

WHITEPAPER2022



environment
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AGGREGATING THE GOODWILL OF THE WORLD, TO CLEAN-UP THE PLANET

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The White Paper itself should not be seen as exhaustive but merely a starting point of enquiry and research for any potential contributor wishing to support the intent of the environment4change development project and later, Platform as a Service business. It is the sole remit of this White Paper to deliver relevant and reasonable information to potentially interested project parties.

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EXECUTIVE SUMMARY



- What is the value of fish in our oceans without microplastics in their stomachs?
- What is the value of biodiversity in the environment?
- What is the value of natural pollinators in our environments?
- What is the value of an improving nature habitat around creeks and other water systems?
- What is the value of unpolluted air to humanity?
- What is the value of unpolluted underground freshwater reservoirs?

“WITH BILLIONS OF POUNDS OF RUBBISH ENDING UP IN OCEANS EACH YEAR, AND NATURE’S GLOBAL HABITAT’S BEING DESTROYED DAILY, THERE IS NO LONGER AN OPTION TO DO NOTHING!”

How to correct the destructive footprint of man, seeing future generations inherit a healthier planet than one left them? Seemingly a simple question but one who’s scale and significance terrifies and confuses the brightest minds, remaining misunderstood and unsolved today.

The man-made rubbishing of our planet is the defining environmental challenge of our time. Everyone who confronts the worsening problem of pollution, habitat degradation, environment ruination, through rubbishing, and actively engages with a cause, or donates time or money to their favourite cause, is worthy of applause. But it is not enough! We need the global community to take ownership of the global problem, using scale, democratised access, digital tools of participation, and transparency to defeat the problem.

TODAY, NO SOLUTION EXISTS THAT OFFERS EVERYONE, AROUND THE GLOBE, AN EASY ACCESS POINT INTO MEANINGFUL ENVIRONMENTALISM. WE ARE HERE TO CHANGE THAT.

environment4change is a global digital environmental service, leveraging the blockchain ecosystem, layer 1 and layer 2, Platform as a Service (PaaS) technology and web services to provide a new model for everyone to access, support and participate in local and global environmental action.

WHAT WILL THE SERVICE LOOK LIKE?

The underlying premise of the environment4change movement is building, encouraging and supporting local environmental clean-up projects. A global movement of local environmental projects will be built, project by project. The movement sees the responsibility for cleaning up and supporting our shared planet’s ‘environmental needs’ taken away from centralised, authorities and given to all of us, through a decentralised, connected, open and transparent networked service solution.

The continued development around layer 1 and layer 2 blockchain technologies has enabled our Team to define a more exciting and compelling global service offering. Our vision converges and encapsulates our unique PaaS software development together with the brilliant new technologies and services of layer 2, seeing the first meaningful convergence of democratised access towards large and small scale, environmental effort and a means of funding same, without the mystery, expense and dilution of traditional methods of funding.

SERVICE REACH AND RELEVANCE

The E4C definition of future global environmental activism sees new methodologies, arguments and user cases for the utility of a digital token. Unlocking this new potential, through blockchain technologies (layer 2 and 3), unlocks a new range of partnerships and participants, and gives our shared planet access to many millions of non and underutilised resources that now, for the first time, collectively and individually have a voice in respect of environmental effort and reward. Our Service is global, our reach is global, but our work is local (community by community).

WHAT WE ARE GOING TO DO!

environment4change is building a set of digital tools, encapsulating everything you need to do or support environmental clean-up work anywhere around the World.

The platform will enable the creation of ‘environmental projects’ where the projects aspiration and needs are shared around a community, where needs meet resources, and a great environmental outcome is obtained. The platform will offer a simple, transparent and honest approach to funding any project anywhere in the World.

The platform will represent and aggregate all of the non-digital environmental organisations wanting to participate in new funding models of openness, transparency and integrity.

EXECUTIVE SUMMARY

The platform will act as a global and local directory of environmental effort where local industries are paired with local issues, and local resources are borne to bear on the environmental outcome.

The platform will offer seamless access to tax deductible donations via the environment4change charity, an entity registered with the UK Charity Commission.

The platform will enable everyone to participate in local and global environmentalism.

The platform will help lift the poor and underprivileged out of poverty.

The platform will promote and fund the most critical clean-up operations around the world.

TOKENOMICS OF THE E4C TOKEN

The tokenization of environmental access and participation is a construct with a difference. Where normal 'Crypto Projects' are driven and assessed by typical economic drivers of revenue and profit, this project measures success by thousands of projects running concurrently giving cleaner waterways, beaches, parks and bushland. Using the Ethereum Proof of Stake (POS) blockchain our token will be minted prior to the PaaS software release.

Tokens will be issued upon the receipt of donations, project work completed, and other value giving services.

Donations of fiat currencies will be converted to a trusted decentralised stable coin prior to issuance of E4C tokens. Issuance of any tokens will be via smart contract and consistent with the coded rules of the DAO.

HELPING TO ALLEVIATE POVERTY

Working in most of the developing parts of the globe, environmental projects, once identified, valued and completed by the local community will receive E4C tokens as recognition for their contribution and help. These tokens are readily transferable to goods and services like mobile network access and food vouchers. The E4C platform fosters, supports and sees local community and business coming together to fix local environmental issues, locally. As simple to use as social media is today, the E4C platform technology will do all the 'heavy lifting' giving the opportunity of the poorest in our communities to improve the community they belong, whilst helping to lift them out of poverty.

The model we aspire to is already successful in small micro examples around the world. Our vision is to take what works on a micro (local) level and extrapolate for the wider world.

OUR FUTURE IS A DECENTRALISED AUTONOMOUS ORGANISATION (DAO)!

This is a project dependent on community support, the community will drive its success. Our vision therefore is the PaaS (E4C service) should be governed as a DAO. This community-based code driven system will use the E4C token for the purposes of membership, voting and updating the rules of services. Building on the premier Blockchain platform (Ethereum) we believe continued innovation within the Ethereum ecosystem will ensure this democratised critically important platform and layer functionality is further developed and expanded in scope and depth.

WHAT IS ENVIRONMENT4CHANGE


ENVIRONMENT4CHANGE IS A PLATFORM AS A SERVICE (SOFTWARE) CREATED TO SUPPORT GLOBAL ENVIRONMENTALISM, BUILT ON THE PREMISE OF TRANSPARENCY AND TRUST. USING A BLOCKCHAIN ECOSYSTEM AND UTILISING THE LAYER 1 SOLUTION WITH THE BEST LAYER TWO SOLUTIONS, TO ENABLE THE FIRST "GLOBAL ENVIRONMENTAL 'CAN-DO' DIGITAL TOOL-SET WHERE THE RESPONSIBILITY FOR CLEANING AND SUPPORTING OUR SHARED PLANET IS TAKEN AWAY FROM CENTRALISED, AUTHORITIES AND GIVEN TO US ALL TO FIX OURSELVES AND TOGETHER. THE TIME FOR EXCUSES HAS PASSED! WITH E4C WE ALL CAN NOW FIX THIS PROBLEM.

SUPPORTING THE E4C PROJECT

Do you want to support the early development of a software system that will empower humanity to take charge locally, of the rubbishing of our shared planet. Early project supporters will receive minted E4C tokens used in funding clean-up projects around the world, voting and other DAO operations. The E4C token will be used in operations of the DAO and to transfer value and encode interaction data from our PaaS, the service boundary, in and around the greater ecosystem.

THE ROLE OF THE E4C FOUNDATION (CHARITY) IN OUR WIDER BUSINESS ARCHITECTURE?

Setting out to clean up the planet is a goal that doesn't fit the capitalist model. The benefits of a cleaner planet will accrue to us all. We believe the Foundation Model is best suited to this endeavour as society will value a cleaner planet and recognise the immense value of having plastics and other contaminants removed from our communities. Our Foundation is in place to promote clean-up projects around the world where participants clean up their own communities and receive rewards, both tokens, fiat or other valuables. Our Foundation will be the driving force behind developments in community engagement. The Foundation exists to benefit local communities globally, by cleaner environments locally. We believe it is the best utility of stakeholder alignment that we have ever seen.



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PART 1

OUR MISSION

THE MOVING PARTS

environment4change is a UK non-profit decentralised platform created to support global environmentalism. We are building the ultimate ecosystem of environmental protection and participation, where virtual meets physical around a willingness to save our shared planet.

Globally, we will converge the new technologies of Web 3.0 to enable, facilitate and function as an engine of environmental global access and cross domain transmission, allowing us to represent, support and collect for all environmental organisations, big or small, across all environmental endeavour. Well-funded, green groups will be able to organise locally and fund both locally and globally while their counterpart, the small, poorly funded groups will have access to a local workforce, with a connected social media bias and access to local and global funding.

With environment4change's (E4C's) Platform as a Service (PaaS), an open and transparent proof of stake blockchain, and digital connectivity, the great divide, will have a set of shared digital tools and third-party services offering a shared solution for their unique struggle. For the large well-funded group, they will have access to local committed environmentalists. For the poorly funded but well organised group, they will have access to global funding, either personal, organisational or community based.

SERVICE REACH AND RELEVANCE

The E4C definition of future global environmentalism sees new methodologies, arguments and user cases for the utility of a digital token. Unlocking this new potential, through blockchain technologies (layer 2 and 3),

unlocks a new range of partnerships and participants, and gives our shared planet access to many millions of non and underutilised resources that now, for the first time, collectively and individually have a voice in respect of environmental effort and reward. Our Service is local, our reach is global.

THE ROLE OF THE E4C FOUNDATION

Setting out to clean up the planet is a goal that doesn't fit the capitalist model well. We believe the Foundation Model is best suited to this endeavour as society will value a cleaner planet and recognise the immense value of having plastics and other contaminants removed from our communities. Our Foundation is in place to promote clean-up projects around the world where participants clean up their own communities and receive rewards, both tokens, fiat or other valuables. Our Foundation will be the driving force behind developments in community engagement. The Foundation exists to benefit local communities globally, by cleaner environments locally. We believe it is the best utility of stakeholder alignment that we have ever seen.



PART 2

THE PROJECT



THE MOVING PARTS

The underlying premise of the environment4change movement is building, encouraging and supporting local environmental clean-up projects.

A global movement of local environmental projects will be built, project by project. The movement sees the responsibility for cleaning up and supporting our shared planet's 'environmental needs' taken away from centralised authorities and given to all of us, through a decentralised, connected, open and transparent networked service solution.

The continued development around layer 1 and layer 2 blockchain technologies has enabled our Team to define a more exciting and compelling global service offering.

Our vision converges and encapsulates our unique PaaS software development together with the brilliant new technologies and services of layer 2, seeing the first meaningful convergence of

democratised access toward large- and small-scale environmental effort, and a means of funding same, without the mystery, expense and dilution of traditional methods of funding. Via our PaaS we will provide a single point of action, engagement, participation, operation, organisation and commitment 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. We are scaling environmental action for the benefit of us ALL!

WHAT ARE WE GOING TO DO?

environment4change are building a set of digital tools, encapsulating everything you need to do or support environmental clean-up work anywhere around the World.

The platform will enable the creation of 'environmental projects' where the projects aspiration and needs are shared around a community, where needs meet resources, and a great environmental outcome is obtained.

The platform will:

1. offer a simple, transparent and honest approach to funding any project anywhere in the World.
2. represent and aggregate all of the non-digital environmental organisations wanting to participate in new funding models of openness, transparency and integrity.
3. act as a global and local directory of environmental effort where local industries are paired with local issues, and local resources are borne to bear on the environmental outcome.
4. will enable everyone to participate in local and global environmentalism.
5. will help lift the poor and underprivileged out of poverty.
6. will promote and fund the most critical clean-up operations around the world.
7. for UK taxpayers, will offer seamless access to tax deductible donations via the environment4change charity, an entity registered and incorporated in the UK.

OUR PROJECT

WE ARE BUILDING A PaaS ENCAPSULATING ALL ENVIRONMENTAL WORK UNDER AN INHERENT ARCHITECTURAL ABILITY TO SCALE. THE PLATFORM WILL INCLUDE A DIGITAL TOOLSET AND SOFTWARE AS A SERVICE SET, WHOLLY FOR THE BENEFIT OF INCREASING THE SUCCESS OF GLOBAL ENVIRONMENTAL ACTION! WE WILL INVEST IN TECHNOLOGY SOLUTIONS THAT ADDRESS IMMEDIATE PROBLEMS FACED AROUND THE WORLD. WHEN WE RECOGNISE VAST IMPROVEMENTS ARE NEEDED, WE WILL START BUSINESSES TO ADDRESS THE IMBALANCES IN MARKETS. HAVING AN ENVIRONMENTAL FOCUS WELL BEYOND A PROFIT MOTIVE WILL ALLOW ALL OF US TO INVEST IN ENVIRONMENTALLY ETHICAL PROJECTS, AT THE POINTS OF GREATEST NEED FOR THE PLANET, AT THE PROJECT SOURCE, UNDER THE ENVELOPE OF SERVICE TRANSPARENCY.

PROJECT'S MINIMAL VIABLE PRODUCT (MVP)



APPROACH AND INNOVATION

Our innovation is a software platform created to support local environmentalism across the globe. Our development is unique and offers no single point of control or failure, built on a blockchain for openness and transparency. We are building a PaaS that acts as a conduit for engagement, participation, educating, innovating, promoting and funding the best global environmental science and projects to drive action and awareness against ongoing rubbish and ruin of our shared planet.

The PaaS is the only solution enabling any environmental project to scale. This is unique to this project, allowing for opensource environmental action and participation. This is our approach to solving our environmental challenges. Success is born by seeing everyone who wants to participate. Our innovation is delivering a PaaS inclusive of all environmental action and entrepreneurship. A consortium comprising all the R&D advisors including software

designers, computer scientists, software providers and business developers, will build a close working relationship through a collaboration agreement, underpinned by a legal services framework. We will develop the know-how for the game changing environmental Platform as a Service (PaaS) and Blockchain system collaboratively, with a flexible and innovative design and function that allows suitability to the market requirements, and is commercially viable with demonstrable value.

To pilot the overall system proposed, and ensure improvements are evidenced, planned guidelines and benchmarks will be incorporated. Marketability and scalability will be analysed and reported to formulate strategies for exploiting environment PaaS and Blockchain system and developing further business cases beyond the funding period to ensure sustainability. The proposed collaboration with stakeholder groups aligns with environment4change's goal to deliver the environmental PaaS and Blockchain system.

PART 3

MARKET OUTCOMES AND AWARENESS

MARKET AWARENESS

Here are the facts! Over the next 2 - 3 decades, the global cost to our shared Planet of rubbishing and ruination, is valued to be \$USD 28.6T. This is a very big number indeed and describes, by itself, the scale of the problem we are all facing.

There is a growing consensus that all environmental action can have a positive effect on the health of our shared, whether that environment action is initiated in Philippines, Europe or the UK. This consensus is borne of the fact that our shared planet acts as a single system and thus positive environmental action has a positive effect on the planet locally and holistically.

As our innovation is the development of a global gateway of access and participation, enabling meaningful environmentalism, our PaaS respectfully and credibly targets the global number, \$USD 28.6T. Our innovation is creating an ecosystem which leads others into the domain of environmentalism, many for the first time. We believe the narrow approach, the narrow view of environmentalism currently practiced by the incumbent environmental industry, is not enough to reverse the polluting of our planet. What we need, what we are developing, is a system, a global ecosystem seeing great work in rubbish reduction in one area of the World having a very positive affect in another part of the World. Great work in the Philippines and Indonesia having a very positive affect on the health of the global oceans, the marketplace of the world's seafood. All countries around the world, have an awareness that local environmental action, when collected, scaled and shared can lead to monumental change in the health of the planet. The scale of the opportunity, opening environmentalism to everyone, is huge beyond description, representing the

only scalable treatment of rubbishing and ruination of our shared planet. Our environmental industry, within the UK, functions as unique business siloes, raising money, winning grants and going about its business of environmentalism. There is no concernable or notable co-operation between industry players, operating to satisfy their own deliverables, rather than opening up and considering what is best for the planet. There is no mechanism today to support this unselfish sharing and supporting of environmental altruism. Our unique platform service is designed with collaboration, co-operation and democratisation, in mind. Together, we own all the polluting and habitat destroying issues around the globe. Our only chance of success is collaboration. Democratising the environmental industry giving everyone the ability to clean up their local environment and receive project support for it via the PaaS. We are throwing out the old models for new models of inclusion, participation and co-operation.

There is now a market awareness around environmental good behaviour. Market behaviour can be directed, and that is part of what we will achieve with our deployed PaaS. We will seek, and believe we will attract great market support. This may come by the news our PaaS is supporting 100,000 concurrent environmental projects, throughout the World. Mums and dads, brothers and sisters will log-on to our PaaS, select a project and donate to that project, thus democratising environmentalism (another game changer). Potential partners will be clamoring to knock on our door, and our door will always be open for the right conscientious collaborator and partner wanting to improve behaviour and make better environmental choices, going forward.

OUTCOMES AND ROUTE TO MARKET

The adage, 'service globally but act locally' best describes our recipe for growing our platform and ecosystem in support of our goals, vision and mission! Our audience is the global population which has, until now, been excluded from meaningful self-started environmentalism. Arguably, there is no greater need than a PaaS, that enables, empowers and emboldens the global population to clean-up their local environments protecting local native habitats and health and well-being for all. Our only chance for a cleaner, healthier planet is for the global population to become actively involved and educated around good environmental behaviour. This approach, through digital access and webservices, has not been attempted before. We believe the planet is now suitably concerned to support our innovation with action and effort. We are starting at a point of zero, zero global population participation in environmental action, we can only succeed from here.

So, how will we grow our members and the activity they create on the PaaS? Corporate Social Responsibility is becoming a major item that all corporates need to become proactive in. We fully expect to launch specific clean up actions, pollution monitoring and measurement initiatives and health related education with Corporates across the globe.

The following are some examples of how a 'platform as a service' (PaaS) can grow both in members on the PaaS, resources to enable us to execute our plans, and the scaling and democratisation of environmentalism.

1. Collaborate with established Environmental Agencies. The PaaS will be open to support and collaborate with all other Environmental Agencies, Charities and organisations in their endeavours to save the planet. All 3rd party organisations who access the platform will have the benefit of the global footprint of a number of digital services ensuring their audience grows from local to global. This is scale!
2. Enable everyone to become an environmentalist. Through the PaaS we envisage, within a short time after launch of service, many thousands of concurrent projects to be spun up and running within the platform. These projects can be supported by anyone with an environment4change account and sees an opportunity for local businesses to support local environmental activities at a very low-cost point.

PART 3

3. Build Global Schools program

The team sees the value in educating our young today so our planet stands a better chance, tomorrow. With that thought in mind and knowing the kids today understand the latest technology and have a whole lot of great energy and a real sense of 'what is right', the team will be launching a global facing programme for Schools. All Schools, around the World, in supported languages, will be invited to join the schools' program with a chance to have their project promoted globally as a demonstration of the will, determination and knowhow of kids in respect of the type of Planet they want to live in and share with their neighbours.

4. Become a specialised e-commerce portal offering stylish in-demand specialised value adds

The team realise plastic, and other waste, is destroying many wildlife species and seeping into the human food chain. Latest research makes this an undisputed fact. All alternatives for recycling, while value adding our shared community, must be considered and supported, including use of recycled plastic in fashion. UK brands are leading in this sustainable practice.

5. Social platform

We are insuring a strong social network presence in our platform architecture to ensure our collaborating partners can make sound use of social media, networking and gateways to announce their environmental projects to a waiting global audience of ready participants.

6. Directory programme

Our Directory Programme is focused on matching organisations, with an environmental organisation or cause which they believe is synonymous with their own organisational ethos and beliefs. The organisation, via the platform architecture will be enabled to commence their own environmental journey at the pace and on the projects they wish.

7. Emission footprint programme

The team are building a digital service where households and businesses alike can check their greenhouse emissions footprint and offset this number with a donation of time, effort or money towards an Environmental cause.

8. Weekend warrior program

The weekend warrior program will be a call-out to all environmentally aware citizens to come together for the betterment of the environment, local native habitats and ecosystems.

9. Unique programs of participation yet to be defined

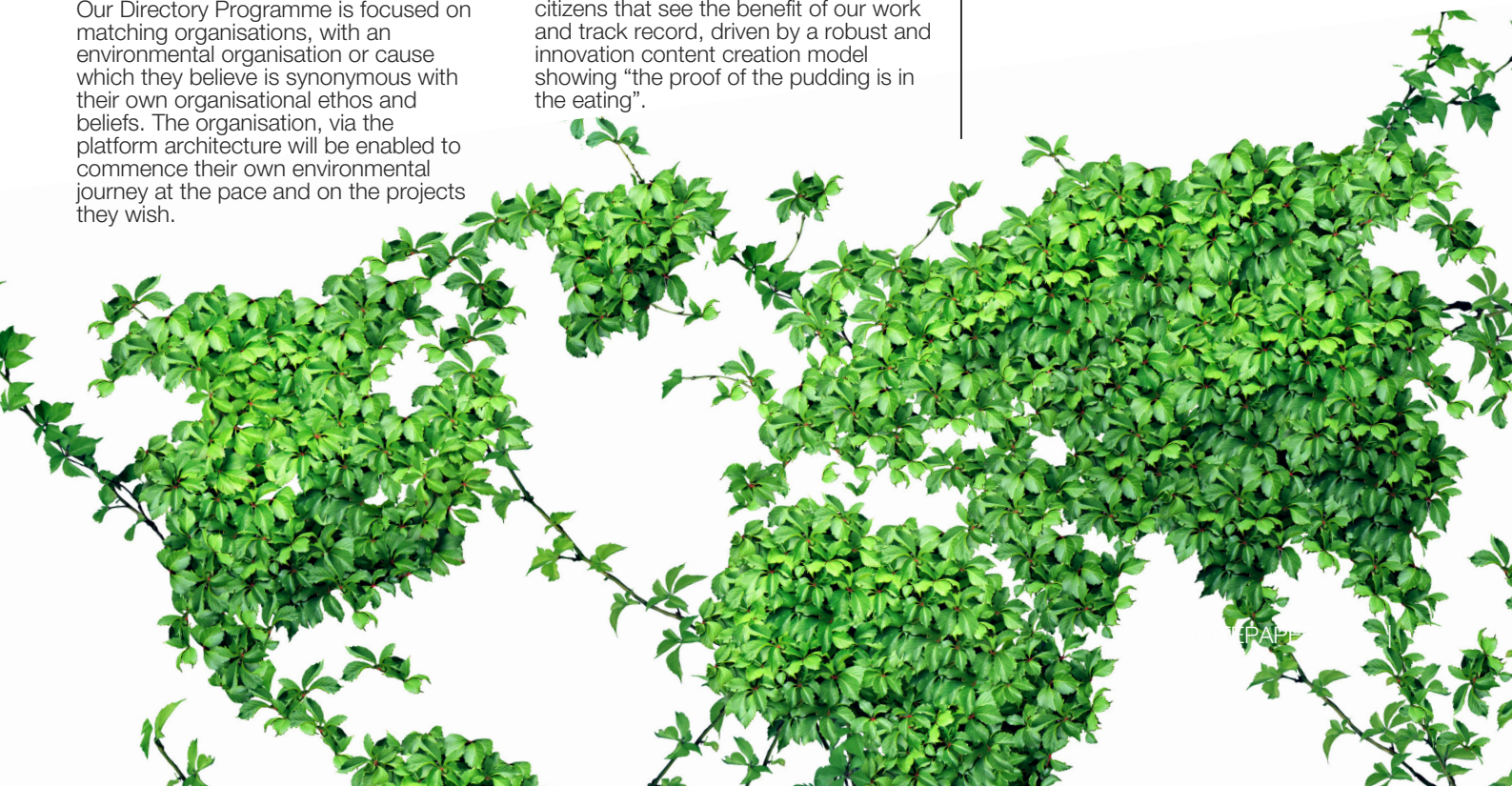
The team envision many unique programs to be spun up from within the platform leading to co-operation of transferable skill sets, expertise and effort.

The above forms the blueprint of our services offer which will draw in members and result in clean-up projects to start. Once noticed, Corporates will partner with us to undertake particular environmental projects under the auspices of Corporate Social Responsibility.

How are we going to profit from the innovation, including increased revenues or cost reductions? The PaaS will be global in reach but feel local to users, community and participants. Our principal revenue stream will flow from the many hundreds of available grants from Government and Philanthropic Foundations across to world having an environmental focus and thousands of donations directly from concerned citizens that see the benefit of our work and track record, driven by a robust and innovation content creation model showing "the proof of the pudding is in the eating".

The use of a digital utility token will be an integral part of our PaaS architecture and platform strategy as it affords aspects of trust and transparency, missing today in many environmental groups. The digital token will represent all interactions and transfers of value in, through and out of the newly defined ecosystem. This access and transparency will lead to a greater business to business / individual cross boarder interaction which bodes well for valuing and monetising the community support of local environmentalism. Great strength and momentum arises' from a utility token that crosses geographical, political, religious and language barriers and does so with transparency, equity and fairness. A successfully executed platform architecture has the ability to scale beyond any other architecture. Access and use, as a function of platform scale, will introduce new economies of scale and new revenue streams, unknown to the environmental industry today.

Finally, a digital token and use of a digital wallet and account is a great mechanism to introduce a community based environmental movement, where the globally community participates in the management and promotion of the environmental ecosystem and marketplace. Taking this purpose and movement to its logical endpoint sees a future iteration of the PaaS ecosystem running as a decentralised autonomous organisation (DAO), where the global participating community drives the largest contribution to global environmentalism, and that must be a conclusion the United Nations Environmental Programme (UNEP) and any government would love to support.



PART 3



WIDER IMPACTS

There is no other project addressing issues which have more critical and wider impacts on our collective lives, how we live them, and ability to do so sustainably, safe guarding our children's rights to expect the same standard of living environment and ecosystem. Arguably this is the project of the century.

We are building a platform focused on environmental care, habitat lose and reduction and general care for our planet and all species of flora and fauna. There is huge interest and general acceptance of man-made environmental damage, including loss of habitat and destruction of nature, and what this means to the planet, and future generations. Governments are not doing enough. Corporates are not doing enough. Local communities and Private enterprise must engage and participate more. Along with this growing understanding and fear is a growing awareness and acceptance of other causes of man-made damage. Environmental issues and damage to the planet is subject matter that binds us together, as a global community. There are a number of wider benefits including economic, social and personal benefits each local community will recognise with the launch of an environmental platform where all citizens have access. These include, but are not limited to:

- A cleaner healthier local environment;
- A community who shares a bound sense of local purpose;

- A local government who shares in the economics of an increased environmental workforce;
- A mechanism by which Schools and other community groups can participate in meaningful local environmental action;
- A group of local businesses who support local efforts seeing new opportunities for support and growth;
- A community's growing shared education around environmental action;
- A community's shared acceptance of sustainable purchasing and production choices;
- A local community member feeling better about himself/herself and what they have achieved; and
- The opportunity to lift local community out of poverty via the receipt of our Utility Tokens.

Using the Schools' program above as an example, we see the value in educating our young today so our planet stands a better chance, tomorrow. With that thought in mind and knowing the kids today understand the latest technology and have a whole lot of great energy and a real sense of 'what is right', we will launch a locally relevant but global facing, programme for Schools.

All Schools, starting with all Schools in Great Britain or India, will be invited to join the schools' program with a chance to have their project promoted globally as a demonstration of the will, determination and knowhow of kids in respect of the type of Planet they want to live in and share with their neighbours.

Our kids will learn the value of participation, setting goals to obtain results and project management with the benefit being derived by local communities for the betterment of our globes habitats, ecosystems and environment. And this is just a single example of a bow with many threads.

We are defining a new environmental ecosystem round local citizen participation. This defining event will mean a change of government regulation, seeing a more inclusive approach to local environmentalism, supported by the local and national government. A change in a regulation will have a follow-on affect over other local regulations and bi-laws but must be considered positively seeing the local community more engaged in their community.

This acting local but thinking globally offers many new opportunities for work, inside and outside of the environmental industry. As the industry is valued at \$USD 28.6 Trillion over the 2 decades the PaaS sees a large portion of this very big number pushed to local communities where the passion resides to fix the problems of rubbishing and ruination. Seeing government and community come together, to fix local problems locally, seems to make the most sense, and certainly does in an economic perspective in that government can draw on a large organised team of local volunteers and businesses with an interest in seeing their local communities prosper. Once the PaaS is released, governments at every level, will become involved to utilise, value and support the benefits of community participation. The PaaS promises to improve quality of life, social inclusion, generate jobs opportunities and remunerate everyone involved. The community will empower others to become more publicly aware and educated on many facets of good environmental behaviour including proper recycling, water conservation and food management, all known to affect biodiversity, habitat and nature.

The potential scale and scope of environmental cause and effect, with the use of a Platform as a Service architecture, supported by new and evolving data structures, information and curation models are impossible to predict. Innovative endeavour and thinking outside the box, for the benefit of our shared planet, is almost guaranteed as the entrepreneurial spirit is opened to the entire World, or anyone who has a great idea and joins the Project's community.

WHAT IS THE VALUE OF OUR PROJECT

”

WE USE NATURE
BECAUSE SHE IS
VALUABLE
WE LOSE NATURE
BECAUSE IT IS FREE –
PAVAN SUKHDEV

Environmentalism suffers from the Economic Invisibility of Nature

We are not accounting for the loss of nature and damage to our environment, because we are not accounting for the income nature / the environment gives us. The assets of nature are invisible.

- What is the value of fish in our oceans without microplastics in their stomachs?
- What is the value of biodiversity in the environment?
- What is the value of natural pollinators in our environments?
- What is the value of an improving nature habitat around creeks and other water systems?
- What is the value of unpolluted air to humanity?
- What is the value of unpolluted underground freshwater reservoirs?
- This project helps restore natural balance to the environment.

Raising capital for something that does not have a traditional profit motive as its principal objective, is challenging. Without public/private funding, the building of this PaaS is near impossible. Support enables faster time to market; de-risking to the point where Corporates and other environmental organisations will partner with us and the growth of active members and clean-up projects will be exponential.

Our project is one of speculation seeing well-known technologies converged for the first time ever, in the service of the environment. The project is innovative as it brings this special application set to everyone, equally around the World.

Making a set of environmental digital tools ubiquitous, knowing global connectivity is ubiquitous, makes sense from an access and scalability perspective. Although our project promises so much throughout the United Kingdom and the Globe nothing happens without first the development of the digital tools and PaaS architecture and framework to support it. We are building a new environmental ecosystem where everyone can participate in their own environmental project. We look forward to supporting 100,000's of concurrent environmental projects however, this is not a chicken or egg conundrum, the PaaS development must come before anything else is possible.

The value of Building of the PaaS for the benefit of environmentalism is defined by the convergence of the domains of: (i) Software as a Service (ii) environmentalism, (iii) platform economics, (iv) and community engagement through game theory where environmentalism is the winner. It is the merging of know-how and experience across these domains that offer a different approach to solving, or at least ameliorating, destructive behaviours against our shared Earth. It is the technology, architecture, and digital tools, together and in concert, that will deliver new levels of synergy, efficiency, efficacy, transparency, accountability, and honesty to all endeavours, inside and outside of the traditional environmental community.

This project's goal is to minimise mankind's ecological footprint while correcting and cleaning up the damage of the past! Our response and plan must be achievable and measurable. It is essential to attract support from community and business leaders around the world, as our offering is a community-based project, for the benefit of our entire global village.

The environment4change Platform will be open to support and collaborate with all other Environmental Agencies, Charities, Governments and non-Government Organisations in their endeavours to save the planet. All 3rd party organisations who access the platform will have the benefit of the global footprint of a number of digital services ensuring their audience grows from local to global. The environment4change platform will act as an aggregator of unconnected resources, bringing the intent and energy of all unconnected endeavours into a community for the realisation of synergies of scope, footprint, resource, access and utility. Our platform will act as an undiluted network of environmental action, seeing 100% of any donation reach its intended cause.

PART 3



COSTS AND VALUE FOR MONEY

The building of the PaaS's value proposition sees the convergence of a group of technologies and processes, never previously brought together and engineered to act in concert and synergy, for the benefit of offering a solution that scales, for global environmental good-will and action!

- The PaaS allows for the scaling of environmentalism. Only the scaling of environmental action and goodwill can address the rubbishing of our home planet.
- The PaaS allows for the undilute distribution of environmental funds directly to the environmental project regardless of where that project is based.
- The project allows for the development of new models of information management to discover and develop new mechanisms to value environmental work seeing a more transparent transfer of knowledge to all stakeholders and community members.

- The PaaS allows for the democratisation of environmentalism by giving every person on our shared earth a voice in projects that are undertaken and when?

The value of the Project is a cleaner environment for all of humanity to enjoy. What is the cost to humanity when you cannot eat the food in the ocean because of plastic contamination, or cannot drink fresh water because of contamination in creeks, rivers waterways and underground freshwater reserves?

What is the cost to humanity when you cannot breathe clean air? What is the cost to humanity when loss of biodiversity leads to a serious lack of pollinators and correspondingly food production?

You cannot afford not to act!

PART 4

WHY A DIGITAL TOKEN?



TOKENOMICS OF THE E4C TOKEN

The tokenization of environmental access and participation is a construct with a difference. Where normal 'Crypto Projects' are driven and assessed by typical economic drivers of revenue and profit, this project measures success by thousands of projects running concurrently giving cleaner waterways, beaches, parks and bushland. Using the Ethereum POS blockchain our token will be minted prior to the PaaS software release. Tokens will be issued upon the receipt of donations, project work completed, and other value giving services. Donations of fiat currencies will be converted to a trusted decentralised stable coin prior to issuance of E4C tokens. Issuance of any tokens will be via smart contract and consistent with the coded rules of the DAO.

USING A TOKEN TO ENABLE GLOBAL WIDE ENVIRONMENTAL PROJECTS

Our project's underlining principle, and why this project has been started, is to enable everyone to clean-up their small piece of the planet, for a cleaner planet for all living things. The thinking is, if we all cleaned up our own backyard and the backyard of our neighbours, our shared planet would be a cleaner, healthier and safer place for all living things to exist, in harmony, together.

Our project must care however, for a market acceptable and suitable, 'Return on Investment (ROI)'. We are interested and seeking our project to be profitable. We are looking for new and alternative revenue streams. The discerning feature, separating our project apart from the many other environmentally focused projects is that our project is completely focused on profitability for the sake of our shared planet.

This intent, direction, functionality and execution will be visible through our open and transparent smart contracts. Our smart contracts will tell a story of a common enterprise, environment4change is focused on profits for the benefit and betterment of our shared planet and all living things within its system and sub-systems. Profits for the planet, as a whole, will be derived from the efforts of the global and participating communities, and not a singular management team. A decentralised Autonomous Organisation (DAO) will define this management ideal, ethos structure, and utility.

DONATION TO FACILITATE ISSUANCE OF E4C TOKENS

The tokenization of environmental access and participation is a construct with a difference. Where normal 'Crypto Projects' are driven and assessed by typical economic drivers of revenue and profit, this project measures success by thousands of projects running concurrently giving cleaner waterways, beaches, parks and bushland. Using the Ethereum POS blockchain our token will be minted prior to the PaaS software release. Tokens will be issued upon the receipt of donations, project work completed, and other value giving services.

Donations of fiat currencies will be converted to a trusted decentralised stable coin prior to issuance of E4C tokens. Issuance of any tokens will be via smart contract and consistent with the coded rules of the DAO. Through a UK corporate structure of a registered UK charity, donation made to the environment4change Charity will see the issuance of E4C tokens to the prescribed value of the donation, against the account of the donor, either real or corporate identity. Using the functionality of the Ethereum Request for Comments 20 (ERC 20), environment4change has the ability to collect for environmental clean-up projects for as long as it takes to clean-up the planet – a cost of 25.8 trillion USD by 2030.

The issuance of the token is provisioned by EIP-20 which states (ieps.ethereum.org), "The following standard allows for the implementation of a standard API for tokens within smart contracts. This standard provides basic functionality to transfer tokens, as well as allow tokens to be approved so they can be spent by another on-chain third party."

The bridge or conduit between access and participation against all global environmental project work and voting in support of individual environmental

PART 4

work is possession of the E4C digital token. Simply put: possession of the environment4change ERC20 token grants access to voting in the environment4change DAO.

What is the potential benefit to the planet of a perpetual issuance of an ERC20 token against planet rubbishing and polluting? What is the potential value of a Platform as a Service (PaaS) and blockchain ecosystem where more meaningful environmental work is planned for, funded and completed than anywhere else, by any other organisation, government or individuals, anywhere in the World? What is the potential value of an ecosystem where the most critical global issues of rubbishing and pollution is actioned by community action after a community vote?

What is the potential reputational value risk for any company, operating in any country in the World, not being an active contributor for planet clean-up within their own community? This is a project where clean planet outcomes are promoted over finger pointing and blame.

HELPING TO ALLEVIATE POVERTY

Working in most of the poorer parts of the globe, environmental projects, once identified, valued and completed by community locals, will receive E4C tokens as recognition for their contribution and help. In time, these tokens may be readily transferable to local money, or transferable to goods and services like mobile network access and/or food vouchers. The E4C platform fosters, supports and sees local community and business coming together to fix local environmental issues, locally. As simple to use as social media is today, the E4C platform technology will do all the 'heavy lifting' giving the opportunity of the poorest in our communities to improve the community they belong whilst helping to lift themselves out of poverty. The model we aspire to is already successful in small micro examples around the world. Our vision is to take what works on a micro (local) level and extrapolate for the wider world.

CENTRALISED V'S DECENTRALISED – AN APPROACH FOR THE BENEFIT OF MOTHER EARTH

Much has been written on the pros and cons of centralised models of actions and execution vis-à-vis decentralised

models. The environment4change team are committed to a democratised focus of action and execution, as we believe it will represent a fairer approach to access and opportunity to sharing our mission with the greater global community. We also see the decentralised model as delivering the greatest chance of large-scale mass adoption, in the quickest possible time frame, completely consistent with the serious state our planet is in. As a management team, we are committed but pragmatic to the challenges of releasing a community wide, aggregating model to challenge the polluting and rubbishing of our shared planet. As a Registered UK Charity, we acknowledge the work done by our global community, is for the benefit of all mankind.

We are embarking on this journey with an understanding that the technology we have today will mature, widen in scope and access. Services that may not be possible today, may be possible in the future. This is exciting as we believe technology can democratise, enable the dispossessed and empower the weak. We will however ameliorate our preference for decentralised control for and only in the event the opposing model is better for Mother Earth, and only initially, until a decentralised model can be found or engineered.

environment4change will quickly become a Platform as a Service offering a service connecting the funding source directly with the local environmental activists. There will be no centralised entity controlling the allocation of funds. The Community will vote to have a say in what clean-up projects are undertaken. Decentralisation Matters! Via our use of blockchain, trust becomes a protocol of the relationship between all participants on the environment4change PaaS, where innovation occurs at the service edges and flows up.

The rubbishing of our global village is a global community problem thus the future of this ecosystem must be controlled and managed by all who participate in its success. We see initially the management team making some early investment and project decisions however these important processes must be passed to our global community for voting and curation as critical mass gathers pace and as this is a critical part of our platform architecture and the only way our vision becomes truly global. Remember all, decentralisation is the reward for participation and co-operation!

WHY DECENTRALISATION MATTERS

When you hear speak of blockchain, transparency, and decentralisation you typically think of decentralisation in a network topology sense. Organisations that may wish to join the environment4change platform family may wonder generally about decentralisation and wonder how joining/co-operating/collaborating with an organisation committed to decentralised everything will affect them? There are many benefits to running a decentralised decision-making process and architecture. Benefits include, but not limited to, better, fairer, more transparent decision-making outcomes. Further, empowerment of community will drive a growing participation rate and feeling of inclusion. Empowerment and relinquishing what you can to others enables a freedom from lesser decision-making processes, with a view to better support the bigger picture.

As a PaaS provider the environment4change team is able to abstract into digital services, all of what an aspiring, environmental project will need to make a start. As an aggregator of content and intent, our PaaS will collect and share all that is the best in the environmental industry, not for profit, but for the betterment of our planet. As an enabler of community participation our PaaS will put you in contact with other environmental warriors ready to act for environmental good, and against environmental apathy and indolence.

What a decentralised architecture brings to the environmental table is a mechanism to remove, reduce or ameliorate centralised power, control and cost of middlemen (middle-services) in servicing the intended action or transaction. The future of blockchain could also include a mechanism for the reduction of negative externalities (Medium.Coinmonks).

In respect of our partnering and collaborating organisations, we offer you a suite of progressive and innovative digital tools, a great and growing social and media network footprint, and a community of like-minded members who understand collaboration trumps competition every time, in pursuit of a better shared world for us all. Our PaaS offers everyone a voice in the growing global chorus of concern that is environmentalism today. Come and join – you have absolutely nothing to lose but plenty to give, share and gain.

PART 4

“NEGATIVE EXTERNALITIES USUALLY OCCUR WHEN THE PROPERTY RIGHTS ARE WEAK. THE AIR AND OCEAN ARE EXAMPLES OF THIS. BLOCKCHAIN HAS THE POTENTIAL TO STRENGTHEN THESE PROPERTY RIGHTS AND CREATE NEW MARKETPLACES. PASTURES, OCEANS AND AREAS OF THE SKY COULD BE RECORDED ON THE BLOCKCHAIN ALONG WITH DATA ON THE TOLERABLE LEVELS OF POLLUTION. THIS COULD BE CAPPED AND RIGHTS SOLD. THIS IS A SIMILAR CONCEPT TO THE CARBON TRADING SCHEMES THAT HAVE BEEN IN PLACE SINCE THE KYOTO PROTOCOL.”

GIVING EVERYONE A VOICE

Although it may seem strange, until very recently, (November 2018) all of us, as the global community, were unrepresented at the premier environmental conference in the World, the UN’s climate change summit. 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 together, being environmental ruination of our shared planet. Using the hashtag #takeyourseat the comments were aggregated and formed the basis of Sir David Attenborough’s address to the conference. Without argument a great gesture but seemingly weak on substance and effect, but a step in the right direction, no less.

environment4change support all initiatives that democratises “the all over the few,” and empower the collective people for issues such as this. This is, in fact, only a small step forward for the UN. The environment4change Platform as a Service will provide a single point of action, engagement, participation, comment and a voice for everyone around the World. Perhaps environment4change can assist the UN in its obligation to share, empower, include and embolden the ALL in the flight to save our shared planet. A Decentralised Autonomous Organisation

(DAO) is the only open and transparent architecture available to ensure the community is in-fact controlled by the community in service of their own backyards.

OUR FUTURE IS A DECENTRALISED AUTONOMOUS ORGANISATION!

This is a project dependent on community support, the community will drive its success. Our vision therefore is the PaaS (E4C service) should be governed as a Decentralised Autonomous Organisation (DAO). This community-based code driven system will use the E4C token for the purposes of membership, voting and updating the rules of services. Building on the premier Blockchain platform (Ethereum) we believe continued innovation within the Ethereum ecosystem will ensure this democratised critically important platform and layer functionality is further developed and expanded in scope and depth.

environment4change is a Platform as a Service (software) created to support global environmentalism, built on the premise of transparency and trust.

Using a blockchain ecosystem and utilising the layer 1 solution with the best layer two solutions, to enable the first “global environmental ‘can-do’ digital tool-set where the responsibility for cleaning and supporting our shared planet is taken away from centralised authorities and given to us all to fix ourselves. With E4C, we all have a hand in cleaning up our environment, for the benefit of future generations.



PART 5

A BLOCKCHAIN FOR THE ENVIRONMENT



THE POWER OF AN ACCOUNT FOR ENVIRONMENTAL ENDEAVOURS

The account, as a defining usability feature, now reigns supreme as the identifier of choice, within the domain of many connected devices and services. With some imagination, and a little funding, the environment4change team are looking to build an ecosystem of collaboration, conservation, and collection. Coming from a background of mobile services and software as a service, the team understand the power of the ubiquitous mobile device. Much of what we will do, in respect of identifying, monitoring, reporting, clarifying and collaborating with, will be abstracted through the mobile device and the environment4change application service within in. Mobile abstraction, will allow for unprecedented and unimaginable environmental innovation at the services boundary, something we have seen nothing much of to-date with respect to community collaborative environmental action. It is envisaged many, if not all global charities, within

environmentalism and outside, will be hugely advantaged by the adjunct of Function as a Service, within environment4change's service's suite of network, connectivity, inclusivity, and participation seeing exponential growth in customer/collaboration/community base, over time.

Notwithstanding an Account being a powerful inducement for collaboration, accounting on the Blockchain is not account based but transaction based. The interceding of the two domains (Account and Transaction) will be speciated seamlessly and without notice to the end user ensuring privacy, security and immutability of transaction, intention and interaction.

PICKING A LAYER 1 BLOCKCHAIN TECHNOLOGY

The question of Blockchain for us, although a critical element of our service architecture and service offer, must be ameliorated by a consideration of the technology itself and whether the technology, and its premise of being

decentralised and censorship resistant, is or causes damage to the planet in providing that consensus? A consideration of this question, with many competing variables at play, have determined a delegated proof of stake protocol is favoured over the alternative, in respect of what Blockchain platform provider we will use.

There are a number of Blockchain platforms that would have serviced our requirements for a robust, scalable and transparent record of truth and trust.

As our project, and use of a Blockchain technology, is for the benefit of Mother Earth, any barrier or unreasonable expense attributing to donations of time, equipment, or funding is simply not acceptable.

Many other considerations were also made in respect to this determination however, are too many to qualify here and in which case the detailing of same may be seen as futile considering the battle we have chosen to wage and win!

We believe and understand a blockchain by itself offers little. It is the supporting ecosystem, community and digital infrastructure that when converged with a blockchain and web services, can scale in support of millions of users offering a new level of service, one of trust, transparency and truth. Ethereum Proof of Stake (POS) and its supporting layer 2 services can easily and securely support higher level services whilst offering the security of the lower level blockchain.

USING A BLOCKCHAIN FOR FAIR, TRANSPARENT ENVIRONMENTALISM

We believe we all know what a blockchain is but the puzzle may lay in its utility for the environmental goodwill and especially the fair and equitable treatment of all stakeholders within its domain. As a recap, Euromoney.com explains a blockchain as [sic] "a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. The Team at environment4change often discuss the utility of blockchains via a via web services. Most of us share the view the maturing blockchain space, with its many different flavours and contexts are becoming and acting as an infrastructure layer as a Service, at Layer 0 and 1. As a group of passionate environmentalists and blockchain enthusiasts we are emboldened to have some amazing technologies upon which to mold in service of saving of our shared planet.

PART 5

Our Team goal is to build a premier environmental application which enables, empowers and guides everyone in how they can become environmentally active. This means so many different things to some many different people, a big claim – a huge responsibility, however this is our remit and we plan to exceed it. It is only with people power and all the world's people coming together can we act locally to make a huge impression on saving our global footprint.

In our consideration of a suitable Blockchain and technology provider we don't just think about the typical trilemma of scalability, security and decentralisation and the trade-off between. For our team of committed environmentalist, we are looking for the "mashable opportunity" side of the computer science evolutionary tree, and in many instances this 'mashability' is provided by community, collaboration, corroboration, ecosystem, leadership and experienced counsel. The building and issuance of a DAO for the purpose of transparent and fair environmental effort and reward, is an easily definable example of this and how the Ethereum community and partner GitHub enables and shares a huge code repository resource and tools to assist in the building, testing and deployment of smart contracts within the Ethereum domain.

Ethereum and some layer 2 partner solutions, rollups (zk-snarks and optimistic) and sidechains both are of great interest to our team as well as the technology, development roadmap and ethos of the Harmony One Blockchain team.

It will be a matter for some discussion however we may well see the first truly environmentally focused blockchain as a mashup of Ethereum, Harmony One, Polygon and others. Convergence will do as it always does, level the playing field but this time environmental action and outcome will be the ultimate benefactor.

HOW CAN A SIDE SIDECHAIN HELP ENVIRONMENTALISM?

Firstly, what is a side chain, what is a rollup, and what is the difference between the two, in simple terms? A sidechain consists of a blockchain network tied to the main chain via a two-way peg. A roll-up is also a separate blockchain however it is engineered to sit on top of the parent blockchain (Ethereum), as a layer 2 scaling solution, for the direct benefit

Ethereum.org says, "the [sic] sidechain is an independent blockchain, with different history, development roadmap, and design considerations. While the Polygon [sic] sidechain may share some surface-level similarities with Ethereum, it has several distinctive features. In general terms, sidechains can have separate block parameters and consensus algorithms, which are often designed for efficient processing of transactions. Using a sidechain involves trade-offs, though, as they do not inherit Ethereum's security properties. Unlike layer 2 scaling solutions, sidechains do not post state changes and transaction data back to the Ethereum mainnet.

The environment4change Team believes, with the passage of time, Polygon may add a polygon engineered rollup to the Ethereum network aiding in the scaling of Ethereum and availing themselves to the Ethereum's security properties. While Polygon is known for operating the largest sidechain network on Ethereum, the team is also developing several Layer 2 scaling solutions, including Optimistic Rollups, supporting smart contracts and ZK-Rollups.

These scaling solutions aim to help Ethereum smart contracts achieve the high performance needed for mass adoption by increasing speeds and reducing costs without compromising on security. It's hoped that scaling will help Ethereum support D'Apps focusing on use cases like environmentalism and other great social causes. Previously known as Polygon SDK, Polygon Edge is an open-source modular blockchain development framework built for engineers who want to create their own blockchains. The framework allows for the creation of both secured chains (Layer-2 blockchains) and standalone Ethereum sidechains.

POLYGON – THE SIDECHAIN OF CHOICE FOR E4C'S ENVIRONMENTAL PROJECT?

Blockchain architecture is our best chance yet to record and detail the battle against environmental degradation and abuse in an open and transparent manner. Although Blockchain technologies are readily and widely used in the financial area today, we are starting to see the technology speciated in other areas of life where value is described as a different measure of value, other than the ubiquitous US dollar measure. The environment4change team have elected Ethereum and Polygon as the Blockchain platform of choice in respect

of its environmental platform, as a service offering. The Team also likes the Blockchain 'Harmony One' and remain open to its deployment in our blockchain mashup of fairness. While Ethereum and Polygon will make up a critical part of the environment4change architecture, just as important will be the environment4change Platform as a Service and ecosystem. It is the collaboration of what Ethereum and Polygon have built and continues to build, together with our own Platform as a Service development, that represents the opportunity to offer a digital platform of inclusion and participation. The inclusion of the Platform architecture creates mechanisms for on boarding (access), participation, contribution, content and everything else enabling all to participate in saving our shared planet. Our initiatives will only be limited by imagination and a true desire to participate and help.

While the environment4change Team are uniquely qualified to build the Platform as a Service, understanding good intent alone is not enough. Any successful solution requires the convergence of will, with participation of all, including the understanding traditional polluters need to do better, around new models of inclusion, adherence and responsibility. The platform's footprint of inclusion, activity and programme will be a fluid mesh of social, science and feet on the ground, around an underlying theme of promoting the health of Mother Earth.

Some 'low hanging development for service-inclusion, fruit' identified early by the team include: global schools' and neighborhood programs, Green House Emission Calculator, and weekend warrior programs. New programs will be continually identified and ecosystem participants will be invited to comment, participate and vote for the most deserving new Clean Up the Planet, project.

PART 6

BUILDING A SOFTWARE PLATFORM FOR ENVIRONMENTAL ACTION



THE PROBLEMS ARE WELL DEFINED – THE MODEL FOR SOLVING SAME IS NOT!

Our planet 'Earth' is facing many challenges. A shrinking global 'nature' means a shrinking global habitat for many endangered flora and fauna. Along with climate change and its adverse effect on the nutritional value within our food chain, the loss of plant and species habitat and the epidemic plastic pollution effecting water ways and oceans leading to plastics entering our food systems is arguably the most destructive issues facing our planet today and although many are doing great work, for small steps forward, the overall battle is being lost, and lost at a discernible rate. The problem is defined and well-known! The environmental expertise is here and available! The solutions are well defined and doable! The traditional models for solving the problems have always been based on 'zero sum game' thinking. Large environmental organisations are rich but haven't made a noticeable

difference at a local level. Poorer local people lack resources to make a significant progress. This paradigm of groups working apart has not worked in the past and will continue to fail because to fix the damage done historically and to ameliorate development of future ages, we need all moving parts working together in economic, social and environmental harmony, or as close as we can get to this nirvana.

The current 'status quo' environmental models are caught in a state of Sisyphus. Sisyphus was a legendary king of Corinth condemned eternally to repeatedly roll a heavy rock up a hill in Hades only to have it roll down again as it nears the top. Sisyphus's toil was forever in vain! The history of ongoing environmental struggle, although noble, is not pushing environmentalism to the point where net planet health is

improving. This position needs to change urgently for our planet cannot endure more of the same for too much longer. environment4change will converge the power, influence and reach of innovative aggregating business platform architecture and economics with great and easy to use mobile technologies, new business models and models of collaboration over competition to offer a new inclusive and co-operative ways of achieving a greater level of protection for every part of our shared environment. The success of the new model will depend on the great work of committed environmentalist, volunteers and the support of a global community.

Enabling an aggregated digital footprint will capture, embolden and empower a group of new environmental participants in a new look, feel and functioning ecosystem. The new participants include new money, born of digital awareness, collaboration and decentralisation. This group will give and support generously as they are born of an ethos of sharing to divide and solve rather than siloed protectionism devoid of any meaning of collective responsibility. Aggregating will also enable and include the spare un-utilised and under-utilised global resource that until now has not been able to readily participate and co-operate. Aggregating will introduce new economies of scale seeing the environment4change team equipped with a global resource set and reach, while acting with the care and passion of a local team of environmentalist. This is the recipe for a scaling solution!

BUILDING AN ENVIRONMENTAL PLATFORM OF SCALE

The greatest gift we can give to the Planet, as entrepreneurs, is to engineer a digital platform of inclusion, scale, empowerment, participation, trust and transparency geared towards collecting, aggregating and scaling all the goodwill environment effort, digitising the ecosystem, empowering the data and equipping all who participate with the digital tools and access to resources needed to act with local care but with a global remit. The environment4change global platform will be accessible to everyone, speak to everyone in many different languages, but with a single message of unity, co-operation, collaboration and empowerment to affect the change.

Arguably, the greatest benefit of platform architecture is in its ability to scale and aggregate the many 'unorganised' and 'dispossessed' to a shared purpose, function and achievement. The platform takes highly fragmented effort, individual, business, industry and sector and aggregates into a single domain creating amazing scale, access, utility and potential collaborative efficiencies where none previously existed.

PART 6

EMPOWERING ENVIRONMENTALISM WITH DIGITAL TOOLS

The environment4change platform architecture will contain a set of easy-to-use digital tools, delivered in modules. These tools will enable capabilities and empower the environmental industry to scale, just as a platform architecture enables a business concept to scale, offering new and expanded scope of access, opportunity and inclusivity. New innovative environmental based programs can be spun up quickly and reach a global audience of collaborators, supporters and community quickly, all from within a web interface. Ecosystem participants and community will clearly see what projects are underway and how local action and global funding support can help the success of a project in another area/country/region of the World. New models of information, access and participation will be born giving the environmental sciences new levels of data support on which they can critique and grow their collective knowledge-base of what treatment works and when. Transparency is enabled by new data structures, hybrid information technology and algorithms and this will empower a richer democratised ownership of the World's environmental troubles putting innovative solution into our global shared 'hands.'

NEW MODELS OF INFORMATION CREATION, COLLECTION AND MINING TO ENHANCE AND SUPPORT ENVIRONMENTALISM

Old battles such as our shared but losing fight against global rubbishing and the destruction of global native habitat, flora and fauna, is never won by will alone. There is always something new, brought to bear, in the traditional fight that pushes the pendulum of victory one way or another. The environment4change team are bringing a number of innovative technologies, never previously used together in service of the environment, to bring the pendulum of environmental victory in to the hands of us all. Imagine a world where all environmental activity, large and small, is logged, searched, categorised, evaluated, and understood. With a strong focus on data, information, knowledge and experience, the 'platform as a service' functions as a learning and teaching entity, where previous environmental activity is learned from, to understand value and approach and how planet earth can make better decisions, going forward.

DEFINING THE ENVIRONMENT4CHANGE GLOBAL PLATFORM AND ECOSYSTEM

The adage, 'service globally but act locally' best describes our recipe for growing our platform and ecosystem in support of our goals, vision and mission! The following are some examples of how a 'platform as a service' (PaaS) together with web services for ease of use, will support the ecosystem, businesses and community, as we set about to create a force for change, in the environmental sector thus redefining, 'what environmental success looks like' for the planet, as a whole.

1. Collaborate with established Environmental Agencies.

The environment4change Platform will be open to support and collaborate with all other Environmental Agencies, Charities and organisations in their endeavours to save the planet. All 3rd party organisations who access the platform will have the benefit of the global footprint of a number of digital services ensuring their audience grows from local to global. The environment4change platform will act as an aggregator of unconnected resource, bringing the intent and energy of all unconnected endeavours into a community for the realisation of synergies of scope, footprint, resource, access and utility. This is scale! Our platform will act as an undiluted network of environmental action, seeing 100% of any donation reach its intended cause.

2. Enable everyone to become an environmentalist.

Through the environment4change platform we envisage, within a short time after launch of service, many thousands of concurrent projects to be spun up and running within our platform. These projects can be supported by anyone with an environment4change account and sees an opportunity for local businesses to support local environmental activities at a very low-cost point. Running the platform in many languages we believe is easy to see how web services, PaaS architecture and community care can soon revolutionise the world of local and global environmental effort. Competitions, prizes and other mechanisms will be used to make environmentalism the new 'cool' behaviour for everyone.

3. Build Global Schools program

The environment4change team sees the

value in educating our young today so our planet stands a better chance, tomorrow.

With that thought in mind and knowing the kids today understand the latest technology and have a whole lot of great energy and a real sense of 'what is right', the Team will be launching a global facing, programme for Schools.

All Schools, around the World, in supported languages, will be invited to join the environment4change Schools program with a chance to have their project promoted globally as a demonstration of the will, determination and knowhow of kids in respect of the type of Planet they want to live in and share with their neighbours. Schools will create project outlines, the environment4change network will provide expert advice, if needed, and promote the project, where appropriate. Completing the local project is up to the School and kids with community help if required. Our kids will learn the value of participation, setting goals to obtain results and project management with the benefit being derived by local communities for the betterment of our globes habitats, ecosystems and environment.

4. Create an Investment Fund to buy Land / Businesses to save endangered Fauna and Flora and remove pollution from the environment

It is the future goal of the environment4change team to create a global innovation fund of action where our global resource reach will be used to purchase critically important parcels of land to ensure the longevity of endangered fauna and flora. We will partner with the world's best universities, environmental agencies and organisation to identify and purchase critical parts of the planet for safe-keeping and the betterment of global nature generally. We see a future where environment4change members contribute to a fund in order to purchase habitat rich land. The platform's innovation fund will also consider investments into businesses serving to clean up the planet by removing plastics and other pollutants from the environment. This will be in instances where plant, equipment and other infrastructure does not exist and where governments are not willing to make the investment necessary to enable this community and global service.

5. Become a specialised e-commerce portal offering stylish in-demand specialised value adds

The environment4change team realise plastic, and other waste, is destroying many wildlife species and seeping into the human food chain. Latest research makes this an undisputed fact. All alternatives for recycling, while value adding our shared community, must be considered and if appropriate and non-threatening, be supported.

PART 6

A number of highly fashionable and in demand brands and companies are already engaged in this endeavour and producing amazing clothing apparel. The environment4change team endeavour to support such entrepreneurship by collection of the raw material and donation of recycling station processes, enabling the transfer of raw waste pollutant into the ingredients necessary for supported brand user case.

6. Social platform

The environment4change team is aware of the power and influence a social network can bring and possess in respect of positive environmental activism, message and success. By the nature of what social media can do today, its ability to empower, portray and share a message or cause, it can cause a dynamic shift in attitude from, "I can't help the problem, it is too big", to "environmentalism is working and I also want to play a part, for the sake of my own family and community." We are building a digital platform for doers, helping find shared solutions to shared problems. We are insuring a strong social network presence in our platform architecture to ensure our collaborating partners can make sound use of social media, networking and gateways to announce their environmental projects to a waiting global audience of ready participants.

7. Directory programme

Our Directory Programme is focused on matching organisations, at the dawn of their own environmental journey, with an environmental organisation or cause which they believe is synonymous with their own organisational ethos and beliefs. The organisation, via the platform architecture will be enabled to commence their own environmental journey at the pace and on the projects they wish. All new contributing organisations will soon understand they can play an active role in improving the planet for the benefit of the next generation of all living things. This participation can start small, offsetting their own commercial caused greenhouse emissions but is enabled to grow at the will and desire of the organisation itself. It also means an undiluted path of new contribution to the organisation just expanding its own environmental awareness.

8. Emission footprint programme

The team at environment4change are building a digital service where households and businesses alike can check their greenhouse emissions footprint and offset this number with a donation of time, effort or money towards an Environmental cause, making a real and definable difference, as it affects the nullification of their own damaging greenhouse emissions behaviour.

9. Weekend warrior program

The weekend warrior program will be a call-out to all environmentally aware citizens to come together for the betterment of the environment, local native habitats and ecosystems. Based on sense of ownership, community, contribution, social networking and fun, our local community organisers will set the weekend's goal, meeting place and meet-up afterwards where each week our local communities can become friendlier places for local fauna and flora.

10. Unique programs of participation yet to be defined

The team at environment4change envision many unique programs to be spun up from within the platform leading to co-operation of transferable skill sets, expertise and effort. This cross pollination will be both globally and locally based and will span many realms of endeavour. The above forms the blue print of our services offer to the wider environmental / charity sector. Much of the above will be enabled by partnership, working with known and trusted actors, within the industry via open API's. Function and service development, when required, will be completed with a non-ownership, collaborative, open source, services orientation. All development will be undertaken to encapsulate the global population, to encourage ownership of our environmental issues and to empower action, participation and inclusion in finding the set of solutions needed to ensure net-global damage ceases today and commences its roll back tomorrow!





INCLUSION AND COLLABORATION

WHY IMPORTANT?

Old models of aggregation disintermediate the customer from the cause. In the old models, the direct customer relationship is wrestled away from the service provider to reside with the aggregator. The aggregator does not provide a service other than the process of aggregation. Although environment4change offers aggregation as a part of our PaaS function set, it is aggregation with the purpose of goodwill for Planet Earth and not aggregation for profit and control. Further, we believe much of what the PaaS will deliver is not available today, in any form whatsoever, and will form the basis of growing economies of scale around global goodwill.

The team at environment4change believes the convergence of Platform as a Service, and web services architecture can interest and capture many new, silent, undeclared, and non-active 'environmental warriors' yet to nominate and participate in environmentalism. Together with the many well-established environmental movements that traditionally have failed to reach the local level of environmentalism, the environment4change team is addressing this by building and organising a global movement, a directory and collaborative service suite of new digital, aggregating, web-facing services, to unite us all in a global effort to repair the many local environmental issues, globally.

This combined and united push will be with the resources, reach, and funding of a well-supported global organisation with global stakeholders who now understand the importance of a healthy Mother Earth. These new digital services will take many different forms, held-back only by imagination and the need to serve our shared planet, first and foremost.

We understand that many may have looked at environmental issues previously and while supporting the intent of the respective movements may not contributed time nor money, as they were unsure how money was being spent and how much of their hard-earned donation was actually reaching the cause where it counted, locally on the ground. Our use of technology will transparently describe to all how all funds raised will be spent in the service of our goals. Further, donations of time and other equipment will be accounted for and the inherent value in the use of resources will be detailed within the platform. All value interactions will be recorded on the distributed data structure for all to see. The cloak of secrecy around the spending of donation money will be a thing of the past.

The team at environment4change is building a digital new matrix of participation, contribution, and collaboration where new models of entrepreneurship will be born in the service of the Planet. The old adage 'someone else will take care of it,' can no longer be tolerated. Together, with growing global awareness and appreciation of the result, if interceding action is not brought to bear urgently, we will actively seek popular, commercial, legislative, local, and government support in our endeavours, digitally and globally. There will be no place to hide.

PART 6

ENVIRONMENTAL 'PAAS' TO ENABLE SHARING OF THE PROBLEM

The team at environment4change understand the task before us all. We must collaborate, co-operate and come together, for the single, shared purpose of acting in concert, to save our shared planet.

The word 'platform' itself connotes a purpose of shared functions, embodying a convergence of ideas, openness, sharing, collaboration, and contribution for a creative outcome where typical models of control are ameliorated for the purpose of greater development insight and creative outcome. Development outcomes add to the 'economies of scale' of the platform, as they collect the underutilised global resource as well as aggregating the many towards a single purpose. Inherent in the word 'Platform' and its meaning, appears a genuine value proposition where inclusion and participation are celebrated and feelings of community togetherness and inherent value 'wells-up' in the souls of participants as they witness successfully executed environmental projects on the platform. The environment4change platform will be the digital landscape where all come together to manifest, build and deliver their individual desires for the betterment of the planet. Value interaction within the Platform will come in many different forms. It is these interactions, in their many forms, which will drive the commerce of the platform towards 'profitable for the planet' outcomes. Environmental projects and activities around the globe can be quickly spun up, within the platform, giving each project a local feel, care and insight, but with a global reach, audience and resource. Collaborative synergies will know no bounds but those placed upon ourselves. The platform will be a place of collaboration; universities will collaborate with local councils; schools will collaborate with old people's homes and large organisations will collaborate with environmental agencies. This will be offered without fee or charge, without expectation or criticism, as the time of dispute and disagreement is over!

The environment4change platform will be open, seeking input from all who care for the planet and wanting to develop initiatives, projects, software tools and awareness that will enable "you," to make a bigger difference to the livability of this shared planet. This push towards greater contribution and collaboration will be managed via listed

projects but the imagination and passion you bring to each of our future 'help save the planet' projects will be a matter for you all, as contributing, giving, individual participates acting with a single purpose. The environment4change Platform will provide the machinery and imputes to collect, manage, unite and define the power of a digital approach to solving the environmental 'hard questions' that until today remain unchallengeable.

WHY THE ENVIRONMENTAL INDUSTRY NEEDS A 'PAAS'?

There have been many recent examples of industries, considered progressive, mature and sophisticated, being completely revolutionised by the introduction of a Platform as a Service (PaaS) architecture, seeing the PaaS soon define as new looking industries and supporting ecosystems. PaaS architecture has the proven ability to morph an industry into something unimaginable in size and scope, when previously this seemed impossible. What is it about the introduction of a Platform as a Service architecture that can be so 'change-worthy' to an industry? The simple answer may be defined by a few well-chosen words that have a special meaning in respect of disruption and new economies of scale. These words include but are not limited to: scale, inclusion, aggregation and participation? The below will set out briefly why the environmental industry is in need of a PaaS solution, to morph into something worthy of battling and defeating our shared global environmental problems.

1. Platforms scale - Many traditional industries are supported by traditional gatekeepers. Gatekeepers serve to keep the status quo. They are often in control of what the industry sees, content and context, how the industry behaves, the prevailing opinion of the industry and strategy, prescription and treatment of industry threats, and opportunities. Gatekeepers view change with suspicion. They ensured all entrenched industry participates prosper, so why change what is not broken? The structure is centralised, closed and siloed. Traditional journalism (printing) is a good example of a gatekeeper industry. The printing industry enjoyed an oligopoly where the industry gatekeepers were defined by traditional and long entrenched reputation and 'printing infrastructure cost' barriers to entry. This industry has been largely disrupted by the internet and many citizen reporters and journalist bloggers.

2. Platforms are inclusive – this is defined by an architecture seeing an open model where all are invited to participate for the success of environmentalism. This includes all non-traditional environmental behaviour and endeavours (software development, project management etc.) as the platform will attract this resource and direct, through incentive and participation models, the work in favour of a community favoured outcome. This has the outcome of attracting all un-utilised and underutilised global resource to the cause of environmentalism. This potential is transformational and is exactly what environmentalism is calling for!

The environmental industry sees the traditional gatekeepers lobbying government for large government grants and access to resources. Although participation may be invited, it is structured with centralised control.

3. Platforms aggregate. Part of the typical function of a platform is that it collects and brings together operators in an industry, under a single purpose utility (often web facing) for the benefit of the customer. Aggregation in other industries, travel being an example, sees the platform aggregator dis-intermediate the service provider from the customer. Our PaaS service will not dis-intermediate a customer from an environmental organisation that joins with us. We do not operate in service of profit. We will provide a set of digital services every environmental industry can benefit from. We are building a new economy of scale and seek to own and control nothing other than the fuller participation and contribution to the planet saving endeavour.

4. Platforms enable participation. This is done by enabling, via software as a service, a functionality that encourages, empowers and promotes new methods and ways of participation. Via web services, everyone who wishes to commence an environmental project will be able to do so. A project spun-up in this fashion, will be able to be promoted and partners / affiliates / collaborators sort, locally and globally. Project requirements can be shared and interest sort in respect of satisfaction of same.

5. Social and media networking functions around the project will be available as well as other promotional activates. The success of any project will be defined by a community vote rather than a centralised monopolistic view of a small number of traditional industry gatekeepers. This ability of enabling and empowering inclusion, goes to the essence of the creation of a new economy of scale, around environmental action, which we are all, as global citizens, more aware of and prepared to become involved in. All of this, under the umbrella of an architecture who cares nothing of control but rather looks to expand its footprint of relevance in the real world, around a decentralised and democratising model of participation.

PART 7

DEVELOPING A WEB 3.0 APP TO SAVE THE PLANET

Our technology choices are driven by the need to move fast, enable innovation and reduce cost, in both a dollar sense and a waste of time sense. We also recognise and value global collaboration, as a means to achieve consistently better results. It is with this ethos the environment4change development Team have chosen 'serverless' as their development and framework architecture of choice. serverless (17 December 2018) says of serverless:

SERVERLESS ABSTRACTS AWAY THE MOST MENIAL PARTS OF BUILDING AN APPLICATION, LEAVING DEVELOPERS FREE TO ACTUALLY SPEND THEIR DAYS CODING.

WHAT THIS MEANS IS THAT DEVELOPERS CAN SINGLE-HANDEDLY BUILD APPS THAT HANDLE PRODUCTION-READY TRAFFIC. THEY DON'T HAVE TO ACTIVELY MANAGE SCALING FOR THEIR APPLICATIONS. THEY DON'T HAVE TO PROVISION SERVERS, OR PAY FOR RESOURCES THAT GO UNUSED. THEY CAN JUST GET PROJECTS OFF THE GROUND WITH SMALL, AGILE TEAMS.

[SIC] ... ULTIMATELY, SERVERLESS IS ABOUT FOCUSING YOUR EFFORTS ON WHAT PROVIDES VALUE TO USERS.

OUR SERVICE DELIVERY ETHOS

As our offer to the planet is based on a Platform as a Service architecture it should not surprise anyone that we recognise and support functions as a service as a mechanism to leverage services by utilising a model of engagement pay only. This mechanism makes this technology particularly exciting to us as this enables a process to run, when needed and then wait until it is called again. If computing architecture was defined as in terms of its emissions footprint, we would suggest this would qualify as the 'green alternative,' and certainly is our best alternative to development whilst understanding and acknowledging our own global emission footprint in the process.

The choice of 'serverless' architecture ensures our focus is on our service, offering new and innovative ways to encourage, enable and embolden us all to do more for Mother Earth, and not the administration of back-end servers. The architecture allows the running of backend web services to be called as functions on a clouded server. This is both resource conservative, dollar smart, and focus specific as it allows and delivers the service functionality on time and when needed.

SOFTWARE DEVELOPMENT FOR WEB 3.0 SERVICES

The environment4change PaaS is a D'App, commissioned to aggregate, collect, unite, enable and empower global environmental intent and action for the benefit of our shared planet. Using a decentralised operating system, the environment4change team will develop an interactive service set focused on providing the must have digital tools for all environmentalists and environmental projects. Our development goals have been firmly pushed to the right of the PaaS development continuum, as we now strive for near to native application performance and flexibility.

The environment4change PaaS suite will be rendered by web browsers, around the globe, to many and varied device types and platforms. Seeing application rich services enabled by browser technologies does much to level the playing field in respect of fragmentation of device, especially in the case of Android native devices and other OEM where base hardware and firmware support may differ.

Given a perfect opportunity storm of a decentralised operating system, native and growing performance of web-based applications, PaaS architecture affording an answer to scalability, and collaborative entrepreneurship of the Ethereum ecosystem and environment4change, it is right that our sole and shared Planet be the benefactor of what this opportunity promises to bring. Only a digital PaaS, abstracted in software, and critical and key data and transactions recorded and stored on a blockchain, can ameliorate the lack of interest in community focused environmentalism. By offering new models of inclusion and participation, through the environment4change digital toolset, we start making a big problem small by way of an increasing divisor – the global divisor of us all!

INTRODUCING NFT'S FOR ENVIRONMENTAL ACTION

What is an NFT, I hear you ask? NFT stands for non-fungible token. Non-fungible is an economic term that you could use to describe things like your furniture, a song file, or your computer. These things are not interchangeable for other items because they have unique properties.

Ethereum.org says of NFT's: NFTs are tokens that we can use to represent ownership of unique items. They let us tokenise things like art, collectibles, even real estate. They can only have one official owner at a time and they're secured by the Ethereum blockchain – no one can modify the record of ownership or copy/paste a new NFT into existence. Fungible items, on the other hand, can be exchanged because their value defines them rather than their unique properties. For example, ETH or dollars are fungible because 1 ETH / \$1 USD is exchangeable for another 1 ETH / \$1 USD.

The emergence and speciation of blockchain technologies, services and tools have presented the Non-Fungible Token (NFT) as an attractive way to present, in a unique and value capturing way, the achievement of individuals and communities, in the execution of meaningful clean-up and environmental projects.

PART 7



The NFT can present a unique, “before and after” record of achievement for an environmental project showing repair and damage reduction. The creation of a unique value presenting record can help create, build and motivate a movement, a momentum for future environment projects, action and results. Imagine the reputational value afforded any local company or business being associated with leading, contributing and participation in community changing local clean-up projects. The results presenting and representing to shareholders, current and future, the professionalism and progressive nature of the Board and also, the importance of the environment upon which the business draws its workforce and resources. Environmental integrity will play a greater role in sustainable profitability going forward and we at environment4change suspect some of our greatest supporters will be local businesses, uniting with local communities, to clean-up the communities upon which they share. Imagine being a local business who supports more local environmental projects than any other? Great bragging rights at the next Board meeting! More on our NFT’s as our project goals begin.

ABSTRACTION AND ENVIRONMENTALISM

The word abstraction is used a lot in

software development, networking and IT architecture. Although the words’ use is common our feeling is, little understanding is assigned to its purpose, its power, and thus the reason for our interest in how it can develop the environmental industry to become more influential, more successful, and greater than the sum of its individual disjointed parts, more than it is today.

The first example of abstraction may have been when primitive man first assigned a more complex idea to the use of a picture-graph, rather than assigning the image a meaning of what it depicted. Information theory and its ability to deal with ideas, rather than events is no doubt a contributing factor to the development of mankind’s ability to reason, understand and think critically. OK – this is all great but what does it mean to environmentalism and environment4change?

Today, no service exists for all global environmental causes where abstraction, inside a Platform as a Service empowers, enables and builds a uniting, aggregating, and inclusive set of environmentalism digital MUST-HAVES. Where all before us build a single purpose, single cause utility defined with a narrow scope of engagement, we build a multi-purpose, multi-cause web facing architecture and we do so

through the principles of abstraction. It is time the environment gets the best of what digital architecture and Software/Platform as a Service can offer, and environment4change are delivering it. Enabling a global platform, as environment4change PaaS is, enables everyone to become active in the environmental cause. There are no longer any excuses – we all now have a role to play, a voice to use, and a platform to support us in our local and global environmental action.

USING A TOKEN TO ENABLE GLOBAL WIDE ENVIRONMENTAL PROJECTS

Much been said in respect of a token, like the intended issuance of the E4C token, being a security, and thus being subject to the inspection and regulation of government authorities around the world? It has been successfully argued, at this point in time, Bitcoin (BTC) is a commodity, not a security, not subject to an issuance and the reasonableness of a profit sometime in the future, and therefore not subject to the err of Government regulators.

Does the imposition of the reasonableness of a profit motive falling to the shared global environment, and not an individual, as a typical security would, ameliorate the imposition of the classification of security? The principal function of the issuance of our E4C token is to provision and enable the function, form and service of our programmable smart contracts in service of our DAO and the management and support of many local and global clean-up projects of need. Sitting on the Ethereum network (POS) we recognise we are as decentralised as a programmable computer service can get. Our profit motive is a shared one – solely for the benefit of Planet Earth.

The Team at environment4change believe we are on the right side of awareness, understanding, and adoption, and therefore our token will be seen to represent global environmental profit, and not individual greed. Not all tokens are created equal and perhaps our token will mature into something more than we envisage today. Needless to say, it will be a matter for our DAO to direct the maturation of our token as it takes its place as the premier and principal method of valuing environmental good.

PART 8

TEAM



ANDREW REID
FOUNDER & CEO

An entrepreneur and qualified Chartered Accountant with strong technical, analytical, Corporate Secretarial and business skills, who enjoys working as part of a closely tiered team but is equally comfortable working solo in a Start-up. Experience gained in the automotive, health sciences, technology and robotics areas within Private Equity and in mobile, web and telecommunication having founded, run and sold a global Over-The-Top Communications Company to an US listed Mobile Network Enabler. Passionate about ensuring future generations experience the same Mother Earth that welcomed him into the world, he wants to see real progress on returning the planet back to a balance by eliminating pollutants and causes of pollution.

Andrew see's change to operational paradigms resulting from new technologies enabling start-ups to disrupt well-entrenched large Companies, as having direct implication with lots of benefits within environmentalism having experienced it first-hand within telecoms. Excited by environment4change to make a real difference to humanity into the future. Passionate about the outdoors!

[LinkedIn](#)



PETER REID
FOUNDER & COO

A father and concerned parent as to the 'ongoingness' of our shared earth. Peter is motivated to leave the planet a little stronger through the development of an inclusive, enabling and democratising Blockchain and PaaS project, dedicated to environmentalism.

An experienced Senior Manager, Innovator and SaaS Entrepreneur having co-founded a start-up in voice and messaging communications in 2006. Built up and managed software development 'Centres of Excellence' in China, Serbia and Spain in support of a Global Brand supporting four hundred thousand customers. A visionary with expertise in the domains of mobile platforms, mobile application development, web development, and blockchain specialisation, in the service of a customer centric suite of services. Peter will work with the team responsible for development of the environment4change PaaS and software ecosystem. Peter is also a keen sports person with an appreciation of the beauty of unspoilt nature.

[LinkedIn](#)



CHIEF ENVIRONMENTALIST

(To be appointed post funding)

PART 8

TEAM



CHIEF TECHNICAL OFFICER (CTO)

This special member of the team will lead the development push towards a feature rich and functioning PaaS.environment4change under non-disclosure.



**ANEL MASSALITINA
SOCIAL MEDIA AND MARKETING SPECIALIST**

Anel is in love with nature and appreciating its bountiful beauty, she is concerned about people's selfish consumerism toward nature.

Anel joined environment4change to be at the heart of the fight against injustice - the one-sided consumer relationship between humanity and Mother Earth. As a social media executive, Anel's brief is to reach out to everyone on the planet, call for action and leave no one indifferent.

With her background in the Global Distribution System and experience with an international IT company, Anel firmly believes that with the help of innovative technologies, bringing together as many like-minded people as possible into one big network, we can achieve the best result possible for the health of our shared planet.

It is very important for Anel to share not just the result of environment4change work, but also to show and involve every follower in this challenging but interesting journey towards 'environment for change'.



BACKEND DEVELOPER 1

(environment4change under non-disclosure)

PART 9

EXPERTS AND ADVISORS

SORAB PATEL
CHARITY DIRECTOR

Saurabh Patel (K/N Sorab Patel) is a Chartered Certified Accountant and Chartered Tax Advisor with over 30 years' experience in finance and tax. After several years of working in medium sized City & West End firms of Chartered Accountants, he set up his own practice in 2002. He deals with small and medium sized businesses, professional practices, high network individuals and a number of charities. He is advising the environment4change team in respect of setting and running of the UK Registered Charity and ensuring compliance for organisations, as a member or volunteer.

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PRADEEP KUMAR
CHARITY DIRECTOR & HEAD OF GOV'T RELATIONS

Pradeep is a seasoned business consultant with more than 30 years' experience. He is a committed expert who has history of significantly improving the efficiency and success of numerous businesses. He is entrepreneurial in nature and has started and run a number of businesses from telecoms/IT services, logistics management to property construction. Pradeep is passionate about cleaning up India and will head our Indian Charity work and work with State and Federal Gov't and also large corporates who have Corporate Social Responsibility budgets to spend.

[LinkedIn](#)

HOSSEIN RAHNAMA
TECHNICAL INNOVATION

Hossein Rahnama is a recognized figure in ubiquitous and pervasive computing. His research explores artificial intelligence, mobile human-computer interaction, and the effective design of contextual services. In 2017, Hossein was recognized as one of Canada's Top 40, Under 40. In 2012, he was recognized by the MIT Technology Review as one of the world's top innovators under the age of 35 for his research in context-aware computing. The Smithsonian named Hossein as one of the top six innovators to watch. Hossein has 30 publications and 10 patents in ubiquitous computing, is serving on the board of Canadian Science Publishing, and was a Council Member of the National Sciences and Engineering Research Council (NSERC). Hossein is also a visiting scholar at the Human Dynamics group at MIT Media Lab in Cambridge, MA. He has a PhD in Computer Science from Ryerson University.

Hossein is the Founder and CEO of Flybits, "a context-as-a-service company that enables enterprises to unify disparate sources of data and create highly personalized customer experiences." [1] Hossein is also an assistant professor at the RTA School of Media, and the Co-Founder/Director of Research at the Ryerson Centre for Cloud and Context Aware Computing (RC4) in Toronto, Canada.

Hossein is also very concerned about the health of the planet. He is looking forward to contributing by coming up with new business models capable from the combination of blockchain technology and a PaaS for the environment.

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MENG LI (INTERNATIONAL BUSINESS LEADER AND TECHNOLOGIST)

Meng Li is a versatile business leader in international business. He has been holding senior management positions in fortunate 500 companies and as well as technology start-ups in TMT industry. In the past ten years, he has successfully led companies on Go-to-market strategies and scaling the business globally. Meng lived and educated in China, Germany and the UK, he receives his Master's degree at Brunel University and EMBA from Cass Business school, London.

Meng now lives in China and he is well connected with the local experts and evangelists in emerging technologies and environment protection. He is the father of an twelve-year-old boy and he is concerned that the environment change would have big impact on our next generation's daily life. He would contribute as much as he can on supporting environment4change's concept of unifying people and technology to change our planet.

[LinkedIn](#)

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