

UON Rulebook

# UON\_000 Introduction

Version 0.4

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In collaboration with



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**Union of Nature Foundation**

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# 1 Introduction

## 1.1 Why, how, and what

Our planet is in peril. Mother Nature is suffering and urgent action on a global scale is needed. An impactful and sustainable solution requires collaboration between consumers, companies, and nature protection organizations at global, regional, national, and local level.

To this end, we introduce a sustainable business model to collectively protect 50% of the planet. To accelerate nature protection and give nature back to Mother Nature on an industrial scale.

To deliver on this, three interrelated yet independent initiatives have been set up, each with their own objectives, financing, and governance:

- **Union of Nature Foundation (UON)**, which will power the global campaign. UON has been set up as a not-for-profit organization with a business model to sustain itself. UON has its own board and will be governed by its members in due course.
- **EarthToday company**, a tech company with a purpose portal to facilitate companies, charities, and consumers to campaign for Earth together. EarthToday has been set up as a 'for-purpose company', a new type of organization combining the purpose of a charity with the growth drivers of a company.
- **EarthFlag Foundation**, which aims to promote one symbol of belonging, the EarthFlag aka the Blueprint, to unite humanity in its pursuit of 24 Global Goals, or #MissionEarth. The EarthFlag Foundation has been set up as a not-for-profit organization with its own governance.

Together, we refer to this as the **Uon.Earth Collective**.

## 1.2 About this document

This document is about the UON and the uon. More specifically it is a general introduction to the UON Trust Framework based on a set of documents referred to as the UON Rulebook, describing the UON Operating Model for Nature Protection Organizations (NPOs) and Private Nature Owners (PNOs) pledging sustainably protected units of nature to this model.

Section 2 contains a general description of what UON entails. Section 3 covers the workings of UON Operating Model in general terms from the perspectives of the main stakeholder groups. It focuses on the user experience, the use cases for brands or companies and NPOs or PNOs, security and credibility, and the handling of disputes. Section 4 outlines the advantages for each stakeholder. Finally, Section 5 presents an overview of the documents making up the UON Rulebook.

The Annex contains a glossary of terms used in the UON Rulebook.



The documents making up the UON Rulebook progress in level of detail and address increasingly specific target groups. Before seeking more detailed information, it is advisable to first take note of the introductory information presented in this document, so that the more detailed information contained in the other documents of the UON Rulebook can be sufficiently contextualized.

### 1.3 Revisions

Version	Description	Valid by	Valid till
0.3	Initial Draft - for Review	n/a	
0.4	Updated Initial Draft – for Review	n/a	
0.5	First Draft for Pilots Global		
0.8	Draft for Pilots Global		
1.0	Final Version Global		

Table 1: Document revisions.

## 2 What is UON?

### 2.1 A collaborative business model

The Union of Nature Foundation (UON) is a worldwide group of collaborating nature protection organizations active in conserving, protecting, restoring, or regenerating large areas of land or ocean. UON has developed a sustainable business model to collectively protect 50% of the planet using a trust framework to further accelerate and scale nature protection worldwide.

The UON serves as a 'product franchise' for nature protection organizations towards consumers, brands, and companies, delivering a singular collaborative product: the uon, a unique digital proof of protection of a sustainably protected unit of nature, registered to your name. To give back to Mother Nature. With this franchise, the UON aims to:

- Create a shared agenda for all stakeholders to secure a healthy planet for future generations.
- Reduce redundant efforts by its members to market their charitable propositions to their supporters.
- Enable an additional long-term recurring revenue stream to its members so that they can accelerate their growth and further their nature protection missions.

#### **Business Rationale**

The driving motivation behind the creation of UON is the increasing need to scale efforts in nature protection. Leading scientists are converging on the global objective to protect 50% of the planet by 2050, to save the majority of species, including ourselves<sup>1</sup>. And at present we are not making enough progress<sup>2</sup>. We need to change the game.

Meanwhile, the conscious consumer is on the rise, demanding action and willing to act. They are calling on conscious companies to drive the change toward a more sustainable world in the coming decades<sup>3</sup>. The UN has defined 17 Sustainable Development Goals (SDGs) to transform our world by 2030<sup>4</sup>. Companies recognize these trends and increasingly cater to this growing customer and talent segment with 'purpose as the new premium'.

Playing into the above, a group of experienced fintech, media, and platform entrepreneurs in Amsterdam, has taken it upon themselves to align the interests of all stakeholders and create an acceleration mechanism to help all of us collectively address this global challenge. This has resulted in a sustainable business model to collectively protect 50% of the planet by 2050.

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<sup>1</sup> EO Wilson Foundation 'Half-Earth Project' by 2050 ([half-earthproject.org](http://half-earthproject.org)) and WILD Foundation 'Nature Needs Half Project' by 2030 ([natureneedshalf.org](http://natureneedshalf.org)).

<sup>2</sup> IUCN Protected Planet Report 2018 ([iucn.org/content/protected-planet-report-2018](http://iucn.org/content/protected-planet-report-2018))

<sup>3</sup> Edelman Earned Brand Report 2018 ([edelman.com/earned-brand](http://edelman.com/earned-brand))

<sup>4</sup> UN Sustainable Development Goals Website ([un.org/sustainabledevelopment/](http://un.org/sustainabledevelopment/))



## Design Principles

The following design principles were applied:

- The product is a tangible, intuitive, accessible, and direct contribution towards the global goal, for consumers and organizations worldwide.
- The operating model is a role-based inclusive trust framework to create a level playing field for its global participants.
- The solutions is compelling to a global audience and leverages daily routines of consumers to minimize the effort to participate and maximize recurring use.
- The program is inclusive to maximize reach, trust, and collective focus on the global goal.
- Implementation is made as simple and low-cost as possible for both members and customers, while creating the required credibility and trust.
- Industry best-practices are applied to achieve bank-grade security.

To ensure global adoption, a phased approach will be applied. The UON Operating Model has been developed as a co-creation of NPOs, PNOs, and Brands, and will initially be piloted and implemented in the Dutch market only, to demonstrate and prove its feasibility for global use.

Further global rollout is explicitly intended to follow this initial implementation.

## Initial Scope

The following limitations apply to the initial phases of the pilot and local implementation:

- UON Operating Model restricted to terrestrial areas (land) only.
- UON Operating Model restricted to select NPOs only.
- Pilot restricted to Dutch market only.
- Pilot restricted to select Brands only.

## 2.2 The Union of Nature, UON

The Union of Nature Foundation is an independent not-for-profit organization that provides a trust framework for nature protection. It is governed by its board and will be governed by its members in due course.

Any entity in the world that is active in the field of nature, wilderness, or wildlife conservation, protection, restoration, or regeneration as the core of its mission is eligible to become a member. Based on the existing activities and nature ownership or stewardship within the entity, membership beholds a corresponding predefined 'role' and responsibilities.

For each role, members need to meet initial access criteria and commit to the rights and obligations on an ongoing basis, all collaboratively defined and agreed upon upfront. This provides the trust framework for the continued delivery of certified uon to the market.



## Trust Framework

NPOs and PNOs worldwide can choose to become a member of UON. Becoming a member means committing to the UON Trust Framework and accepting and adhering to the UON Rulebook describing the UON Operating Model for global collaboration on nature protection.

All the 'agreements' that make up the UON Trust Framework are described in the UON Rulebook. The UON Rulebook details the UON Operating Model in terms of overall business considerations and defines various membership roles and responsibilities with corresponding access criteria, rights and obligations, and rules and regulations, to create a level playing field for all UON Members to collaboratively offer a singular product to the market: the 'uon', a unique digital proof of protection of a sustainably protected geocoded unit of nature, registered in a person's name.

The 'roles' differ based on the type of legal entity and the legal nature area ownership, e.g. private individuals or privately held companies, or foundations or governments, while the 'rules' differ based on the specific type of nature protection, e.g. preservation, conservation, restoration, etc. Each have different rights and obligations within the model, but all aim to sustainably protect nature.

## Standards

The UON standards are made up of four main subsets:

- **Nature standards:** the standards that apply to areas of nature to qualify for participation in the UON Operating Model.
- **Protection standards:** the standards that apply to the sustainable protection of the areas of nature to qualify for participation in the UON Operating Model.
- **Distribution standards:** the standards that apply to the distribution, application, and use of uon collect codes.
- **Branding standards:** the standards that apply to the application and use of the respective branding in the marketing and sales programs of the participating Brands.

The UON Trust Framework has been developed by EarthToday.Foundation and the ownership was assigned to Stichting Union of Nature Foundation in 2019.

## Organization

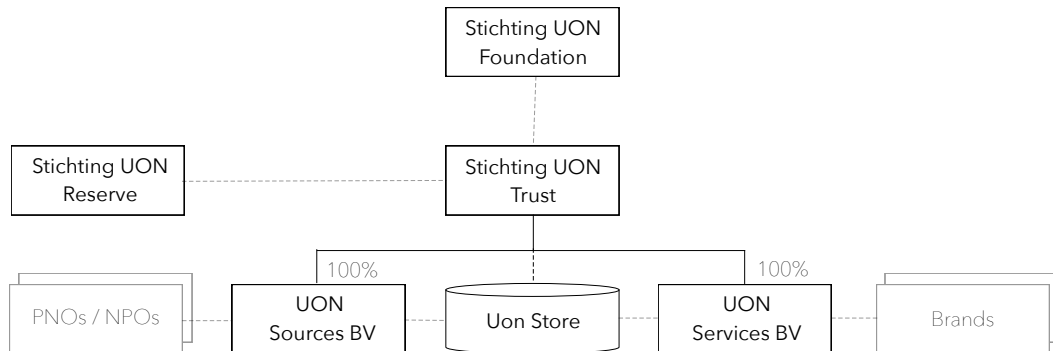
The UON will be structured in a way that limits liabilities and separates governance, operations, funds, and potential nature ownership. The following entities are envisioned to make up the UON as an organization:

- UON Foundation: the main governing body and holder of all IPR.
- UON Trust: the operator of financial flows and the Uon Store that holds all uon.
- UON Sources: the contracting party for all NPOs/PNOs.



- UON Services: the contracting party for all Brands (and Consumers).
- UON Reserve: the holder of any nature that the UON may come to own.

More details in the Annex.



**Figure 1: Overview of the envisioned UON organization.**

### Governance

The UON is a not-for-profit membership organization. It is governed by its board, and will be governed by its members in due course.

The final governance structure has yet to be implemented, but will include the following elements:

- A 'board' that is responsible for safeguarding the vision of UON. This will consist of an executive board and a non-executive board.
- A 'management team' that is responsible for running day-to-day operations of the UON to manifest the vision, accountable to the executive board.
- An independent 'senior' advisory group that represents the 'past' – contributing knowledge and expertise to the executive board.
- An independent 'junior' advisory group that represents the 'future' – contributing values and direction to the executive board.

### 2.3 Uon /// Unit of nature

A 'uon' is a unique digital proof of protection of a sustainably protect geocoded unit of nature, registered in your name.

A 'unit of nature' is 1 m<sup>2</sup> of land or 9 m<sup>2</sup> of sea or ocean within a nature area protected by a UON member and is geocoded within a predefined global grid.

Uon are issued exclusively by UON through the Uon.Store, and only one uon can be issued on each unit of nature.

### Issuing



When entering the UON Trust Framework as a member, the UON Member ‘pledges’ an existing geographic area of certified nature that they own and/or steward to UON Sources.

In the Uon Store, the geographic area is coded into individual units of nature, where each unit has the pledging UON Member as its steward. Based on the geolocation of the unit, a digital proof or protection is issued upon each unit including its geocode. This is a uon. Each uon is then assigned a collect code. The geocode is used to locate the uon’s underlying unit of nature on the planet, and the collect code is used for distribution of uon to Consumers.

All uon are stored and administered in the Uon Store and unsold uon make up the Uon Stock.

When a specific collect code is sold for distribution, it is randomly picked from the Uon Stock. The Brand or Consumer pays for it to UON Services and a pay-out to the stewarding UON Member follows. Like an e-ticket. The collect code can be used to link a uon, and a unit of nature, to an individual user on EarthToday.com. The user can thus verify the unit’s existence and geolocation, and is presented with contextual content of that area, by the stewarding UON Member and the donator of the unit – typically a Brand.

The UON Operating Model is comparable to a central bank issuing bank notes backed by gold:

	Central Bank	UON
1	Buys certified gold from certified gold mines.	Buys nature area protection pledges from certified NPOs and PNOs.
2	Converts gold into numbered gold bars.	Converts areas into geocoded units of nature.
3	Stores and administers all the gold bars in a vault.	Stores and administers all the geocoded units of nature in the Uon Store.
4	Issues numbered bank notes upon numbered gold bars. Not one-on-one.	Issues a uon (a digital proof of protection/certificate) on each unit of nature. One-on-one.
5	Sells the bank notes to banks	Sells the uon collect codes to brands and companies.
6	Consumers (used to) collect gold for their gold pouch with a bank note.	Consumers collect a uon on their account on EarthToday.com with a collect code.

**Table 2: Central bank and UON comparison.**

### Features

Uon have the following features:

- Digital proof of protection (‘certificate’) of a sustainably protected geocoded unit of nature, stewarded by a certified UON Member

- Deliverable to Consumer by an accredited Brand through Uon Collect Codes to register uon on their name. Like tickets.
- Verifiable geographical location, UON Member stewardship, and Consumer/Brand sponsorship.
- Engagement point for UON Member and Brand with contextualised Content on EarthToday.

Uon will initially only be sold only through its distributor EarthToday.

Any transactions or issues resulting from Consumers or Brands engaging directly and bilaterally with a NPO or PNO that is also a UON Member are outside the scope of the UON Operating Model.

## 2.4 Distributor: EarthToday company

EarthToday company is our tech partner with a purpose portal to facilitate Companies, Charities, and Consumers to campaign for nature together. EarthToday is the exclusive UON Distributor for the first 9 billion uon that it will sell to Consumers and Brands globally.

After the first 9 billion uon have been sold through EarthToday, any brand, company, or organization – big and small, global and local – can buy uon directly from UON Services to power their sales, marketing and loyalty programs. This way, the acceleration mechanism to protect nature will continue beyond the initial stage.

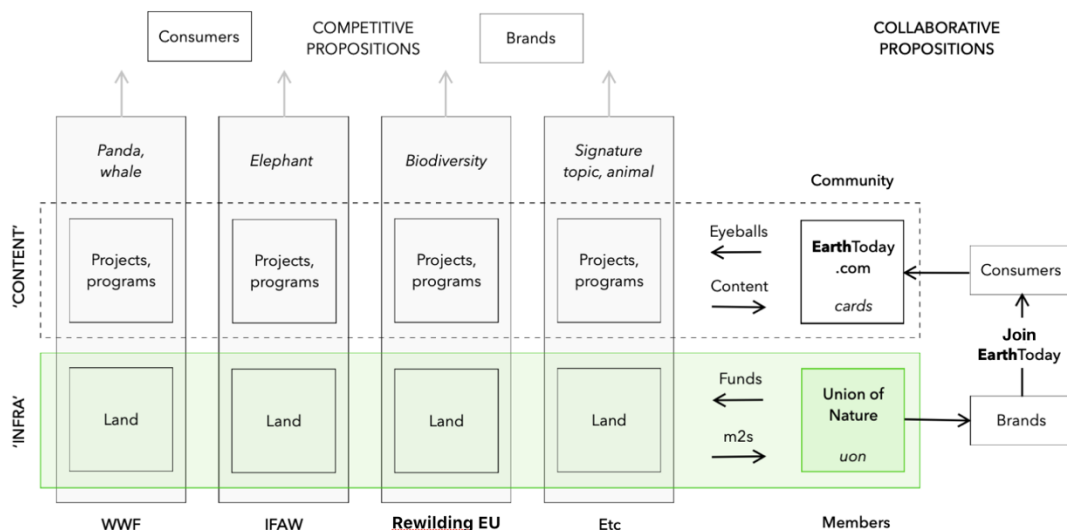


Figure 2: Overview of the ecosystem.

### 3 How does it work?

There are two main use cases for uon. Either Consumers buy uon directly through EarthToday to protect nature, or Brands do that and reward their Consumers and Employees with uon collect codes to register the uon in their name.

Similarly, there are two main use cases for UON. Either nature area owners enquire about becoming a member with UON Sources, or NPOs/PNOs that are already a member want to login to pledge nature or manage their nature areas geo information.

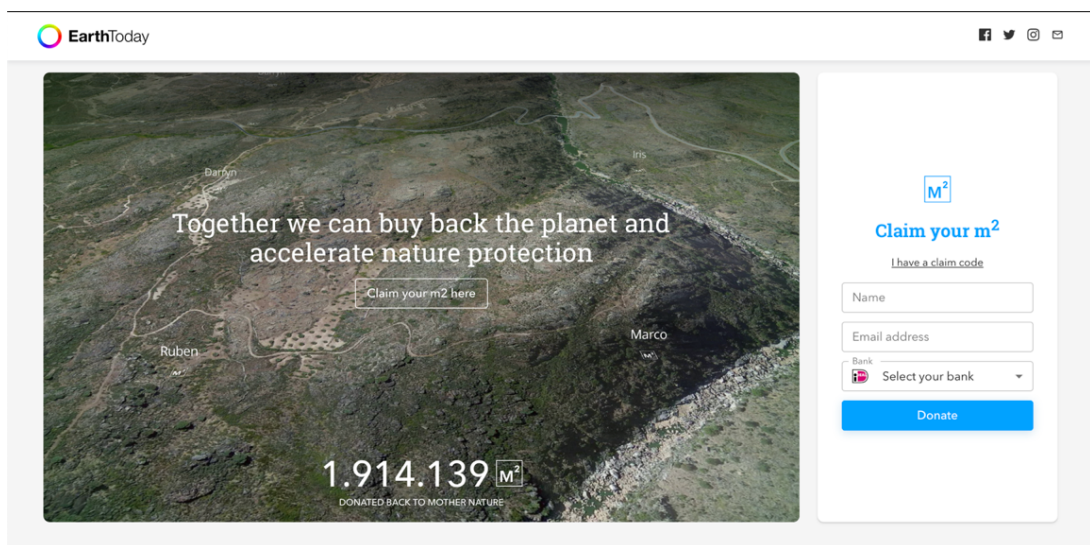


Figure 3: Impression of join.earthtoday.com.

#### 3.1 Consumer perspective

On the website earthtoday.com, Consumers can either collect uon awarded to them by a Brand by submitting uon collect codes, or collect a uon themselves in an online purchase.

Next, the Consumer is asked to sign up and create a new User Account on EarthToday.com – or to log in if the user already has an existing account – in order to link the uon to its account. If the Consumer is already logged in, the uon will be linked to its account instantly.

On EarthToday.com, the uon is presented as a Card in the User's Wallet. Every uon Card shows the stewarding NPO/PNO and the sponsor of that uon. Clicking on the Card shows the uon details and exact location of the underlying unit of nature on the planet, with contextual content of the stewarding NPO/PNO, and of the sponsoring Brand – if any.

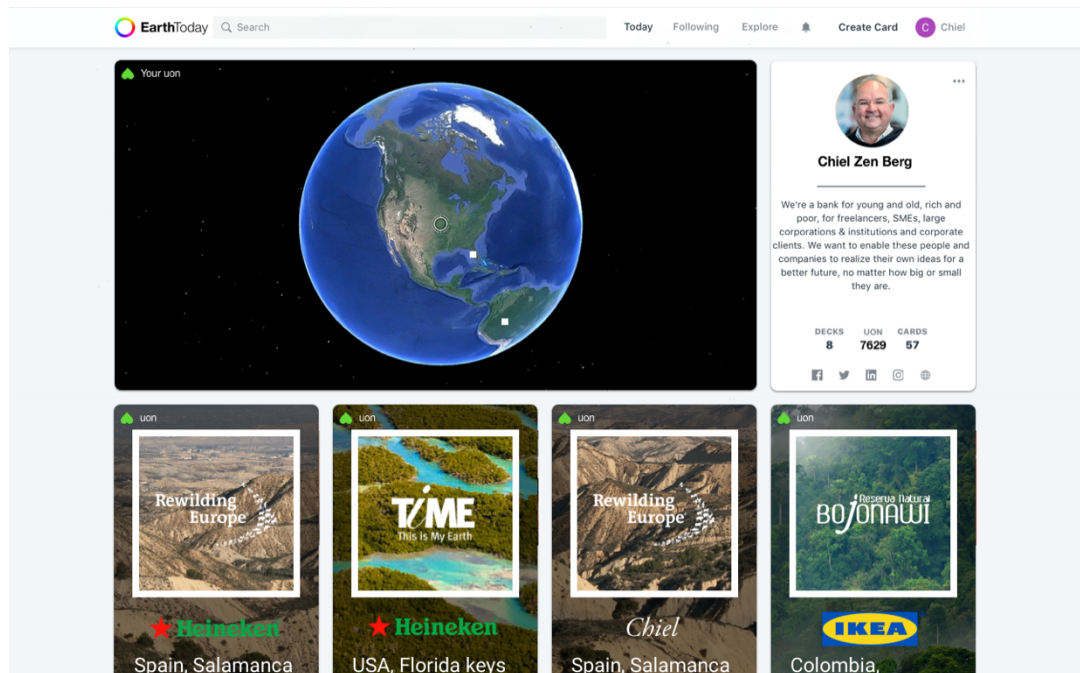


Figure 4: Impression of a Wallet.

### 3.2 Brand perspective

A Brand wanting to protect nature and use uon in their relations with Consumers, first must register with EarthToday to create a UON Account. On completion of the registration procedure (including verification and risk analysis), the accredited Brand can protect nature by purchasing uon collect codes or connect to the EarthToday API for this.

Once connected, the Brand will be able to deliver uon collect codes to Consumers as part of its interaction and transactions with Consumers during the customer journey, adhering to the branding standards as set out in 'UON\_020 Distribution and Branding'. It is the Brand's responsibility to incentivize the Consumer to claim the uon and link it to its User Account, as a starting point for further and deeper engagement with the Consumer.

Under the terms of the contract, the Brand pays for the uon collect codes. On EarthToday, the Brand can retrieve status information at aggregate level about its Consumers' engagement on EarthToday.com.

Brands can also use additional services provided by EarthToday Resellers and/or Processors, covering areas such as processing, reconciliation, aggregation, and payment handling. Brands will in principle be able to sign up to more than one Processor, which could have advantages, for example in:

- Spreading risk (redundancy).
- Optimizing processing charges.



Figure 5: Impression of Brand ad in Join EarthToday program.

### 3.3 NPO and PNO role

Each NPO/PNO is required to enter into a membership agreement with UON. A single entity can be UON Member in different, distinct roles.

An NPO/PNO that has become a UON Member in the UON Operating Model has satisfied the access criteria as defined in the UON Rulebook for its role. The same applies for any area of nature that it pledges to UON Sources.

As a UON Member, an NPO or PNO can pledge nature to be used for uon as described in Section 2 of the document entitled 'UON\_030 Nature Protection Organization Implementation' and 'UON\_040 Private Nature Owner Implementation' respectively. For this each nature area the NPO/PNO enters into a bilateral agreement with UON Sources.

The actual nature area and nature operations are at the NPO's/PNO's discretion and can differ per area but must always comply with the standards defined in the 'UON\_010 Operating Model' document.

The NPO/PNO pledges areas of nature in the Uon Store or connects to the Uon.Store API for this. To this end, the NPO/PNO logs in and uploads the geo-perimeter of the complete area it wants to pledge. Next, the Uon.Store converts this area into individual units that are geocoded, and the NPO/PNO is registered as the 'steward' for each of them. The NPO/PNO can manage the individual units and decide which to make available for issuing of uon.

All available uon are assigned a collect code that can be sold. When one or more uon collect codes are sold to the Brand or Consumer, the collect codes are randomly picked from the Uon Stock in the Uon.Store.

For each of its uon sold, the NPO/PNO receives a fee. Part of the fee is made available immediately to support the stewarding NPO/PNO to bring a new unit of nature under protection, on a 1-on-1 basis. This is how we scale. Another part is paid to the NPO/PNO annually over a period of 30 years and must be used to sustainably protect the unit of nature that the NPO/PNO stewards.

An NPO/PNO may also have certain uon related activities performed by a Processor.

### 3.4 Security and credibility

As mentioned, uon are comparable with bank notes. Therefore, issuing, storing, and managing uon in the Uon.Store requires bank-grade security and reliability.

#### Security

It is one of the UON design principles that each party in the system authenticates the other party in any communication and verifies the integrity of the messages exchanged. This is achieved by exchanged certificates, based on username / password with 2-factor authentication or using a UON 'token', depending on the party concerned. Secure (SSL/TLS) links are always used for this communication.

#### Credibility

The NPOs/PNOs plays a key role in the perceived credibility of UON. To a large extent, that perception is directly determined by the credibility of a NPO/PNO when it comes to the organization and the nature it stewards. The same applies to Brands that become a customer of EarthToday.

It will be the responsibility of UON to screen new NPOs/PNOs according to the defined access criteria, including performing a risk analysis on them, and to ensure that all members adhere to the agreed conditions. Similarly, UON and EarthToday screen Brands. New Brands that want to become a customer are checked against the criteria set by UON to become eligible to buy uon.

### 3.5 Disputes

The following primary relationships and responsibilities will be deemed to underlie any dispute:

- When a customer interacts or transacts with a Brand and this includes a uon collect code, the Brand bears primary responsibility for that relation by delivering the collect



code, and for all related communication with the customer. In discharging this responsibility, Brands can retrieve the uon status from EarthToday.

- UON Services that supplies a uon collect code to a Brand bears primary responsibility for that relation, by supplying the collect code and for all related communication with the Brand.
- The NPOs/PNOs that pledge nature areas to UON Sources bear primary responsibility for that relation, by acquiring new areas of nature and sustainably protecting and stewarding the pledged nature area.

So, when a dispute arises, for example, where a product or service has been purchased from a Brand but the uon collect code has not been received, this constitutes a dispute between a Consumer and Brand.

When a dispute arises regarding a uon collect code that has been purchased by a Brand or Consumer but that has not been received, this is a dispute between the Brand and EarthToday.

And when an NPO/PNO fails to meet the criteria regarding the nature it has pledged, this is a dispute between the NPO/PNO and UON Sources.



## 4 Stakeholder Benefits

The benefits of the UON Trust Framework and partnership with EarthToday are many, and quite substantial. On the highest level, it provides a collaborative focus on the global goal of protecting half of the Earth's surface in the next decades, serving as the single agenda for all stakeholders.

The collaboration enables Consumers, Brands, and other organizations – big and small, global and local – to build marketing and loyalty programs with the uon as a core building block, starting off with the global campaign that will result in protection of 9 billion units of nature. This has the potential to industrialize the process and integrate it into the daily routines of Consumers and Brands.

### 4.1 Consumer related

Conscious consumers are on the rise. Some are already very much aware of the challenges facing humanity and make conscious choices with quite substantial impact in their daily lives. Driving electric, going solar, eating vegan, flying less, etc. But most consumers need steppingstone propositions to be nudged towards such change.

The UON facilitated by EarthToday.com, provides the Consumer with at least four steppingstone propositions toward a better world:

- Increase awareness on the state of the planet.
- Sponsor units of sustainably protected nature.
- Support initiatives for a better world.
- Inspiration for personal purpose.

These contributions are scaled to an industrial level through user behavior patterns by facilitating more conscious actions and choices in three important daily routines of Consumers, creating the impact that is needed:

- Buying our daily products and services.
- Consuming content and news.
- Engaging with content by viewing, clicking, sharing, and liking.

### 4.2 Brand related

Brands working with EarthToday, can use uon in their interactions and transactions with their Consumers. Using their User Account, Brands can bring their ESG/CSR/SDG content on EarthToday that will subsequently be presented to Consumers collecting the Brand's uon, and to other Users. This gives Brands the ability to deepen their relationship on something that

matters to their Consumers, the protection of nature and the development of a better world, in line with the Global Goals.

Brands that deliver collect codes to Consumers can check when their Consumers collect the uon in their User Accounts. The Brand gets aggregate data on which Content their Users engage with (view, click, repost, report share, vote, and/or star) to gain a better understanding of what topics matter most to their Consumers.



Figure 5: Impression of data dashboard (future)

Such insights help Brands to further develop their impact propositions and enter partnerships with relevant initiatives. EarthToday ensures that the participating Brands work with an array of certified NPOs and can reduce their marketing efforts and spend in this area.

UON services are also offered by several EarthToday Resellers. As part of their services, the Resellers provide Brands with documentation, tools, and support to enable them to apply uon collect codes in their sales, marketing, and loyalty programs.

### 4.3 NPO and PNO related

UON enables an NPO/PNO to leverage their existing nature areas and extend their efforts of stewarding and protecting nature, by providing them with a 'product franchise' toward Brands



and their Consumers. Thus, creating a singular simple, tangible, and accessible value proposition in the form of uon that will fit into existing marketing models and consumer routines, without requiring major changes in consumer behavior.

A large benefit for an NPO/PNO lies in the reduction of its marketing effort and spend for the branding and promoting of itself to its audience of potential benefactors to receive donations or grants by collaborating with peers. This will enable NPOs/PNOs to focus on their core activity of protecting nature, whilst deepening and strengthening their relationship of trust with Consumer and Brands as a brand.

An NPO/PNO that becomes a UON Member indirectly gains access to an array of accredited Brands. Their millions of Consumers will contribute to the NPO's/PNO's mission through their interactions with their Brands within their daily routines, without having to make discrete and deliberate donation decisions, unlocking an additional long-term recurring revenue stream from Brands and Consumers.

Finally, UON Membership also serves as a quality certificate for NPOs/PNOs, since becoming – and staying – a UON Member implies continued adherence to the criteria and applicable standards for the member entity, its nature areas, and its protection operations as defined in the UON Rulebook.

## 5 Document overview

### 5.1 Overview

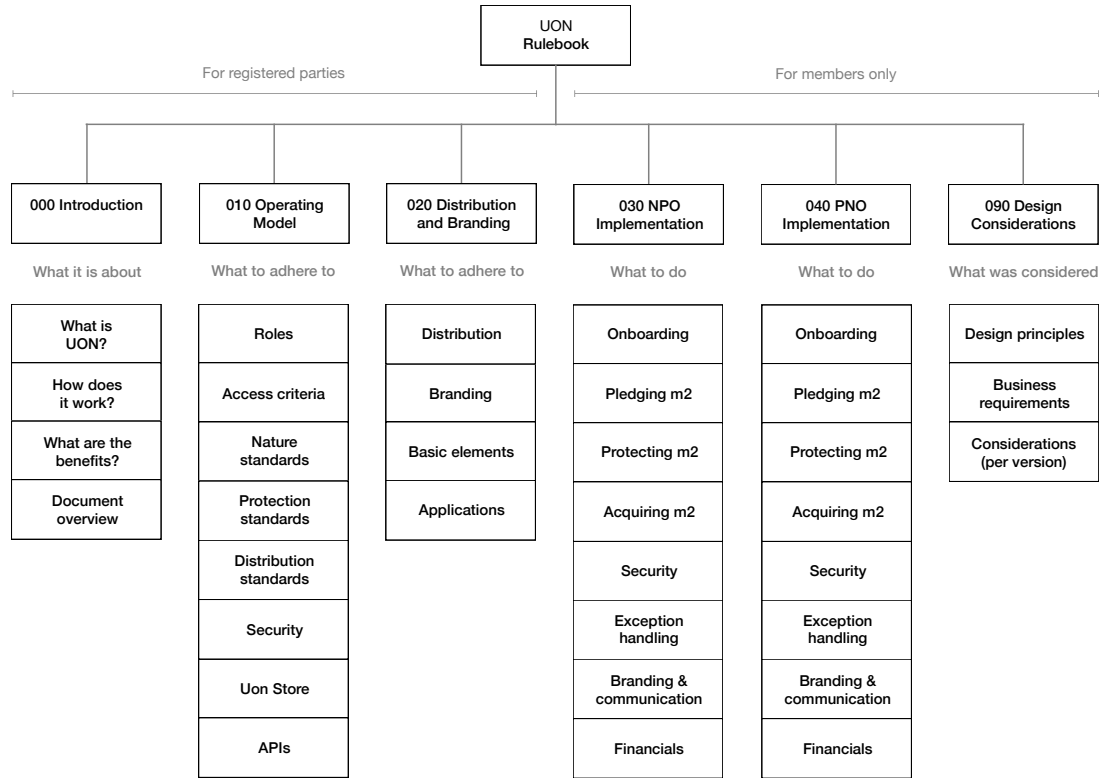


Figure 6: Overview of the UON Rulebook

### 5.2 Document 'UON\_000 Introduction'

This document.

### 5.3 Document 'UON\_010 Operating Model'

This document describes the UON Operating Model covering all the roles and access criteria, nature, protection and distribution criteria and standards to which UON Members are committed.

### 5.4 Document 'UON\_020 Distribution and Branding'

This document describes the specific distribution and branding rules that apply for the first 9 billion uon that EarthToday will distribute to Brands and Consumers.



### **5.5 Document ‘UON\_030 Nature Protection Organization Implementation’**

This document describes the UON Operating Model and subsequent implementation considerations which are relevant as guidelines and recommendations for NPOs that pledge nature areas to the UON, to issue uon upon.

### **5.6 Document ‘UON\_040 Private Nature Owner Implementation’**

This document describes the UON Operating Model and subsequent implementation considerations which are relevant as guidelines and recommendations for professional PNOs that pledge nature areas to the UON, to issue uon upon.

### **5.7 Document ‘UON\_090 Design Considerations’**

This document describes the design principles, business requirements, considerations taken into account, and the decisions arrived at while developing the UON Trust Framework.

## ANNEX: Glossary

**N.B.** The use of the terms with the meanings given in the table below is restricted to the documents making up the UON Rulebook. The terms do not have any legal validity.

Term	Meaning
Area	An area of sustainably protected nature within the UON Operating Model. This can be any part of the Earth's surface, land or water. For the initial launch of UON, Areas are limited to terrestrial areas (land).
Authentication	Establishment by the Uon.Store of the authenticity of an order submitted by a NPO, PNO, or UON Distributor, including Identification.
Authorization	Approval by the Uon.Store of a uon purchase, involving Authentication and uon collect code distribution.
Brand	An entity that purchases Collect Codes indirectly from a UON Distributor, to distribute to Consumers as part of their marketing or sales programs. For the first 9 billion uon, a Brand can only purchase Collect Codes through EarthToday.
Buying (Brand)	The act of purchasing Collect Codes on <a href="#">EarthToday</a> to give to Consumers, and sponsor nature protection, paid for with a Current Account.
Buying (Consumer)	The act of purchasing uon on <a href="#">EarthToday</a> and sponsor nature, protection paid for with a Current Account.
Card	The visual representation of all Content and system objects on EarthToday.com. A Card is added by a Curator and is always part of a Deck.
Charitable Organization	An entity that is active in pursuing a charitable objective on a not-for-profit basis and Curates Content to further its mission.
Collect Code	A unique code for a specific uon that is issued by UON and distributed through a Brand to a Consumer so that it can collect the corresponding uon on an EarthToday Account.
Collecting (Consumer)	The act of verifying the authenticity of a uon by checking its location and the stewarding UON Member. When done from within a User Account, the uon is collected and visualized within the Wallet.
Consumer	An entity having a relation with Brand from which they receive uon collect codes for the use of its products or services. A Consumer also has a relation with EarthToday when it collects uon directly.



<b>Term</b>	<b>Meaning</b>
Content	Any information item that is available and accessible through a unique URL. This can be articles, blogs, whitepapers, books, videos, music, sounds, pictures, tweets, posts, quotes, uon, profiles, etc., created by Creators.
Creator, or Source	Any entity that has created Content. Also referred to as a Source.
Curating	The act of selecting Content and linking it to EarthToday.com while contextualizing it in the process of creating a Card in a Deck.
Curator	A User that is Curating.
Current Account	An account held with a bank, primarily intended for making or receiving payments.
Deck	A contextualized group of Cards. A Deck is created by a Curator.
EarthToday	A for-purpose tech company with a purpose portal to facilitate Brands, Charities, and Consumers to campaign for Earth together, scale the protection of nature, and deepen their relationships.
EarthToday Account	A user account on EarthToday.com, including a Wallet.
EarthToday.com	The purpose portal that facilitates a community of conscious Consumers, Brands and PNOs/NPOs, to campaign for Earth together, by providing curated content by and for its Users.
EarthToday.Com	The limited liability entity EarthToday.Com BV that is a 100% subsidiary of EarthToday.Media, that provides EarthToday.com.
EarthToday.Media	The limited liability entity EarthToday.Media BV, holding company that has worldwide exclusivity as a UON Distributor for the first 9 billion uon sold.
EULA	End User License Agreement between EarthToday and a Consumer or a Brand for purchasing Collect Codes from EarthToday.
Geocode	The geographical 3-word code of a specific unit of protected nature representing its exact location on the planet, that is coded by UON upon the onboarding of the Area by the UON Member.
Giving	The act of transferring Uon or Stars out of a User's Wallet as a result of a gift by that User.
Grid	A planetary raster of predefined units of the Earth's surface, each with a unique 3-word geocode.
Identification	Establishment by the Uon Store of the identity of a Consumer or Brand associated with a purchase order.



<b>Term</b>	<b>Meaning</b>
Issuing	The act of creating new uon in the Uon.Store by generating a digital proof of protection of a UON Member's unit of nature, and including a dataset in it.
Nature Protection Organization, NPO	A professional organization that is active in the field of nature protection in the form of preservation and/or conservation and/or restoration and that holds/owns and/or stewards areas of nature with the intention to use it as part of furthering its mission.
Participating Brand	A Brand that joins EarthToday.
Pledging	The act by a UON Member of onboarding an area of nature to become an Area within the UON Operating Model.
Private Nature Owner, PNO	A private individual or privately-owned entity that holds/owns/stewards areas of nature with the intention to protect it by deliberately limiting its purpose to sustainable use only.
Processor	An entity taking over some or all the uon related processing activities from EarthToday, while ultimate responsibility remains with the Brand.
Receiving	The act of receiving Uon or Stars into a User's Wallet as a result of a Giving or Starring by another Consumer.
SDG	Sustainable Development Goal, as part of the 17 SDGs defined by the UN.
Star	A virtual currency based on a uon. 1 uon = 100 Stars = 10,000 Stardust
Starring (Consumer)	The act of transferring Stars to support the Creator and Curator of a Card on EarthToday.com. The Stars are split among the Content Creator, Curator, and EarthToday.Com.
Stewarding	The activities by a UON Member related to the ongoing management and operations of an Area.
Transfer	The transfer of Uon or Stars from one Wallet (give) to another Wallet (receive).
UN	United Nations.
Uon, or uon	A unique digital proof of protection of a sustainably protected geocoded Unit of nature, registered to a person's name in the Uon.Store. 1 uon relates unambiguously to 1 Unit of nature. 'Uon' is used in both singular and plural form. Uon will initially only be sold by EarthToday and its Resellers or Affiliates.
UON	Union of Nature.





<b>Term</b>	<b>Meaning</b>
UON Account	A user account at the Uon.Store. Typically for NPOs/PNOs.
UON Distribution Agreement	The agreement between UON Services and a EarthToday containing all the terms and conditions of the UON Distributorship.
UON Distributor	An entity that has signed the UON Distribution Agreement to distribute uon to Participating Brands. For now, only EarthToday.Com.
UON Distributorship	The rights and obligations that result from entering into a UON Distribution Agreement with UON Services.
UON Foundation	The entity Stichting Union of Nature Foundation (In English: Union of Nature Foundation), or UON Foundation, is a not-for-profit membership organization of NPOs and PNOs aimed at accelerating nature protection worldwide. UON Foundation is the governing entity of UON Trust.
UON Member	A NPO or PNO that has signed the UON Membership Agreement to Pledge and Steward (an) Area(s).
UON Membership	The participation in the UON Trust Framework that results from entering into a UON Membership Agreement for a role in the UON Operating Model.
UON Membership Agreement	An agreement between UON Sources and a UON Member containing all the terms and conditions of the UON Membership.
UON Operating Model	The roles and responsibilities that UON Members have toward their Area(s), each other, UON Services and the market it serves in the delivery of uon.
UON Rulebook	The set of documents that describes the UON Operating Model in terms of roles and responsibilities, rights and obligations, and rules and regulations for each of the roles in the UON Operating Model.
UON Services	The limited liability entity UON Services BV that is a 100% subsidiary of UON Trust and enters into UON Distribution Agreements.
UON Sources	The limited liability entity UON Sources BV that is a 100% subsidiary of UON Trust and enters into Membership Agreements with NPOs and PNOs.
Uon Stock	The uon that have been Issued, but for which the Claim Code has not yet been sold to Consumers or Brands.
Uon.Store	The digital platform where all NPOs/PNOs, Areas, Units of Nature, and uon are administered.



Term	Meaning
UON Reserve	<p>The entity Stichting Union of Nature Reserve, is a not-for-profit organization to legally hold/own m<sup>2</sup> of protected nature within UON for any nature that UON may come to own. This nature is to be stewarded by UON Members.</p> <p>UON Reserve is closely related to UON Trust: where UON Trust processes all the funds within the UON, UON Reserve holds all the nature that UON may come to own.</p>
UON Trust Framework	<p>The set of agreements under which UON Members participate in the UON Operating Model, as described in the UON Rulebook.</p>
UON Trust	<p>The entity Stichting Union of Nature Trust, is a not-for-profit organization to receive, hold and redistribute the funds received from Brands to the respective UON Members, and relevant UON entities.</p> <p>UON Trust is closely related to UON Reserve: where UON Reserve holds all the nature that UON may come to own, UON Trust processes all the funds within the UON.</p>
Unit of nature	<p>Either 1 m<sup>2</sup> of land or 9 m<sup>2</sup> of sea or ocean within the Grid in an Area.</p>
User	<p>An entity having an EarthToday Account.</p>
Visitor	<p>An entity visiting a channel of UON, EarthToday, or any of its Members or Participating Brands respectively, without having a relationship with the owner of the channel.</p>
Wallet	<p>A virtual account for holding and exchanging Uon and Stars with other Users.</p>