

Tokenization of ocean assets

“When it comes to saving the planet,
one whale is worth thousands of trees.”

IMF economist Ralph Chami



Our carbon footprint contributes to global warming through the so-called greenhouse effect and threatens our ecosystems and way of life as we know it.

If we compare the global average surface temperature between the depths of the last ice age and today there was only around 4 to 7 degrees Celsius difference. By keeping the momentum of our global economic system we'll be heading toward warming the planet by 3 to 4 degrees. A climate shift not that different between the last ice age and today.

A surprising solution how nature itself helps to reduce climate change was discovered by some marine biologists: Great whales are playing a significant role in capturing carbon from the atmosphere as they are stocking CO₂ in their body and are fertilizing phytoplankton with their excrements.

The pioneer project “Tokenization of ocean assets” is focusing on this natural mechanism to value marine assets. It is helping to increase the global whale population and is putting a price on carbon to drive the innovation necessary to limit climate change.

The project is setting a new certification standard to be globally recognized and enables the financial markets to protect marine assets by investing into ocean and whale driven carbon sequestered credits.

For the first time, marine assets will be qualified as a standardized underlying asset for financial markets products. Impact investors can then fill the gap to finance the preservation of the world's precious ecosystems through Blue Carbon Credits and Blue Carbon Tokens.

“Driving the
economy while
restoring our
oceans”

Our Vision

We will promote and showcase innovative ways to reduce the amount of CO₂ emissions in the atmosphere and the fact that whales are considerably contributing to it. We will develop high-quality carbon credits with well-defined co-benefits (such as biodiversity protection).

Our Mission

Together we are making impact to our ocean life ecosystem which is estimated to provide 50-80% of the oxygen production on Earth. That way we support the following Sustainable Development goals (SDGs): SDG 12, SDG 13 and SDG 14.



The benefits of the project

This project was developed by [Geneva impACTs](#), an initiative of the Geneva Macro Labs, a do-tank. It is interesting to any stakeholder who wants to support sustainable development while achieving Return on Investment (ROI).

“Tokenization of ocean assets” creates or invests in generating ocean and whale driven carbon sequestered credits that are certified. They are backed by science-based attribution. The amount of carbon capture and carbon sequestration by ocean assets is to be tracked.

These new asset class or tokens can be exchanged across a multiple range of markets targeting the voluntary market. Proceeds can be reinvested to generate higher quality and liquid carbon credits through innovative projects and thus protect and increase the global Whale Population. Such an approach provides long-term sustainability and transparency.

“Our purpose-driven token incentivises action towards a more sustainable economic system.”

Our multi-stakeholder approach ensures a successful project. Besides [Ark2030](#) and [COPALANA](#) we will work with international partners and impact advisors representing academia and the private sector.

What makes our project unique?

“Tokenization of Ocean Assets” is a pioneer project and our multilateral approach helps us to gain importance in case similar projects evolve. Because of the project's complexity, we work at regional and international levels, in order to be able to invest in technology that can accurately measure and certify carbon sequestration from ocean assets in real-time. Such a technology has a multiple application value.

We value ocean assets with the help of technology and use the respective evidence to create a new standard which focusses on carbon sequestration from ocean assets.

Our focus will be on whales as they play a crucial role to reduce CO₂ from the atmosphere. According to the International Monetary Fund (IMF), their natural services are worth approximately \$1 trillion USD - the market value of Google, Apple or Microsoft.

Our project builds a use case around valuing and generating blue carbon credits by measuring and understanding the relationship between phytoplankton and whales. The value of whales and their contribution to the “forestation of the oceans” are instrumental to the carbon capturing ability of the oceans, which are an increasingly vital asset in today's global carbon credit markets. According to the Institute of International Finance (IIF) the market for carbon credits could be worth upward of \$50 billion in 2030.

Appendix

Which SDGs are we supporting with our project?



SDG12: Ensure sustainable consumption and production patterns

Sustainable consumption and production promote resource and energy efficiency, sustainable infrastructure and access to green and decent jobs and a better quality of life. It is at the heart of progress towards building a sustainable economy that works for both people and planet in the long term.



SDG 13 Take urgent action to combat climate and its impacts

To hold warming to below 1.5 C and avoid the worst impacts of climate change, science demands that greenhouse gas emissions must urgently peak, and reduce down to zero by 2050. Improving corporate awareness by measuring and disclosing environmental impact is essential to the management of carbon and climate risk.



SDG 14 Conserve and sustainably use the oceans, seas and marine resources

The ocean drives global systems that make the Earth habitable for humankind. Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea.

Careful management of this essential global resource is a key feature of a sustainable future. However, at the current time, there is a continuous deterioration of coastal waters owing to pollution, and ocean acidification is having an adversarial effect on the functioning of ecosystems and biodiversity. This is also negatively impacting small scale fisheries.

Saving our ocean must remain a priority. Marine biodiversity is critical to the health of people and our planet. Marine protected areas need to be effectively managed and well-resourced and regulations need to be put in place to reduce overfishing, marine pollution and ocean acidification.