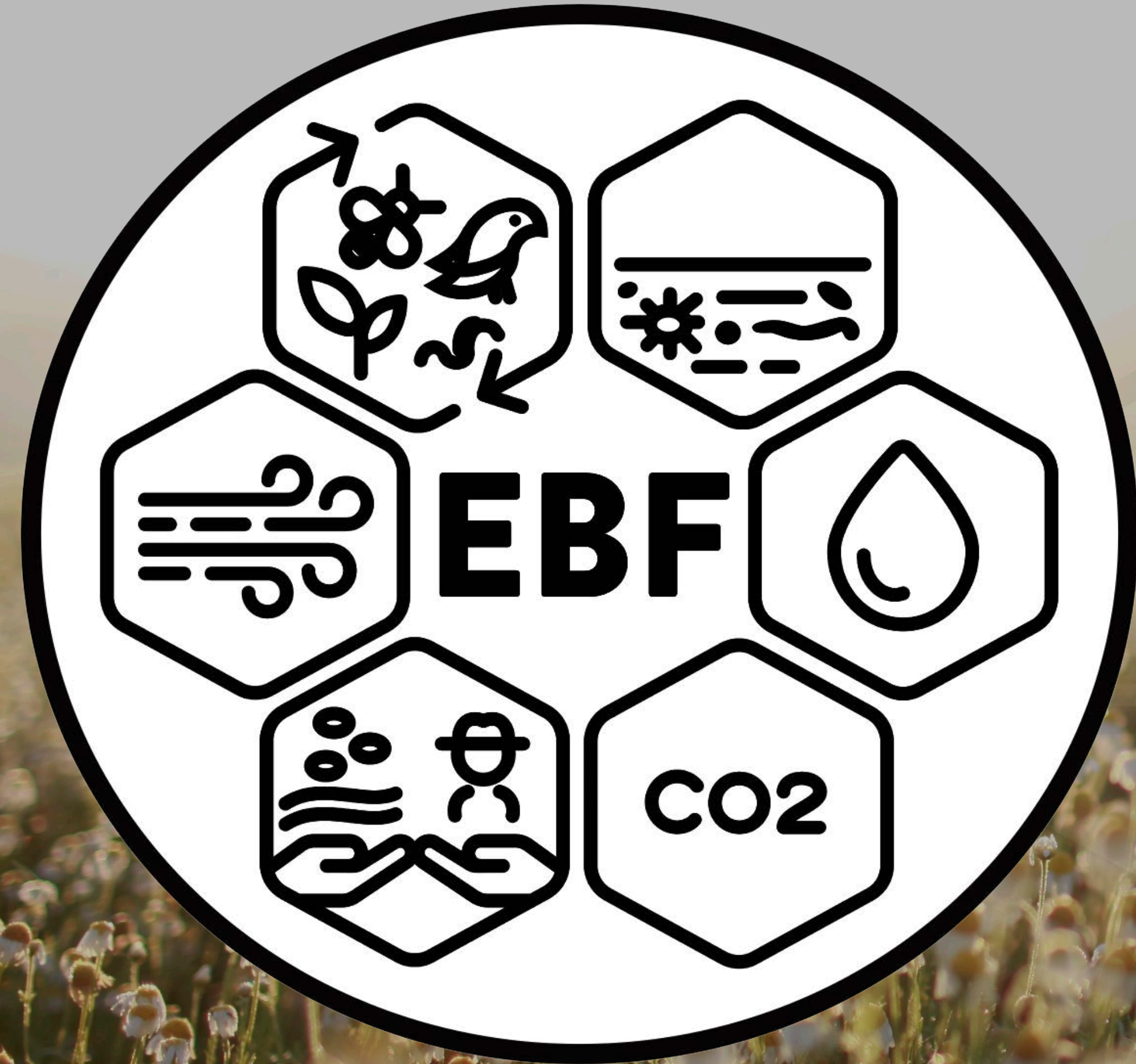


“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”  
– Buckminster Fuller



# Can you change the future?

THE ECOLOGICAL BENEFITS FRAMEWORK

# The Lexicon is a California-based NGO.

# For the past 5 years, we have developed an “activator for good ideas” with Google, featuring 1000+ companies and organizations at the intersection of food, agriculture, conservation, and climate change.





The Lexicon's activator model gathers domain experts, builds trust, then helps these groups reach consensus on strategies that respond to the challenges they collectively face.

This work has built movements across dozens of domain areas, including biodiversity, regenerative agriculture, food packaging, aquaculture, and the missing middle in supply chains for meat.

### AFRICAN YAM BEAN

*Sphenostylis stenocarpa*

Origin: Tropical West and Central Africa  
Grown in Southern and Eastern Africa  
A legume eaten for its nutrient rich starchy root instead of its beans.

The yam bean is an exceptional legume. Unlike other legumes, the African Yam Bean is not cultivated for its pulses but instead for its large, strange looking tuberous root. It is traditionally consumed fresh, in salads, lightly marinated or dried and ground into flour for baking desserts. The seeds are also eaten, but only before they mature, after which they become poisonous. This feature probably contributes to the low popularity of this crop, but yam bean still has a lot to offer the world. That's why scientists are researching cooking treatments, value addition and genetic variability to select the most desirable traits of the yam bean. These efforts are slowly leading to the return of yam bean, which could provide an important source of protein in diets.

## The Missing Middle

Can we rebuild the "missing middle" in the US meat sector by supporting collaborative regional value chains?

MEAT OS THE LEXICON

With support from FOOD

EXPLORE

### Made With Purposeful Ingredients

Select ingredients with care to ensure all inputs have a function in the final product.

For many consumers, the term "alternative protein" may seem vague, especially when they are made using so many different processes, and a plethora of ingredients. In the simplest terms, while alternative proteins can be plant-based, fermented, or cultured, food companies need to ensure that consumers understand how these products are made, and the

What do you know about the alternate protein products you buy?

Check all that apply:

- The producer uses explainable inputs
- The producer supports ongoing diversification of plant ingredients
- The producer intentionally selects each ingredient to be the best for consumer and planetary health
- The producer sources ingredients from regenerative farms
- I don't know

### FOOD CHOICES for a healthy planet.

Help Sylvia make a dinner plate

- Pick a protein
- Pick a grain
- Pick a vegetable

### PRINCIPLES

Minimize Soil Disturbance

Keep the Ground Covered

Enhance Biodiversity

Integrate Livestock

Be Adaptive

Manage Water Use

Support Human and Social Capital

### ECOLOGICAL BENEFITS

Air Water Soil Biodiversity Equity Carbon

### Enhance Biodiversity

Regenerative farmers strive to increase biodiversity, both above and below ground, by incorporating crop rotations, intercropping, and using diverse seed mixes.

Agroforestry and silvopasture: a land-use system that integrates trees with crops and/or livestock. Trees provide habitat for wildlife, enhance soil fertility, and provide a range of other ecosystem services that can support biodiversity on farms.

Planting hedgerows and field boundaries: rows of shrubs, trees, and other plants planted along the edges of fields. They provide habitat for birds, insects, and other wildlife, which can help to support biodiversity on farms.

Providing habitat for beneficial insects: growing cover crops, leaving areas of natural vegetation, and avoiding the use of pesticides can attract beneficial insects, such as pollinators and pest predators.

Natural and riparian restoration: restoring wetlands and protecting riparian areas alongside agricultural land creates valuable habitats for waterfowl, amphibians, fish, and other aquatic organisms. These ecosystems contribute to biodiversity conservation and water quality improvement.

Incorporating cover crops and green manures: cover crops can provide habitat for beneficial insects, improve soil health, and enhance biodiversity on farms. As cover crop grows, they provide food and habitat for a range of wildlife, from insects to mammals.

## Connected Markets: Just BIPOC Sourcing

### Foodservice Self-Assessment Tool

How prepared are you to launch an equitable foodservice sourcing pilot? Assess your organization's readiness to implement better purchasing decisions that actively support BIPOC (Black, Indigenous, and People of Color) producers.

Find out!

### Cold Cups

Container Type	Plastic Pollution	Chemicals of Concern	Climate	Water Use	Sustainable Sourcing	Recoverability	Summary Score
Paper Cup, PLA lined Customer	0.24	1.00	69.39	0.40	2.00	1.00	49%
PP Cup Customer	0.41	1.00	70.93	0.53	1.00	1.00	30%
PET cup Customer	0.55	1.00	88.65	0.86	1.00	1.00	17%

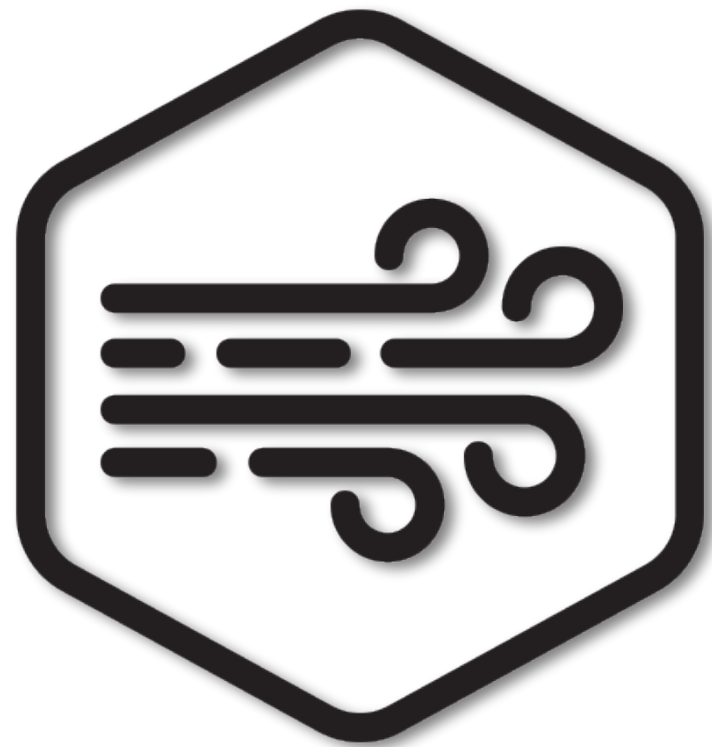
\*These scores currently reflect the US average recoverability rates.

THE REALIZATION

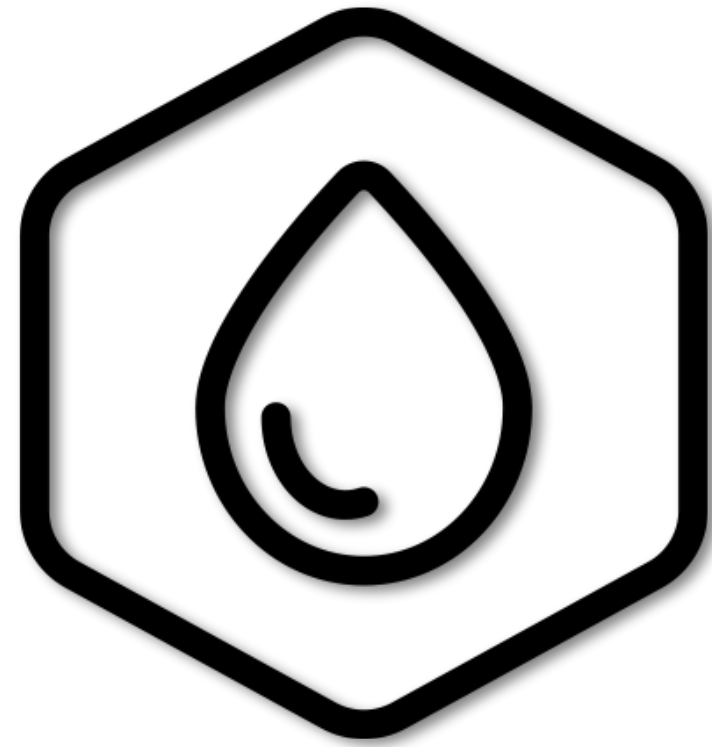
**The common denominator across all this work?**

**Certifications are important, but it's more critical to focus on outcomes, and specifically positive impacts.**

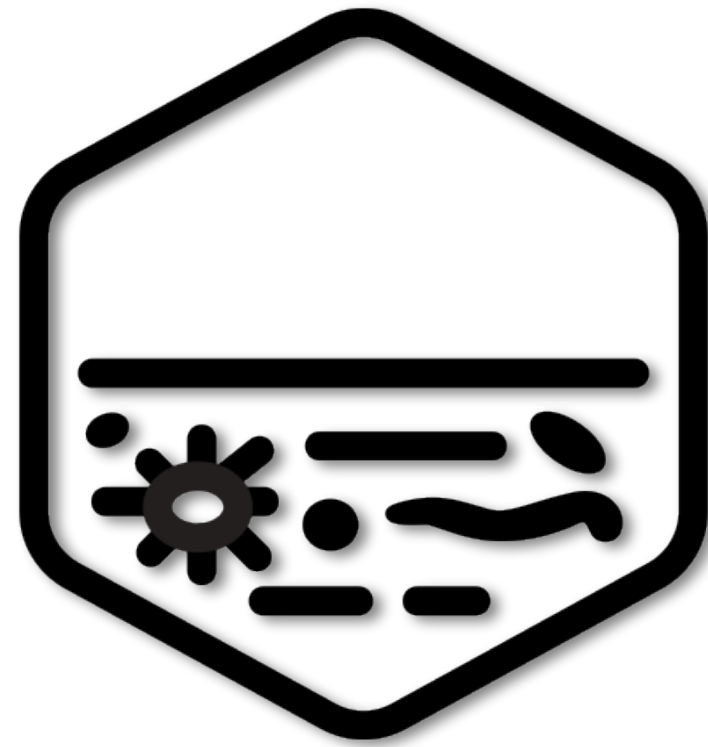
**How many impacts?**



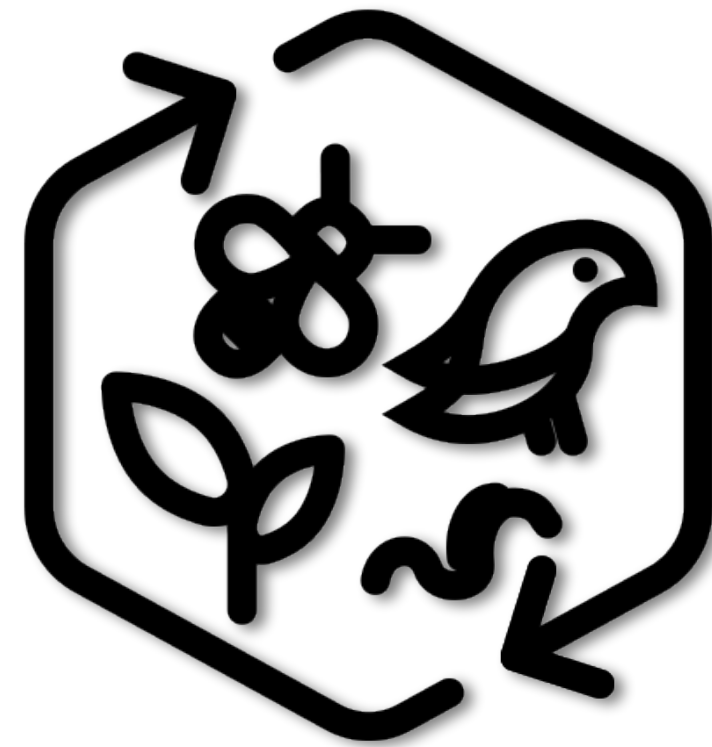
AIR



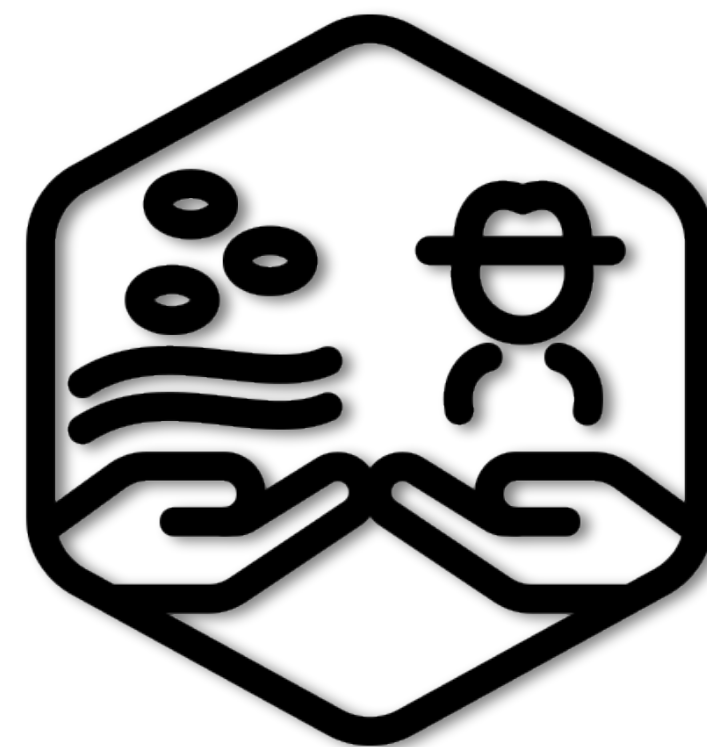
WATER



SOIL



BIODIVERSITY



EQUITY



CARBON

**Six words.**

HOW WE GOT HERE

**For the past 12 thousand years,  
we have perfected an economic  
system based on extraction.**

# **The reality.**

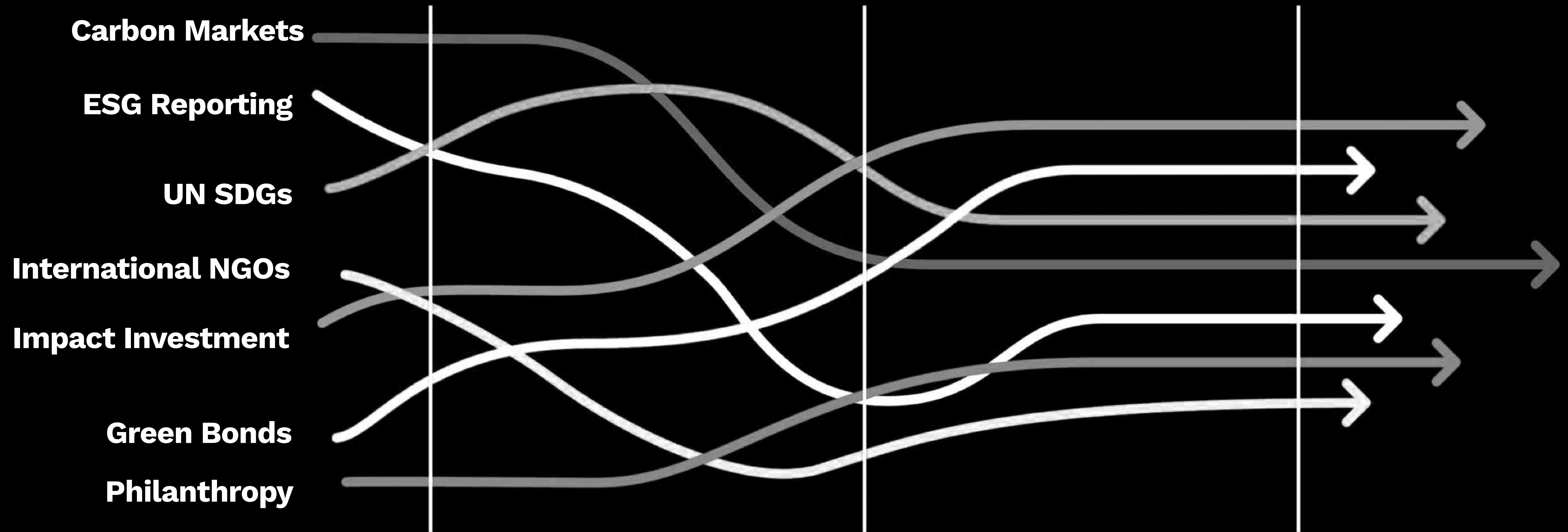
**Extreme weather.  
Water scarcity.  
Desertification.  
Biodiversity loss.  
Global diaspora.  
Climate catastrophe.**

# **The response.**

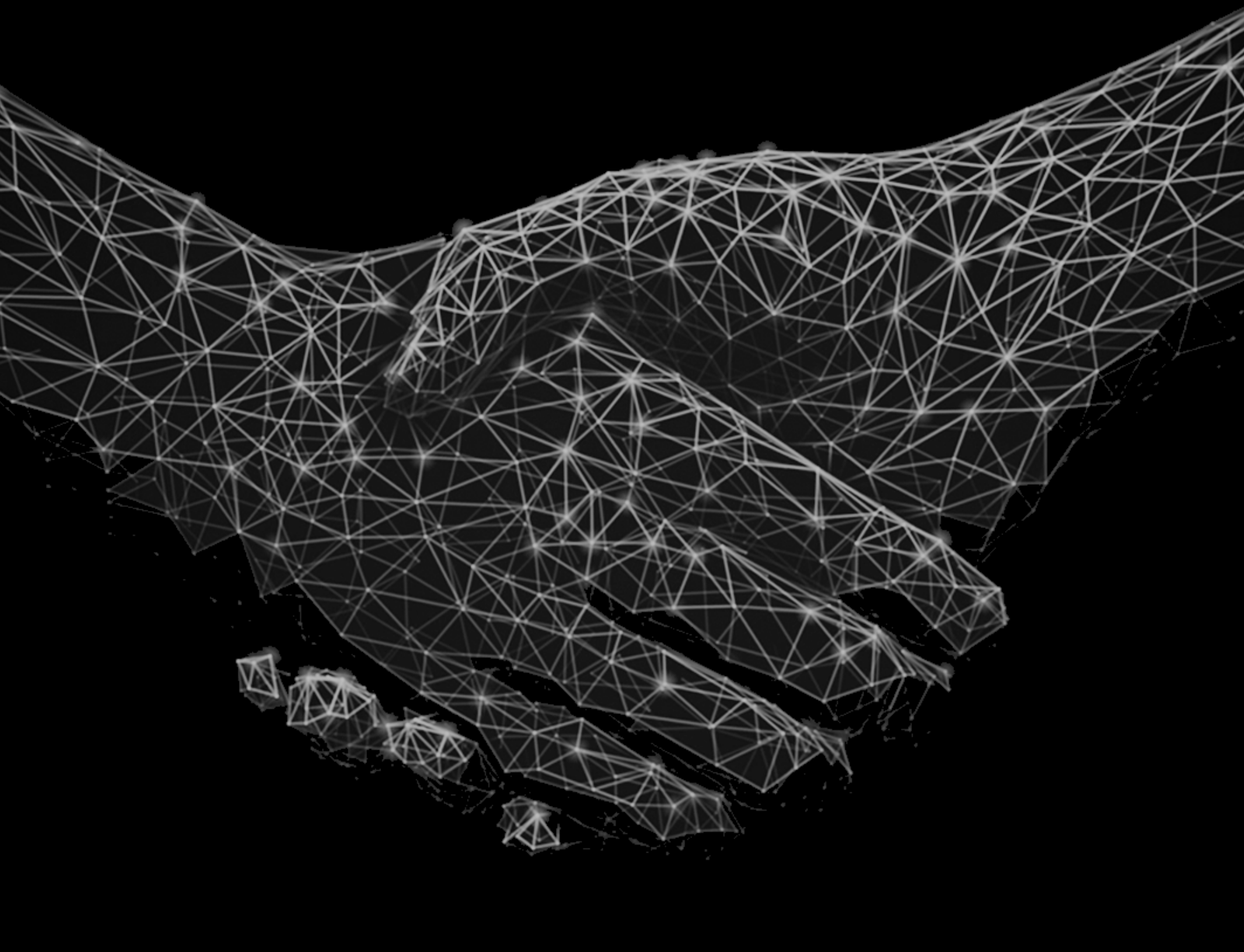
**Carbon markets  
without trust.  
Fractured ESG  
reporting.  
A pervading sense  
of helplessness.**



# We all follow different paths.



# What if we share the same destination?

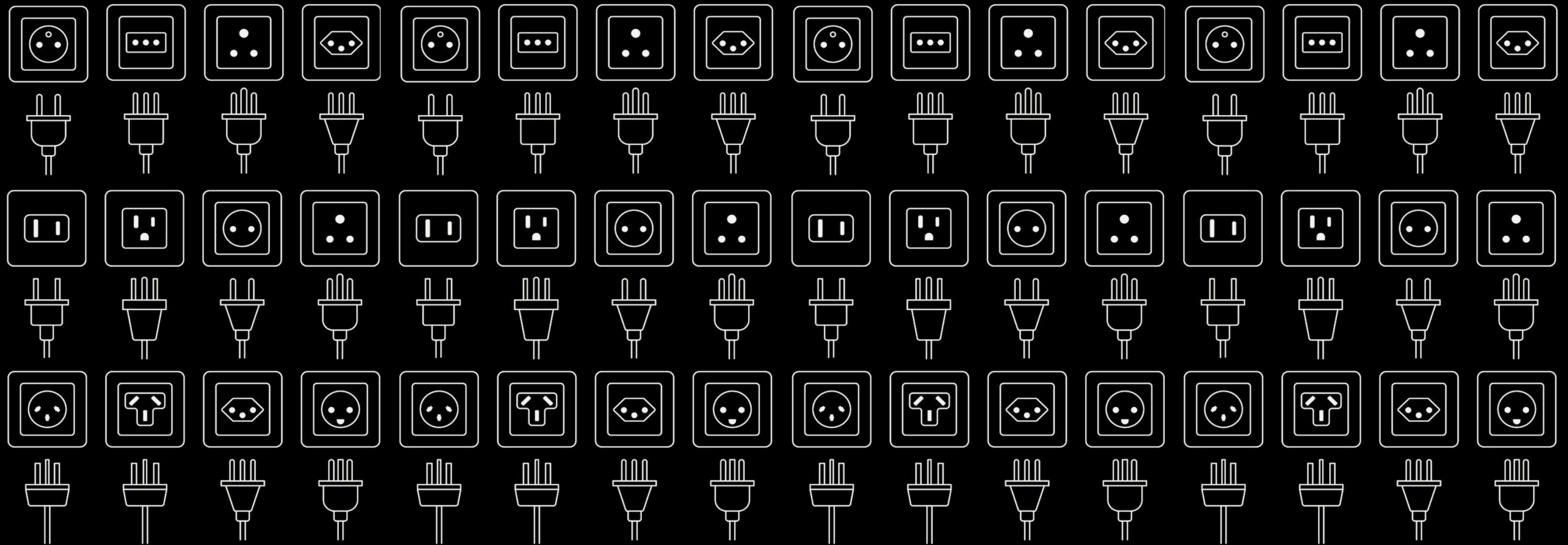


**Bluetooth is an enabling technology.**

**It is the digital handshake that lets your mobile phone talk to your car, your refrigerator, and even your front door.**



# If we share the same destination ...



## Can we create a digital handshake for the planet?

**We are building a digital handshake  
for the planet to create positive impacts  
in response to global challenges.**

## **Challenges**

**Extreme weather**

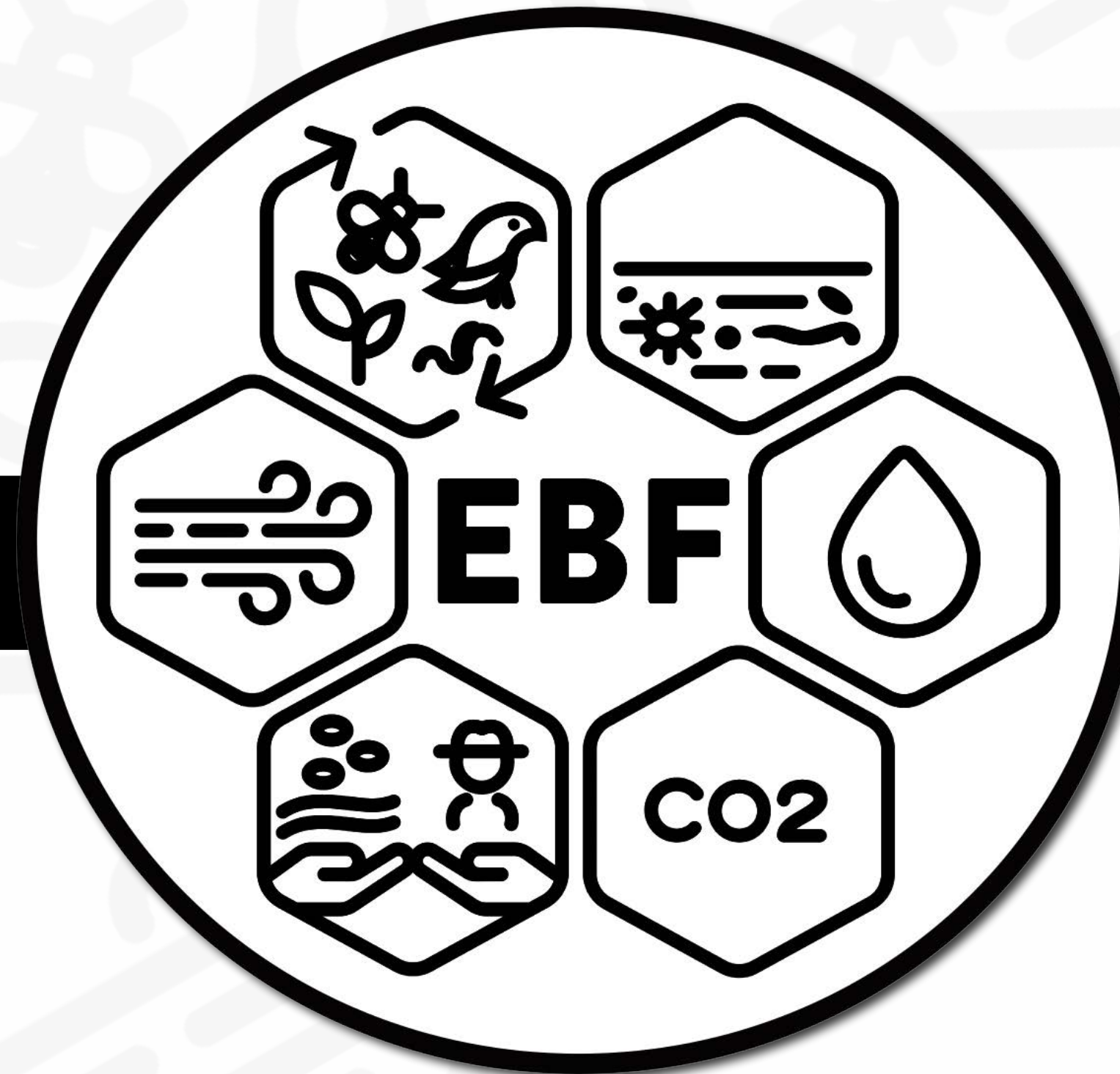
**Biodiversity Loss**

**Water Scarcity**

**Air Quality**

**Desertification**

**Global diaspora**



## **Solutions**

**Carbon Markets**

**ESG Reporting**

**UN SDGs**

**International NGOs**

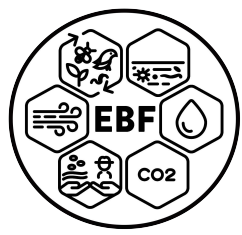
**Impact Investment**

**Green Bonds**

**Philanthropy**

**We call it the Ecological  
Benefits Framework.**

**EBF is not just carbon. It's Air. Water. Soil. Biodiversity. Equity. (And carbon.)**



# EBF PHASE I ROADMAP (FEBRUARY - NOVEMBER 2023)

At the beginning of 2023, The Lexicon set out on a journey to establish a framework for ecological benefits (EBF). They convened key stakeholders, reached consensus on “near shore” and “far shore” objectives, then built a series of consensus tools that harmonize work on carbon markets, ESG Reporting, and the attainment UN SDG goals. The work has been released to the public at [www.canyouchangethefuture.org](http://www.canyouchangethefuture.org).

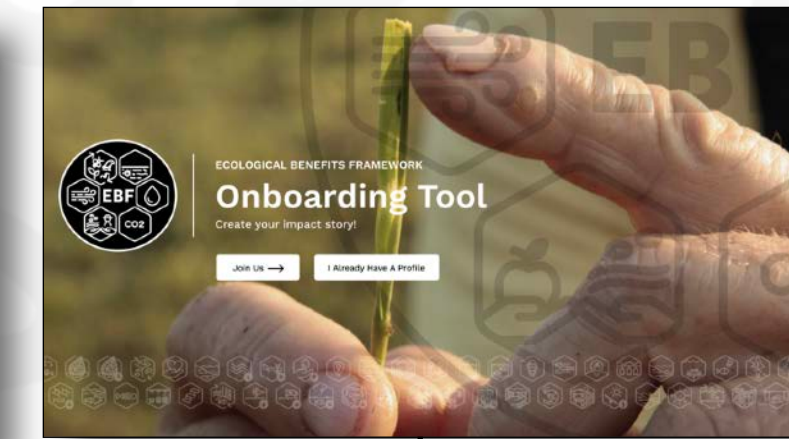
## 1. BUILD CONSENSUS AMONG 200+ COMPANIES AND ORGANIZATIONS



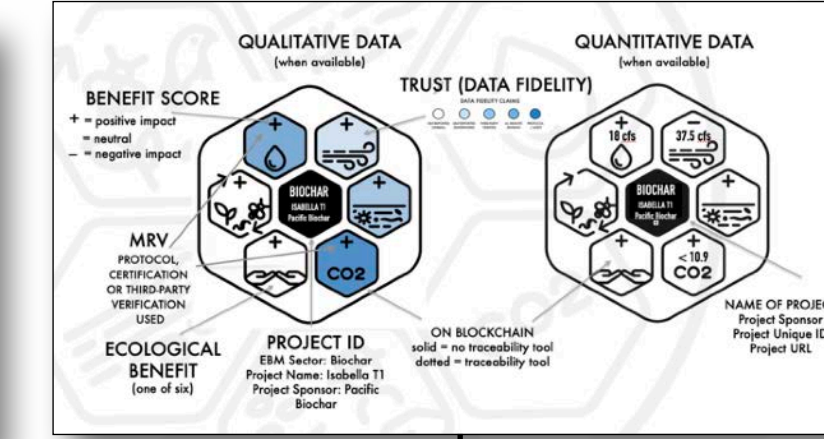
## 3. DEFINE THE PRINCIPLES FOR ECOLOGICAL BENEFITS



## 5. DEVELOP EBF ONBOARDING TOOL



## 7. DESIGN ECOLOGICAL BENEFIT BUNDLED TOKEN FOR CARBON MARKETS



## 9. RELEASE “FINANCING ECOLOGICAL BENEFITS” INTERACTIVE SIMULATOR



## 2. CREATE A UNIVERSAL LANGUAGE TO EXPLAIN ECOLOGICAL BENEFITS



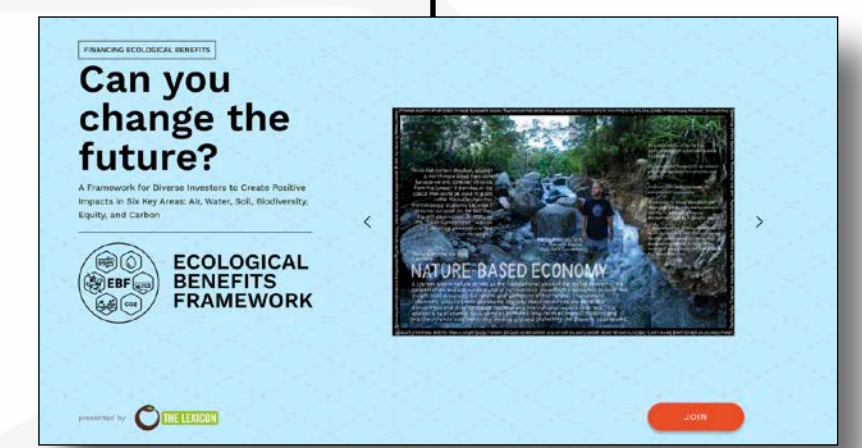
## 4. SELECT 24 CASE STUDIES FROM ACROSS THE GLOBE



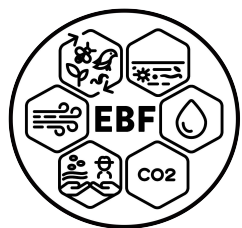
## 6. PUBLISH DIGITAL FINGERPRINT FOR EBF PROJECTS

Metric	Isabella T1 Pacific Biochar	Western Europe	ripe.io/BF5
Water	18.0%	\$102 (+1.4%)	\$153,800 (+1.25%)
Air	37.5.0%	CO2 (-0.1%)	CO2 (-0.1%)
Soil	11%	11%	11%
Carbon	CO2 < 15.3	\$104 (+0.1%)	\$153,800 (+1.25%)
Biodiversity	11%	11%	11%
Equity	11%	11%	11%

## 8. DESIGN EBF DASHBOARD FOR IMPACT INVESTORS

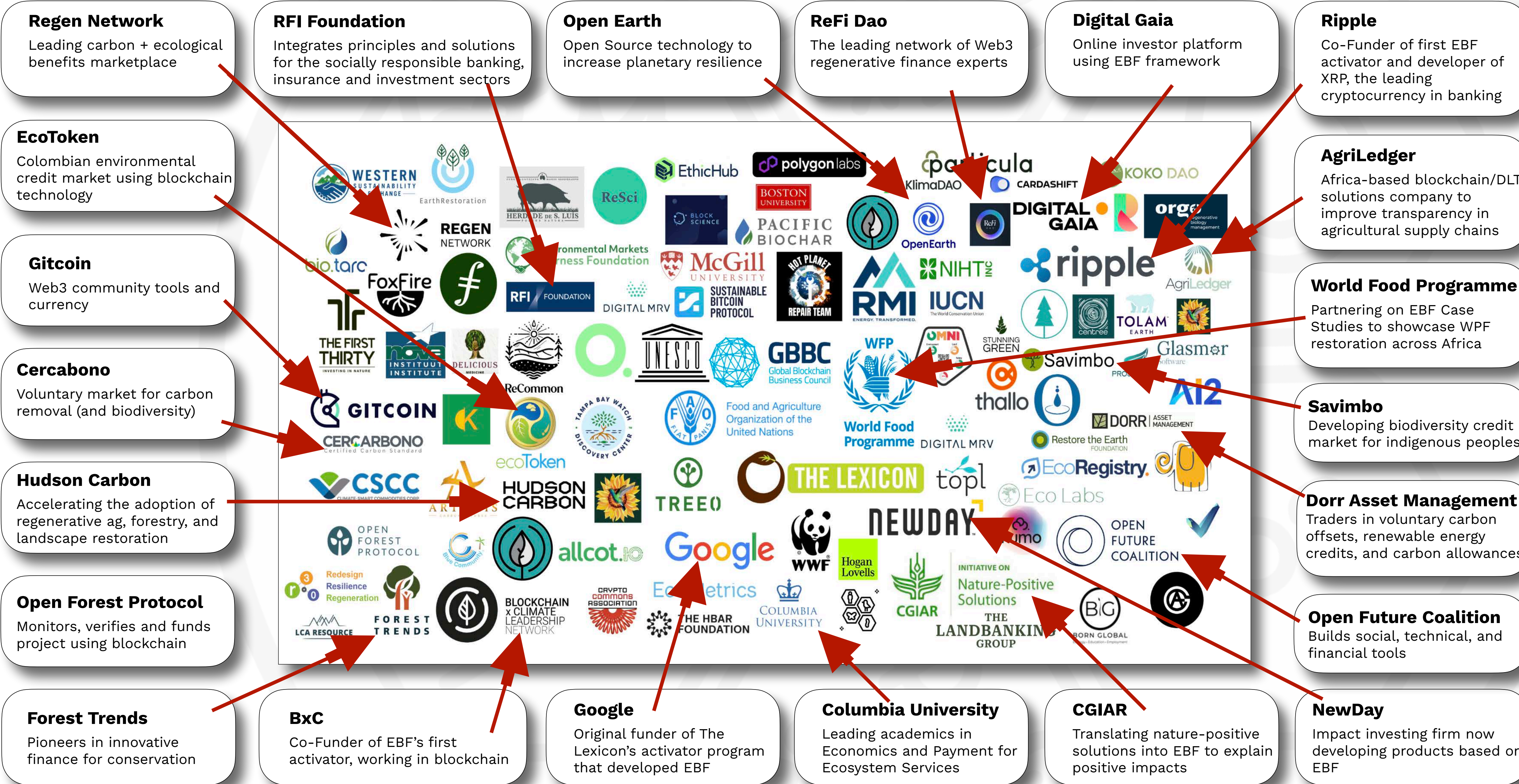


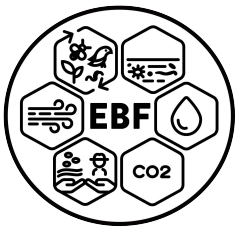
## 10. LAUNCH “CAN YOU CHANGE THE FUTURE” ONLINE



# 1. BUILD CONSENSUS AMONG 200+ COMPANIES AND ORGANIZATIONS

EBF has mobilized hundreds of key stakeholders across international organizations, government agencies, carbon markets, web3, and impact investment to co-develop consensus tools based on six positive impacts.





## 2. CREATE A COMMON LANGUAGE TO EXPLAIN ECOLOGICAL BENEFITS

The Lexicon helped EBF members develop **Lex Icons**. This eminently useful, peer-reviewed visual language of terms and machine-readable icons helps bridge cultural barriers, increase literacy, and establish consensus for how to create positive impacts that meet the globe's greatest challenges.

**CORNER GAP** Whenever the elements start from the corner/edges

Bottom Left Bottom Right Top Right Top Left

**OUTLINE** **CYCLE** **FILLED** **BLOCKED**

Standard Regenerative Cycle Recyclable Warning None Free from Prohibited

**Filled Warning**

Lactose Allergy Aquaculture Dead Zone

0px 3px 6px Corners: 6 px

Corner Gap Element starting from the same edge

Pig Labor Robotic Labor Agriculture Fish Net Caught

Blockchain Registry Carbon Pool Additionality Cost-Effective MRV

Biodiversity Credits Camera Trapping Biodiversity Monitoring Carbon Sequestration

Leakage Outcomes-Based Assessment Permanence Old Growth Conservation

De Facto Possession Integrated Use Planning Watershed Conservation Water Quality Monitoring

**PRACTICES** **PRINCIPLES**

Minimize Soil Disturbance Keep the Ground Covered Enhance Biodiversity Integrate Livestock Be Adaptive Manage Water Use Support Human and Social Capital

**ECOLOGICAL BENEFITS**

Air Water Soil Biodiversity Equity Carbon

WHERE DOES YOUR FOOD COME FROM?

Increased Biodiversity

BIODIVERSITY FRAUENFELD

**Adobe**

Adobe's icon team in Hamburg, Germany spent one-year working with The Lexicon team to develop this machine readable language.

**Food and Agriculture Organization of the United Nations** **WORLD FOOD FORUM**

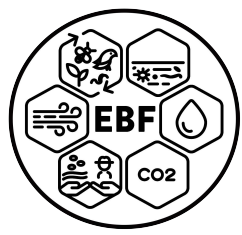
Lex Icons continues to develop in partnership with the FAO and the World Food Forum in Rome, Italy.

**Lex Icons**

EBF has created 2500+ icons with corresponding definitions agreed upon through a peer review led by domain experts in each field. Building consensus among these stakeholders on a shared language is the first step for aligning on a unified response to the global challenges we face.

**Use Cases**

New challenges require new solutions. Taking action begins by building a universal language that crosses borders and demographics, that provides greater fluency for all ages.



### 3. DEFINE THE PRINCIPLES FOR ECOLOGICAL BENEFITS

For this group, developing a shared set of principles is just the beginning. Principles link with practices, which in many cases can serve as a proxy for outcomes. As the EBF model continues to develop, this set of principles might even evolve into a set of standards that provide structure and integrity across markets.

#### Intrinsic Value

We acknowledge the intrinsic worth of the biotic and abiotic elements of all ecosystems and strive to protect and preserve them for their own sake, not only for the benefit of humankind.

#### Simplicity

We utilize complexity when required and simplify when appropriate. Our practices, based on vetted science, should be easy to understand, implement and validate for all stakeholders—especially local and indigenous people.

#### Adaptive Frameworks

We emulate nature's resiliency and regenerative capacity, creating tools and frameworks that strengthen the ability of natural and human systems to efficiently respond to and recover from disturbances, shocks, and stresses in the face of uncertainty and change.

#### Regeneration & Stewardship

Where humankind has damaged the planet and its ecosystems, violating nature's rights, we prioritize work that restores, rebuilds, and regenerates. Where ecosystems are pristine, we work to sustain and enhance their long-term health, well-being, and resilience.

#### Contextuality

We believe that our actions should account for the unique natural, geographical, social, cultural, ecological, political, and economic contexts in which they take place. We consider both the benefits and the beneficiaries, ensuring that human rights and planetary boundaries inform the framing of our decisions.

#### Transparency & Integrity

To build trust and legitimacy among all stakeholders, we strive for transparency at all points along the value chain, through the use of verified processes, open communication, and evidence-backed data. We say what we do and do what we say.

#### Empowered Participation & Fairness

We strive for a more just and sustainable world in which indigenous and underrepresented communities have fair representation and cultural consent, with full participation and commensurate enjoyment of the fruits of their activities and work.

#### Collaborative Action & Knowledge Sharing

We believe that collaborative action across diverse groups, sectors, and perspectives is needed to achieve shared environmental and social goals. This includes the mutualistic sharing of knowledge, information, spiritual understanding, and optimal practices among experts, stewards, beneficiaries, and consumers alike.

## Nature-Based Approach

Learn from nature.  
Act in harmony with nature.  
Mimic nature.

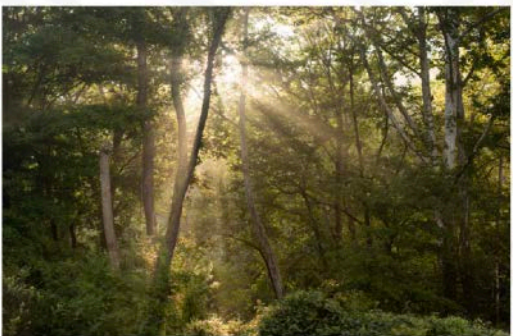




# 4. SELECT 24 CASE STUDIES FROM ACROSS THE GLOBE


An open call for ecological benefit projects from across the globe led to hundreds of submissions, from ocean plastic removal in Indonesia to forestry projects in Sri Lanka. The group developed criteria that considered the multiple positive impacts provided by each project, its location, and its ability to provide insight on how to create bottom-up models to increase the volume of projects in carbon and ecological benefit markets. From this group, 24 projects were selected.

**Centree**  
 REGION: British Columbia, Canada  
 SECTOR: Agroforestry  
 TYPE: Agriculture  
 SCOPE: Agriculture / Forestry & Land Use



AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Kulshan Carbon Trust**  
 Region: WA, United States  
 Sector: Renewable Energy/ Forestry & Land Use  
 Market: Carbon offset, Carbon Credits

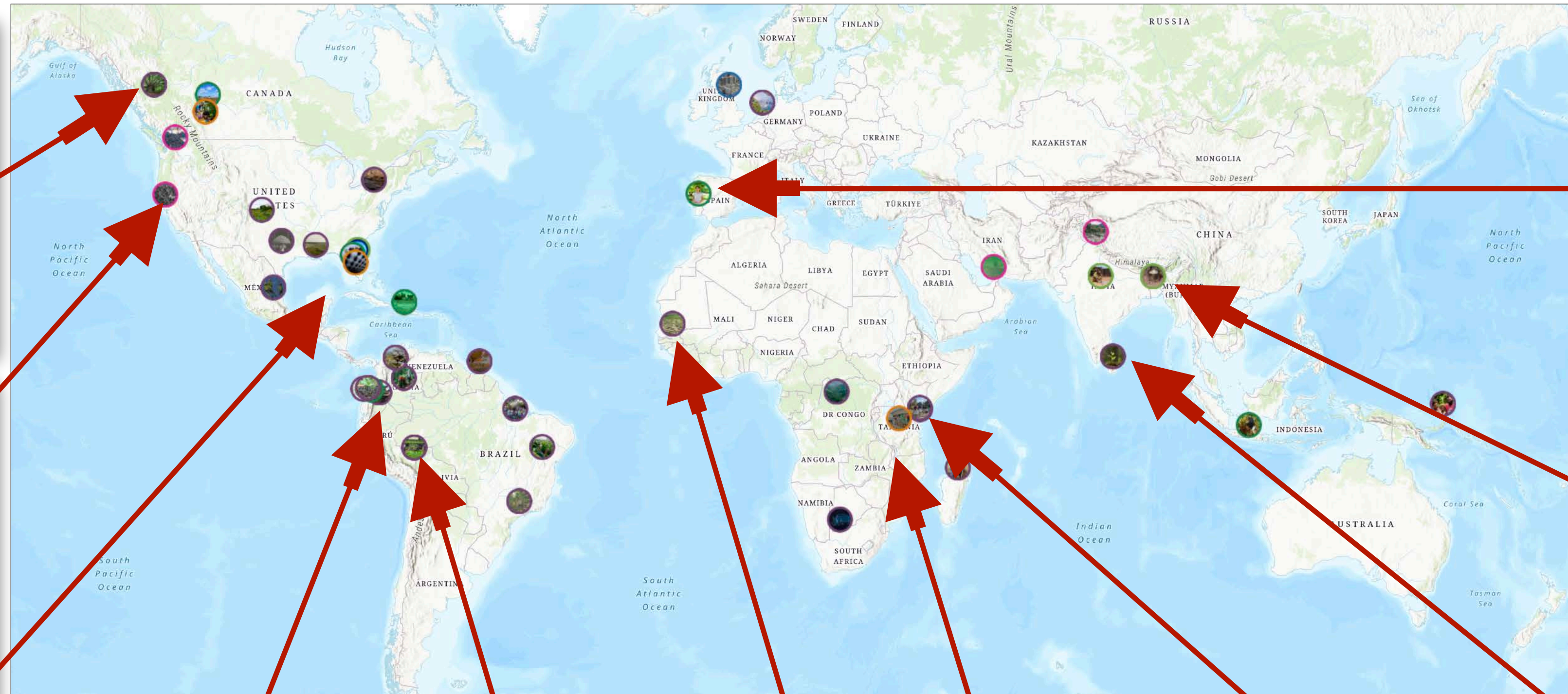


AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Gamble Creek Farm**  
 REGION: USA [Florida]  
 SECTOR: Hospitality  
 TYPE: Soil Health / Energy Efficiency  
 SCOPE: Agriculture



AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓




**Savimbo**  
 REGION: Colombia  
 SECTOR: Conservation & Reforestation  
 TYPE: Agroforestry  
 SCOPE: Agriculture / Forestry & Land Use



AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓


**Third Millenium Alliance**  
 REGION: Ecuador  
 SECTOR: Restoration  
 TYPE: Avoided Forest Conversion  
 SCOPE: Forestry & Land Use / Agriculture



**Protecting & Restoring The Most Endangered Rainforest On Earth**  
 Saving Species, Storing Carbon & Improving Livelihoods In Ecuador


AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Ecologi - Restoring degraded land**  
 REGION: Senegal  
 SECTOR: Forestry and Land use  
 MARKET: Forestry, Carbon offset




AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Hunger Project - EpiCenter Strategy**  
 REGION: Malawi  
 SECTOR: Wildlife Conservation and Rural Communities  
 MARKET: Biodiversity




AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Mikoko Pamoja**  
 REGION: Kenya  
 SECTOR: Mangroves  
 TYPE: Forestry / Blue Carbon  
 SCOPE: Forestry & Land Use



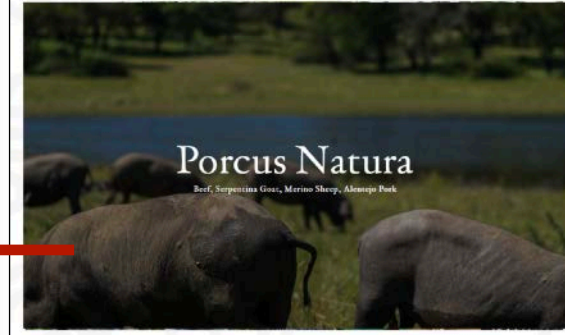
AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Earth Restoration**  
 REGION: Sri Lanka  
 SECTOR: Forestry (tech)  
 TYPE: Reforestation  
 SCOPE: Forestry & Land Use



AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Porcus Natura**  
 REGION: Portugal  
 SECTOR: Livestock Farming  
 TYPE: Regenerative Agriculture

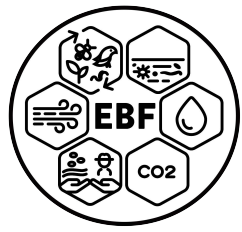


AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓

**Gold Standard Improved Cookstove Project in Rohingya Refugee Camp**  
 REGION: Bangladesh  
 SECTOR: Improved Cookstove Distribution  
 TYPE: Cookstoves



AIR	WATER	SOIL	BIODIVERSITY	EQUITY	CARBON
✓	✓	✓	✓	✓	✓



# 5. DEVELOP EBF ONBOARDING TOOL

EBF has developed a **module-based** system for describing projects. This highly-adaptive onboarding tool works equally well for compliance and voluntary carbon markets, payment for ecosystem services, impact investing, corporate purchasing, ESG reporting, and foundation funding. A critical feature of this system is its bottom up design, one that allows stakeholders—including indigenous peoples across the globe—to explain the full range of positive impacts their projects create, providing them a greater opportunity to be rewarded for their stewardship.

As new modules are added, EBF will develop a curated **EBF Project Library**. When future projects come onto the platform, they can identify the modules that best describe their work, input the appropriate data, then have the platform automatically generate a personalized “EBF” of their project which includes a personalized digital fingerprint that represents the full range of their positive impacts in a standardized format.

**Project Onboarding Question Set Modules**

Here's what your journey will look like while using the onboarding tool. You can always revisit this page during the questionnaire using the menu button.

- Module 1** About the Project
  - The Problem and its Solution
  - The Impact Community
  - The Project's Six Positive Impacts (a Narrative)
- Module 7** Design & Scope
  - Factor & Market
  - Benchmarking Data
  - Practices and Infrastructure
  - Modeling Data
- Module 22** Digitization & Blockchain
  - Digitization, Data and Tools
  - DT and Blockchain
- Module 43** Market & Registries
  - Certification & Registries
  - Land and Additional Rights
  - MRV Cost
  - Payment
  - Buyers
- Module 61** Land Tenure
  - Land Ownership
  - Documentation
  - Additional Rights
- Module 79** Risk
  - Permanence
  - Additional Leakage
- Module 91** Outcomes
  - Stakeholders and Beneficiaries
  - Assessing Impacts

[Continue](#)

**ECOLOGICAL BENEFITS FRAMEWORK**

# Onboarding Tool

Create your impact story!

[Join Us](#) [I Already Have A Profile](#)

**D. MODELING**

**Modeling**

Modeling is critical to determining the design, implementation, and impact of any EBF project. Note that certain models encompass the full suite of EBF benefits while others are more specific to data collection for particular benefits.

There are two primary approaches to modeling:

- Process-based modeling** applies a scientific understanding of how an ecosystem works and applies this knowledge to predict the likely outcomes of activities of a project in a specific location. It then uses data collection (activity monitoring) to verify the actual outcomes of the project.
- Empirical modeling** uses previous direct measurements taken from an ecosystem to predict the likely outcomes of project activities in a specific location.

PROCESS-BASED MODELING	EMPIRICAL MODELING
Predictions based on what is generally understood of ecological systems & processes	Predictions based on previously collected data
Can be more comprehensive	Limited by sensing data
Can better include novel or emerging responses	Reduced uncertainty
More robust for scaling across regions & species	Used to target areas with pressing data
Strengthened by activity monitoring and data collection	Strengthened by certified direct measurement

[Continue](#)

**B. ASSESSING IMPACTS**

Put answers inside boxes below. Use the box at left if additional space is required.

B.1 How has the project been adapted to its particular socio-ecological, cultural, and socio-cultural context where it is placed?

B.2 What are the challenges to EBF, and are the practices better positive impacts of the project?

B.3 Are there measurements of the impacts? Explain the methods employed, and if you are using what tools or methods?

[Continue](#)

**A. PERMANENCE**

Put answers inside boxes below.

A.1 What is the project's natural duration or lifetime (degree of permanence)?

A.2 How do you ensure the project's ability to maintain, protect, defend, etc.?

A.3 In the case of action, will this duration be sufficient to ensure long-term carbon sequestration or emission avoidance?

[Continue](#)

**F.4. MRV: BIODIVERSITY**

Select all that apply by checking the boxes.

- Species Inventories
- Habitat Mapping
- Biodiversity Monitoring
- Bird Point Counts
- Butterfly Transects
- Vegetation Sampling
- Genetic Analysis
- Camera Trapping
- Citizen Science
- Ecological Surveys

**Biodiversity Monitoring**  
Establishing and implementing programs to track, measure, and report on biodiversity, diversity, and ecosystem health over time.

**Species Inventory**  
A list of species present in a specific area, used to identify and track changes in biodiversity over time.

**Habitat Mapping**  
Mapping and characterizing different habitats to assess their ecological value and inform conservation efforts.

**Genetic Analysis**  
Using genetic techniques such as DNA sequencing to assess the genetic diversity and health of populations.

**Emergent Taxonomy**  
Identifying and describing new species or subspecies that have not been previously recorded.

[Continue](#)

**A. DIGITIZATION, DATA, AND TOOLS**

Tools and technologies for data analysis and modeling, along with visualization platforms, enable stakeholders to facilitate the assessment of project eligibility and analysis of market trends, and in some cases support the development of innovative approaches, such as blockchain-based registries or online trading platforms. These enhance the transparency, efficiency, and integrity of EBF market transactions.

Put answers inside boxes below. Use the box at left if additional space is required.

A.1 Does the project use open-source data or products in any way?

A.2 Does the project utilize information to share data with people outside the project if any?

[Continue](#)

**A. CERTIFICATION AND REGISTRIES**

Put answers inside boxes below. Use the box at left if additional space is required.

A.1 Are assets or credits involved by the project certified by an external organization?

A.2 If so, which organization?

A.3 If so, what is the methodology or protocol for the assets or credits associated with the project?

[Continue](#)

**A. LAND TENURE VS LAND OWNERSHIP**

Select all that apply regarding this project (and put answers inside box below).

- Collective or Communal (Traditional) Land Tenure
- Crown/Sovereign
- Individual
- In-Dispute
- De facto vs. De jure
- Rights of Nature
- Other

**Collective or Communal Land Tenure**  
Includes or encompasses traditional, land tenure rights systems, including those held by indigenous peoples or other non-state actors.

**Crown/Sovereign**  
Land owned and managed by the government or state, including those held by the government or other non-state actors.

**Individual Land Tenure**  
Includes or encompasses individual, legal title to land, including those held by individuals or other non-state actors.

**In-Dispute**  
Includes or encompasses land tenure rights that are currently being contested or challenged by any party.

**De facto vs. De jure**  
De facto refers to the actual, physical possession or control of land, while de jure refers to the legal, recognized ownership of land by government.

[Continue](#)



## 6. PRODUCE DIGITAL FINGERPRINTS FOR EBF PROJECTS

There is no standardized format available to express the positive impacts created by NGOs, conservation/carbon projects, companies, products or start-ups. By using the EBF onboarding tool, they can create personalized, highly-visual interactive digital fingerprints to explain their positive impacts. Additionally, Lex Icons provide a standardized language, one that offers clarity while helping to increase the literacy of not only buyers and sellers, but across the value chain, allowing everyone to make more informed decisions to support the world they want to see.

### The Project ●

Clicking on **The Project** tab in the nav bar provides high level geographic, community, and marketplace data.

**A** Forest Carbon Monitoring PRACTICE **B**

Monitoring and assessing changes in forest cover, carbon stocks, and associated emissions or removals in carbon forestry projects or REDD+ (Reducing Emissions from Deforestation and Forest Degradation) initiatives.

**C** Mikoko Pamoja records tree growth and monitors forest health and carbon sequestration ongoingly, verified every 5 years. The project also uses a satellite based model for additionality to predict forest losses and growth.

**D** DATA INTEGRITY Self-Reported / Standardized

### Practices & Attributes Pop Ups ●

Each EBF enabled digital fingerprint features 24 practices and attributes that describe the Mikoko Pamoja project.

- A. Lex Icon that visually that describes the practice
- B. Definition of practice
- C. How this practice is implemented by Mikoko Pamoja.
- D. How this practice is reported and measured

THE PROJECT POSITIVE IMPACTS METHODOLOGY

Project Developer: Association for Coastal Ecosystem Services (ACES)

Mikoko Pamoja Kenya

DATA INTEGRITY Self-Reported Raw Data Third-Party Verification Standards & Certifications On Blockchain

### Data Integrity Attributes ●

Purchases and funding support have traditionally been guided by the ability to assess and verify impacts, but in many cases, especially in the Global South, projects lack access to the on the ground expertise, equipment or funding to perform the rigorous measurement of their positive impacts. In some cases, practices can serve as a proxy for outcomes. Indigenous knowledge also has value, yet standardized approaches fail to accurately balance the range of quantitative and qualitative measurements that may be used. For projects using blockchain, additional information can also be provided.

### Methodology ●

This tab provides measurement, reporting, and verification (MRV) data to support positive impacts.

Mikoko Pamoja Kenya

Show All

### Interactive EBF Wheel ●

Each project can be explained at a glance using the interactive EBF Project Wheel.

At the center is the name of the project and its location.

This is encircled by six Lex Icons representing each positive impact: air, water, soil, biodiversity, equity, and carbon.

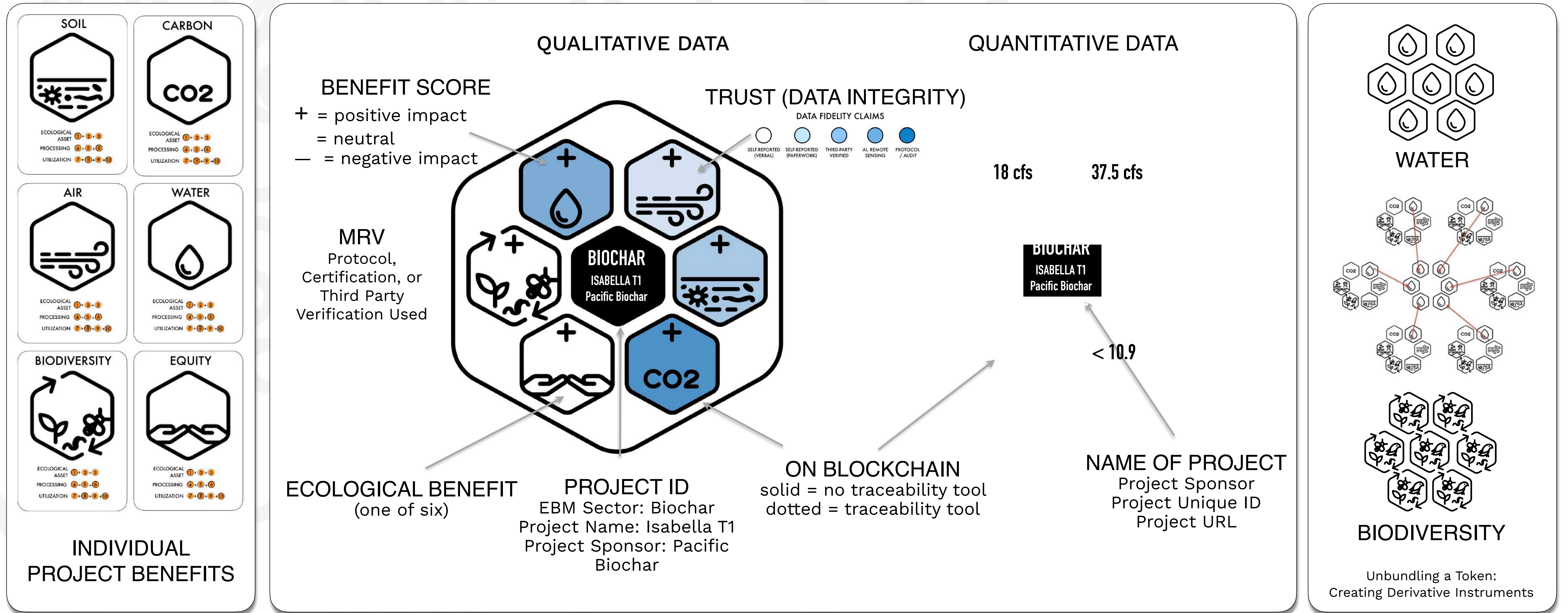
The numbers represent the total practices associated with each positive impact (i.e., 9 associated Equity practices and 6 for Carbon, etc.)

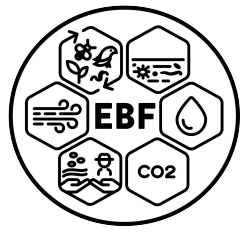


## 7. MODEL AN ECOLOGICAL BENEFIT BUNDLED TOKEN FOR CARBON MARKETS

Modular bundled tokens provide impact investors with new ways to participate in existing voluntary and compliance carbon markets while supporting projects that recognize carbon as one among several interrelated benefits. The format offers investors the potential to use the divisible Carbon portion of Modular Ecological Benefit token to meet existing Compliance Carbon Market requirements, and the opportunity to help strengthen emerging markets around additional ecological benefits. It also provides an opportunity to strengthen the fast-growing Voluntary Carbon Market sector through blockchain transparency, increased data fidelity, a focus on nature-based solutions, modular investment options, clearly defined and uniformly presented project narratives, and ease of purchase.

The EBF token is a fractionalized bundle consisting of six NFTs (air, water, soil, biodiversity, equity, and carbon). After its initial sale, this bundle can be split, with individual tokens sold or paired with like tokens from other EBF tokens. For example, a bundle consisting of multiple water tokens can be collected and sold as derivative financial instruments.





# 9. RELEASE THE “FINANCING ECOLOGICAL BENEFITS” INTERACTIVE SIMULATOR

As societal concerns deepen regarding rapid biodiversity loss, desertification, and other environmental challenges, financial markets will develop new instruments that value activities that provide ecological benefits. To better explain this complex relationship between buyers and sellers, EBF has developed an interactive simulator called “Financing Ecological Benefits.” This vital tool will use EBF’s 24 case studies to show how purchasers—Sovereigns, Institutional Investors, Companies, Retail Buyers, Impact Investors, and Philanthropic Institutions—may buy credits for specific attributes (carbon, biodiversity, etc.) but also unlock additional functionality.

**Financing Ecological Benefits**  
A Framework for Financial Markets to Create Positive Impacts in Six Key Areas: Air, Water, Soil, Biodiversity, Equity, and Carbon

**ECOLOGICAL BENEFITS FRAMEWORK**

Now in Beta

BEGIN

**How Can You Fund Ecological Benefits? Six unique journeys**

COMPLIANCE | VOLUNTARY | GRANTS

**Anil**  
Fund Manager  
Pension Fund, Inc.

Impact Goals: carbon

BACK TO BUYERS SCREEN | CHOOSE ANIL

**Jacob's Journey to Achieve Positive Impacts**

Seeing the different participants, stakeholders, intermediaries, and beneficiaries involved in funding ecological benefits provides an appreciation for the need to speak a shared language across a value chain. EBF offers a framework for effectively and efficiently communicating project needs, offerings, and value.

BACK | NEXT

**How Does Jacob Make Purchases that Support Ecological Benefits?**

Financial markets offer products, services, and credits that support ecological benefit initiatives. To meet this demand and manage these complexities, markets often use intermediaries to broker transactions.

BACK | IMPACT PROJECTS

**What Types of Impact Projects Meet Jacob Goals?**

JACOB'S PURCHASING PROFILE

GOALS: Air, Carbon

MARKET: Voluntary Market, Broker

INVESTMENTS: Financial Products and Services

UNDO, Kwaxala

EXPLORE JACOB'S POTENTIAL PROJECTS

**By embracing EBF, financial markets and impact projects support each other in reaching goals that reward everyone for the ecological benefits they provide.**

BACK | TAKE A NEW JOURNEY

**How EBF Enhances Jacob's Decision-Making**

**Impact Investment Partners**

**UNDO**

SWITCH TO KWAXALA | BACK | NEXT

**Who (And What) Benefits From An Impact Project?**

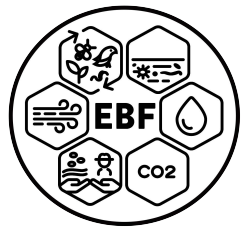
**BENEFICIARIES**

- Farmers
- Land Managers
- Value Chain Service Providers (e.g., Trucking companies transporting rocks)
- Society and future generations

The background features a soft-focus field of white daisies in the foreground. In the mid-ground, a faint silhouette of a house is visible. The top of the image contains several semi-transparent icons: a house with an upward-pointing arrow, a bird, a plant, and a sun over a landscape.

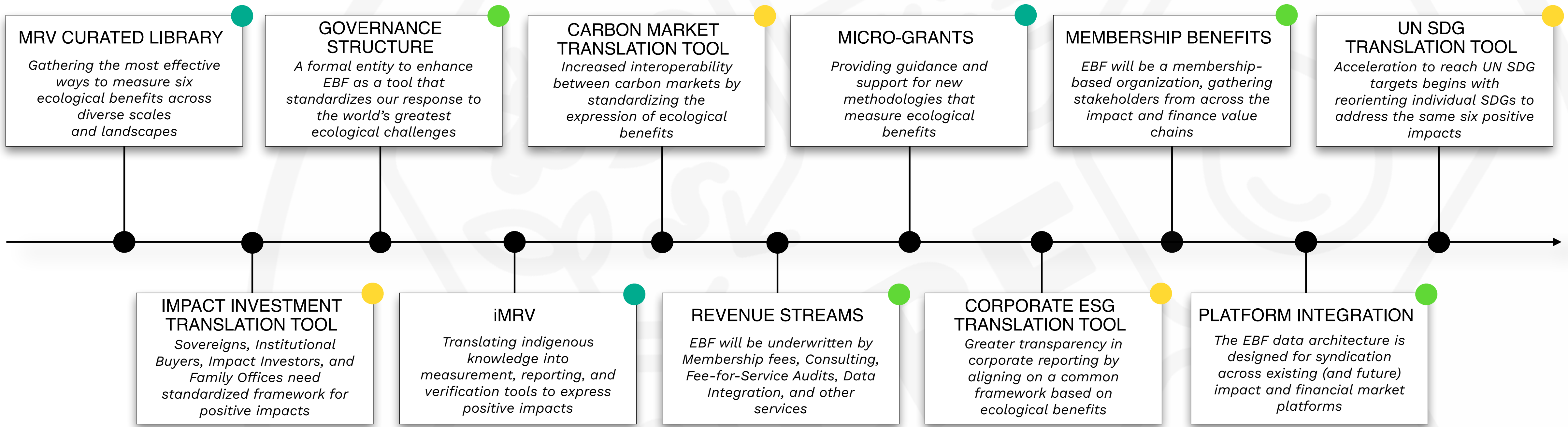
# Can you change the future?

(What we're doing in 2024.)



# EBF PHASE II ROADMAP (2024)

● BUILDING TRUST (AND MARKETS) ● DEVELOPING THE EBF COMMONS ● BUILDING CONSENSUS (AND ADOPTION)



*We need to break free from the Age of Extraction and enter the Age of Restoration.*

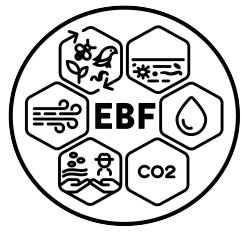
*Climate change presents our planet with existential challenges. Biodiversity loss, desertification, and water scarcity should be of equal concern—they're all connected. Instead of seeking singular solutions by working in silos—through carbon markets, ESG scores, SDGs, impact investments, philanthropy—we must develop a holistic approach that channels our collective energies to achieve positive impacts where they matter most.*

*For Phase II, EBF and its members will continue to develop a global framework that refocuses key stakeholders on the same six positive impacts. This important work will culminate with the launch of EBF Commons in 2024.*



**Douglas Gayeton**  
**Co-Founder**  
The Lexicon





# EBF PHASE II ROADMAP (2024)

*“Everything that lives on the planet is made up of the four elements: earth, air, water and fire. The indigenous communities, guided by the wisdom of their grandparents, have no interest in putting this treasure into numbers. But they are clear about something that many people miss: that the rivers of the jungle are more valuable than oil; that trees keep, in their bodies, the ancient knowledge of medicine; that animals are our older brothers; and that all the air in the world descends to the Amazon to be renewed.”*

*“The indigenous grandparents want to spread this ancient wisdom to all corners of the world. And thanks to the EBF team we are close to achieving it.”*



Fernando Lezama  
**Traditional Doctor**  
Colombia

## I. BUILDING TRUST (AND MARKETS)

There is never a buyer for things that don't exist, but there are buyers for things that new paradigms bring into existence.

Creating a marketplace for projects that offer positive impacts will require a number of new tools and approaches, especially those that can synthesize quantitative and qualitative approaches to measurement.

Historically, the gathering, interpretation and presentation of quantitative measurements have been a requirement for impact projects sold in carbon markets. Quantitative measurement can be prohibitively expensive or require technical expertise unavailable for projects in the Global South. By developing iMRV and making micro-grants available, we can accelerate the deployment of cost-effective ways to measure positive impacts.

ISABELLA T1 PACIFIC BIOCHAR		Western Europe	ripe.io/BF5	\$153,800 (+1.25%)
	Units	Price	Components	
WATER	18 cfs	\$1592 (-3.4%)	Cont. Water Monitoring +1.1%	Water Quality 1/day +2%
AIR	37.5 cfs	\$92 (+0.8%)	Methane Reduction -1.2%	Oxygen Increase +0.07% Nitrous Oxide Reduction -0.3%
SOIL			Soil Water Capacity +14%	Cont. Soil Monitoring +12% Soil PH Improvement +3% Soil Moisture +8.3% Ecological Intensification 1/wk
CARBON	< 10.9	\$154 (+5.1%)	CO2 Reduction +12%	
BIO-DIVERSITY				
EQUITY			No Slave Labor 15.8%	Vet Owned 1:14 Social Diversity 65% Racial Equity > 1:1.2 Pay Equity FairTrade Certified

[NOTE: ALL DATA ARE PLACEHOLDERS] (BACK SIDE)

### MRV CURATED LIBRARY

*Gathering the most effective ways to measure six ecological benefits across diverse scales and landscapes*

To build trust and greater transparency, EBF is developing a curated library for the measurement, reporting and verification (MRV) of ecological benefits so purchasers—from carbon markets to supply chains—can make better informed decisions.

### iMRV

*Translating indigenous knowledge into measurement, reporting, and verification tools to express positive impacts*

In many regions, especially across the Global South, indigenous knowledge is used as an accepted proxy in lieu of quantitative approaches. iMRV will offer new ways to express the value of indigenous knowledge across digital platforms.

### MICRO-GRANTS

*Providing guidance and support for new methodologies that measure ecological benefits*

A micro-grant making program offering funding support for projects that develop novel methodologies for measurement that meet local needs but can also be readily adapted to work across a range of landscapes and scales.

### EBF-ENABLED

*Creating trust in projects and products that use EBF to help visualize the full range of positive impacts they provide*

A select number of EBF projects will be audited across six impact areas to showcase the range of MRV tools used and data they collect. These landmark projects will be the first to receive EBF-ENABLED status and will serve as an inspiration for future projects.





*“Newday Impact is a San Francisco-based asset management and financial technology company. We help our clients align responsible investment opportunities to their values. These relationships include leading family offices and some of the most distinguished nonprofits and NGOs in the world.*

*“We have adopted The Ecological Benefits Framework (EBF) as a natural evolution beyond traditional ESG reporting, one that helps family office’s integrate their charitable capital, investment capital, and consumer behavior decisions using a single “context-based sustainability” approach for impact measurement, reporting, and storytelling.”*



Doug Heske  
Founder  
Newday Impact

## II. BUILDING CONSENSUS (AND ADOPTION)

Until now, the planetary response to the challenges we face has been siloed. The Ecological Benefits Framework offers a new paradigm. It provides the much needed foundational architecture to radically transform global carbon and ecological benefits markets by increasing transparency, trust, quality, and equity and by accelerating the coordinated delivery of positive financial and environmental impacts.

To break these silos, we are developing a suite of sector-specific **translation tools**. EBF can create alignment across public and private sectors to support the rapid deployment of strategic capital for activities that create measurable, life-affirming ecological impacts. The unprecedented coordination of financial markets, UN agencies, NGOs, companies, and philanthropic interests will bring attention to—and help create—a shared response to the planet’s greatest problems.



### IMPACT INVESTMENT TRANSLATION TOOL

*Sovereigns, Institutional Buyers, Impact Investors, and Family Offices need standardized framework for positive impacts*

Supporting corporate Environmental, Social, and Governance (ESG) reporting on ecological benefits encourages responsible business practices, facilitates the transition to a low-carbon economy, and contributes to achieving global sustainability objectives.

### CARBON MARKET TRANSLATION TOOL

*Increased interoperability between carbon markets by standardizing the expression of ecological benefits*

Climate change is an existential threat, yet the model used to reduce CO<sub>2</sub> in our atmosphere is a marketplace where competing interests seek to profit from the generation of carbon-only credits. Expanding this model to include a host of other benefits will offer a more holistic approach to meeting global challenges.

### CORPORATE ESG TRANSLATION TOOL

*Greater transparency in corporate reporting by aligning on a common framework based on ecological benefits*

Standardizing ESG reporting to express activities that contribute to the same six positive impacts will encourage responsible business practices, reward a transition to carbon inset models, and provide transparency as companies achieve sustainability objectives.

### UN SDG TRANSLATION TOOL

*Acceleration to reach UN SDG targets begins with reorienting individual SDGs to address the same six positive impacts*

There are 17 sustainable development goals. Each addresses a specific challenge while meeting the needs of specific constituents. What is lacking is a common framework, one that shows what success looks like, and how these 17 goals, collectively, contribute to the same positive impacts.



*“People from all walks of life seek a safe, healthy, and prosperous life on this planet. But they speak different languages, leverage different methodologies, and prioritise different values.*

*“EBF removes the complexity and perceived dissonance of diversity in approaches to create a common language centred on what really matters: the outcome.*

*“The EBF Commons will allow diverse stakeholders to connect and collaborate on common themes and values, better understand and value the work done by others, and follow their own unique path, in unison with others, to ensure the safety, health, and prosperity of all beings on this planet.”*



Kate Bennett  
**Sustainability & Impact Advisor**  
Brownee

### III. DEVELOPING THE EBF COMMONS

The software industry was transformed by the advent of Bluetooth, which provides a digital handshake between any mobile device and smart appliance. EBF offers a similar promise: a digital handshake for the planet that empowers a common language across carbon markets, CSR and ESG reporting, SDGs, impact investing, government agencies, and philanthropic activity.

The EBF Commons will coordinate and strengthen these activities, helping stakeholders develop a shared response to global challenges.

The work will include establishing a governance structure, identifying key revenue streams to ensure the sustainability of the organization, roles for members in the community, and adequate protections for data protection and privacy.



#### GOVERNANCE STRUCTURE

*A formal entity to enhance EBF as a tool that standardizes our response to the world’s greatest ecological challenges*

The EBF community will co-create a collectively managed decision-making and governance structure; by working together, they will sustainably preserve and enhance a global platform that effectively stewards the EBF framework to restore our planet not just for today, but for future generations.

#### REVENUE STREAMS

*EBF will be underwritten by Membership Fees, Consulting, Fee-for-Service Audits, Data Integration, and other services*

To support the continued growth and adoption of EBF across impact and financial markets, supply chains, and as a standardized assessment framework, a number of service-based revenue streams will be developed that leverage core EBF intellectual properties.

#### MEMBERSHIP BENEFITS

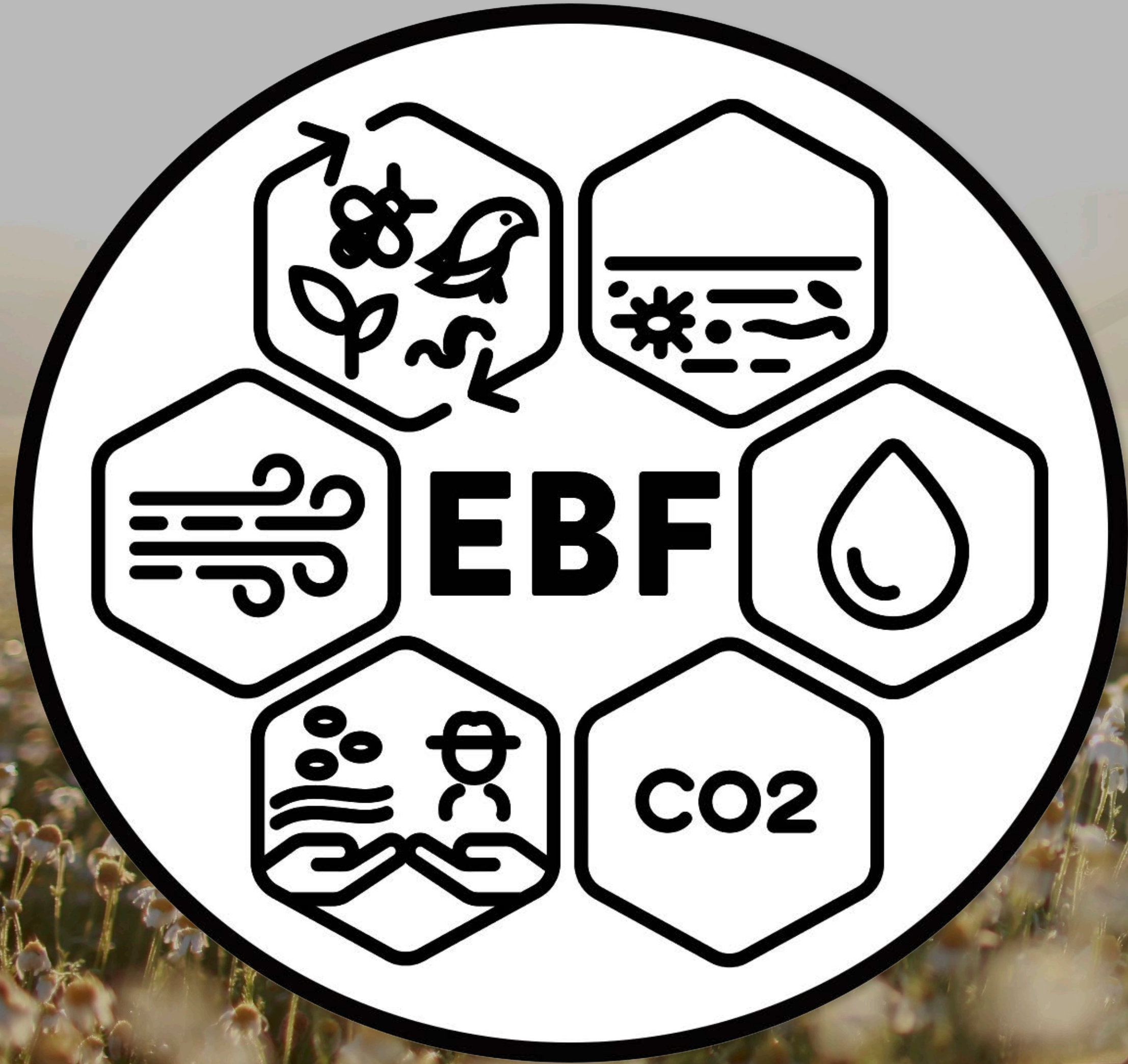
*EBF will be a membership-based organization, gathering stakeholders from across the impact and finance value chains*

To ensure projects optimize positive ecological outcomes, EBF’s membership will use consensus-led decision making to increase buyer engagement, anticipate trade-offs and alternatives, navigate regulatory compliance, and promote interoperability between ecological marketplaces.

#### PLATFORM INTEGRATION

*The EBF data architecture is designed for syndication across existing (and future) impact and financial market platforms*

Designing cross-platform integration (APIs) into EBF will enable standardization, transparency, efficient monitoring and verification, tokenization of ecological assets, decentralized collaboration, enhanced data integrity, and rapid scalability of ecological projects.



**From our Community**

## The power of six words.

The average person couldn't tell you the difference between compliance and voluntary carbon markets, the name of one Sustainable Development Goal, or explain the initials for ESG. Yet, these tools are the sole front line defense we have to combat climate change.

We will never get people to align on a common response to global challenges by working in siloes. To break with the past, let's start by developing a common language.

EBF is just six words. With these six words, we can create a common framework to help us move in the same direction, contributing to positive impacts in response to the world's greatest challenges.



**Drea Burbank**  
**Founder**  
Savimbo



*Nature is a complex system, one that can't be fully measured. What it can do is regenerate, which is good news. We don't have to fix everything. We just have to fix our relationship with Nature so it can fix the planet for us.*

*While we don't have to measure everything, we do need to measure what matters. That starts by understanding the six positive impacts we care about most. We need all six dimensions because good solutions work WITH Nature and that means delivering multiple beneficial effects.*

*I see far too many amazing projects issuing 'ecology credits' with no fungibility, no way to plug into revenue streams. The truth is that markets and buyers need metrics to compare one solution against the other, so we can double-down on what works. EBF deepens our relationship with Nature by getting everyone to use a common language, one that starts with six words.*





**Gregory Landua**  
**Co-Founder and CEO**  
Regen Network

“

*Regen Network is trying to do what many think is impossible: build markets for ecological benefits that not only go beyond carbon to value biodiversity, water, and social benefits, but also are built from the bottom up and owned and operated by the communities who generate those benefits: land stewards and Indigenous peoples.*

*This would be impossible without a shared language to bring together diverse stakeholders.*

”

#### ECOLOGICAL BENEFITS FRAMEWORK

## Bottom-Up (and not Top-Down)

The Global South safeguards our planet's forests and biodiversity, yet carbon markets use a **top-down model** that effectively excludes them from the marketplace.

EBF is designed as a **bottom-up model**. The platform helps indigenous peoples express—in their own terms—the positive impacts their stewardship activities provide.

EBF defines land tenure and ownership with models that support land stewards wherever they work.

EBF offers a radically new way of not only valuing stewardship, but of helping revalue nature based on the collective wisdom of indigenous communities.



**Lauren Serota**  
**Entrepreneur in Residence**  
Climate Collective



**Ted Schmidt**  
**Senior Director**  
Allen Institute for AI



*Current ecological asset markets—notably carbon markets though including the emerging biodiversity market—are designed for simplicity: to value one thing. However, ecologies are complex systems and underlie equally complex human and social systems, all of which are at risk when only one thing is measured and valued.*

*“EBF serves as a universal means to compare the “other” effects (positive or detrimental) of generating a credit, across credit types. Consistent application of this framework will make more visible the true ecological and social impacts of credits and credit generation, and stands to significantly improve the accessibility, scalability and long-term impact of ecological asset markets.*



*EBF provides a standard or shared language between nature, in its most basic elements, and humans. It gives NGOs, foundations, governments, and investors a common way understood the benefits to nature being delivered by NGOs, indigenous communities, and anyone in the field. Without EBF, we have a world where those creating the benefits must provide bespoke explanations of the value and impact they are having to each entity who supports them. They do so at great expense and inefficiency.*



## EBF and NGOs

It's often difficult for funders to assess the positive impacts that result across multiple projects from targeted grant making.

The Ecological Benefits Framework helps NGOs gather and input highly relevant data that can then be delivered in a standardized, easy-to-read format. This helps funders, partners, supporters, and impacted communities have greater appreciation for initiatives.

By using a standardized language, EBF also increases both literacy and fluency across the entire value chain of a project.



**Georgie Badiel**

**Founder**

Georgie Badiel Foundation



*Non-profits often have difficulty explaining the ways people benefit from their work. When people first learn of the Georgie Badiel Foundation's mission to bring working wells to rural communities in Burkina Faso, they commonly reduce our impacts to simply providing water. That's what makes the Ecological Benefits Framework extremely useful: we can now share the full breadth of our story by showing the myriad positive impacts created by our foundation. It helps both funders and the public more quickly understand and support our story.*





**Carlo Fadda**

**Research Director**

Alliance of Bioversity and CIAT

ECOLOGICAL BENEFITS FRAMEWORK

## Moving beyond Orthodoxies

Regenerative agriculture, sustainable agriculture, organic, climate-smart agriculture, and nature-positive solutions all offer guiding principles and established practices for farming— from how to till (or not till), or weed, or even water crops—but the one thing these often don't explain are the “why” or the “what happens.”

Maybe we should go beyond practices to look at outcomes.

We need to reach consensus on what positive impacts can change the world, then singularly focus our energies on creating that change. What are these positive impacts?

There are six. Air. Water. Soil. Biodiversity. Equity. And Carbon. We call these Ecological Benefits.

This is how you change the future.

*Industrial agriculture damages our air, the environment, the soil, the climate, and biodiversity. We urgently need new frameworks to help agriculture become net positive, but it's not simple: agriculture still needs to remain productive and feed a growing global population.*

*Developing a more nature-positive agriculture will help us explicitly measure and report how we improve air, soil, water, biodiversity, climate and diets. Communicating the positive impacts generated by our transition to nature-positive agriculture is critical.*

*The world of finance will also be interested in EBF because it can provide a common framework to ensure that investors, the private and public sectors, NGOs, farmers, communities, and researchers can all design integrated production systems within our planetary boundaries. That would be good for people and good for the planet.*





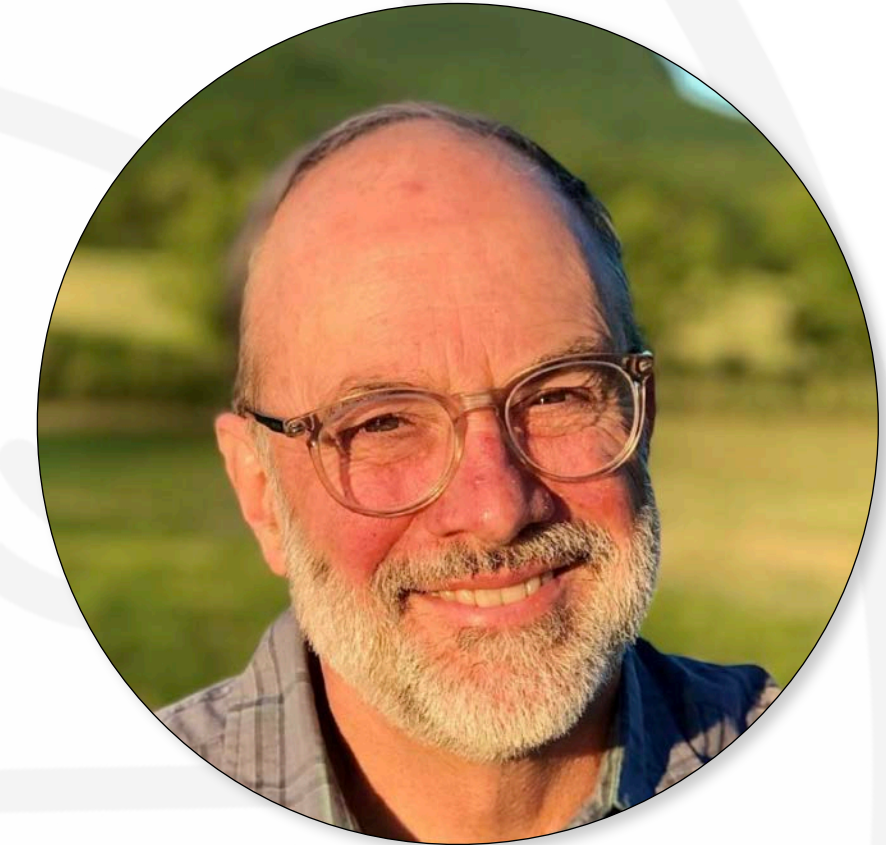
**Philippe and Ashlan Cousteau**  
**Storyteller and PhD Student**  
**In Plant Pathology**  
World Food Forum, Nepal

“ Most people have difficulty comparing their daily lives with the perils faced by the world's oceans. This is partially a storytelling problem. We need to find new ways to communicate the incredible benefits they provide. If people better understood these positive impacts by using a standardized framework, we could mobilize global movements among people, governments, and even the financial sector to support greater stewardship of our oceans. ”



**Trini Pratiwi**  
**Aquaculture Specialist**  
ASIC - Indonesia

“ Aquaculture’s rapidly evolving blue carbon sector continues to innovate, exploring the cultivation of species that capture and sequester carbon. The Ecological Benefits Framework helps us identify additional—and equally important—positive impacts for the environment and the local communities where we work. Through close collaboration, we can use this framework to measure and support benefits that have yet to be recognized, and provide financial rewards where they are needed most. ”



**Philip Ackerman-Leist**  
**Head of Editorial**  
The Lexicon

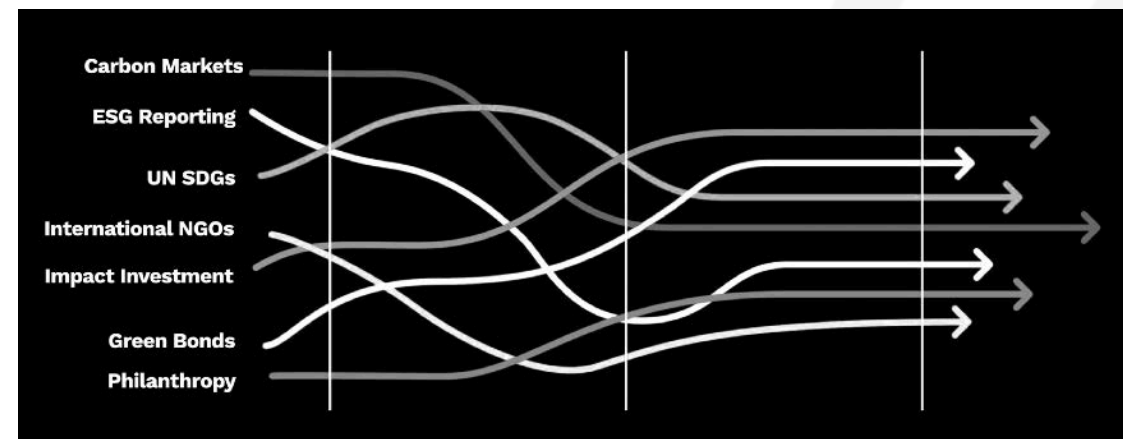
*Data. Daylight. Democratization.*

“ What happens between project design and project delivery is a black box called MRV—measurement, reporting, and verification. EBF shines the light on the data that determines not only how a project is assessed but also who the real beneficiaries are. ”

EBF makes sense of the data, tells the story, and democratizes what belongs to all of us -- the realities of our impacts. The impacts that define our collective future. ”

## A common destination

We're human ... and we all follow different paths.



What if we shared a common destination?

Carbon markets. ESG Reporting. SDG goals. Philanthropy. Impact investment. Each is a silo that defines personalized objectives using different languages. What if financial markets, beginning with impact investors, developed vehicles and investment portfolios that specifically supported their values?

They could begin by identifying the key performance indicators (KPIs) of stocks and funds in terms of six positive impacts. Having this data can help investors make more informed decisions and put them in a better position to support the world they want to see.



Martin Wainstein  
Founder and Executive Director  
Open Earth Foundation

*How can we intrinsically value nature? Should we reward healthy ecosystems and nature positive actions as opposed to focusing on pricing 'less harm'?*

*At OpenEarth, we think about the architecture of a natural capital accounting system as the backbone of a nature based economy and even advanced monetary systems. EBF provides a common language for how to represent this shared natural value as the foundational layer."*



Peter Olivier  
**Head of New Markets**  
UNDO, UK

“ At UNDO we use ERW (enhanced rock weathering) technologies to deliver permanent carbon removal. Currently, we only receive payment from selling carbon credits, but our work also helps improve farmer's yields, builds soil health, and puts money back into rural communities. Finding ways to communicate these additional impacts are critical to building the financial markets, political support, and societal acceptance that will allow us to scale. EBF helps bring these benefits to life, helping our clients recognize that there is more to these projects than just carbon sequestration. ”

#### ECOLOGICAL BENEFITS FRAMEWORK

## EBF and Carbon Markets

Climate change presents humanity with an existential threat. Biodiversity loss—which each time it happens is a “forever” event—is equally catastrophic. As is water scarcity or desertification. These global threats are deeply connected, yet they’re still addressed independently, with no coordinated effort.

Carbon markets, for example, offer a fractional view—and value—for the projects listed on their platforms. In fact, these projects offer a much fuller range of “co-benefits” than these markets would otherwise suggest.

By using a systems approach, one that accounts for the full suite of benefits these projects provide—including air, water, soil, biodiversity, and equity, in addition to carbon—additional benefits can be identified and rewarded in the marketplace.

# ECOLOGICAL BENEFITS FRAMEWORK

Meet the team at [www.canyouchangethefuture.org/meet-the-team/](http://www.canyouchangethefuture.org/meet-the-team/).













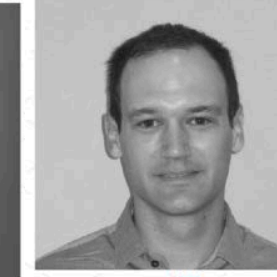








## Members

 <p><b>Adarsh Ghosh</b> Nuclear Submarine Officer US Navy</p>	 <p><b>Alejandro Adon</b> Founder &amp; Secretary Kokonut Network</p>	 <p><b>Alex Howard</b> Independent Researcher, Writer And Developer, Mentor The Linux Foundation</p>	 <p><b>Alvaro Vallejo</b> Biodiversity Programme Director Cercarbo</p>	 <p><b>Domenico Leone</b> Crypto Commons Association</p>	 <p><b>Dominic Sutton-Vermeulen</b> Principal Climate-Smart Commodities Corp</p>	 <p><b>Drea Burbank</b> Founder Savimbo</p>	 <p><b>Ed Chiles</b> Company Owner Chiles Hospitality</p>	 <p><b>Jan Hendrik Scheufen</b> Owner Aldeia IT</p>	 <p><b>Jason Clay</b> Senior VP, Market Transformation WWF</p>	 <p><b>Jeanne Bloch</b> Co-Founder Decentralized Desires</p>	 <p><b>Jeff Emmett</b> Token Engineering Researcher The Commons Stack</p>	 <p><b>Maex Ament</b> Co-Founder And Partner Crane Earth</p>	 <p><b>Marcus Aurelius</b> KlimaDAO</p>
 <p><b>Annie Nichols</b> US Carbon Removal Sourcing Manager Carbonfuture</p>	 <p><b>Asma Bashirivand</b> Biomimicry And Sustainability Consultant</p>	 <p><b>Ben West</b> Grants Program Lead Gitcoin</p>	 <p><b>Blake Goud</b> CEO Of RFI Foundation CIC RFI Foundation CIC</p>	 <p><b>Edwin Pinero</b> President EcoMetrics LLC</p>	 <p><b>Esther Val</b> EthicHub Ambassador EthicHub</p>	 <p><b>Fidel Chiriboga</b> Project Manager SimplexDNA</p>	 <p><b>Florence Tison</b> Marketing Lead, Carbon Markets Ripple</p>	 <p><b>Jeffrey Potent</b> Adjunct Professor Of International And Public Affairs Columbia University</p>	 <p><b>Joel Mason</b> Chief Of Staff And Project Lead Economic Space Agency</p>	 <p><b>Johannes Pulsfort</b> Co-Founder KUMo</p>	 <p><b>John Goedschalk</b> Founder &amp; CEO BioTara</p>	 <p><b>Lety Prados</b> Venture &amp; Legal Counsel Regen Living</p>	 <p><b>Lise Colyer</b> Founder And Executive Director OmniAction</p>
 <p><b>Brian Dorr</b> Managing Principal Dorr Asset Management</p>	 <p><b>Carlos Trujillo</b> Chairman Cercarbo</p>	 <p><b>Charlie Dubbe</b> Director Of Partnerships ReCommon Foundation</p>	 <p><b>Chris Georgen</b> Founder &amp; Managing Director Topi</p>	 <p><b>Francisco Cidade Alves</b> Herdade Sao Luis Since 2005 that Francisco is the farm</p>	 <p><b>Francisco Telles Varela</b> Co-Founder Orgo</p>	 <p><b>Genevieve Bennett</b> Director Forest Trends</p>	 <p><b>Genevieve Leveille</b> Principal Founder And CEO AgriLedger</p>	 <p><b>Joseph Boulos</b> Intern The Born Global Foundation</p>	 <p><b>Josiah Hunt</b> CEO Pacific Biochar</p>	 <p><b>Juan Duran</b> Executive Director EcoRegistry</p>	 <p><b>Juan Sebastian Castellanos</b> Chief Legal Officer Environmental Markets Fairness Foundation</p>	 <p><b>Matt Sheffer</b> Chief Technology Officer Hudson Carbon</p>	 <p><b>Matthew Smithies</b> Managing Director DOVU</p>
 <p><b>Christiaan Pauw</b> Managing Director Nova Institute</p>	 <p><b>Cyndy Montgomery</b> Co-Founder And Special Advisor Blockchain X Climate Leadership Tolam Earth</p>	 <p><b>Daniel Hwang</b> Co-Founder And Special Advisor Blockchain X Climate Leadership Network</p>	 <p><b>Darina Onoprienko</b> Founder Coffee Impact Collective And Agrivero.AI</p>	 <p><b>Geoff Wells</b> Principal Sustainability Analyst Ecosystems &amp; Livelihoods Lab</p>	 <p><b>Gregory Landua</b> CEO Co-Founder Regen Network Development PBC</p>	 <p><b>Griffin Flannery</b> ESG And Social Impact Consultant Griffin is a social impact measurement</p>	 <p><b>Hania Othman</b> Director Of Sustainable Impact Europe/Africa</p>	 <p><b>Kaitlin Archambault</b> Founder &amp; CEO Open Future Coalition</p>	 <p><b>Katherine Von Stackelberg</b> Senior Research Scientist NEK Associates LTD</p>	 <p><b>Ken Alex</b> Director UC Berkeley, Project Climate</p>	 <p><b>Kevin Kelly</b> Founder Glasnor Software</p>	 <p><b>Mark Johnson</b> Sacred Waters</p>	 <p><b>Martin Wainstein</b> Founder &amp; Executive Director OpenEarth Foundation</p>
 <p><b>Dave Ford</b> Founder OPLN</p>	 <p><b>David Dorr</b> Managing Director Dorr Asset Management</p>	 <p><b>David Randle</b> Managing Director Blue Community Consortium</p>	 <p><b>Dejan de Zoysa</b> CEO EarthRestoration</p>	 <p><b>Hara Wang</b> Principal RMI</p>	 <p><b>Jake Fairbanks Kelley</b> Founder &amp; CEO Blue-Green Futures</p>	 <p><b>Jakob Hackel</b> Cryptoeconomist And Technical Project Manager</p>	 <p><b>James Bettauer</b> Co-Founder EcoToker</p>	 <p><b>Kieran White</b> Co-Founder &amp; CEO Return</p>	 <p><b>Kimberly Samaha</b> CEO Artemis Carbon Futures</p>	 <p><b>Kipp Stroden</b> Executive Director Delicious Medicine Inc.</p>	 <p><b>Lauren Serota</b> Co-Founder &amp; Advisor Funga, Climate Collective</p>	 <p><b>Ned Harvey</b> Chief Executive Officer Digital Gala</p>	 <p><b>Ned Horning</b> Co-Founder Regen Network Development</p>























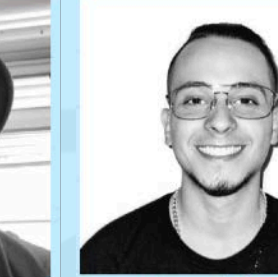






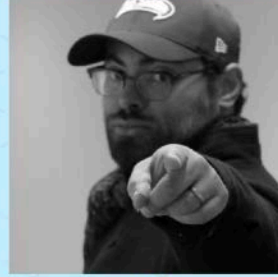
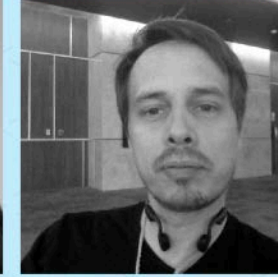










## ECOLOGICAL BENEFITS FRAMEWORK

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### Members (cont'd)

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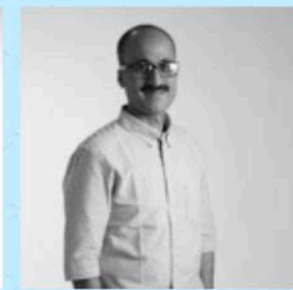
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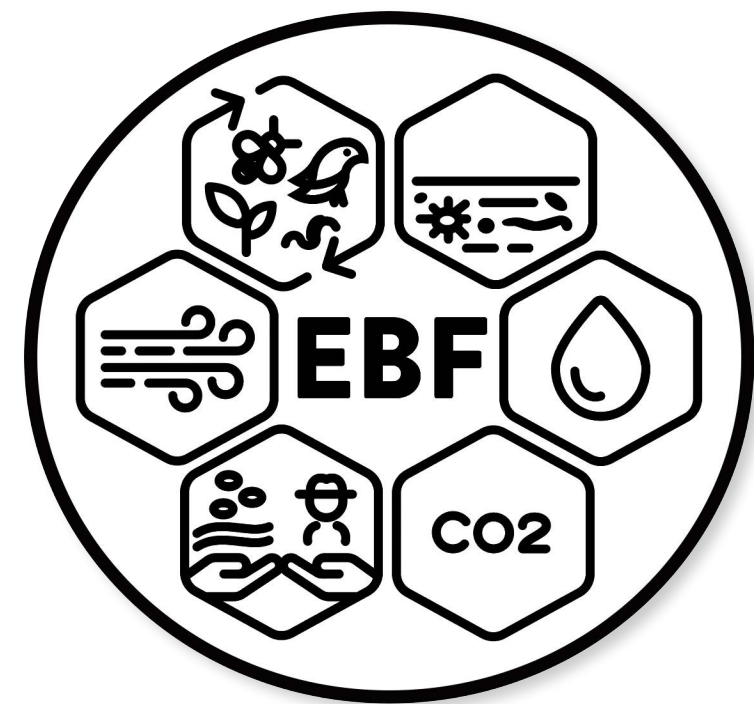
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# Ecological Benefits Framework

EBF is a program of The Lexicon, a US-based NGO that uses evidence-based storytelling, strategy, and mobilization to build impact movements tackling our planet's greatest challenges. Their work helps people pay closer attention to what they buy, how they live, and where their responsibility begins for creating a healthier and safer planet for all.

contact: [douglas@thelexicon.org](mailto:douglas@thelexicon.org)

The banner has a light blue background with a subtle grid pattern. On the left, the text reads 'FINANCING ECOLOGICAL BENEFITS' in a small box, followed by 'Can you change the future?' in large, bold letters. Below this is a subtitle: 'A Framework for Diverse Investors to Create Positive Impacts in Six Key Areas: Air, Water, Soil, Biodiversity, Equity, and Carbon'. The EBF logo is shown next to the text 'ECOLOGICAL BENEFITS FRAMEWORK'. At the bottom left, it says 'presented by THE LEXICON'. On the right, there is a large 3D illustration of an 'IMPACT PROJECT' with various elements like a tree, solar panels, wind turbines, and a car. A vertical line with arrows at the ends is on the right side of the illustration. A red 'JOIN' button is at the bottom right.

Learn more at [www.canyouchangethefuture.org](http://www.canyouchangethefuture.org)

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