# Por 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



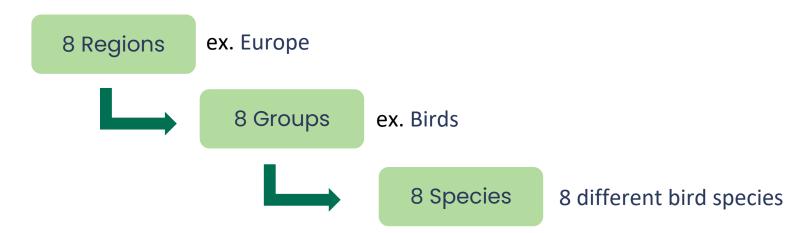
## Solution





### Solution

#### The Collection





8\*8\*8=512 512 Porini NC Cards on 64 pages Clickable experience

### Solution

## 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











## Waiting Partners



















## Thank you!

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#### Check out #NatureCollectibles



www.porini.foundation/app www.porini.foundation/app









Digital action. Environmental Results.

