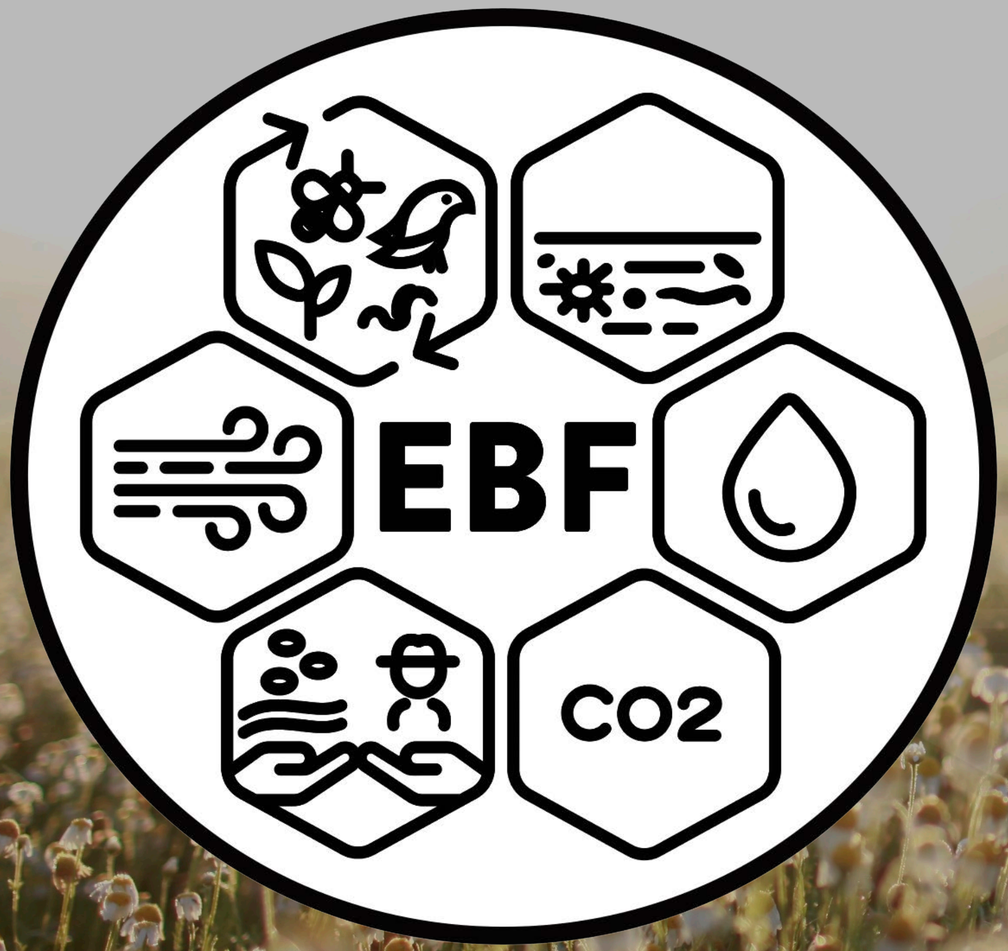
THE LEXICON presents

"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?

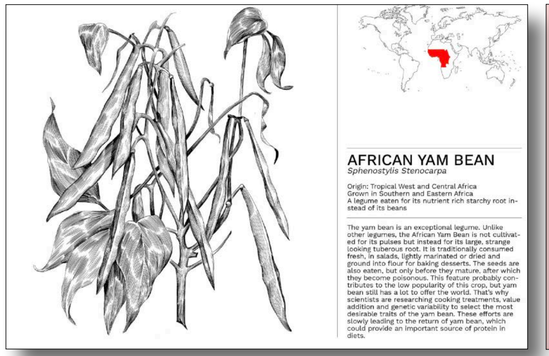
THE ECOLOGICAL BENEFITS FRAMEWORK

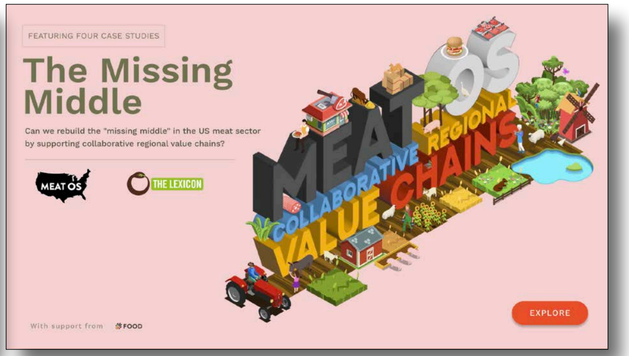
The Lexicon is a California-based NGO.

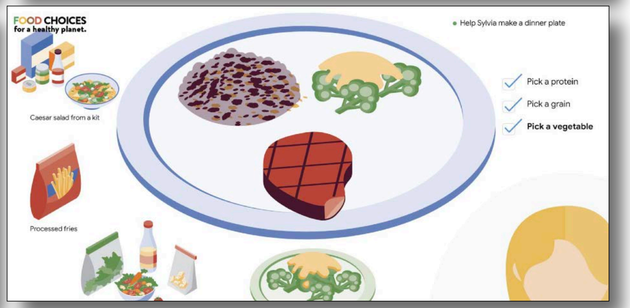
For the past 5 years, we have developed an “activator for good ideas” with Google, featuring 1000+ companies and organizations at the intersection of food, agriculture, conservation, and climate change.

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.





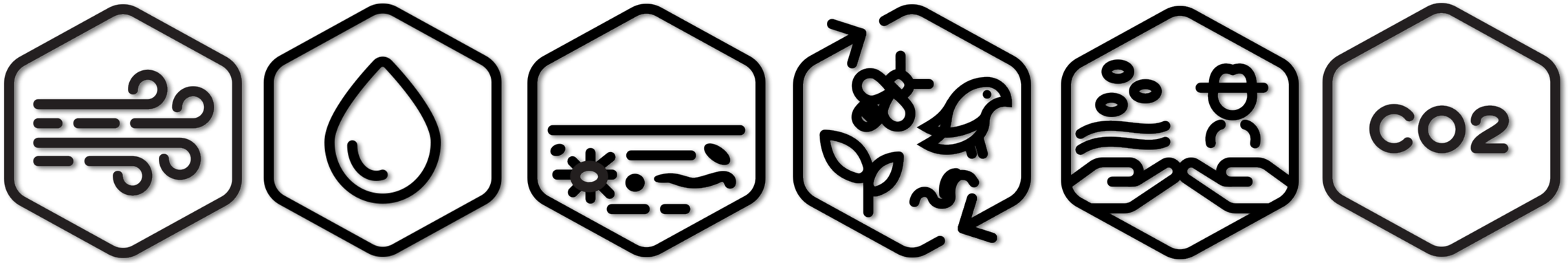


THE REALIZATION

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?



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.

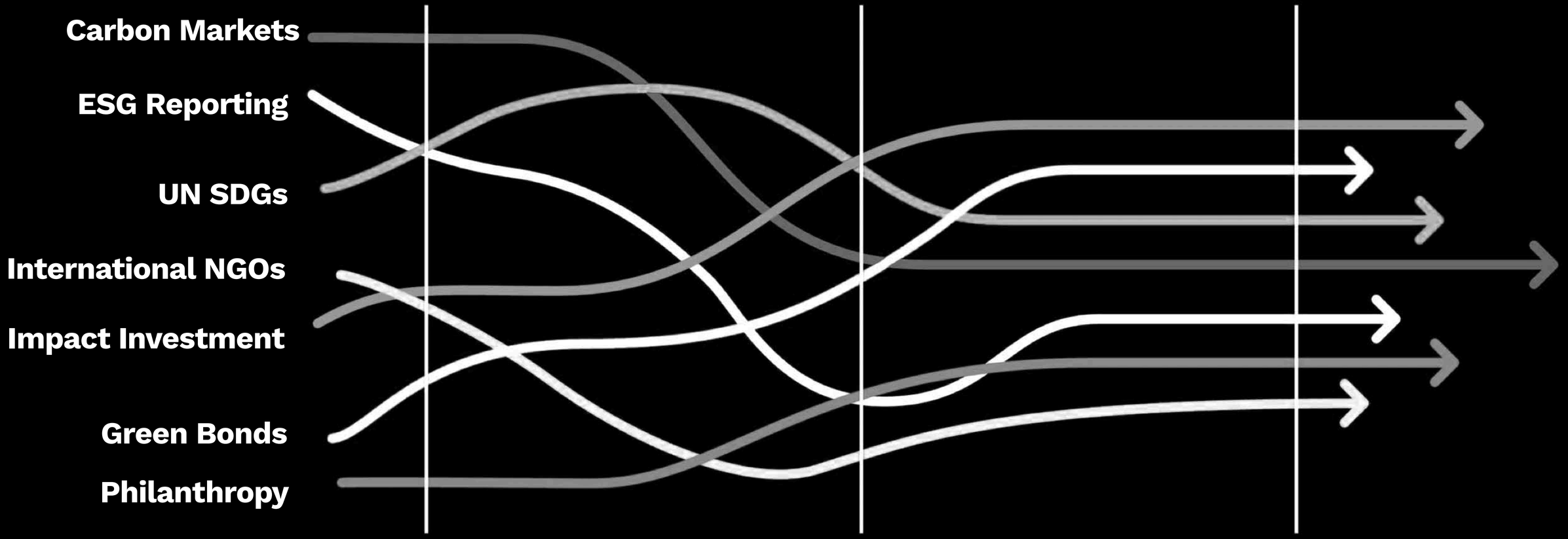
The response.

Carbon markets without trust.

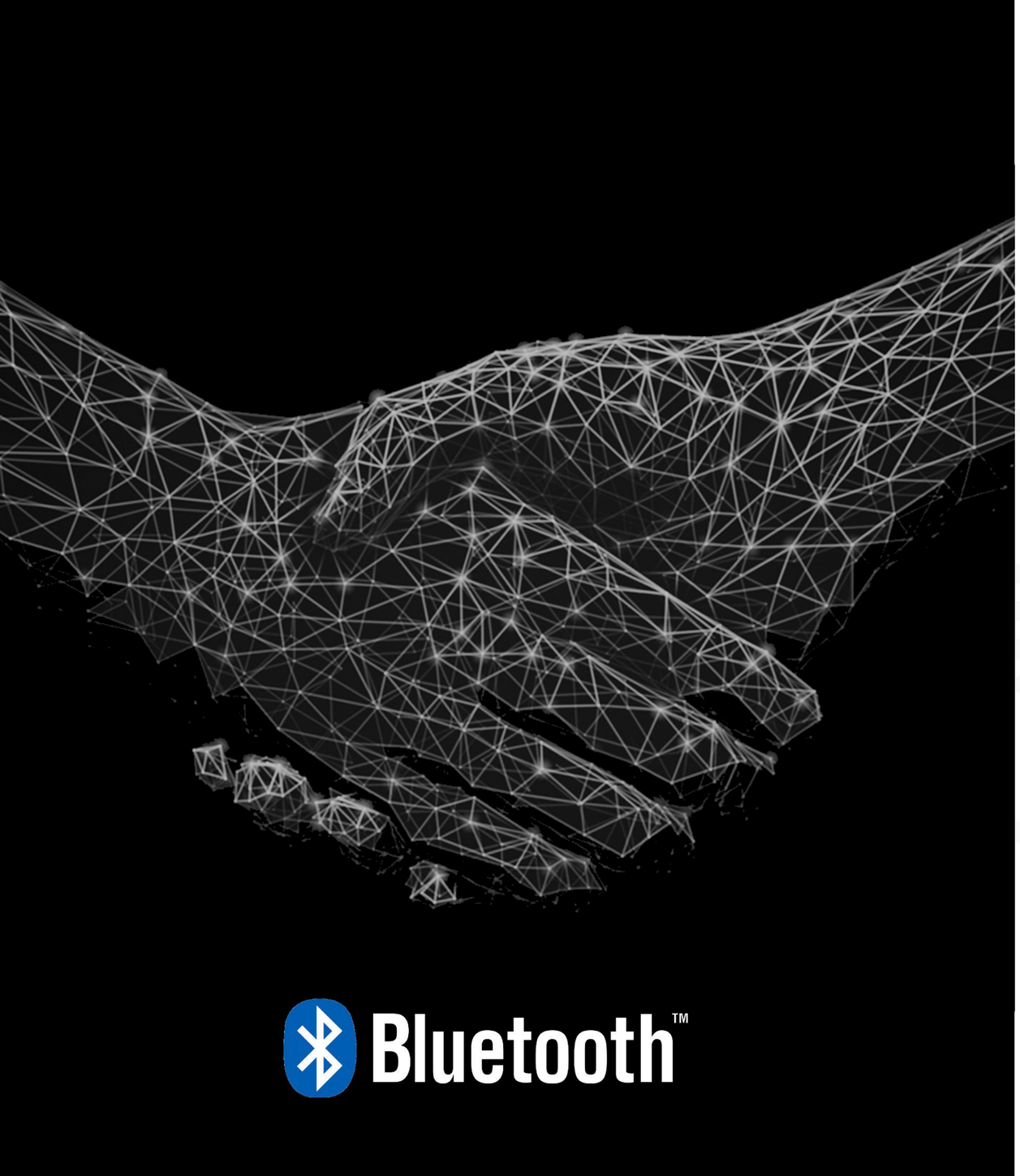
Fractured ESG reporting.

A pervading sense of helplessness.

We all follow different paths.



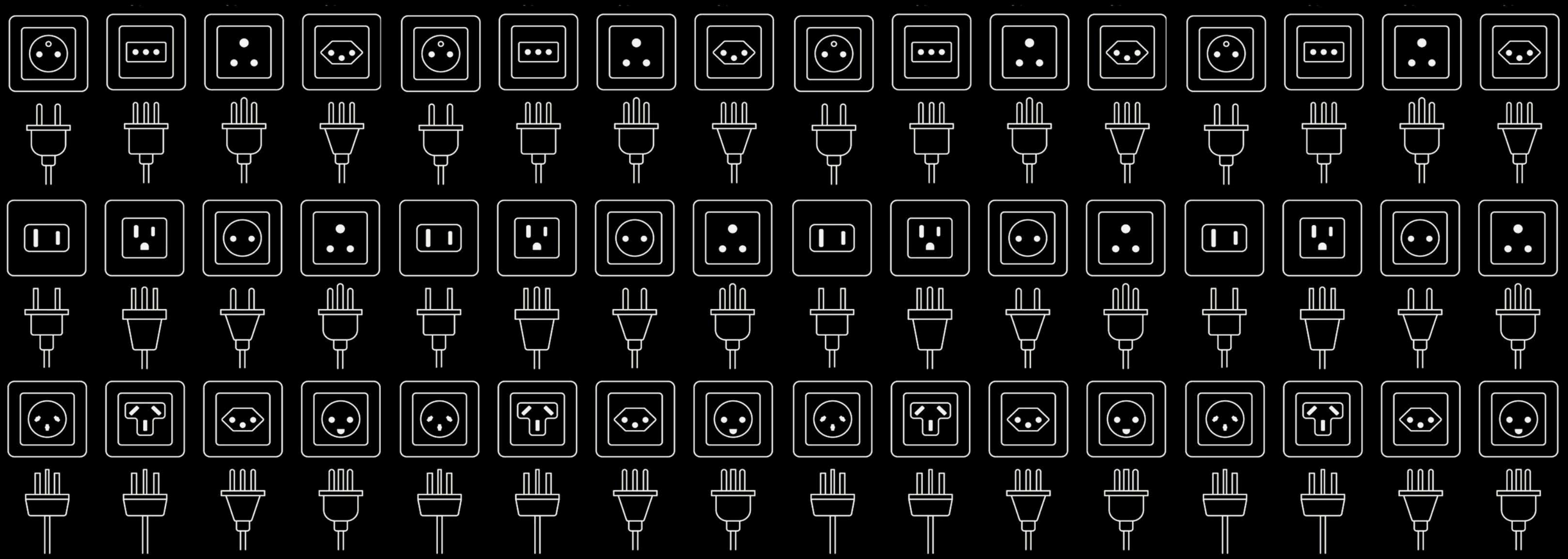
What if we share the same destination?



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.

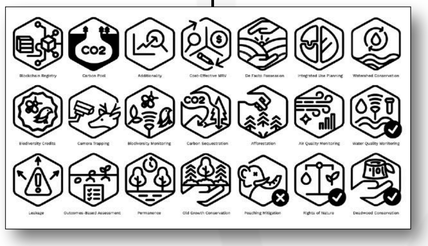
EBF is not just carbon. It's Air. Water. Soil. Biodiversity. Equity. (And carbon.)

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**.

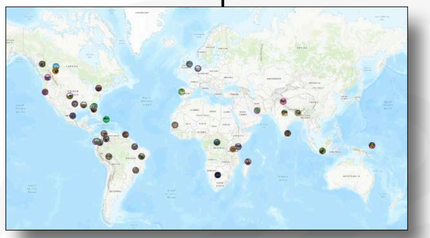
1. BUILD CONSENSUS AMONG 200+ COMPANIES AND ORGANIZATIONS

2. CREATE A UNIVERSAL LANGUAGE TO EXPLAIN ECOLOGICAL BENEFITS

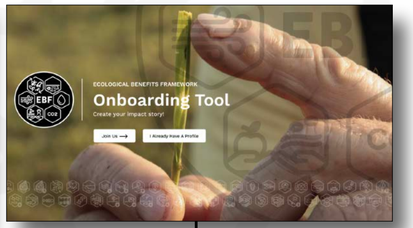


3. DEFINE THE PRINCIPLES FOR ECOLOGICAL BENEFITS

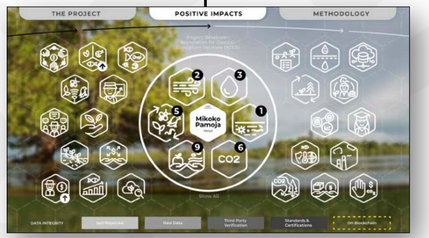
4. SELECT 24 CASE STUDIES FROM ACROSS THE GLOBE



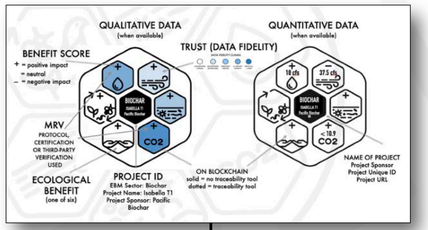
5. DEVELOP EBF ONBOARDING TOOL



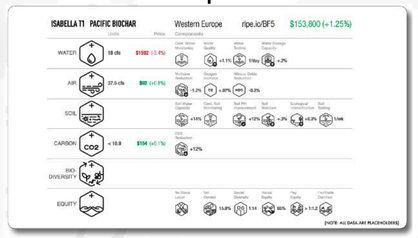
6. PUBLISH DIGITAL FINGERPRINT FOR EBF PROJECTS



7. DESIGN ECOLOGICAL BENEFIT BUNDLED TOKEN FOR CARBON MARKETS

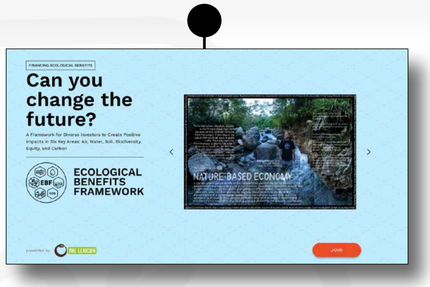


8. DESIGN EBF DASHBOARD FOR IMPACT INVESTORS



9. RELEASE “FINANCING ECOLOGICAL BENEFITS” INTERACTIVE SIMULATOR

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.

Regen Network
Leading carbon + ecological benefits marketplace

RFI Foundation
Integrates principles and solutions for the socially responsible banking, insurance and investment sectors

Open Earth
Open Source technology to increase planetary resilience

ReFi Dao
The leading network of Web3 regenerative finance experts

Digital Gaia
Online investor platform using EBF framework

Ripple
Co-Funder of first EBF activator and developer of XRP, the leading cryptocurrency in banking

EcoToken
Colombian environmental credit market using blockchain technology

AgriLedger
Africa-based blockchain/DLT solutions company to improve transparency in agricultural supply chains

Gitcoin
Web3 community tools and currency

World Food Programme
Partnering on EBF Case Studies to showcase WPF restoration across Africa

Cercabono
Voluntary market for carbon removal (and biodiversity)

Savimbo
Developing biodiversity credit market for indigenous peoples

Hudson Carbon
Accelerating the adoption of regenerative ag, forestry, and landscape restoration

Dorr Asset Management
Traders in voluntary carbon offsets, renewable energy credits, and carbon allowances

Open Forest Protocol
Monitors, verifies and funds project using blockchain

Open Future Coalition
Builds social, technical, and financial tools

Forest Trends
Pioneers in innovative finance for conservation

BxC
Co-Funder of EBF's first activator, working in blockchain

Google
Original funder of The Lexicon's activator program that developed EBF

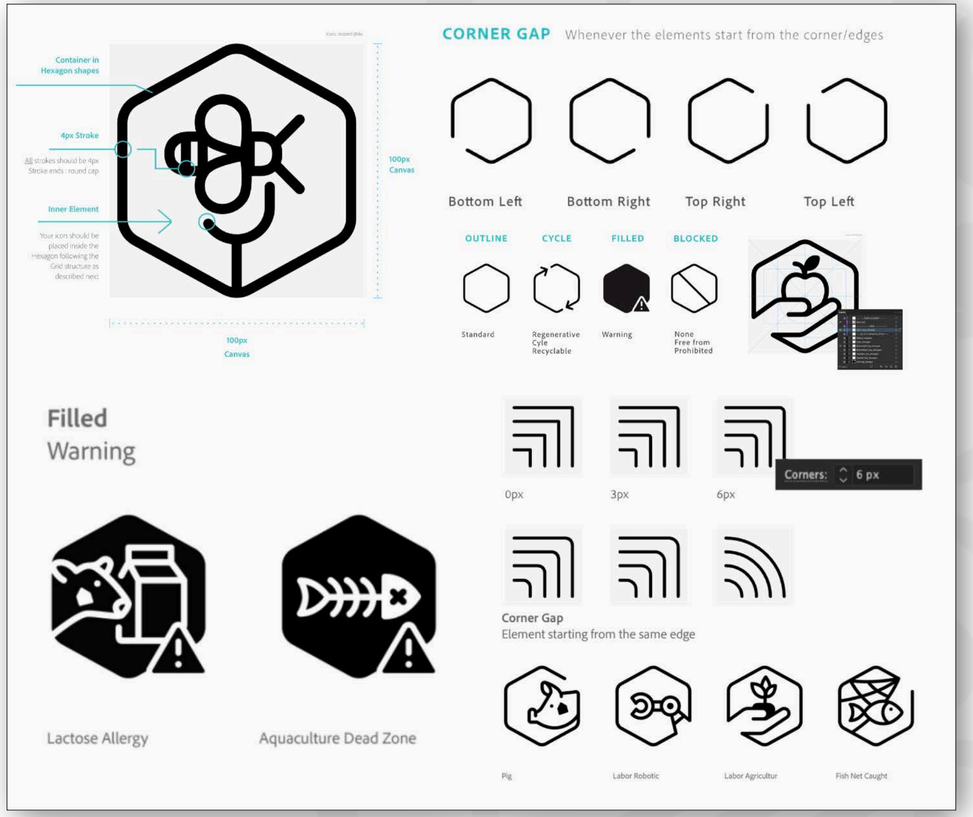
Columbia University
Leading academics in Economics and Payment for Ecosystem Services

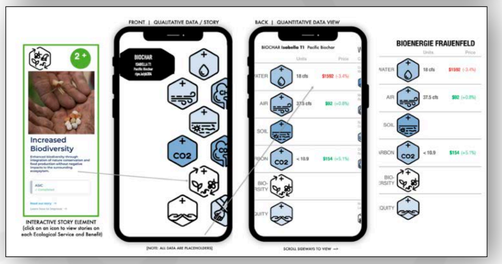
CGIAR
Translating nature-positive solutions into EBF to explain positive impacts

NewDay
Impact investing firm now developing products based on EBF

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.





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.

Nature-Based Approach

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

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.

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

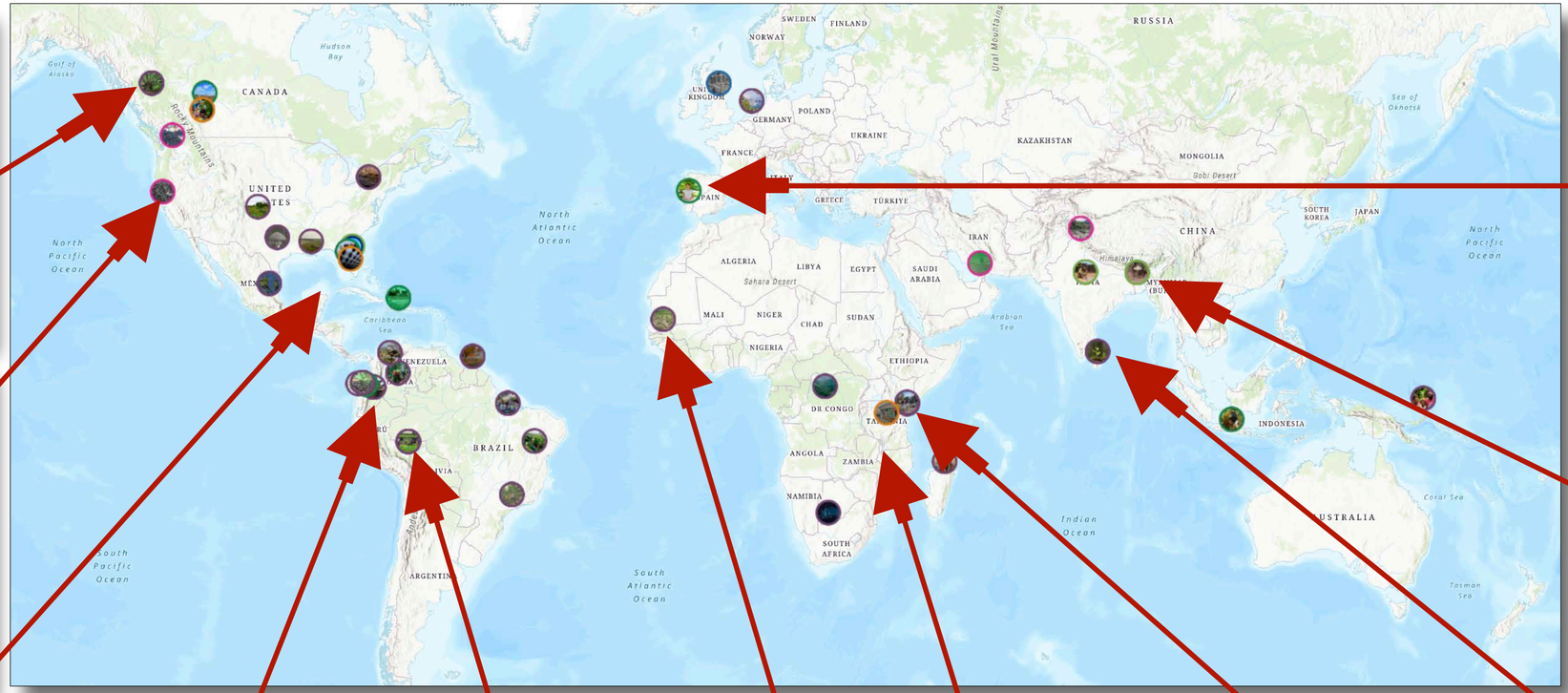
We believe that our actions should account for the unique natural, geographical, social, cultural, ecological, political, and economic contexts in which they take place. We consider both the benefits and the beneficiaries, ensuring that human rights and planetary boundaries inform the framing of our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

Collaborative Action & Knowledge Sharing

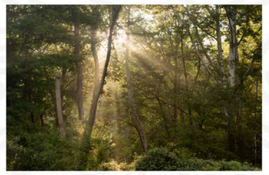
We believe that collaborative action across diverse groups, sectors, and perspectives is needed to achieve shared environmental and social goals. This includes the mutualistic sharing of knowledge, information, spiritual understanding, and optimal practices among experts, stewards, beneficiaries, and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

4. SELECT 24 CASE STUDIES FROM ACROSS THE GLOBE

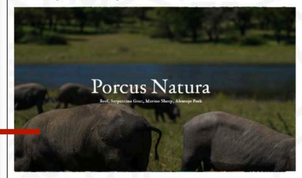
An open call for ecological benefit projects from across the globe led to hundreds of submissions, from ocean plastic removal in Indonesia to forestry projects in Sri Lanka. The group developed criteria that considered the multiple positive impacts provided by each project, its location, and its ability 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.



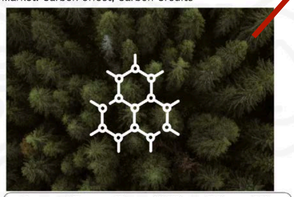
Centree
REGION: British Columbia, Canada
SECTOR: Agroforestry
TYPE: Agriculture
SCOPE: Agriculture / Forestry & Land Use



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



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



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

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

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

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

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

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

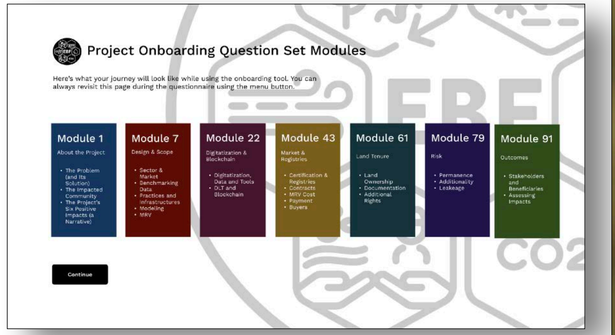
Mikoko Pamoja
REGION: Kenya
SECTOR: Mangroves
TYPE: Forestry / Blue Carbon
SCOPE: Forestry & Land Use

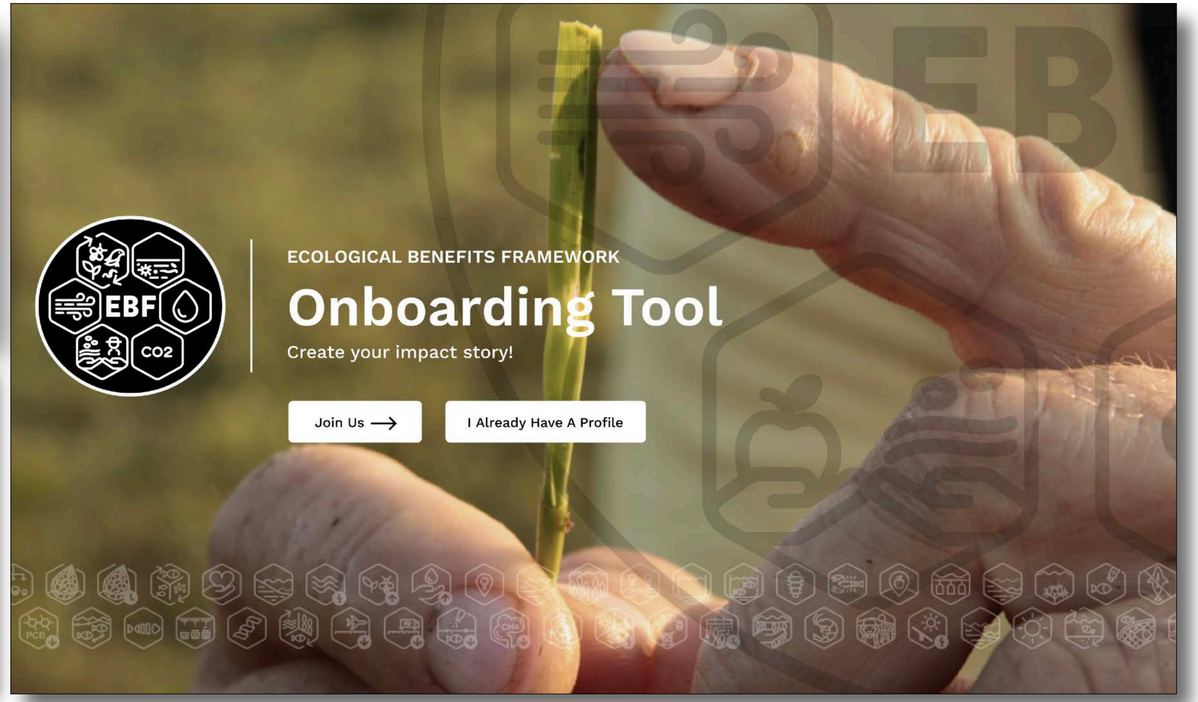
Earth Restoration
REGION: Sri Lanka
SECTOR: Forestry (tech)
TYPE: Reforestation
SCOPE: Forestry & Land Use

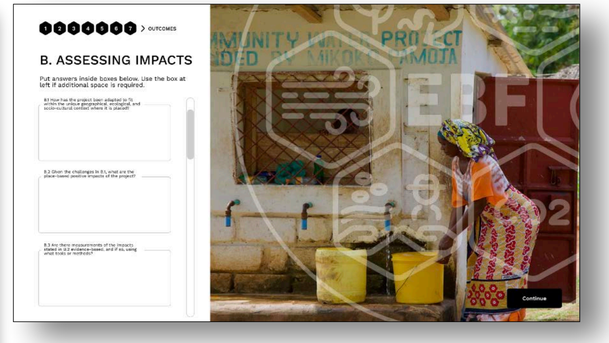
5. DEVELOP EBF ONBOARDING TOOL

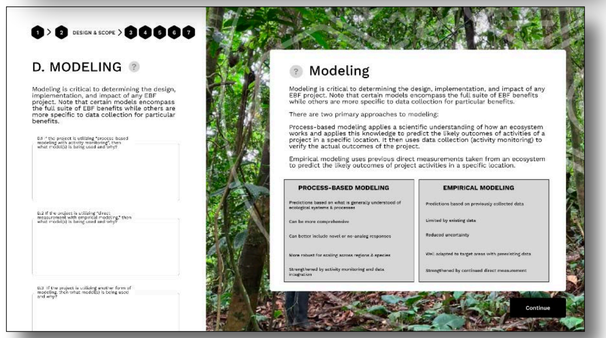
EBF has developed a **module-based** system for describing projects. This highly-adaptive onboarding tool works equally well for compliance and voluntary carbon markets, payment for ecosystem services, impact investing, corporate purchasing, ESG reporting, and foundation funding. A critical feature of 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.

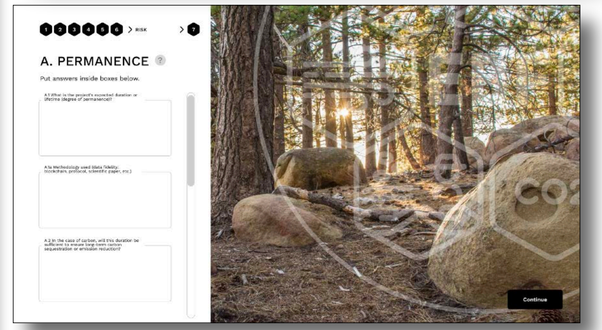
As new modules are added, EBF will develop a curated **EBF Project Library**. When future projects come onto the platform, they can identify the modules that best describe their work, input the appropriate data, then have the platform automatically generate a personalized "EBF" of their project which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

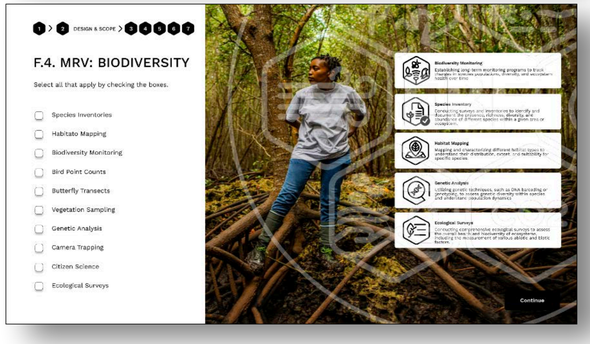


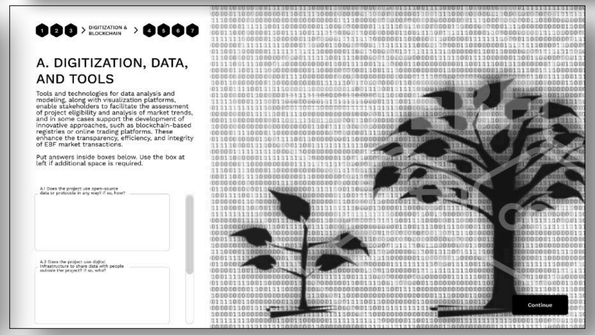


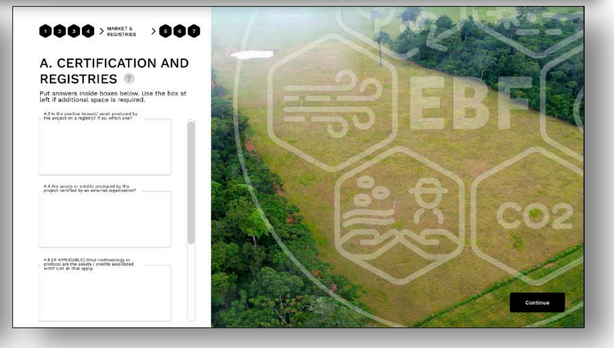










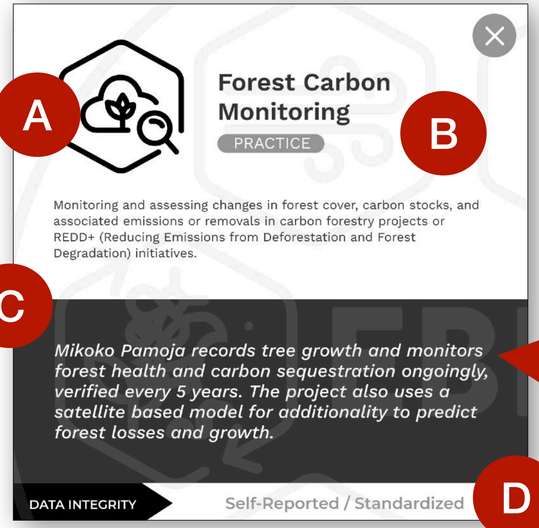


6. PRODUCE DIGITAL FINGERPRINTS FOR EBF PROJECTS

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

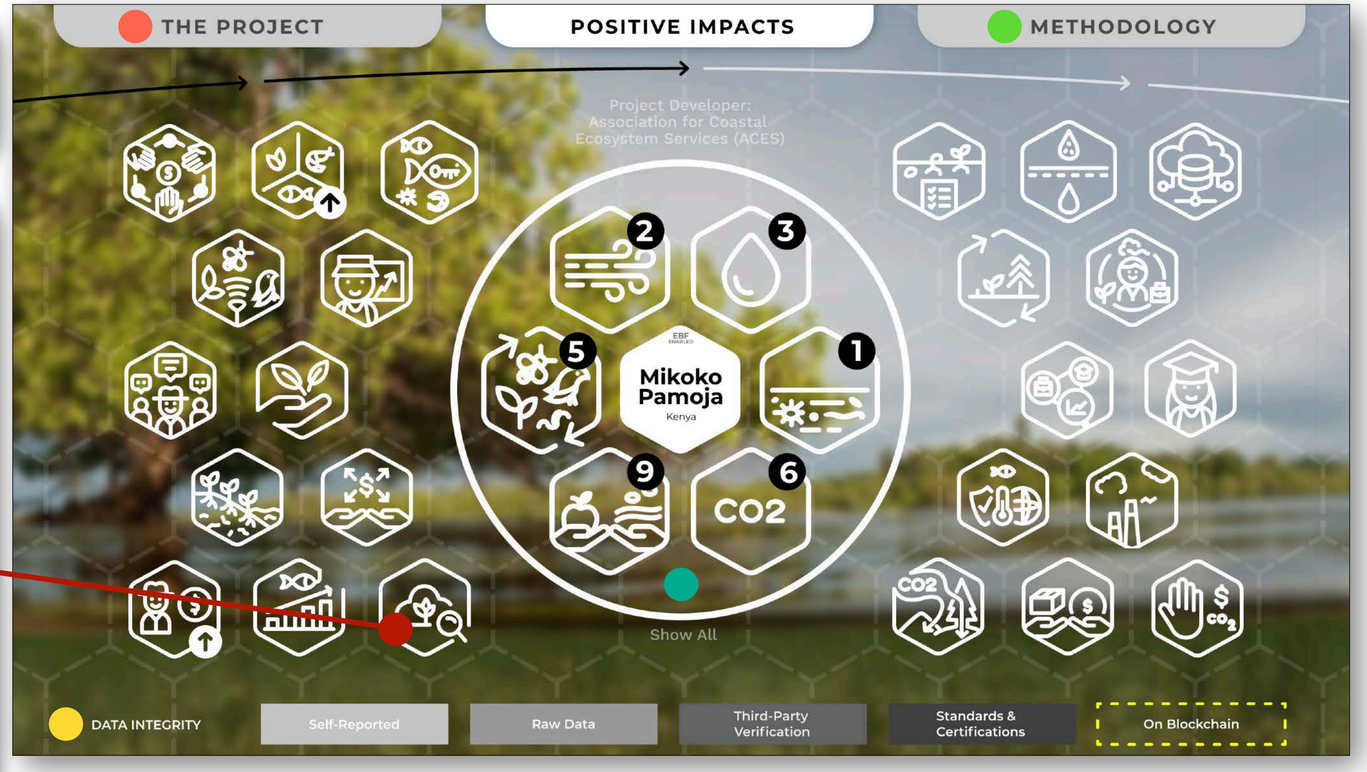
Clicking on **The Project** tab in the nav bar provides high level geographic, community, and marketplace data.



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

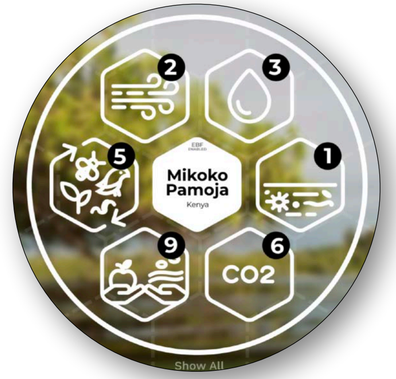


Data Integrity Attributes

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.



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.

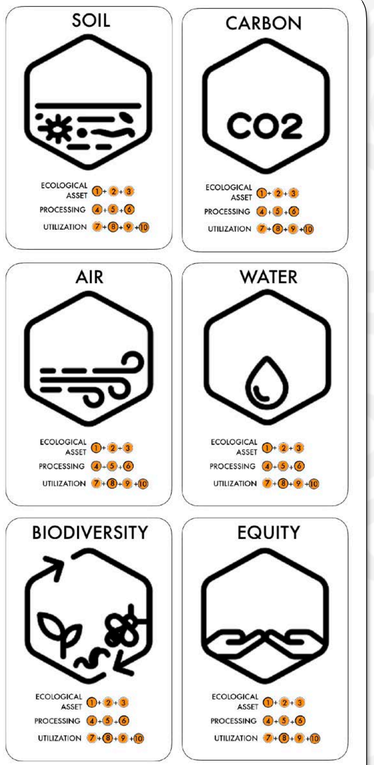
This is encircled by six Lex Icons representing each positive impact: air, water, soil, biodiversity, equity, and carbon.

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

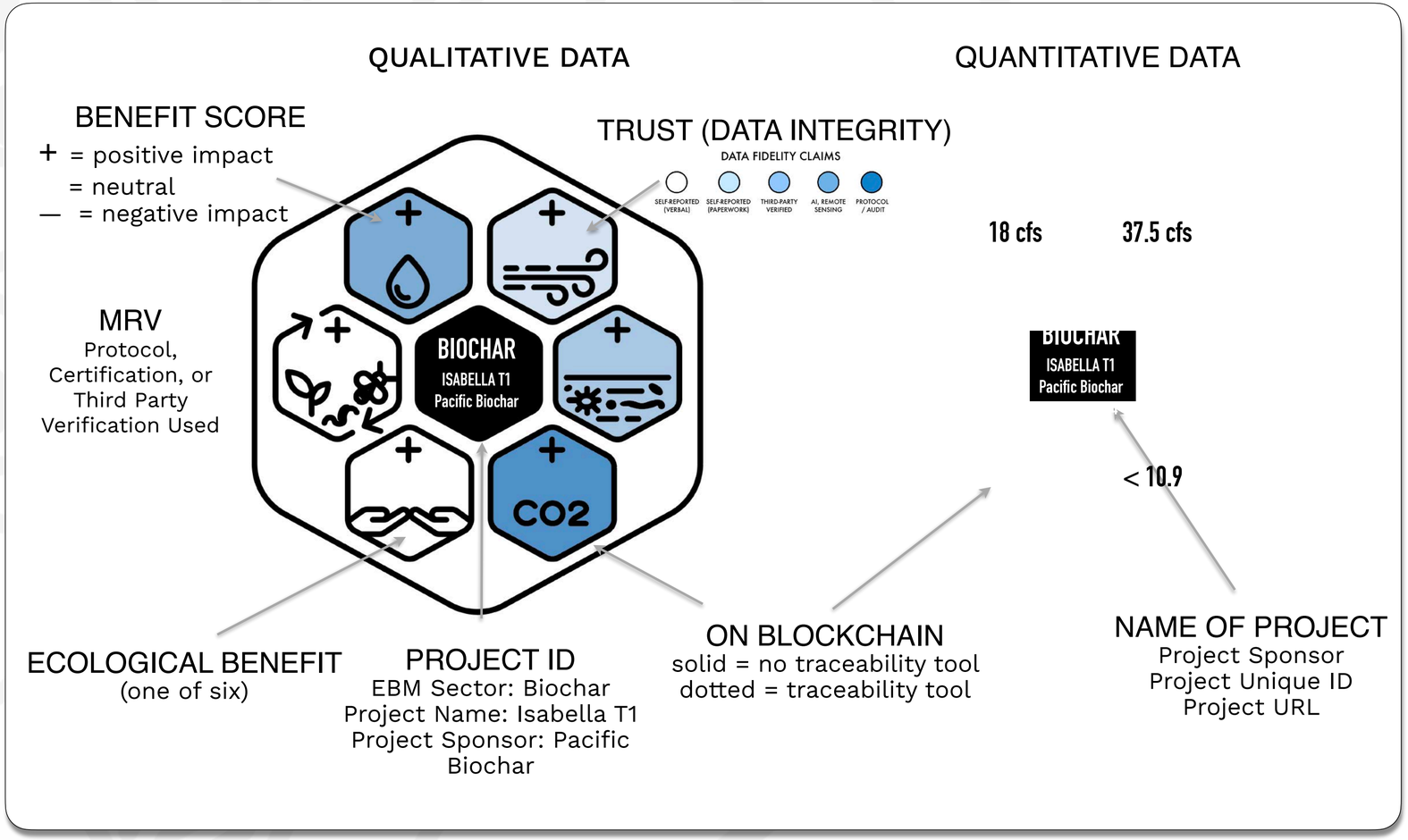
7. MODEL AN ECOLOGICAL BENEFIT BUNDLED TOKEN FOR CARBON MARKETS

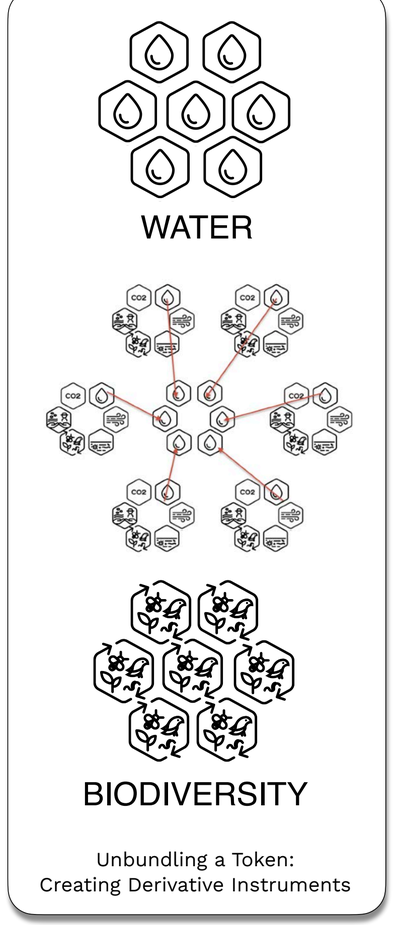
Modular bundled tokens provide impact investors with new ways to participate in existing voluntary and compliance carbon markets while supporting projects that recognize carbon as one among several interrelated benefits. The format offers investors the potential to use the divisible Carbon portion of 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.



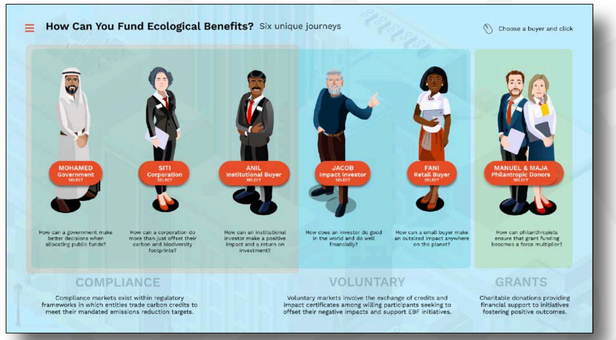
INDIVIDUAL PROJECT BENEFITS

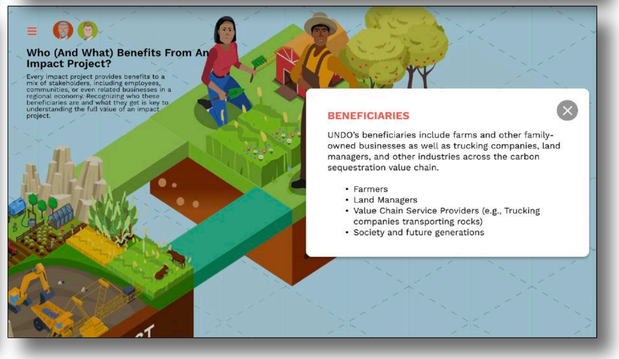




9. RELEASE THE “FINANCING ECOLOGICAL BENEFITS” INTERACTIVE SIMULATOR

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.






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)

MRV CURATED LIBRARY
Gathering the most effective ways to measure six ecological benefits across diverse scales and landscapes

GOVERNANCE STRUCTURE
A formal entity to enhance EBF as a tool that standardizes our response to the world's greatest ecological challenges

CARBON MARKET TRANSLATION TOOL
Increased interoperability between carbon markets by standardizing the expression of ecological benefits

MICRO-GRANTS
Providing guidance and support for new methodologies that measure ecological benefits

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

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

IMPACT INVESTMENT TRANSLATION TOOL
Sovereigns, Institutional Buyers, Impact Investors, and Family Offices need standardized framework for positive impacts

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

REVENUE STREAMS
EBF will be underwritten by Membership fees, Consulting, Fee-for-Service Audits, Data Integration, and other services

CORPORATE ESG TRANSLATION TOOL
Greater transparency in corporate reporting by aligning on a common framework based on ecological benefits

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

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."

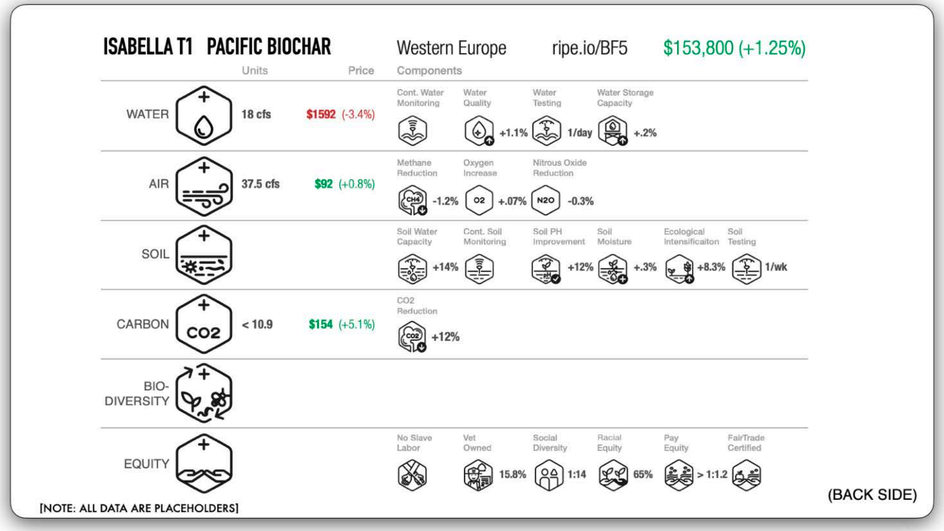
Fernando Lezama
Traditional Doctor
Colombia

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.



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 a 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_2 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.

EBF PHASE II ROADMAP (2024)

“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 including 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

fEBF 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

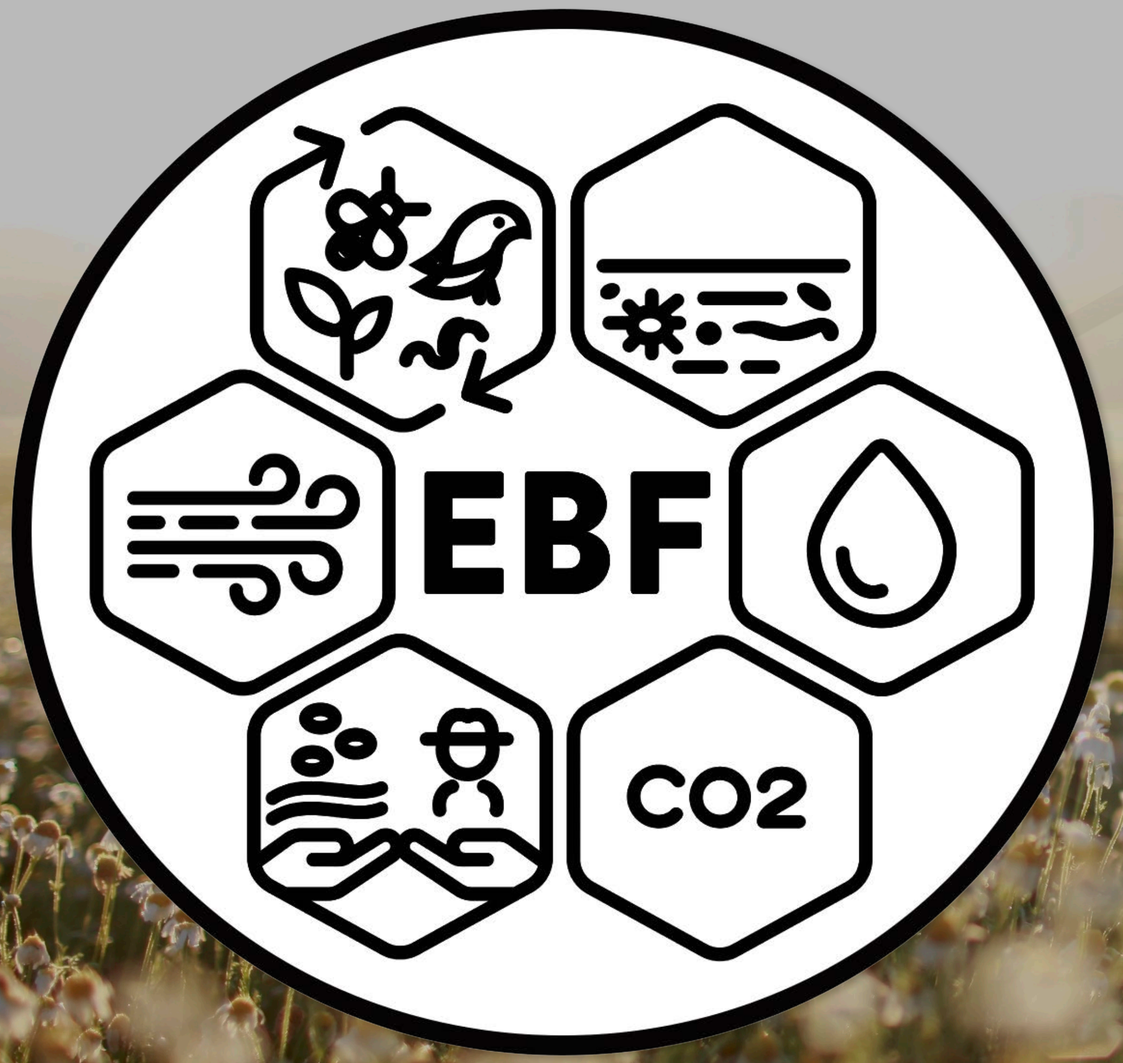
EBF will be a membership-based organization, gathering stakeholders from across the impact and finance value chains

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

ECOLOGICAL BENEFITS FRAMEWORK

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

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.

Ted Schmidt

Senior Director
Allen Institute for AI

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.

ECOLOGICAL BENEFITS FRAMEWORK

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

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.

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.

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.

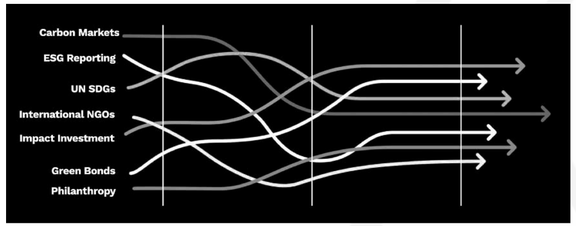
What happens between project design and project delivery is a black box called MRV—measurement, reporting, and verification. EBF shines the light on the data that determines not only how a project is assessed but also who the real beneficiaries are.

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.

ECOLOGICAL BENEFITS FRAMEWORK

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 receives 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/**.

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Since 2005 that Francisco is the farm

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ECOLOGICAL BENEFITS FRAMEWORK

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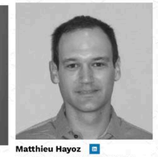

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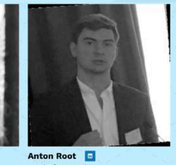

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Graham Wesolowski

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Meet the team at **www.canyouchangethefuture.org/meet-the-team/**.

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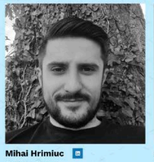

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Ecological Benefits Framework

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.

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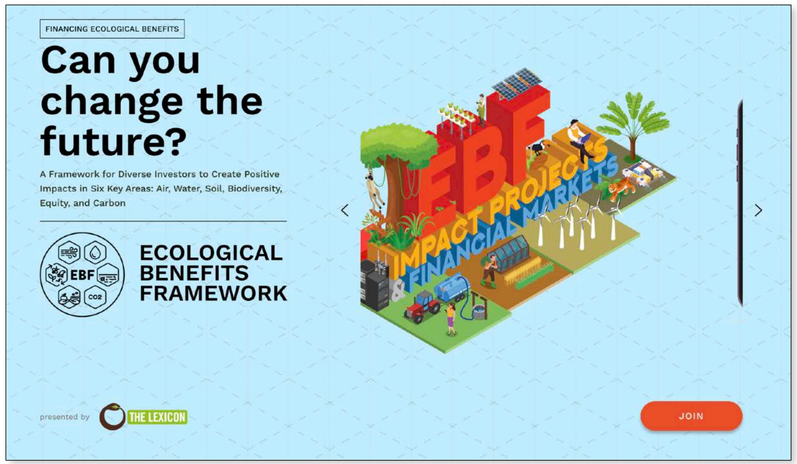

Learn more at **www.canyouchangethefuture.org**

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