

W-Foundation W-基金会 HOOXI App & W Green Pay (WGP) HOOXI App 与W绿色支付

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Discussion Material for Session 9: Social Innovation for Low-Carbon City Development

论坛9的讨论材料：低碳城市发展的社会创新

W AGENDA

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4 NEXT STEPS

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W-Foundation W-基金会

"W" in W-Foundation stands for Wisdom for Future W基金会中的"W" 象征着未来的智慧

SOLUTION
FOR
NATURE

A

A private, non-governmental, non-profit organization established in 2012, designated as a philanthropic "donation organization" by the Ministry of Strategy and Finance of South Korea.
2012年成立的私人、非政府、非营利组织，被韩国企划财政部指定为慈善“捐赠组织”

B

Believes in partnerships, in which individuals, corporations and organizations contribute their unique resources to build and sustain a broad-based effort to make a difference for our shared future.
相信合作伙伴关系，通过个人、公司和机构捐赠他们特有的资源来建立并维护广泛的努力，为我们共同的未来做出贡献。

C

Committed to driving awareness and support for individual and collective actions needed for nature conservation, climate action and relief for refugees impacted by climate change and natural disasters.
致力于提高对自然保护、气候行动和救济受气候变化和自然灾害影响的难民所需的个人和集体行动的认识和支持。

D

Dedicated to projects focused on nature conservation, sustainability and climate action, with emphasis on building public awareness, research, field investigation and immediate relief.
致力于以自然保护、可持续发展和气候行动为重点的项目，强调建立公众意识、研究、实地调查和立即救济。

Relief for Climate Refugees & Victims of Disasters

为气候难民和自然灾害的受害者提供救济

- **W-FOUNDATION** operates the Global Climate Refugee Fund (GCRF) **W-基金会运营全球气候难民基金**
- **GCRF** Provides **immediate relief and sustainable recovery and development assistance** to refugees impacted by climate change and natural disasters
基金主要用于对受气候变化和自然灾害影响的难民的紧急救助，以及为可持续重建和发展提供支持



Campaign Song: Beautiful World

Raise public awareness through publicity campaigns, including the production of global campaign songs and videos supported by top stars

- Raise public awareness
提高公众意识
- Secure localized operational support
获取地方运营支持
- Act decisively
采取果断行动
- Provide immediate relief
提供紧急救助
- Support sustainable recovery and development
支持可持续重建与发展



Partnership with The Philippine Red Cross

Work with public authorities of the countries in need to secure localized operational support and act decisively to reach affected communities



Relief for Typhoon Haiyan

Provide immediate relief, including emergency clothing, drinking water, medical care, and other urgent requirements to support communities in developing countries that are impacted by climate change, natural disasters, and environmental degradations caused or exacerbated by anthropogenic actions



Relief for Xe-Pian Xe-Namnoy Dam Collapse



Rebuilding of School in Trishuli Region, Nepal

Support sustainable recovery and development of the impacted communities by developing longer term projects focused on education, renewable energy, female empowerment, localized medical care, community rejuvenation, supply of potable water, among others and securing the requisite funding



Rebuilding Ternate Community in Philippines

Sustainable Humanitarian Aid for Communities at Risk

为面临风险的社区提供可持续人道主义援助

W-FOUNDATION works with corporate and institutional partners to:

W-基金会与公司和机构的合作内容包括：

- Provide **on-going humanitarian aid to communities** beset by environmental degradation
为受环境恶化困扰的社区提供持续的人道主义援助
- Contribute to **equitable social progress and better standards of life** for developing communities
为发展中社区的公平社会进步和生活标准改善做出贡献



HOOXI Campaign for Greenhouse Gas Emission Reduction

HOOXI温室气体减排活动

- Focuses on raising public awareness on climate change and its impact on earth
着重于提高公众对于气候变化以及其对地球产生的影响的认知
- Encourages individuals to reduce Greenhouse Gas (GHG) emissions by taking climate actions in their daily lives
鼓励个人在日常生活中进行减少温室气体排放的环保活动

Conferences, Forums and Seminars 会议、论坛和研讨会



Public Events and Educational Festivals 公共活动和教育节日



Campaign Songs & Celebrity Ambassadors 宣传歌曲和名人大使



Celebrity Supporters of W-Foundation's HOOXI Campaign 对W-基金会的HOOXI活动表示支持的明星

[Some of the Participating Celebrity Honorary Ambassadors]
[参与活动的部分明星形象大使]



Yoon Il-Sang (composer), Kim Yoo-Jung, Jang Hyuk, Max Changmin, Choi Si-Won, Kim Tae-Woo, Ailee, Donghae, Baek Sung-Hyun, Seo Moon-Tak, Han Go-Eun, Kwon Hyuk-Soo, Brian, Eddy Kim, Eru, Shim Hyung-Tak, IOI, Alberto Mondi, Tylar, Ye Jung-Hwa, and more

200+ Korean celebrities including K-POP stars are honorary ambassadors of W-Foundation
包括K-POP组合在内的200多名韩国明星都是W基金会的形象大使

Media Coverage of W-Foundation's Activities & Growth 媒体对于W-基金会活动与成长的报道

- One of the **most active philanthropic non-profits in Korea** with wide support among ordinary citizens W-基金会是韩国一家很活跃、并且拥有广大民众支持的非营利性慈善机构
- Recognized as a **leading proponent for broad-based climate action to mitigate climate change** 被公认为是通过广泛的气候行动来减缓气候变化的主要倡导者

Forbes Leadership

March 2014 10:00 AM KST 5,453 views

Korean Entrepreneurs Getting Attention With Innovative Startups



Meeyoung Koo
W-Foundation

W-Foundation is a platform that provides "connectivity" to a network of like-minded individuals, academics, non-profits, for-profit organizations and governments to address the issue of global warming. W-Foundation has provided \$3 million in aid to climate-change refugees.

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- May 9, 2014 -

연예인 홍보대사만 200여명... 이 비영리단체의 성장 비결은?

작지만 강한,弱小 NPO

(3) '소통을위한젊은재단(W재단)'

남태평양의 작은 섬나라 투발루는 50년 안에 사라질 위기에 있다. 1993년 이후 해수면은 9cm 이상 상승했고, 1999년에는 9개 섬 중 하나인 사빌리 빌리섬이 아예 바다 속으로 자취를 감췄다. 해발 고도가 3m에 불과한 이웃나라 키리바시도 마찬가지다. 두 나라 모두 지구온난화로 매년 조금씩 물에 잠기고 있고, 해수면 상승으로 담수는 오염되고, 식수까지 부족한 상황에 시달리고 있다.

지난 2012년 설립된 '소통을위한젊은재단'(이하 W재단)은 지구온난화·환경오염 등으로 고통받는 '기후 난민'을 돕는 비영리단체(NPO)다. 이육(26·사진) W재단 이사장은 "2011년에 제1차 한·태평양 도서국 장관급회의에서 피지 장관 수행 비서를 맡으면서 남태평양 섬들의 심각한 환경문제를 접하게 됐다"면서 "중요한 일이라는 생각이 들었고, 이에 상응하는 실천이 필요했다"고 했다. 이육 이사장은 대학교 1학년 때부터 해외·아르바이트로 모은 모스돈 학비를 비영리단체 설립에 고스란히 사용했다.



한국판 위아더월드 2탄 '토크 어바웃 러브(Talk about Love)' 뮤직비디오 촬영 현장. W재단 지성

타줄 월드(Beautiful World) 프로젝트에 가수 인순이, 조성모, 바다, JK김동욱, 걸그룹 시크릿 등 유명 연예인 60여명이 참여했다(캠페인 영상 <http://www.wisdomforfuture.org>).

이 프로젝트는 W재단이 빠르게 성장하는 주요 자산이 됐다. 유튜브에 올린 캠페인 영상을 보고 인도의 최대 자선차 제조업체 마힌드라그룹이 파트너로 참여했고, 슈나이더일렉트릭코리아, SK 플레닛, 블랙야크 등 기업들의 후원도 잇따랐다. 또한 캠페인에 참여한 연예인 중 상당수가 W재단 홍보대사로 이어졌다. 현재 홍보대사로 임명된 연

서 공식 국제 구호기관으로도 선정됐다. 올해에는 필리핀 외에 인도, 캄보디아·투발루에 현지 비영리 법인도 설립했다. 지난해 전체 법인(한국·필리핀) 기부금은 40억원 수준(물품 후원액 포함)이었지만, 올해는 90억원 규모로 확대됐다.

한편 W재단은 지난 11일 세종문화회관 특설 야외무대에서 한국판 위아더월드 2탄 '토크 어바웃 러브(Talk about Love)' 뮤직비디오를 공개했다. 윤일상씨가 작사·작곡한 이노래는 가수 비비 김·서문탁·옥주현 등과 배우 김수호·최다니엘 등 70여명의 연예인이 제능 기부로 참여했다. 이 음

The Chosun Daily, one of major daily papers in Korea, reported on W-Foundation as the fastest growing non-profit organization in South Korea.

- Oct. 14, 2014 -

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Launch of HOOXI App & W Green Pay (WGP)

HOOXI应用程序与W绿色薪酬 (W代币) 的发布

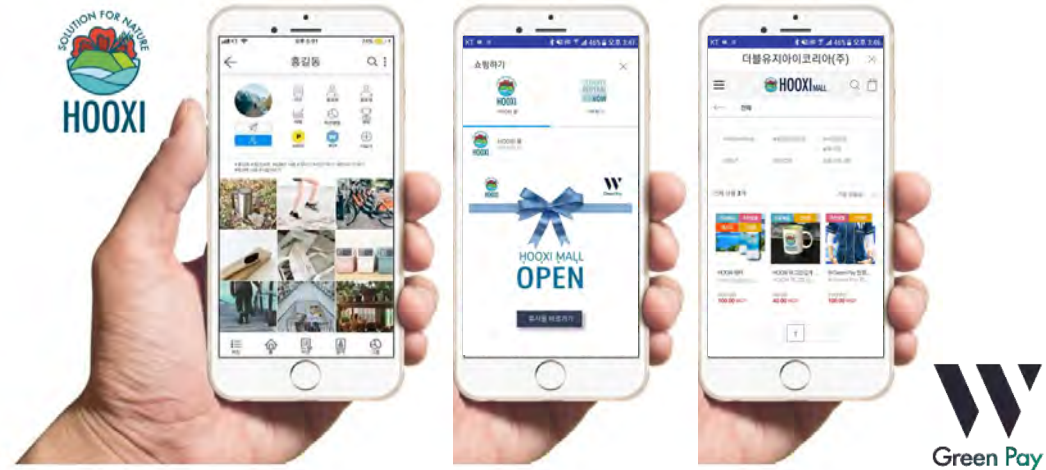


What is HOOXI App?

- Supports the HOOXI Campaign
- Provides a user-friendly mobile platform for mass public outreach
- Mobilizes and incentivizes app users to perform Greenhouse Gas (GHG) reduction missions
- Calculates each user's accumulated monthly mission points
- Distributes WGP rewards to users every month

HOOXI应用程序是什么？

- 支持HOOXI活动
- 为大量公众宣传活动提供一个便于使用的移动平台
- 激励与调动用户去参与减少温室气体排放的活动
- 计算每个用户每月参与的活动总数
- 每月给用户发放W代币奖励



- Released in Oct 2018 as a closed beta launch to the W-Foundation community
2018年10月在W-基金会社区进行封闭测试
- Opened to the public on Dec 5, 2018 in an open beta launch
2018年12月5日进行开放测试
- Officially launched on Mar 8, 2019 with upgraded social media functionalities
2019年3月8日正式开放，并升级社交媒体功能
- "Mall-in-App" HOOXI Mall launched and stocked with eco-friendly products
集成在HOOXI应用程序中的HOOXI购物中心正式开放，并摆满环保产品
- Global launch in May 2019 with English, Chinese and Japanese capabilities
2019年5月在海外上线，并配备多国语言（英文、中文与日文）
- WGP listed and traded on GDAC Exchange, Huobi Korea and KuCoin
W代币在GDAC、火币韩国与KuCoin交易所上市交易
- WGP rewards distributed every month from Jan 25, 2019
W代币奖励自2019年1月25日起每月发放

Launch of HOOXI App & W Green Pay (WGP)

HOOXI应用程序与W绿色薪酬 (W代币) 的发布

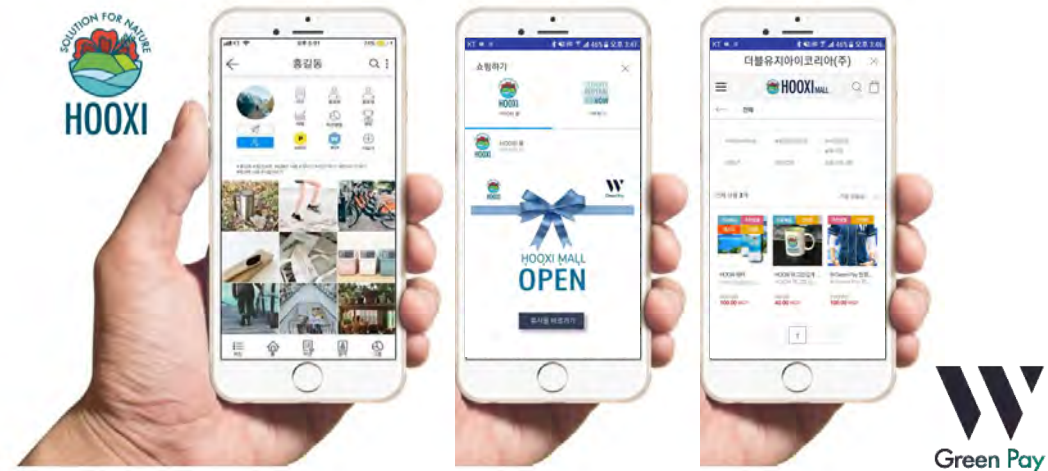


What is W Green Pay (WGP)?

- ERC-20 compliant blockchain currency
- Tokenized monthly reward for users performing and reporting GHG reduction missions on the HOOXI App
- Distributed to top 20% of users on a monthly basis

W绿色薪酬 (W代币) 是什么？

- 符合ERC-20标准的区块链货币
- 每月对在HOOXI应用程序上执行和报告温室气体减排任务的用户进行奖励
- 每月分配给前20%的用户

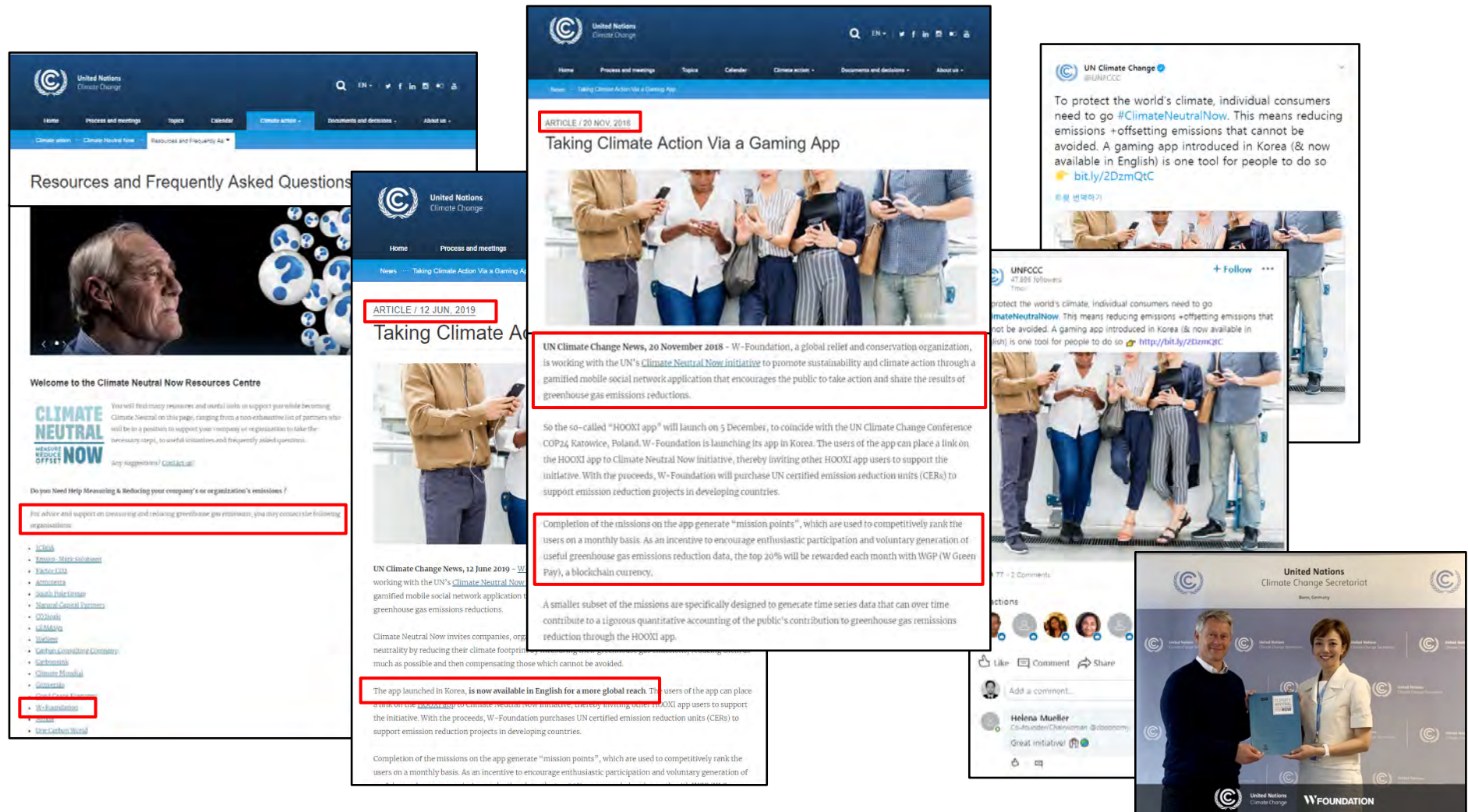


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In Partnership with UN Climate Change 与联合国气候变化组织合作



- **Partnered with UN Climate Change Secretariat** on the launch and subsequent promotion of the HOOXI App
与联合国气候变化秘书处对于HOOXI应用程序的上线和后续推广进行合作
- Working with the Secretariat **to promote and motivate climate actions among individual citizens & groups**
和秘书处一起开展促进与激励公民个人与公民社会组织环保行为的活动



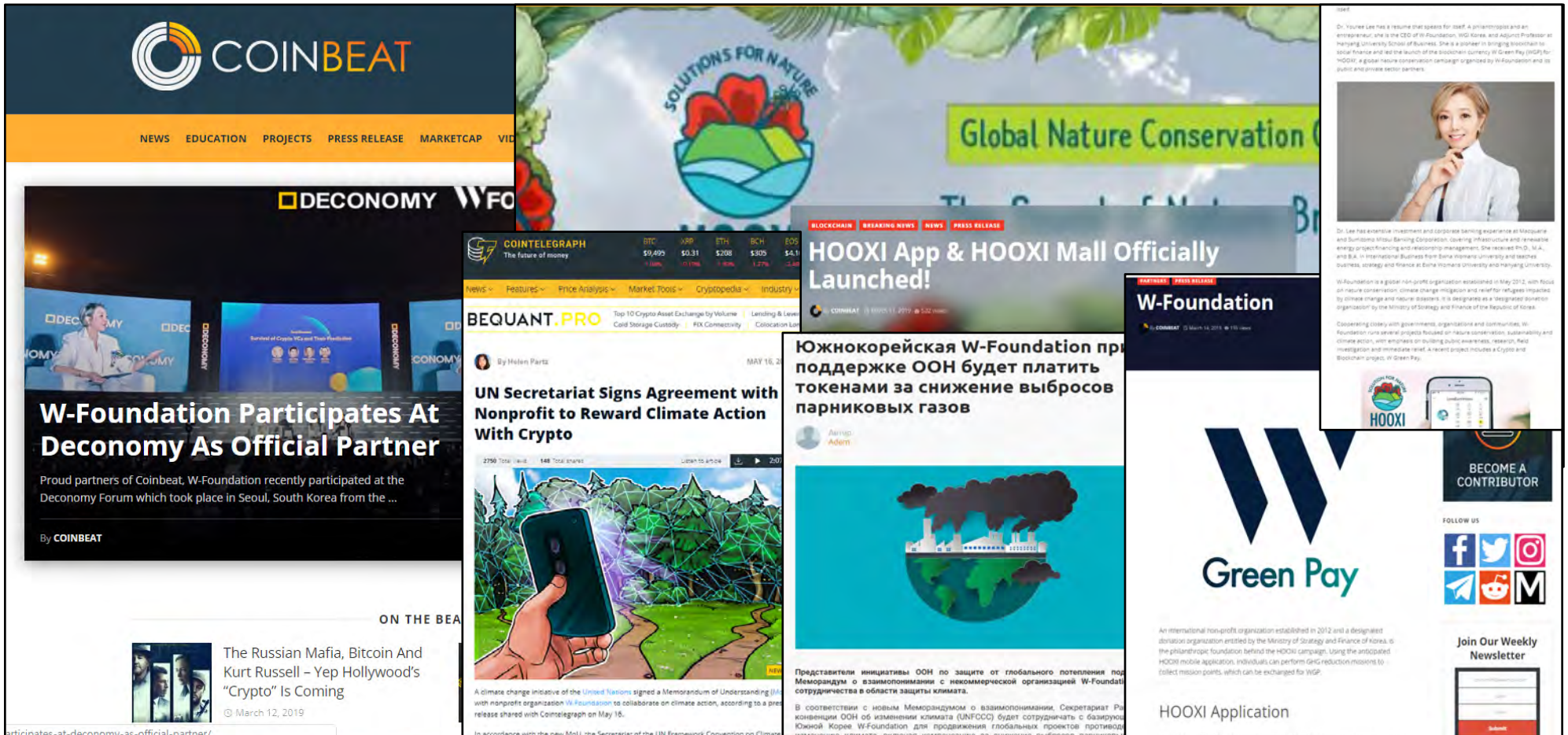
- Highlighted by the Korean press as a unique case of mainstream philanthropic organization promoting the use of blockchain technology
被韩国记者称赞为唯一一家促进区块链技术使用的主流慈善机构
- Widely recognized for innovative use of blockchain technology to support its mission to mitigate climate change while establishing a compelling use case for blockchain currency
- 创新性地应用区块链技术来实现其减缓气候变化的目标，并为区块链货币的使用创建了一个引人注目的示范。这些行为受到广泛认可。

13

Global Media Coverage on HOOXI App and W Green Pay

全球媒体对于HOOXI应用程序与W绿色薪酬的报道

- Received **wide interest from the global blockchain media** on the HOOXI App & WGP reward concept
全球各区块链媒体对于HOOXI应用程序与W代币的奖励机制具有浓厚兴趣
- Emergед as **a key project among the Korean blockchain community**
是韩国区块链社区的重点项目

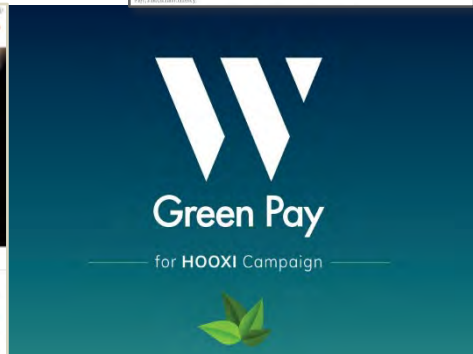
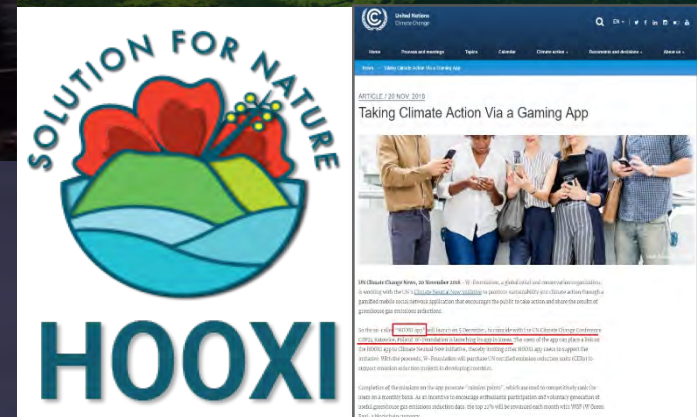


Our Core Mission Remains Unchanged Since 2012

从2012年至今，我们的初衷从未改变



Utilizing & Promoting Blockchain Technology for Social Good 利用及推广区块链技术以促进社会效益



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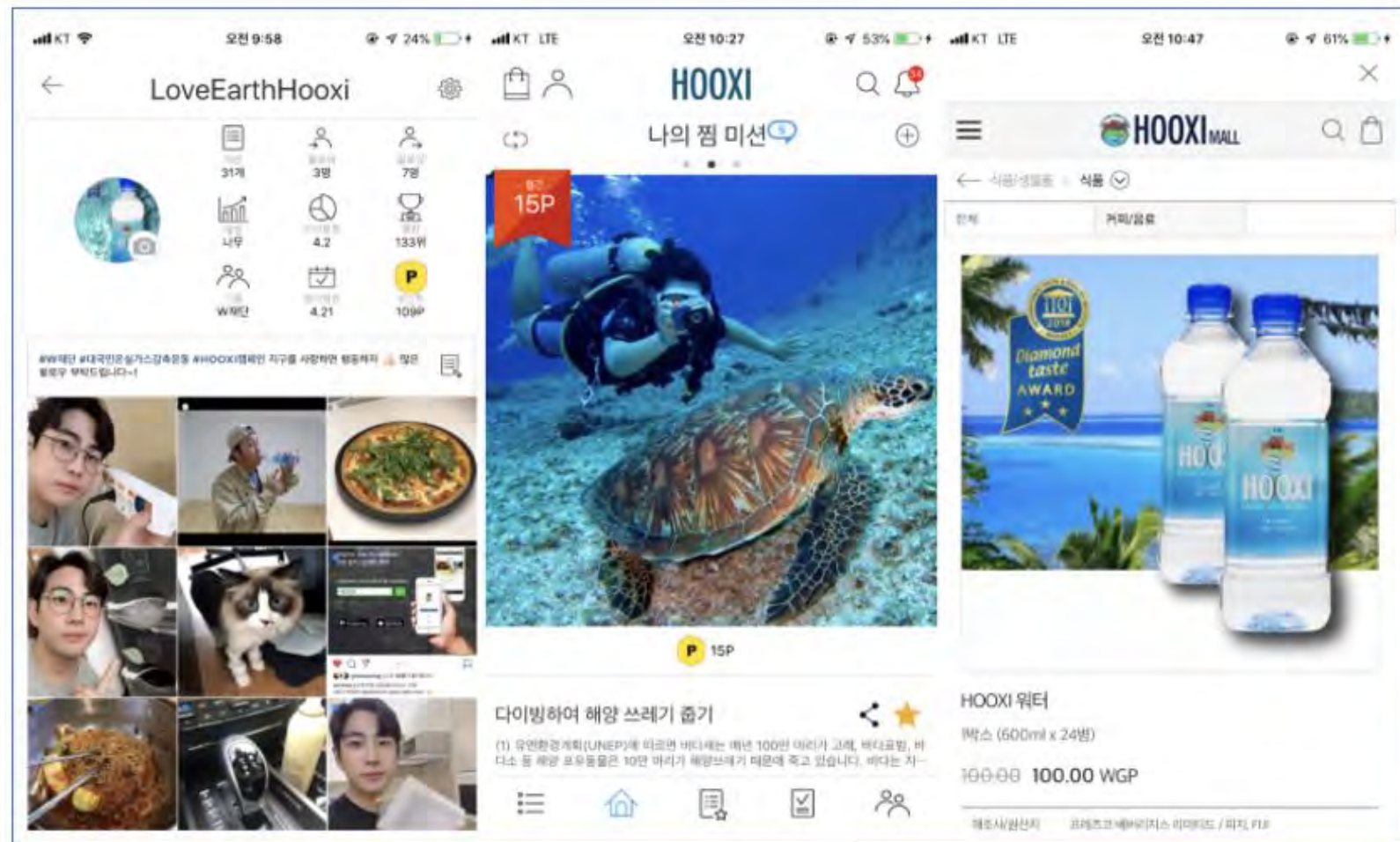
下一步计划

HOOXI App, HOOXI Missions & HOOXI Mall

HOOXI应用程序、HOOXI任务及HOOXI购物中心

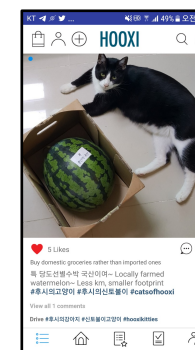
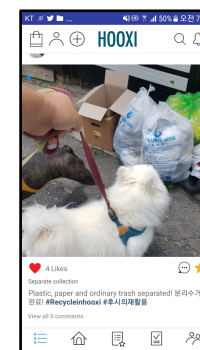
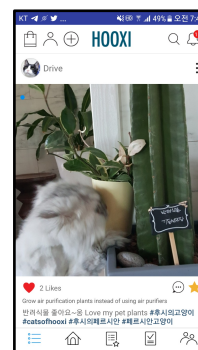
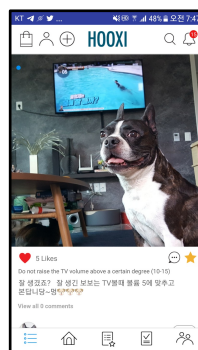
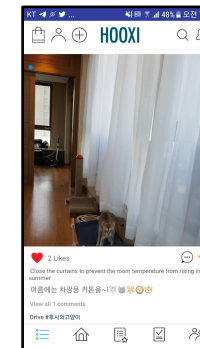
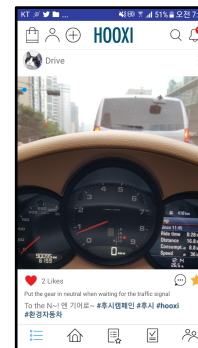
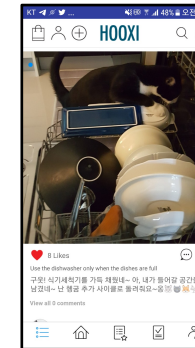
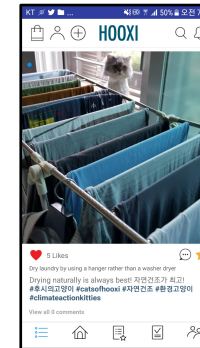
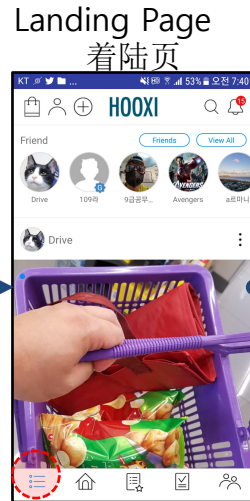
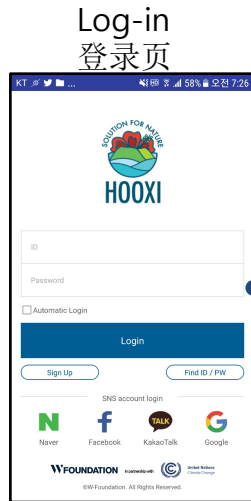


- HOOXI App is the operating platform of W-Foundation's HOOXI Campaign to reduce GHG emissions
HOOXI应用程序是W-基金会减少温室气体排放活动的操作平台
- Innovative climate action incentivization platform based on fun climate missions and compelling token utility
这种富有创意的环保激励平台是通过有趣的环保任务与吸引人的代币奖励效用来实现目的的
- 100,000+ app users performing climate actions everyday and contributing to climate change mitigation!
数十万用户每天参与环保活动并帮助减缓气候变化!



Landing Page: Climate Mission Feed Page

着陆页：气候任务的订阅页面



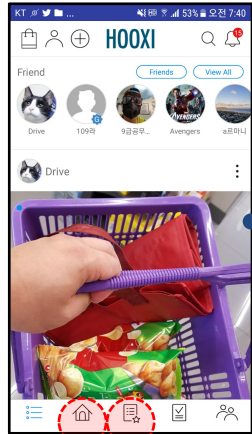
- Co-branded with UN Climate Change Secretariat
- Accessed with indigenous ID and Password
- Also can be accessed with Naver, Facebook, Kakao Talk and Google accounts
- 与联合国气候变化秘书处共同冠名
- 使用用户名密码登录
- 也可用Naver、Facebook、Kakao Talk和谷歌等账户登录

- User lands on climate mission feed page
- User can check out missions performed by the user, friends or all users
- Navigation is done by scrolling down the screen, similar to Instagram Users can Like, Bookmark, Comment or Message (similar to Telegram, WeChat and WhatsApp)
- 登录后的页面是气候任务的订阅页面
- 用户可以查看自己、朋友或者所有用户参与的任务
- 与Instagram一样，可以通过上下滑动屏幕浏览页面
- 用户可以像微信或者类似应用程序一样点赞、收藏、评论或者私信

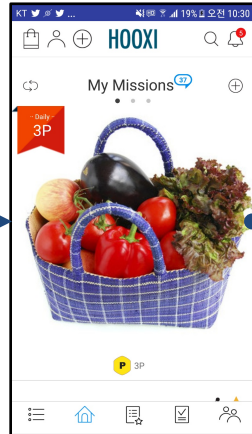
And more...
还有更多任务...

Performing Climate Action Missions

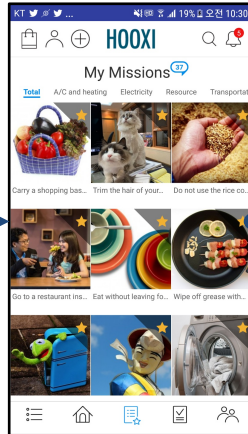
执行环保任务的流程



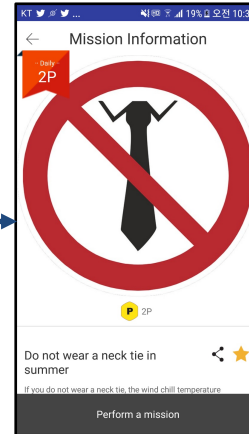
- Navigate to Mission Catalog
导航到任务目录



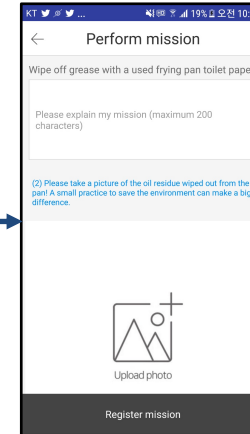
- Select Mission Type (Groupings)
选择任务类型



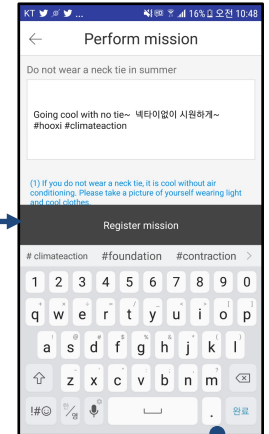
- Review available missions
查看可执行的任务



- Select a mission
选择任务



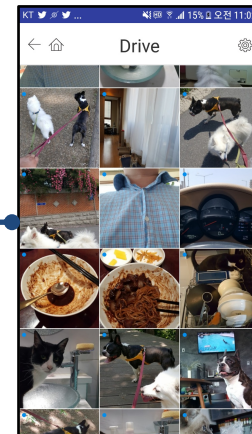
- Mission entry screen opens up
任务输入页面打开



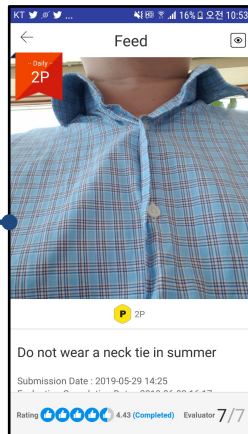
- Type in mission description and hashtags
输入任务描述与标签



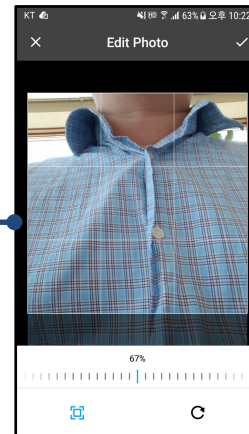
- Interact with other users referencing missions in the feed (similar to interactions on Instagram)
- 与其他用户在订阅页面就相关任务进行互动 (与在Instagram上的互动类似)



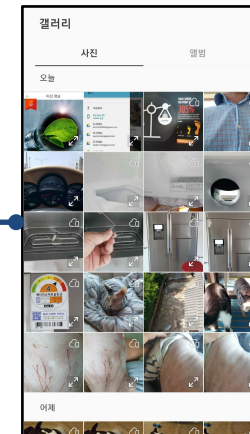
- Successful missions remain in the feed
- 成功完成的任务会继续保留在订阅页面



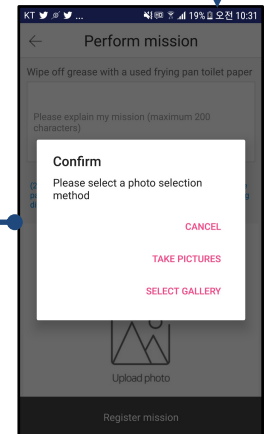
- Check mission evaluation in progress (by other users)
- 查看任务完成评价 (其他用户评价)



- Edit the photo and confirm to upload the photo
- 编辑照片并确认上传



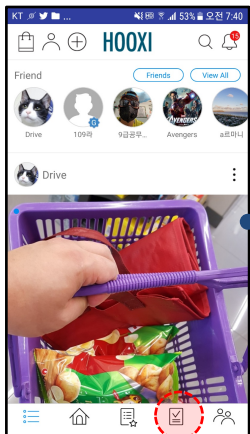
- In this case, select a suitable photo from the gallery
- 从相册中选择合适的照片



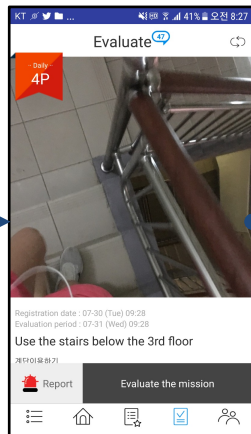
- Select method of uploading mission picture (Photo)
- 选择任务图片上传方式

Evaluating Other Users' Missions

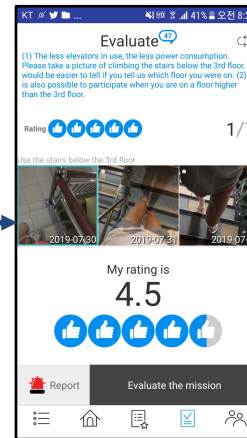
评价他人任务



- Tap mission evaluation icon
- 点击任务评价按钮

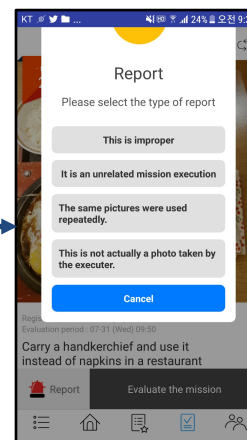


- Review other user's mission
- 查看他人任务

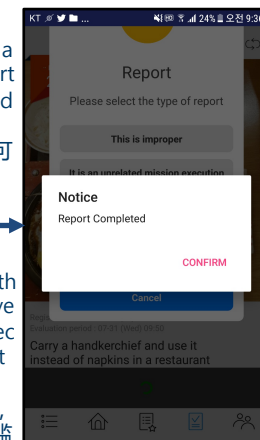


- Users can check previous evaluators' points as reference, when deciding their own evaluation points
- Evaluation activity itself generates mission points for the evaluator
- This systematizes incentives for users to provide self-imposed internal discipline of checks and balances as both mission performers and mission evaluators, while at the same time competing against one another for mission points

- 用户打分时可以参考其他用户的打分
- 用户对他人任务进行评价可以获得任务积分
- 这种系统化的激励能平衡用户作为任务执行者和评价方的参与行为，并激励用户互相竞争获取任务积分



- When users spot an abuser, they can report the incident to the administrator
- 当用户发现滥用者，可以举报给管理员
- Given the gravity of the process, user is given the choice to reconsider and cancel the abuse report
- 考虑到程序的严肃性，用户有一次取消举报滥用用户的机会



- User is asked to confirm the completion of the abuse report every time it is initiated
- 用户每次都需要对举报滥用者行为的完成进行确认

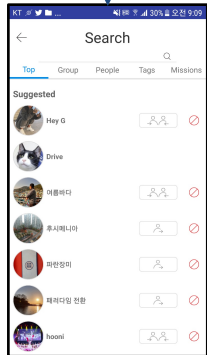
Utilizing WGP Rewards to Trade or Spend 使用W代币交易或消费



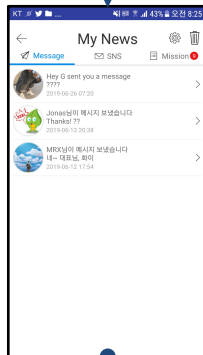
**WGP pre-clearing mechanism being introduced to facilitate pre-funding of user's fiat account to cover credit card / PayPal / bank transfers

Community Connections – Search & Alert Functions

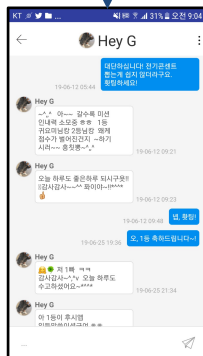
社区联系——搜索与提醒功能



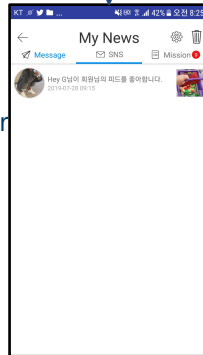
- Make new connections by searching by Top Users, Groups, People, Tags and Missions
- 通过搜索顶级用户、团队、人名、标签与任务添加新的好友



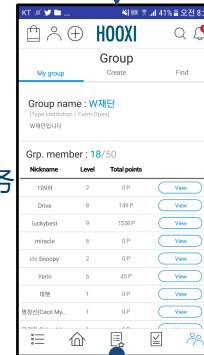
- Check for messages from other users
- 查看他人发送的私信



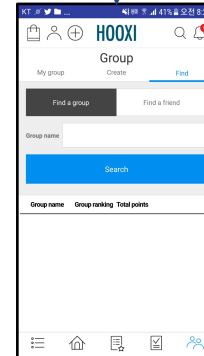
- Respond to and exchange messages (similar to Telegram, WeChat and WhatsApp)
- 回复交流信息（与微信等聊天软件类似）



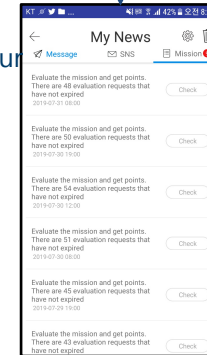
- Check who liked your missions
- 查看给你任务点赞的用户



- Manage your group
- 管理分组



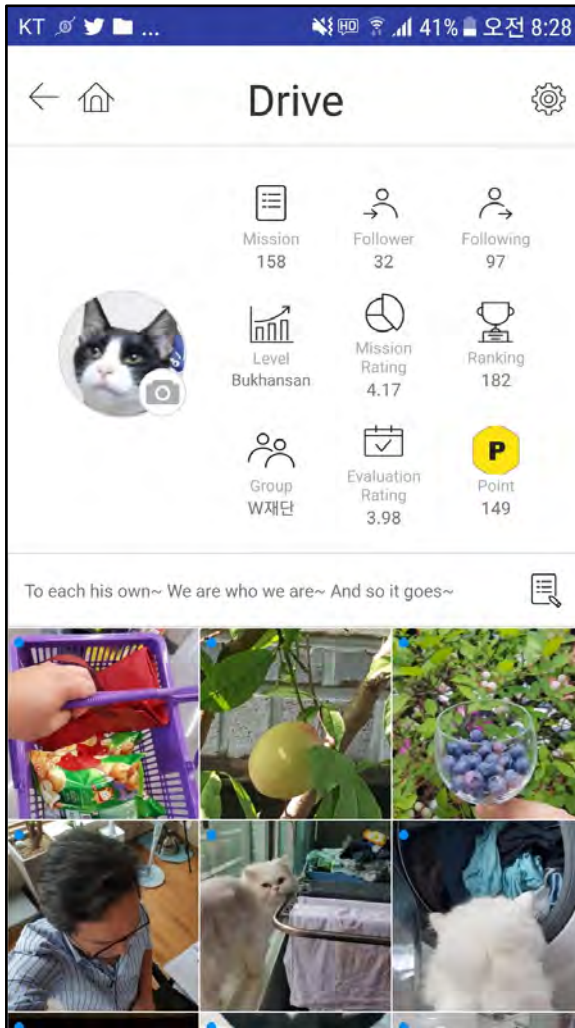
- Look for other groups
- 查找其他团体



- Check for other users' missions that you have been selected at random to evaluate
- These notices inform you that missions performed by other users have been deposited into your evaluation folder
- You are 1 of 7 that have been selected at random by the App
- Missions that receive an average of 3 (out of possible 5) will count toward mission performer's monthly mission points
- 查看被随机选到、需要评价的他人任务
- 通知会告诉你需要评价的他人执行的任务已经放入你的评估文件夹
- 你是被系统随机选择的七个人之一
- 平均评价得分超过3分的任务（满分5分）将会被计入任务执行者每月的任务积分中

Managing Relationships - My Account Page

管理用户间关系——个人主页



- Main portal for keeping track of user's relationships with other users
- 记录用户间关系的主要页面
- Provides data on demand for:
- 根据需求提供相关数据：
 - All missions performed (successful and failed missions combined) 已完成的任务（包括成功和失败的任务）
 - Tracking of who is following whom 记录粉丝
 - Monthly rankings 月排名
 - Current month's mission points 本月的任务积分
 - Group affiliations 加入的团队
 - Average mission points 平均任务积分
 - Average evaluation points 平均评价得分
 - Accumulated accomplishment level (i.e. Seed to Earth in 16 levels) 累计成就等级（从最低级到最高级总共有16级）

W AGENDA

目录

1 W-FOUNDATION

W-基金会

2 BLOCKCHAIN FOR SOCIAL GOOD

为实现社会效益的区块链

3 USER EXPERIENCE AND TOKEN UTILITY

用户体验与代币功能

4 NEXT STEPS

下一步计划

Further Project Developments in 2019 & Beyond

2019年及未来的项目发展计划

- **WGP Royalty Program W代币忠诚计划**
Provide compelling benefits to WGP holders based on size and duration of their holdings
根据W代币持有者持有代币的时间和数量提供吸引人的好处
- **WGP Cash Points (WCP) Program W代币兑现项目**
Facilitate pre-clearing of WGP holdings into WGP Cash Points backed by 1-to-1 reserve in KRW
支持W代币与韩元1:1兑换
- **WGP Philanthropic Donation Program W代币慈善捐赠项目**
Provide a mechanism for WGP holders to donate their WGP or WCP holdings to W-Foundation on a designated basis, which upon clearing into KRW can be put toward pre-selected beneficiary causes, such as giving to other charities, buying certified emission reduction units, backing specific projects, and more
为W代币持有者定期将W代币捐赠给W-基金会提供一个机制。当用户的W代币兑换为韩元时，可以用于预先选定的慈善方式，例如捐赠给其他慈善机构、购买指定的节能减排产品，或者支持指定项目等。

Further Project Developments in 2019 & Beyond

2019年及未来的项目发展计划

- **Carbon Footprint Calculator Module in HOOXI App HOOXI应用程序内提供碳足迹计算器**
Incorporate and link a carbon footprint calculator module to a selection of designated mission programs (i.e. a selection of missions that are performed and validated on a preset interval over a period of time)
将碳足迹计算器与一系列指定的任务程序相结合（例如能在一段时间内按时完成并得到验证的任务）
- **Programme of Activities (PoA) Methodology Development 活动方案方法学开发**
Leverage the HOOXI App to develop and implement a subset of climate action missions that in aggregate qualify for PoA methodology under Clean Development Mechanism (CDM)
利用HOOXI应用程序开发和实施符合清洁发展机制（CDM）活动方案（PoA）方法学的环保任务
- **Distributed Ledger Technology in Carbon Offset Markets 碳补偿市场的分布式账本技术**
Work with industry and public sector institutions on initiatives to apply distributed ledger technology to the carbon offset market
与工厂和公共部门机构合作，将分布式账本技术应用于碳补偿市场

THANK YOU
谢谢！