

# Porini Nature Collectibles

An innovative and sustainable financing & education mechanism for nature conservation



# Problem

- 261,766 conservation sites globally, 15% of land and 7.4% of oceans
  - IUCN Green List – a standard for improving the management and effectiveness of the conservation sites
  - 59 number of sites certified Green List 2021 in 16 countries
  - 600 number of sites in pipeline 2021
  - 960 number of sites to be certified by 2025
- 30 by 30 initiative aims to protect 30% of the planets land and oceans by 2030. Increased need for financing to meet these targets.
- >40,000 species threatened with extinction
  - IUCN Red List
- Conservation Actors (NGOs, Communities, conservation management organisations) are often underfunded and are not able to get non-earmarked core funding (bowl of rice)
- Funding for conservation has been affected by COVID due to its impact on tourism
- Global focus on CO2 is diverting funding for conservation and there is limited focus on biodiversity and planet health
- Young people globally could benefit from a playful way to learn about endangered species, biodiversity and conservation

# Solution






**Species:** *Copsychus sechellarum*   
**Conservation Actor:** Nature Seychelles   
**Location:** Cousin Island Special Reserve, Seychelles 



Your support helps nature conservation in Seychelles.



**Status:** Endangered   
**Population:** 460 



**Species:** *Harpia harpyja*   
**Conservation Actor:** Fundación ProAves   
**Location:** Águila Arpia ProAves Reserve, Colombia 



Your support helps local rangers conduct their conservation work in Colombia

**Status:** Near Threatened   
**Population:** Rare, a total of 37 individuals registered in Colombia since 1989 

Ninfa Carianil,  
2021 International Ranger Award Winner



# Solution

## The Collection

8 Regions

ex. Europe



8 Groups

ex. Birds



8 Species

8 different bird species



$$8*8*8=512$$

512 Porini NC Cards on 64 pages

[Clickable experience](#)

## Porini – Nature Collectibles

- A collection of limited edition, tokenised, digital assets, registered on a zero-carbon blockchain representing endangered species.
- A user-friendly mobile app. and a web shop have been developed.
- 100% of the money from primary sale goes to the conservation actor

# Progress

- Proof of Concept undertaken in 2021
- 3 Conservation sites (Seychelles, Mexico, Colombia)
- 3 Series of Nature Collectibles
- Total of 609 Porini NCs created
- >95% of first series sold, USD 20,000 revenue generated and transferred to Nature Seychelles
- A lot of interest and demand from other Conservation Sites globally wanting to join
- Key partnerships with IUCN Green List and IUCN Red List
- Technological backbone : net-zero-carbon Conservation Blockchain
- Next Step: Prepare visit to APAC in Kigali
- Launch of Kigali Collection in Juli 2022

# Present Partners



Green List  
Protected | Conserved Areas



Working together to conserve  
freshwater species

# Waiting Partners





# Thank you!

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Check out #NatureCollectibles



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IUCN  
WORLD CONSERVATION  
CONGRESS *Marseille*

Digital action.  
Environmental Results.