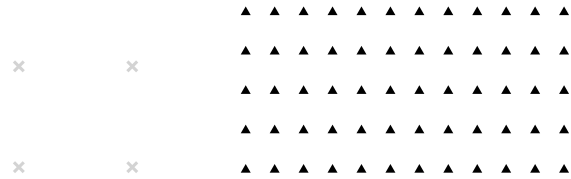


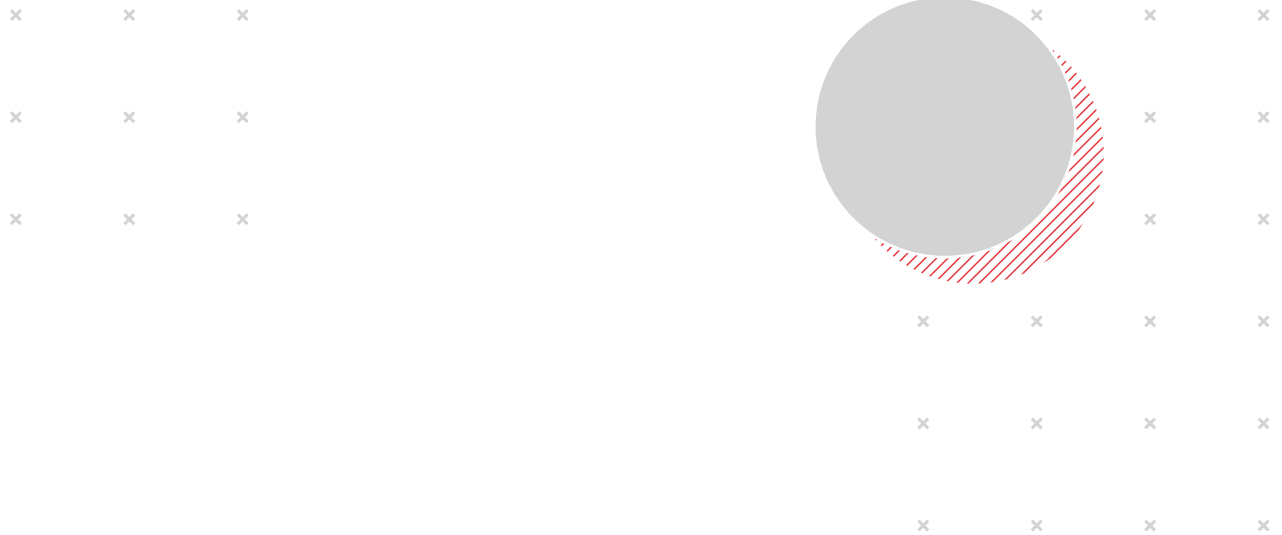


**MATTERWORLD  
INITIATIVE**



# MatterWorld Initiative

**A currency for our planet –  
a future for humanity**





## MATTERWORLD INITIATIVE

# The challenge

### **In MatterWorld we ask ourselves the question: Why is it not possible to protect our planet from us?**

In the summer of 2020, we decided to first make an inventory of over 300 initiatives that deal with the topic of “Save the Planet.” Together with a group of environmental analysts from around the globe we analysed the initiatives. The goal was to get a picture of the current landscape, and to so gain insights for the design and structure of MatterWorld.

The results of our study are sobering. We conclude that although most of the initiatives pursue meaningful goals, but none of them has a really resounding success. Most initiatives – despite a considerable investment of resources – are simply stuck in the “sand”.

#### **– why?**



### **Does the COVID-19 crisis give us an answer?**

The incentive system seems to work here. It quickly became clear: life is more important than death: life has a value. It is a scarce commodity with an expiration date. The mechanisms of our economic system seem to work: several vaccines were developed in record time. The market valued, the results followed, the behavior was market driven.

Why can't we do the same to address the environmental crisis? The answer is simple:

### **Because our planet is available to us for free.**

Therefore, there is no value attached to it. Consequently, there are no sustainable incentives to save or protect it. The incentive model is missing.

All initiatives, projects, products, and companies analysed work with limited impact and try to assign a value to things like CO<sub>2</sub> savings. They all calculate their value as a derivative of an imaginary quantity. But if this value is the value of our planet and this value is set to zero, then the product of the multiplication is also zero.

And this is the decisive conclusion from our analysis.





# MATTERWORLD INITIATIVE

## The solution

**We want to develop a fast-impacting and scalable model.**



The basic idea of MatterWorld is that the combination of the “power of the crowds”, together with the market mechanisms, will allow us to give our Earth an “economic value”. It should be “economically worthwhile” for you and me to create and realize projects that “save” the Earth. We want to give our planet a value. Classical market mechanisms shall thus steer the value development of our planet.

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**What we need to make it work.**

**01**

A currency that contains the value of an environmental action. We call it the MatterCoin.

**02**

An independent governance structure that defines a standardized way to review and assess impact (= our MatterGAEP criteria).

**03**

An open, decentralized community validates the proof of impact. We call them the MatterPedians.

**04**

A transaction platform that ensures the trading of MatterCoins.



## MATTERWORLD INITIATIVE



### The MatterGAEP criteria

To enable a decentralized verification of impact, a group of environmental experts defines the hierarchy of impact and the best possible proxy for a simple and decentralized verification of MatterProjects. They create the rules and the algorithms to convert actions into MatterCoins. This group shall be a fully independent and respected group of scientists organized within the MatterWorld Foundation.



### The MatterProjects and the MatterPedians

To generate an impact, many MatterProjects have to be realized globally. But these must “prove” that they will have a positive impact on saving our planet. Therefore, we will create a network of decentralized “proof of impact” agents. We call these agents MatterPedians. They will develop a decentralized digital assessment book (similar mechanism to Wikipedia). MatterProjects submit their application for a specific assessment according to the MatterGAEP. The application is then evaluated by the MatterPedians. The proof of impact, i.e. the evaluation expenses are not charged to the MatterProject. The MatterPedians earn a corresponding number of MatterCoins for their work.



### MatterCoins

**MatterCoins are the drivers of the MatterWorld momentum: they will accelerate activities and projects to save our planet.**

The worldwide use of a global and recognized method for generating MatterCoins will ensure the uniform treatment of projects. This will enable the global mobilization of the crowd. Finally, MatterWorld also plans to rely on the power of the crowd to provide a crowd-based, decentralized verification of the impact of environmental projects.





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# The MatterWorld Model

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## MatterWorld Foundation

Independent governance institution  
Protects climate stability, biodiversity and MatterCoin stability

### MatterPedians

Evaluate MatterProjects according to the MatterGAEP criteria defined by the MatterWorld Foundation. Are compensated with MatterCoins.

### MatterMarket

Trading platform for the MatterCoin.

### MatterProjects

Registered projects which contribute to "saving the planet". Receive MatterCoins if they meet the Matter criteria.



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## Contact

**MatterWorld Initiative  
Zurich, Switzerland**

**[www.matterhorn.community](http://www.matterhorn.community)  
[hello@matterhorn.community](mailto:hello@matterhorn.community)**

