
Press Release

Moscow, Oslo, 06/06/2017

Two of the world's most exciting climate action startups join forces on blockchain

- DAO IPCI with its revolutionary blockchain for climate action, teams up with Choose, a company taking climate quotas from polluting industries and pulverizing them on individuals. Together, the two impact startups may just form a leading partnership in the battle against climate change, applying fresh blockchain technology to the rigid and conservative CO₂ market
- Russian Carbon Fund develops DAO IPCI genesis climate mitigation program
- Choose started on the foundation to help each and every one of us entirely remove our carbon footprint, and more (climate positive!). Choose's purpose is to buy and delete climate quotas, EU Allowances in particular, in order to constrain European carbon market and accelerate "the green shift"
- DAO IPCI blockchain solution introduced with the help of Airalab blockchain developers provides for joint activities to be public, transparent, fraud and manipulation-proof, overreaching barriers

Anton Galenovich, DAO IPCI Team Leader:



DAO IPCI developers' idea is to provide common space fabric for fair market competition, provide early crediting, offsetting carbon footprint opportunities for the companies and individuals, and break the barriers dividing locations and types of allowances and high quality mitigation outcomes. The Choose Program approach is essentially compliant with new economic decentralized paradigm underlying DAO IPCI. Smart contracts needed to effectively perform the functions and reach the targets under Choose Program are already in place and running in DAO IPCI blockchain.



Gaute Gamst, *CEO & Co-founder, Choose AS:*

Choose is on a mission to make being climate positive just as normal as having a personal Netflix subscription, and e.g. having climate positive employees a standard employee perk. We achieve this 'frontend' through innovative products and partnerships; and through positive, creative and entertaining communication. By embracing DAO IPCI as foundation, we will also disrupt the 'backend', enabling us to create even more innovative products, and further ensuring maximum effect from Choose's carbon offsetting. We are very excited about this collaboration!



Alexey Shadrin, *CEO and Founder of the Russian Carbon Fund:*

Synergy effect of DAO IPCI disruptive solution is exiting.



Sergey Lonshakov, *Leader of Airalab:*

DAO IPCI is an example of the correct and logical use of the public blockchain technology. Global scale project cannot have centralized hierarchy, which is why here the decentralization technology is ideally applicable.

About the Decentralized autonomous organization Integrated Platform for Climate Initiatives (DAO IPCI)

DAO IPCI is a Decentralized Autonomous Organization operating, sustaining and developing the Integral Platform for Climate Initiatives, smart contracts and blockchain technology-based independent ecosystem designed for carbon market instruments, including carbon compliance units', carbon-offset credits, other environmental mitigations credits, environmental assets, rights and liabilities registration, accounting and transaction data.

DAO IPCI is authentically private nonprofit project independent of government, corporate, business or green NGO particular interests.

On May 24, 2016, the Russian Carbon Fund has officially unveiled the Integrated Program for Climate Initiatives (IPCI).



SUSTAIN EUROPE

The Integrated Program for Climate Initiatives is designed to develop a distributed network of mitigation contributors based on common principles, rules and criteria, as well as provide an accounting platform which can achieve absolute emission reduction targets in compliance with quantitative emission limitation commitments. The goal of the Integrated Program for Climate Initiatives is to integrate corporate and regional mitigation initiatives.

Sustain Europe Magazine

The IPCI derives from ongoing subnational and corporate climate initiatives and aims at providing for common investment instruments, which are based on climate change mitigation outcomes including high quality carbon offset credits.

The IPCI has served as the climate program for genesis of DAO IPCI blockchain.

In view of isolation of carbon markets, software problems with traditional registries, DAO IPCI may be a reasonable alternative to provide falsification-proof, low or close to zero transaction cost option.

Participants profiles:

DAO IPCI (<https://ipci.io>)

Decentralized Autonomous Organization operating, sustaining and developing the Integral Platform for Climate Initiatives, smart contracts and blockchain technology-based independent ecosystem designed for carbon market instruments, including carbon compliance units', carbon-offset credits, other environmental mitigations credits, environmental assets, rights and liabilities registration, accounting and transaction data.

Contact: info@ipci.io

Choose AS (<https://choose.today/>)

Choose's purpose is to buy and delete climate quotas, in order to 'steal' and block emission quotas from polluting industries, to accelerate "the green shift" and to make people climate positive. Choose started on the foundation that doing good should never be a harder choice than doing wrong, so we try making earthsaving fun and easy.

Contact: info@choose.today

Russian Carbon Fund (<https://russiacarbon.org/>)

Fund's mission - unite society, science, business and state for sustainable development and environmental conservation. Together with leading science experts, we develop and implement turnkey solutions that reduce non-financial risks and accelerate growth.

Our work involves interaction with major stakeholders – leading business structures, Federal and local governments, financial institutions, knowledge centers and NGOs. Our team expert team uses scientific knowledge and international standards to help business and state actors reduce environmental and social risks and implement win-win strategies for the benefit of the planet.

Since 2011, our efforts have helped leading business and regions successfully establish and implement sustainability strategies related to risk assessment, transparency, public engagement, efficient resource management, clean tech, internal and external sustainability communications.

Contact: ashadrin@russiancarbon.org

Airalab (<http://aira.life/>)

Research and development team working on creating decentralized autonomous organizations since 2014. Tech stack: Ethereum / IPFS / Robot Operating System / Haskell / Web.

Contact: sergeylonshakov@gmail.com