# Wildchain

A non-profit conservation innovation lab with the mission to inspire & empower individuals and organizations to protect our endangered species and their habitats.

**SEED**
promoting entrepreneurship
for sustainable development

**14** LIFE BELOW WATER

**17** PARTNERSHIPS FOR THE GOALS

## Background

60% of all Earth's wildlife has been lost in the past four decades, causing the most devastating loss of biodiversity since the mass extinction of the dinosaurs. 28,000 species are threatened with extinction, 95% of biodiversity could be lost and up to 1 million species could be threatened with extinction.

This is the result of climate change, habitat destruction, pollution, and poaching, to name a few. To make things worse, the heroic efforts of conservationists are dramatically underfunded. The lack of transparency from donations, low public awareness and engagement make it more challenging for conservation projects to defeat this threat. Now is the best time to address it because the Earth's natural world is plummeting towards a crisis that will soon be irreversible unless we take action immediately.

Looking towards the global entertainment industry, the market for movies, games and merchandise showcasing endangered species is steadily growing. This is well-demonstrated when comparing the USD 1,6 billion that the movie The Lion King generated in 2019 with the USD 4 million that the Lion Recovery Fund receives annually. A **novel trend in the entertainment industry** is on the rise: crypto-collectible games such as CryptoKitties and Pokémon GO represent an innovative opportunity to extend the traditional way of collecting funds for biodiversity and species conservation.

## Solution Overview

**Wildchain** brings people together to protect our planet's endangered species and ecosystem by creating shared value between social entertainment and real-world impact. Wildchain lets people **digitally adopt and raise some of earth's rarest species** within a digital sanctuary they can call home. Users are passively contributing to conservation and reforestation projects solely by participating in this entertainment ecosystem. Users may also actively allocate where their donations go on a fully transparent kickstarter-like platform which will represent the impact they have created.

Beyond games, Wildchain is also gamifying the donation experience itself with unlockable challenges, leader boards, awards, and competitions to empower and mobilise a community of changemakers.

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| Focus: | Climate change adaptation |
| Ecosystem Impact: | Access to finance; Entrepreneurial mind-set; Infrastructure & Technology |
| Lab Cycle: | Climate Finance, Thailand 2018 |
| Challenge Hosted by: | Wildchain |

## Key Features

Players are offered a **gamified giving experience**. Simply by playing Wildchain users can:

- Plant trees & offset your carbon footprint
- Help protect the natural habitat of wildlife species
- Help create employment for under-privileged people
- Back a wildlife ranger

100% of Wildchain's profit will go toward wildlife conservation initiatives.

Each animal is a unique, digital counterpart of an animal living in the wild. Wildchain uses cutting-edge technologies to **blend the real and virtual world**.

- **Blockchain-based tokens:** to create provably scarce digital assets
- **Real-world animal population data:** IUCN Red List of Threatened Species™
- **Real-world Environmental data:** Environmental data from OECD and UN Environment

**Wildchain's approach** is to

- **Aggregate challenges:** Working with innovation lab members to learn about their conservation challenges.
- **Explore impact opportunities:** Based on the SDGs, Wildchain evaluates which challenge has the highest impact potential.
- **Develop solutions:** Together with experts, partners and our members, Wildchain co-creates solutions that are both good for society and enhance society's capacity to act.
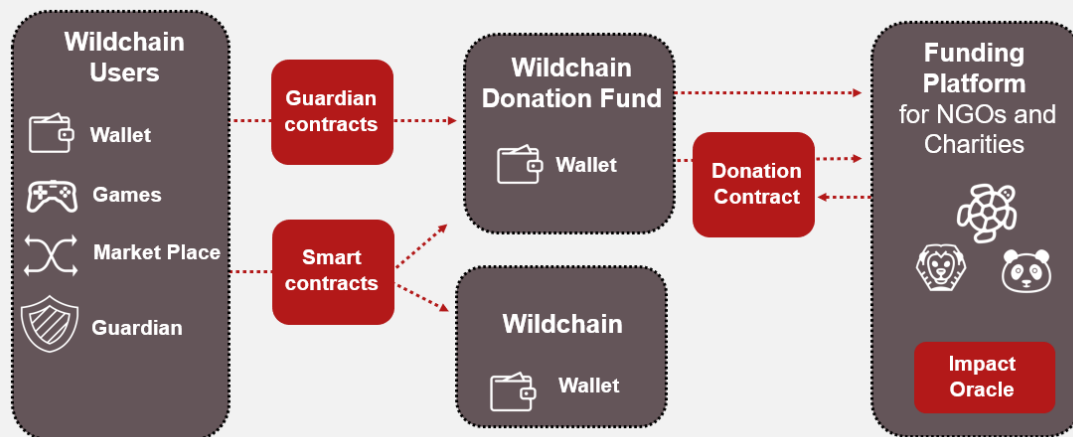
- **Build communities:** Through regional events, workshops, sharing platforms and our network Wildchain grows communities.

## Innovative Characteristics

- **Creating engagement via entertainment:** Wildchain is an open economy of unique assets that are truly owned by users and portable across social entertainment applications.

- **Inspiring new advocates** by converting ordinary citizens into conservationists, starting with greater awareness and connectedness with the endangered animals purchased in the game.

- **A new chapter for blockchain**: Wildchain leaves behind the "gold-rush mentality" of blockchain by creating a purpose-driven product.

## Target Market

Wildchain's immediate customers will be casual gamers, donors, adopters and collectors. Conservation charities and organisation that will benefit from financial and knowledge support. Interested corporations and educational institutions will be a part of the target market.

The global games market is expected to grow from USD 137.9 billion in 2018 to more than USD 180.1 billion in 2021. Out of the 2.3 billion active gamers worldwide, 46 % of them are spending money on games. Collectibles also have significant market potential but remain difficult to measure as items are often sold peer to peer; one estimate puts the annual sale of toys and comics at USD 15 billion annually. Virtual collectibles is a brand new sector that has recently been enabled by blockchain technology, unlocking the 'internet of value'. Wildchain aspires to tap into these markets to funnel donations to support our world's most precious wildlife and natural zones.

## Impact Potential

- **Nature conservation and climate change:** Supporting wildlife and nature conservation charities by addressing the conversation financing gap. For example, financing for 13.000 mangroves to be planted in Mozambique have been raised already.

- **Diversifying rural livelihoods:** Supporting a range of SDGs including no poverty, job creation and women empowerment through collaborating with local communities and projects with diverse beneficiaries including schools, women & girls, farmers and people in poverty.

- **Transparency in conservation finance:** The blockchain allows donors to track their impact on conservation initiatives

## Solution Developer



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