishment of the 'people seat.' The 'people's seat' is an initiative to collect the comments and concerns of people from around the globe, to a problem we all share in together, mankind's treatment of our shared Planet.

The environment4change PaaS executes upon this recognition and realisation that the global 'ALL' have a voice and a real part to play in the treatment and reversing the degradation suffered by our Mother Earth. So significant will be the collective potential and opportunity for change be, that we believe only via an aggregating, collecting and inclusive PaaS, that real and lasting positive change is possible, as it is inclusive of action, education, innovation, intent, participation, funding, community and science.
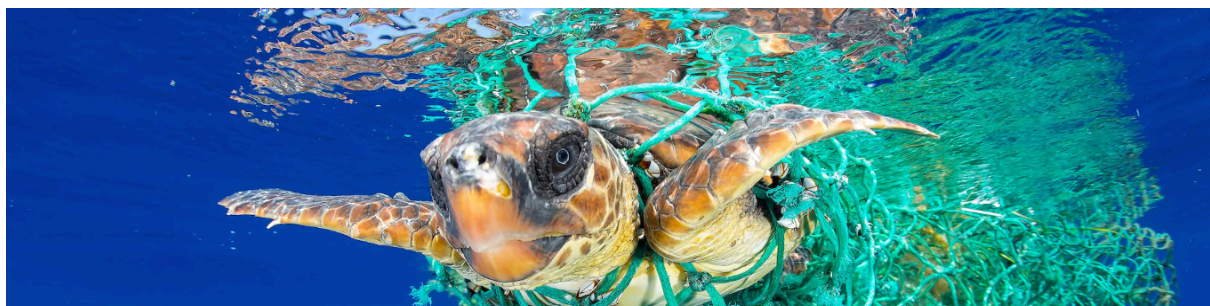
We imagine within time 100,000 or even 1,000,000 concurrent community-based clean-up projects on our digital platform is possible. THAT IS AMAZING and will make a difference to the planet we all live on. This is our medium-term goal. Traditional environmental organisations in their siloed ivory towers have never thought to democratise environmentalism for us all. environment4change does this!
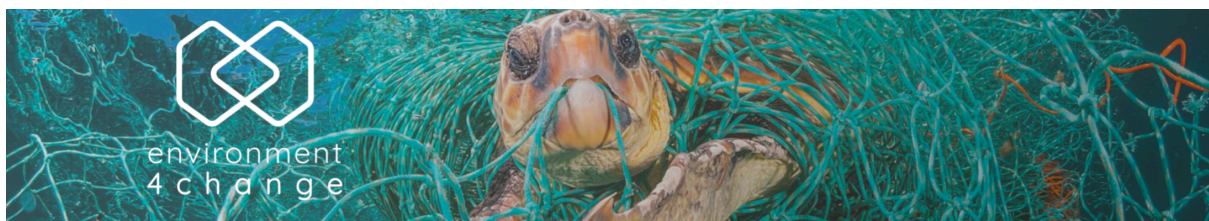
What is the scope of our project and its purpose?

Via our PaaS we will provide a single point of action, engagement, participation, operation, organisation and comment and a voice for everyone around the World. We can all participate in environmentalism, there are now no barriers to entry, participation and belonging. There is no longer a single descriptor for environmental action. Software developers, project managers, educators and all other members of our community can participate and add value to our platform and environmentalism, uniquely by their own skill set. Platform architecture is inclusive of all and will find a mechanism of participation for all.

Our PaaS will unite, collect, and aggregate the global ALL, and is arguably the only solution offering the scalability to win this war on waste, pollution and plastics.

1. Proliferation of plastic in our waterways and oceans leading to the proliferation of nurdles, plastic pellet typically under 5mm in diameter in oceans, contaminating food chains and destroying life.

2. Collecting and cleaning the great global oceans of garbage patches the size of Texas.

3. Industrial waste dumping around the world, destroying ecosystems and land loss of native global wetlands.

4. Loss of fauna and flora biodiversity and contamination of land and water resources.

5. Continual loss of trees and carbon absorbing vegetation.

6. Burning of hazardous materials causing toxic smog.

7. Overuse and dependence on chemical fertilizers. Chemicals of assorted danger finding their way into the human food chain.

So serious is our shared problem, governments from around the world are set to focus even a greater proportion of their GDP's to instigate positive change for the benefit of the planet. This will be facilitated and executed by the issue of government money to environmental initiatives. environment4change will enable an inexpensive and hassle-free entry point and means to participate in environmentalism for everyone around the world. This will be done via a digital tool set of inclusion, participation and reach.

environment4change are building a funding marketplace where individuals and organisation wanting to participate or donate towards environmental action will now have a platform where a dollar donated means a dollar spent 'on the ground' at the cause or project they support.

What we are going to do!

environment4change are building a PaaS encapsulating all environmental work under the banner of a services account.

Through converged speciated technology, and our own innovative development, our PaaS will enable the creation of circular economies, powered by algorithms, web services, mobile services, and open data, helping individuals and companies make positive sustainable choices. The environment4change community will be able to donate to a cause, participate in a project, vote on where platform funds should be spent, and other community activity.

Our PaaS will assist all environmental action and activities, in concert with our innovative global partners, by:

- Funding for new technologies, companies and individuals in support of planet saving in initiatives.
- Enable transparency of donations and behaviour
- Enabler of circular economies

- Enable access to digital tools to record and monitor carbon and plastic footprint and unsustainable practices
- Encourage recycling by providing rewards to improve waste management
- Track and evaluate efficiency of recycling programs
- Recognise, manage and increase network efficiencies via collaboration and sharing.
- Tracking of the real impact and compliance of environmental treaties,
- Substantially - reduce fraud and manipulation
- Reduce inefficiency and bureaucracy in charities
- Calculate carbon and plastic footprint services for individuals to enable offsetting donation

The environment4change PaaS will therefore sit in the middle of many global and local environmental activities. Money will be made using traditional and digital business models however many more opportunities exist for revenue with innovation set to explode as the boundaries of environmentalism are opened for the first time.

The Platform as a Service development must come first, opportunities, substantial revenues and cashflows will follow.

Please let us know if you can help? This worthy cause needs support. It will repay you times over in a huge return in social capital not to mention the traditional and new revenue streams, allowing you to support your own environmentalism.

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