

ANNOUNCEMENT

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Nature protectors introduce a new business model at COP28 to collectively protect the planet

The Union of Nature, a worldwide group of nature protectors, introduces a sustainable business model to collectively protect 30% of the planet by 2030. The initiative is co-created with established nature protection organizations like International Fund for Animal Welfare (IFAW), WILD Foundation, Rainforest Trust, Wildlife Trust of India (WTI) and smaller grassroots organizations like Hoja Nueva.

The model provides a simple and accessible proposition for anyone, at any scale, to contribute to the 30x30 goal by protecting nature, meter x meter. At the heart of the model is the 'uon', a digital proof of protection of a geocoded 'unit of nature', registered in a person's name.

The units of nature are protected by a worldwide group of NGOs collaborating in the Union of Nature (UON). Current participants include IUCN members IFAW, WILD, Peace Parks, Wilderness Foundation Africa, Rainforest Trust, WTI, and also Rewilding Argentina, Hoja Nueva, Karen Mogensen Reserve, and Lebendige Zukunft. Significant indigenous partners in the Global South are the Yawanawá People of Acre, Brazil, and the Maasai People from the southern rangelands, Kenya. The newest participant represents the Kogi People in Sierra Nevada, Colombia.

Uon are brought to the world by our partner EarthToday, a for-purpose tech company. And for every uon sold, the nature protection organizations commit to bring a new unit of nature under protection. This is how we scale.

"This is the first time nature protection organizations collaborate on a business model level. It is exactly this kind of fresh thinking that is required to enact the change that is needed today."

– Jimmiel Mandima, Vice President of Global Programs IFAW

In the past 100 years, nature protection has largely been funded with donations, grants, and subsidies, and we have been successful in protecting over 10% of the Earth's surface. If we want to protect 30% by 2030, we need to change the game and accelerate. Our groundbreaking business model enables the private sector and non-profits to work together and get the job done.



TESTIMONIALS

Vance Martin, Board Member Union of Nature: *"This is the best model I've seen in my 40-years in nature conservation. This entrepreneurial approach is what makes me excited and what made me decide to join the UON board and help bring it to the world."*

Laura Yawanawá, Leader of the Yawanawá People: *"We are proud to collaborate with fellow NGOs and IPOs, contributing to an innovative business model. Following a two-year pilot, we are thrilled to witness the significant impact of this collaboration for the Yawanawá People and the Amazon."*

Sofia Heinonen, Executive Director Rewilding Argentina: *"The goal of protecting half the planet is not going to happen without public understanding and involvement. With UON's proposition, protecting nature becomes accessible to all."*

James Deutsch, CEO Rainforest Trust: *"This partnership between Rainforest Trust and Union of Nature will be significant in both safeguarding nature and supporting Rainforest Trust's mission to save endangered wildlife and protect the planet."*

Samantha Zwicker, Founder and Co-director Hoja Nueva: *"Union of Nature takes a novel approach to nature protection and is exactly the kind of idea that we need more of in order to reach the 30x30 goal and ensure the future of our planet's wild places."*

Werner Myburgh, CEO Peace Parks Foundation: *"The exciting, innovative and engaging propositions of UON unites like-minded individuals and organizations in the pursuit of a sustainable future for our planet, based on restored the balance where people and nature can co-exist."*

Patricia Slump, President Karen Mogensen Reserve: *"We believe there should be more initiatives like this to help small and larger organizations protect standing forests with their biodiversity and wildlife."*

Mamo José Gabriel Alimaku, Kogi representative: *"Zhigoneshi is a word of ours. Zhigoneshi means a single thought. This is how we think, in one thought. We want to start weaving this thought together to stand up for the whole planet, and we look forward to working with Union of Nature."*

Chiel Liezenberg, Co-founder Union of Nature: *"This is a great example of the public-private synergy that is key to accelerating and scaling nature protection globally. I commend the nature protection sector for their willingness to pioneer a new business model inspired by the payments industry."*

Tali Bielski, Managing Director Union of Nature: *"Our aim is to bring exponential scale to the work of NGOs and IPOs by creating an additional long-term revenue stream through one simple, tangible product: a m² of protected biodiverse nature."*

Kees Zegers, Founder Union of Nature: *"Stop talking. Start protecting."*

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Editor Notes

About UON

Union of Nature (UON) is a worldwide group of nature protection organizations collaborating on a sustainable business model to collectively protect 30% of the planet. Meter x meter. UON was founded in 2019 in Amsterdam as a not-for-profit foundation. UON's singular collaborative product is the 'uon', a unique digital proof of protection of a sustainably protected 'unit of nature', registered in your name.

UON partners with EarthToday company for the sales and distribution of uon to the global market.

uon.org

About EarthToday

EarthToday is an Amsterdam-based tech company with a purpose portal to facilitate companies, charities, and consumers to campaign for Earth together. EarthToday was founded in Amsterdam in 2018 and structured as a 'for-purpose company', a commercial company with the purpose of a charity, with 83% of all revenues going directly to the nature protection organizations in the UON.

EarthToday is backed by a growing group of investors who focus on maximizing impact instead of returns.

earthtoday.com

High resolutions visuals of logos, tribal leaders, and key members of the organizations are available.

For more information, please contact at press@uon.org or call Rikkert Reijnen +31 6 24 58 00 29