# TABLE OF CONTENTS

**GBBC Update**

03 Chair of Board Update  
04 CEO Update  
07 GBBC’s Thought Leadership  
08 Global Standards Mapping Initiative  
09 International Journal of Blockchain Law  
10 InterWork Alliance  
11 Post Trade Distributed Ledger Group  
12 Events  
14 GBBC Ambassadors  
15 Food for Crisis
Iconic duos are recognized universally: peanut butter and jelly, copy and paste, Romeo and Juliet, and now, blockchain and extended reality. Two technologies joined this year, creating an inflection point that will usher in an incredible new wave of innovation. Blockchain’s killer apps are revolutionizing our systems of record as the ‘Internet of Ownership’ through the tokenization of identity, money, and objects. Our systems of experience are being redefined, moving us towards the ‘Internet of Place,’ with advancements in virtual and augmented reality hardware and platforms. Together they are ushering in a new digital world, the ‘Metaverse’.

Originally, our digital world was something that we drove to because computers started as the size of buildings. It was then something that we walked to, with the advent of the home PC. I still remember my first home PC, the IBM PC Jr. Now, our primary access point is carried in our pockets or, more likely, is glued to our hands. I recently watched one of my kids attempt to tie his shoes with one hand while watching a video on his phone with the other! Despite this significant innovation, the digital world has remained a two-dimensional experience seen through a flat pane of glass; served up for a single user who is largely alone in their experience. The recent leaps forward in virtual and augmented reality have catalyzed a new potential. The digital world is becoming deeply collaborative as ‘multi-player,’ and is no longer just for the gaming community. With two screens (one for each eye) and advancements in 3D displays, we will now begin to experience computers everywhere, overlaid on our physical reality and within virtual worlds.

Given the unlimited potential of digital experiences, why would we cling to flat, 2D, singular experiences for a moment longer than necessary?

Our focus as the GBBC is of course, blockchain. This technology continues to transform the systems of record for our digital world through the tokenization of identity, money, and objects and shared data infrastructure. While we have made significant progress establishing the Internet of Ownership and the functional layers that empower our growing token-based capabilities, we need to bring it all together through wallet infrastructure. Improvements in wallet infrastructure will not only enable better user experiences, but also enable us all to bring our identity, money, and objects across digital spaces.

For mass adoption of blockchain and tokenization to occur, the experience layer must exude simplicity, trust, and joy. Extended reality and the Internet of Place provide a rich palate of tools to accomplish that loveable experience; marrying this experience with the known requirements of enterprise grade blockchain systems will enable a more impactful, large-scale transformation of our digital world.

Reflecting on the past 12 months as the GBBC Board Chair, I have tremendous pride in the immense amount of quality work and collaboration from our community. We have driven incredible growth and progress, from launching GSMI 3.0 to our merger with Global Digital Finance (GDF), creating GBBC Digital Finance. We now have more than 500 institutional members and 200 ambassadors and operate across 100 jurisdictions and disciplines. In addition to the energy, momentum, community engagement, and outcomes, we are very fortunate to gain incredible talent such as Lawrence Wintermeyer and Emma Joyce. Our combined expertise, experience, and energy is creating a more powerful and impactful organization.

As we look ahead to the next year, we will continue to focus on innovating and building responsibly. We at the GBBC understand what it means to build trusted, robust, reliable, regulated systems with recourse and resiliency at the foundation. We believe that by following the principles of partnership, engagement, and advocacy, we can create a brighter future for everyone. As always, we are looking forward to continuing our journey into the future, and thank you all for your continued support!
2022 – what a year. So much promise and hope. So many challenges.

In anticipation of preparing for this year’s CEO update, I decided to take stock of GBBC’s nearly six-year history and reread past GBBC annual reports:

- January 2018: ‘Global Challenges; Blockchain Solutions’ in collaboration with Coin Center and Covington
- January 2019: ‘Beyond the Hype: Building Blockchains for the Real World’
- January 2020: ‘Chain Reaction: Blockchain Enters the Mainstream’
- January 2022: ‘Coming Together: Forging Collaborations in an Era of Profound Change’

This annual report, ‘Stronger Together: Rebuilding after the Maelstrom of Markets’ continues to demonstrate our members’ creativity, determination and resilience.

Conclusion? We have come a long way. We have been through ups and downs, and we remain committed to our mission of education, partnership and advocacy as a community of changemakers and leaders. This challenging time is no different. We remain steadfast, reliable and true to our values of integrity, transparency, and collaboration.

What did GBBC learn and do in 2022?
The questions we ask every day: how can we create value and opportunities for the future? What do we need to bring the private sector and governments together to help build sustainable, equitable societies?


The GBBC initiatives and milestones of 2022 were driven with these questions and with these values in mind.

We scaled our organization with the merger with Global Digital Finance, now called GBBC Digital Finance (GDF):

- GSMI 3.0
- Ambassadors’ Program
- Food for Crisis
- 76 Events
- 3 Reports

Special thank you to GDF founders Lawrence Wintermeyer and Simon Taylor for their confidence and trust to bring these organizations together. Further, thank you to the GDF board of 2022: Emma Joyce, Jeff Bandman, Greg Medcraft, Dawn Stump, Dimitrios Psarrakis, and Abdul Haseeb Basit. And thank you to the 2022 GBBC Board of Directors: Dave Treat (Chair), Michele Curtoni, John deVadoss, Yuval Roz and Staci Warden, who also voted in confidence of the merger and announcement in May 2022. Our merger brought together two world class organizations to build a 500+ strong institutional membership, with 177 ambassadors across 94 jurisdictions and disciplines.

Together we are stronger.

Our membership grew, as did our board
GBBC continues to scale our community to more than 500 institutional members across more than 100 jurisdictions, representing 39% increase in memberships since last year. We expect to continue this momentum to reach 550 members in 2023.
Lawrence Wintermeyer, GBBC Digital Finance Board Chair, and Donna Parisi, Partner and Global Head of Finance and FinTech at Shearman & Sterling LLP, joined the GBBC Board of Directors.

Focus on global policy engagement:
Not only have I relocated to DC, this year we also announced our global policy team, who will lead the GBBC’s engagement on the ongoing policy and regulatory developments across key jurisdictions.

The number one question when GBBC meets with government officials, regulators, and corporate executives around the world is: what are the real use cases in blockchain? This is usually followed by: who is really implementing it? The good news is that there are many examples from which to draw, as provided in this Annual Report, not only in GBBC’s initiatives, but as demonstrated by our driven community.

2023: New Decade – Growing, Maturing Industry
We remain focused on creating a democratized opportunity set for many and will be focusing on delivering education and policy sessions in parts of South America, Southeast Asia, India, South Africa, and the Caribbean, as well as working closely with like-minded social networks and borderless groups.

The message that GBBC and its members, supporters and Ambassadors are encouraged to share is:

• Blockchain technology is a useful tool to enable and increase trust in a world where distrust, misinformation, and manipulation create uncertainty, instability, and sometimes, chaos.
• Blockchain technology cannot solve all problems, but it can shed light in areas where opacity or confusion over information reigns. The potential opportunity set is staggering; coupled with other emerging technologies, blockchain has applications in nearly every industry, from media to supply chains, to governments, financial
services, non-governmental organizations, and non-profits.

- The digitalization of nearly everything to tokenization to data as 'value' will continue to evolve and impact industries and communities.
- Web2 meets Web3 will allow industries, governments to interact with customers, fans, and supporters in ways unimaginable today.

With deep gratitude to our many GBBC Members, Ambassadors, Observing Members, Sponsors, and supporters from around the world, thank you for dreaming of a better society, daring to be different, and collaborating with us to show the world how humanity can use technology for good.

How do we get there? We get there by sharing, speaking, and collaborating with each other. The profound paradigm shift blockchain enables is toward a society with fewer zero-sum scenarios and more collaboration.

Together, in 2023, may we be the standard bearers and may we spearhead the change needed to create more secure, equitable, and functional societies around the globe. #StrongerTogether
FROM FINANCIAL SERVICES TO BLOCKCHAIN AND CRYPTO: HOW EXECUTIVES ARE MAKING THE SWITCH WITH HEIDRICK & STRUGGLES

GBBC collaborated with Heidrick & Struggles to survey industry executives to understand their reason for adopting blockchain. This report showcases those survey results and provides considerations for those contemplating joining a blockchain or crypto company.

THE FUTURE OF URBAN LIVING PART II: THE CITY OF THE HAGUE, NETHERLANDS WITH THE HAGUE

GBBC’s Open-Source Ideas Report, in collaboration with The Hague, delves into innovation initiatives in The Hague and how blockchain technology is being piloted in both the public and private sectors.

VOLUNTARY ECOLOGICAL MARKETS (VEM) OVERVIEW - VOLUME 2

This InterWork Alliance (IWA) report covers the voluntary ecological markets ecosystem as it relates to tokenization, looking at the further collaboration needed to align around common governance standards, specifications, and classification systems.

EXAMINING DIGITAL ASSETS: RISKS, REGULATION, AND INNOVATION

GBBC CEO Sandra Ro speaks at the U.S. Senate Committee on Agriculture, Nutrition, and Forestry

WHERE ARE ALL THE BLOCKCHAIN COURSES?

GBBC Head of Research and Sustainability Diana Barrero Zalles speaks with Hyperledger Latinoamerica

TRANSITIONING FROM TRADFI TO CRYPTO

GBBC Board Member Staci Warden is interviewed on FinTech.TV

HOW THE GBBC HELPS SOCIETY

GBBC CEO Sandra Ro is interviewed by Vince Molinari, FinTech.TV

WHITE HOUSE EXECUTIVE ORDER ON CRYPTO

GBBC CEO Sandra Comments on the White House Executive Order with FinTech.TV

TECH INNOVATION TO END HUNGER

Lawrence Wintermeyer writes in Forbes on the Food for Crisis programme and scaling blockchain solutions with the UN World Food Programme
The GSMI returns in its third year with the most comprehensive effort yet to map and analyze the blockchain and digital assets landscape across six key areas:

1. Digital Assets Regulation Map
2. Taxonomy
3. Technical Standards
4. Blockchain & Digital Assets Landscape
5. University Courses & Degree Programs
6. Fact Cards on Key Themes

Through this initiative, GBBC had the pleasure of partnering with the 2022 IFC-Milken Institute Capital Market Scholars Program, as well as our academic partners, the University of Zurich; the University of Arkansas – Sam M. Walton College of Business; Singapore Management University; Nagoya University of Commerce and Business, and the University of Birmingham.

With a focus on sustainability, GSMI 3.0 also maps regulatory developments and efforts to improve governance, bringing clarity to consumer and investor protections, and addressing energy consumption concerns. A section of the landscape is devoted to projects using blockchain and digital assets to advance sustainability, and a subset of the taxonomy is also devoted to environmental terms.

Finally, GSMI 3.0 includes a detailed report from our partners in China on the latest status of blockchain developments in the country, spanning policy, technical standards and requirements, and domestic applications that have expanded significantly as part of the digital economy.

Looking ahead, we will continue to update the datasets as this space continues to expand to shape many aspects of our civilization. We welcome feedback and additional contributions as we build upon this release. The best solutions to complex global problems are achieved when diverse stakeholders collaborate, bringing their different perspectives and local knowledge to the forefront.

Blockchain and digital assets, through democratization and transparency of data, have the potential to address the world's most pressing needs. We hope that the resources contained in GSMI can support collaborative solutions that will benefit all.

GSMI 3.0 builds upon GSMI 2.0 - released in 2021 - by mapping, cataloging, and analyzing data to provide a holistic view of the industry's global activity. This year we provided snapshots with interactive data tables and visuals.

GSMI REPORTS AND RESOURCES ARE CROWD-SOURCED AND OPEN ACCESS, INTENDED TO SERVE AS A BASELINE FOR THOUGHTFUL AND WORKABLE FRAMEWORKS, AS WELL AS COMMON STANDARDS TO ENABLE ADOPTION, INCENTIVIZE FURTHER INNOVATION, AND ADVANCE COLLABORATION.
INTERNATIONAL JOURNAL OF BLOCKCHAIN LAW

GBBC’s Legal & Regulatory Group (LRG), made up of leading global law firms, studies and anticipates regulatory challenges and changes facing the ecosystem. This year, GBBC’s LRG released Volumes II, III, and IV of the International Journal of Blockchain Law (IJBL), an open access online journal of blockchain law published quarterly, written and edited by lawyers, and designed to help interested business and non-legal communities better understand the world of blockchain and digital assets.

In 2022, Volume II provided an array of articles on topics ranging from decentralized finance (DeFi) in Vietnam to the practical challenges of smart contracts. Volume III covered the complex world of stablecoins, decentralized autonomous organizations (DAO) governance, DeFi regulation, what data privacy means in the metaverse, UniSwap's state of decentralization, and Lummis-Gillibrand's proposed crypto legislation. Volume IV expands on the aftermath of the Ethereum Merge, cryptoasset and consumer protection, and smart contracts.

“The International Journal of Blockchain Law (IJBL) is the outcome of a very productive partnership between seven attorneys, who serve as editors, and the GBBC. I strive to bring together varied critical writers to provide insights into appealing legal topics globally. We also invite regulators to share their views on captivating issues, so all parties can better understand each other.”

IJBL Editor-In-Chief, Matthias Artzt, Senior Legal Counsel, Deutsche Bank

EXPLORE IJBL

VOLUME II
VOLUME III
VOLUME IV

IJBL EDITORS

EDITOR-IN-CHIEF
DR. MATTHIAS ARTZT
SENIOR LEGAL COUNSEL
DEUTSCHE BANK

LOCKNIE HSU
PROFESSOR
SINGAPORE MANAGEMENT UNIVERSITY

STEPHEN D. PALLEY
PARTNER
ANDERSON KILL

THIAGO LUIS SOMBRA
PARTNER
MATTOS FILHO

ANDREA TINIANOW
CHIEF LEGAL OFFICER & HEAD OF POLICY - AMERICAS
GBBC

JAKE VAN DER LAAN
CHIEF INFORMATION OFFICER & DIRECTOR
FINANCIAL AND CONSUMER SERVICES COMMISSION, NEW BRUNSWICK, CANADA (FCNB)

GARY D. WEINGARTEN
ASSISTANT VICE PRESIDENT, DATA PROTECTION OFFICER
NOTARIZE, INC
The InterWork Alliance (IWA), an initiative of the Global Blockchain Business Council (GBBC), empowers organizations to adopt and use token-powered services in their day-to-day operations, across use cases and networks, bringing inclusivity to globally distributed applications. Founded in 2020, and merged in 2021 with the GBBC, the leading global industry association for the blockchain ecosystem, IWA is a key rallying point for organizations to collaborate on market-driven interwork standards and taxonomy to transform digital interchanges of value.

Following the merger with GBBC, the IWA has continued its efforts to drive tokenization standards forward through the Token Taxonomy Framework (TTF), a common language framework for defining the structure of tokens and how they operate in their ecosystem. The IWA maintains a GitHub repository and a Token Designer Tool to allow for the community to use the code and standards derived from the TTF to explore tokenization in their daily business operations. By providing a common language for both business- and technology-oriented individuals to discuss tokenization, the IWA seeks to promote interoperability by providing agreed upon token definitions and guidance on how those tokens can be used.

### IWA LEADERSHIP COUNCIL

- Marley Gray - Principal Technical Program Manager, Microsoft Cloud for Sustainability
- Michael Klein - Managing Director, Accenture Blockchain Technology
- John Devadoss - President, NGD Enterprise
- Eric Saraniecki - Co-founder & Head of Strategic Initiatives, Digital Asset
- Sandra Ro - CEO, Global Blockchain Business Council

### LOOKING AHEAD TO 2023, IWA WILL FOCUS ON:

- Continuing to drive tokenization standards forward in key areas related to sustainability
- Exploring new use cases for the Token Taxonomy Framework (TTF)
- Driving adoption of the IWA standards and the TTF
- Promoting implementations that use the TTF in their business
- Grow the TTF Open Source Community through GBBC, GDF, and IWA channels
- Invest in new channel growth and communities to scale TTF standards

### 2022-2023 IWA MILESTONES AND HIGHLIGHTS

- IWA’s Voluntary Carbon Markets (VCM) Taskforce releases version 2 of the Voluntary Ecological Markets (VEM) Overview, defining tokenization standards and workflows for VEM use cases
- IWA creates two new taskforces focused on tokenization for sustainability use cases: Carbon Emissions and Energy
- Making it real: Several implementations built using the IWA’s tokenization standards have been developed and are providing feedback on how the standards work in practice

Read the Voluntary Ecological Markets (VEM) Overview - Version 2 report here
POST-TRADE DISTRIBUTED LEDGER GROUP

The GBBC’s Post-Trade Distributed Ledger (PTDL) Group, which serves as a rallying point for prominent financial institutions under the aegis of the GBBC, would like to thank the financial institutions, market infrastructure players, fintech companies, and government officials who presented during the PTDL’s 2022 meetings to discuss distributed ledger technology applications and regulatory developments in financial services.

Moving into 2023, the PTDL will sit with GBBC Digital Finance (GDF), chaired by CEO, Emma Joyce. GDF is the financial services arm of GBBC, and will continue to drive discussion and collaboration in the community in the monthly PTDL meetings.

2022 PTDL LEADERSHIP COMMITTEE

ANDRE PORTILHO
HEAD OF DIGITAL ASSETS, BTG PACTUAL

KERRY DENERSTEIN
PUBLIC POLICY LEAD, CLS GROUP

HANNAH MEAKIN
PARTNER, NORTON ROSE FULBRIGHT

MATTHEW SHEPHERD
VP STRATEGY, RESEARCH, & DEVELOPMENT, WELLS FARGO

MICHELE CURTONI
HEAD OF STRATEGY, SIX DIGITAL EXCHANGE

SANDRA RO
CEO, GBBC

THANK YOU 2022 PTDL PRESENTERS:

Banco de Central Brasil
Bank of England
Capital Markets Authority of Kenya
Circle
Commodity Futures Trading Commission (CFTC)
Copper.co
The Digital Dollar Project
European Parliament
European Banking Authority
Evertas
Fiat Republic
Hedera
Hellenic Association of Treasurers
Lukka
Nasdaq
Norton Rose Fulbright

NYCA Partners
Organisation for Economic Co-operation and Development (OECD)
Oesterreichische Nationalbank
Provenance Blockchain Foundation
Regulated Liabilities Network
SBI Digital Assets
Virtual Assets Regulatory Authority (VARA)
Following the challenges of the pandemic in 2021, the GBBC focused on convening community and fomenting dialogue. In 2022, GBBC produced and co-produced:

**GBBC’S 2022 EVENTS**

- **76 PANELS AND SESSIONS**
- **50 JURISDICTIONS**

**BLOCKCHAIN CENTRAL DAVOS**

Thanks to the generous support of our sponsors, the premier in-person gathering of leaders across blockchain, digital asset, technology, and government unpacked the most-pressing developments and challenges facing the ecosystem to unite communities and forge solutions following the pandemic.

**BLOCKCHAIN CENTRAL UNGA**

Returning for in-person programming alongside the United Nations’ 77th Annual General Assembly, and thanks to the generous support of Shearman & Sterling, more than 230 attendees safely gathered in New York City for 15 panels and sessions focused on the role of community and technology in accelerating progress towards the United Nations Sustainable Development Goals. The event’s sessions were livestreamed, attracting ~1.9K unique online viewers.
GBBC VIRTUAL CONVENINGS

This year, the GBBC community hosted members-only virtual members forums, university dialogues, and discussions from the Legal & Regulatory group across EMEA, APAC, and the Americas with leaders in the digital assets space, highlighting the thoughtful initiatives and projects within our community this year.

A FEW PLACES YOU MAY HAVE SEEN US

Whether online, in person, or in the press, GBBC's executive leadership participated in numerous global events and media appearances throughout 2022. Here are a few of the places where you might have seen us:

SINGAPORE FINTECH FESTIVAL

The Members' Dinner convened the Monetary Authority of Singapore (MAS), Financial Services Regulatory Authority (FSRA), the Abu Dhabi Global Market (ADGM), the Financial Action Task Force (FATF), and the U.S. Securities and Exchange Commission (SEC), to talk about cross-border collaboration supporting the digital assets ecosystem.

GBBC also co-hosted a lunch with Oliver Wyman joined by Superintendent Adrienne Harris, New York State Department of Financial Services (NYDFS), to discuss how crypto regulation plays a key role in global coordination, especially on pressing global issues like climate change.

NECKERVERSE GBBC 2022

To celebrate its conception during the Blockchain Summit on Sir Richard Branson's Necker Island, GBBC gathered changemakers to discuss empowering initiatives and lead thought discussions on topics facing the digital assets industry.
Since its inception, the GBBC has relied on its global ambassador network to expand our global community, presence, and impact.

**GBBC Ambassadors**

In 2022, the GBBC ambassador cohort expanded from 130 in 2021 to 180, spanning six continents and 96 jurisdictions. We also expanded the areas of expertise to include Arts, Media, & Entertainment; Buy-Side; Decentralized Finance (DeFi); Education; Environment & Sustainability; Global Standards Mapping Initiative (GSMI); Healthcare; Media; Science & Technology; and Security & Resilience.

For 2023, we are expanding even further to include Financial Services, Metaverse, Policy & Regulation, and Tech Ethics. The new jurisdictions include Greenland, Honduras, Indonesia, Jordan, Libya, Liechtenstein, Oman, Panama, Portugal, Saudi Arabia, Sierra Leone, Thailand, and Zimbabwe.

Blockchain technology’s development and progress is rooted in mass, global collaboration. Our 2023 cohort of Ambassadors exemplifies the global community required to develop the next multi-trillion-dollar industry and build more secure, equitable, and functional societies during this watershed moment in history. The GBBC is honored and humbled to work with such a diverse group of luminaries.

Read the full list of ambassadors here gbbcouncil.org/about
FOOD FOR CRISIS: A WEB3 INITIATIVE

At the 2022 UN General Assembly, we announced a plan for Food for Crisis, a joint initiative between the UN’s World Food Programme (WFP) and GBBC Giving. This initiative aims to address the global hunger crisis by raising awareness, fundraising for the WFP, and spurring innovation leading to increased efficiency and transparency of humanitarian aid.

Food for Crisis came about due to the recent significant increase in acute hunger globally: various challenges, including the war in Ukraine, climate change, the COVID-19 pandemic, and inflation, have led to 345 million people marching towards starvation (more than double the 135 million people in 2019).

The WFP, which reached 128 million people with food and life-saving assistance in 2021, is dedicated to achieving Zero Hunger – the UN’s global goal to end hunger by 2030. The WFP’s Innovation Accelerator helps work towards Zero Hunger by sourcing, supporting, and scaling high-impact innovations that allow the WFP to leverage advances in digital innovation. GBBC Giving, with its focus of “blockchain for good,” saw a unique opportunity to leverage its capabilities to partner with the WFP Innovation Accelerator. The two organizations, supported by management consultancy Oliver Wyman, joined together this year to form the Food for Crisis initiative.

With the power of data in WFP’s Hunger Map, and blockchain to track donations and food supplies, the intended result can be a powerful tool that provides donors with visibility on their impact. The level of transparency for a global deployment of this scale is an unprecedented development that can hopefully incentivize many more to come. Food for Crisis will target one of the main challenges the WFP faces in raising funds: the lack of easy-to-consume information as to how donations are used, leading to low trust from potential donors. The initiative will aim to address this challenge via the development of a solution that leverages Web2 and Web3 tools, including crypto and blockchain-based solutions, to improve donation visibility and achieve trust and transparency.

Food for Crisis aims to raise funds for the WFP, targeting a pilot fund of $100 million in donations (in fiat, crypto, or donations in-kind) by the end of 2024, with a moonshot target of $1 billion if the pilot succeeds. Half of these funds will be allocated to delivering immediate aid to regions most in crisis, and half will be used to develop the solutions to increase trust and visibility. The work will help save lives, as well as invest in innovations for a sustainable future. We are calling all supporters interested in collaborating to be part of this life changing initiative, and we are grateful for those who have already committed to join us!

At the 2022 UN General Assembly, we announced a plan for Food for Crisis, a joint initiative between the UN’s World Food Programme (WFP) and GBBC Giving. This initiative aims to address the global hunger crisis by raising awareness, fundraising for the WFP, and spurring innovation leading to increased efficiency and transparency of humanitarian aid.

Food for Crisis came about due to the recent significant increase in acute hunger globally: various challenges, including the war in Ukraine, climate change, the COVID-19 pandemic, and inflation, have led to 345 million people marching towards starvation (more than double the 135 million people in 2019).

The WFP, which reached 128 million people with food and life-saving assistance in 2021, is dedicated to achieving Zero Hunger – the UN’s global goal to end hunger by 2030. The WFP’s Innovation Accelerator helps work towards Zero Hunger by sourcing, supporting, and scaling high-impact innovations that allow the WFP to leverage advances in digital innovation. GBBC Giving, with its focus of “blockchain for good,” saw a unique opportunity to leverage its capabilities to partner with the WFP Innovation Accelerator. The two organizations, supported by management consultancy Oliver Wyman, joined together this year to form the Food for Crisis initiative.

With the power of data in WFP’s Hunger Map, and blockchain to track donations and food supplies, the intended result can be a powerful tool that provides donors with visibility on their impact. The level of transparency for a global deployment of this scale is an unprecedented development that can hopefully incentivize many more to come. Food for Crisis will target one of the main challenges the WFP faces in raising funds: the lack of easy-to-consume information as to how donations are used, leading to low trust from potential donors. The initiative will aim to address this challenge via the development of a solution that leverages Web2 and Web3 tools, including crypto and blockchain-based solutions, to improve donation visibility and achieve trust and transparency.

Food for Crisis aims to raise funds for the WFP, targeting a pilot fund of $100 million in donations (in fiat, crypto, or donations in-kind) by the end of 2024, with a moonshot target of $1 billion if the pilot succeeds. Half of these funds will be allocated to delivering immediate aid to regions most in crisis, and half will be used to develop the solutions to increase trust and visibility. The work will help save lives, as well as invest in innovations for a sustainable future. We are calling all supporters interested in collaborating to be part of this life changing initiative, and we are grateful for those who have already committed to join us!

At the 2022 UN General Assembly, we announced a plan for Food for Crisis, a joint initiative between the UN’s World Food Programme (WFP) and GBBC Giving. This initiative aims to address the global hunger crisis by raising awareness, fundraising for the WFP, and spurring innovation leading to increased efficiency and transparency of humanitarian aid.

Food for Crisis came about due to the recent significant increase in acute hunger globally: various challenges, including the war in Ukraine, climate change, the COVID-19 pandemic, and inflation, have led to 345 million people marching towards starvation (more than double the 135 million people in 2019).

The WFP, which reached 128 million people with food and life-saving assistance in 2021, is dedicated to achieving Zero Hunger – the UN’s global goal to end hunger by 2030. The WFP’s Innovation Accelerator helps work towards Zero Hunger by sourcing, supporting, and scaling high-impact innovations that allow the WFP to leverage advances in digital innovation. GBBC Giving, with its focus of “blockchain for good,” saw a unique opportunity to leverage its capabilities to partner with the WFP Innovation Accelerator. The two organizations, supported by management consultancy Oliver Wyman, joined together this year to form the Food for Crisis initiative.

With the power of data in WFP’s Hunger Map, and blockchain to track donations and food supplies, the intended result can be a powerful tool that provides donors with visibility on their impact. The level of transparency for a global deployment of this scale is an unprecedented development that can hopefully incentivize many more to come. Food for Crisis will target one of the main challenges the WFP faces in raising funds: the lack of easy-to-consume information as to how donations are used, leading to low trust from potential donors. The initiative will aim to address this challenge via the development of a solution that leverages Web2 and Web3 tools, including crypto and blockchain-based solutions, to improve donation visibility and achieve trust and transparency.

Food for Crisis aims to raise funds for the WFP, targeting a pilot fund of $100 million in donations (in fiat, crypto, or donations in-kind) by the end of 2024, with a moonshot target of $1 billion if the pilot succeeds. Half of these funds will be allocated to delivering immediate aid to regions most in crisis, and half will be used to develop the solutions to increase trust and visibility. The work will help save lives, as well as invest in innovations for a sustainable future. We are calling all supporters interested in collaborating to be part of this life changing initiative, and we are grateful for those who have already committed to join us!

At the 2022 UN General Assembly, we announced a plan for Food for Crisis, a joint initiative between the UN’s World Food Programme (WFP) and GBBC Giving. This initiative aims to address the global hunger crisis by raising awareness, fundraising for the WFP, and spurring innovation leading to increased efficiency and transparency of humanitarian aid.

Food for Crisis came about due to the recent significant increase in acute hunger globally: various challenges, including the war in Ukraine, climate change, the COVID-19 pandemic, and inflation, have led to 345 million people marching towards starvation (more than double the 135 million people in 2019).

The WFP, which reached 128 million people with food and life-saving assistance in 2021, is dedicated to achieving Zero Hunger – the UN’s global goal to end hunger by 2030. The WFP’s Innovation Accelerator helps work towards Zero Hunger by sourcing, supporting, and scaling high-impact innovations that allow the WFP to leverage advances in digital innovation. GBBC Giving, with its focus of “blockchain for good,” saw a unique opportunity to leverage its capabilities to partner with the WFP Innovation Accelerator. The two organizations, supported by management consultancy Oliver Wyman, joined together this year to form the Food for Crisis initiative.

With the power of data in WFP’s Hunger Map, and blockchain to track donations and food supplies, the intended result can be a powerful tool that provides donors with visibility on their impact. The level of transparency for a global deployment of this scale is an unprecedented development that can hopefully incentivize many more to come. Food for Crisis will target one of the main challenges the WFP faces in raising funds: the lack of easy-to-consume information as to how donations are used, leading to low trust from potential donors. The initiative will aim to address this challenge via the development of a solution that leverages Web2 and Web3 tools, including crypto and blockchain-based solutions, to improve donation visibility and achieve trust and transparency.

Food for Crisis aims to raise funds for the WFP, targeting a pilot fund of $100 million in donations (in fiat, crypto, or donations in-kind) by the end of 2024, with a moonshot target of $1 billion if the pilot succeeds. Half of these funds will be allocated to delivering immediate aid to regions most in crisis, and half will be used to develop the solutions to increase trust and visibility. The work will help save lives, as well as invest in innovations for a sustainable future. We are calling all supporters interested in collaborating to be part of this life changing initiative, and we are grateful for those who have already committed to join us!

345 million people are marching towards starvation

Five “pillars” of work

- **Campaign Awareness**
  - Create a global awareness campaign to mobilize a broad base of donors and innovators.

- **Donation Acceptance**
  - Establish international payment capabilities to accept fiat and crypto funds and develop wallet rails for distribution.

- **Global Transfer**
  - Utilize innovative solutions to implement tracking of funds and display impact to donors.

- **Analytics and Tracking**
  - Support merchants to ensure acquiring, solution capabilities and disburse money to beneficiaries.