

GBBC SUSTAINABILITY

Sustainability enables society to safeguard the ability to co-exist long term on Earth in the long term

GBBC APPROACH

BLOCKCHAIN TECHNOLOGY FOR SUSTAINABILITY

- Tool to uphold transparency, accountability, and trust
- Transparency is key for sustainability metrics & goals



TOP PRIORITIES

- ◆ **TOKENIZATION OF EVERYTHING**
Carbon markets and biodiversity
- ◆ **INCLUSION OF GLOBAL SOUTH**
Viewpoints of governments, local groups, and start-ups from communities most affected by climate change
- ◆ **TRANSPARENCY AND VERIFICATION**
Fact based, data driven verification for disclosures and reporting (e.g., addressing greenwashing, zombie credits, etc.)

GUIDING PRINCIPLES

COMPETITIVENESS

- Must be measurable to be accountable
- Monitoring & evaluation of impact is key to demonstrate results
- Disregarding responsible sustainability is financial, reputational & legal risk

COLLABORATION

- Need to understand problem facing members
- You can't manage what you can't measure

BLOCKCHAIN & DATA

- Increasing accountability & transparency
- Addressing greenwashing

GBBC MEMBER ENGAGEMENT

WORKING GROUPS

Voluntary Carbon Markets, Carbon Emissions Tokenization, Energy Tokenization, and more to come

EDUCATIONAL MATERIALS & REPORTS

- [Global Standards Mapping Initiative \(GSMI\)](#)
- [InterWork Alliance \(IWA\) Token Taxonomy Framework \(TTF\)](#)
- [Blockchain Technology for the Energy Sector](#)
- [Voluntary Ecological Markets \(VEM\) Overview](#)
- [Open-Source Ideas and Special Reports](#)
- and more

EVENTS & PARTNERSHIPS

Cover sustainability themes of interest in the form of panels, roundtables, discussion forums, networking, and other joint initiatives

INTERESTED IN JOINING OUR UPCOMING GSMI SUSTAINABILITY WORKING GROUP?

GBBC Members fill this form:
<https://forms.gle/DM1TYqumrx1fh4sr7>

Non-GBBC members apply here:
<https://forms.gle/MF8WNWXwNvR56zLh9>