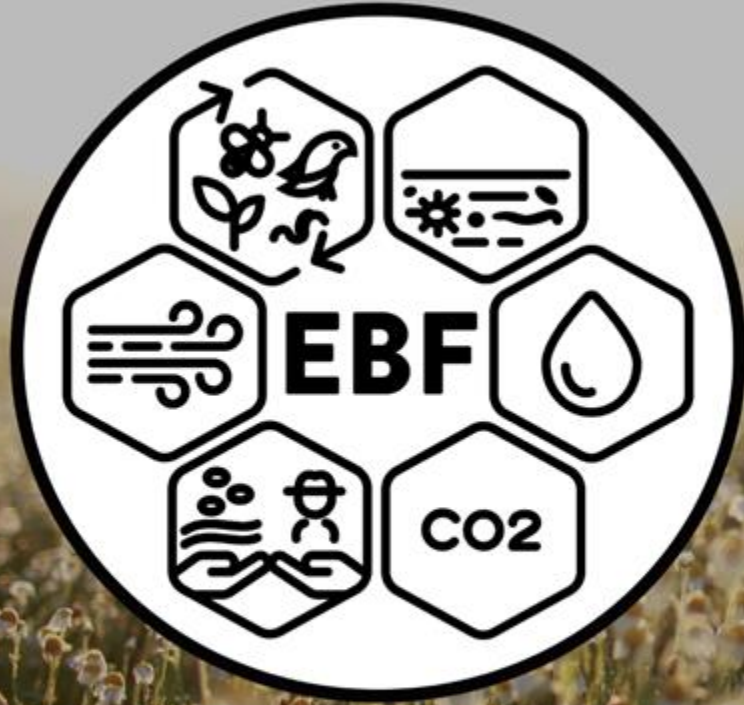


“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”  
– Buckminster Fuller



# Can you change the future?

*The views expressed in this presentation are the views of the author/s and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy of the data included in this presentation and accepts no responsibility for any consequence of their use. The countries listed in this presentation do not imply any view on ADB's part as to sovereignty or independent status or necessarily conform to ADB's terminology.*

THE ECOLOGICAL BENEFITS FRAMEWORK

The Lexicon is a California-based NGO.

For the past 5 years, it has worked with Google to develop an “accelerator for good ideas” with 1000+ companies and organizations working at the intersection of food, agriculture, conservation, and climate change.





**The Lexicon's  
 activator model  
 gathers domain  
 experts, builds trust,  
 then helps these  
 groups reach  
 consensus on  
 strategies that  
 respond to the  
 challenges they  
 collectively face.**

**This work has built movements across dozens of domain areas, including biodiversity, regenerative agriculture, food packaging, aquaculture, and the missing middle in supply chains for meat.**



THE REALIZATION

**The common denominator across all this work?**

**Certifications are important, but it's more critical to focus on outcomes, and specifically positive impacts.**

**How many impacts?**



AIR



WATER



SOIL



BIODIVERSITY



EQUITY



CARBON

**Six words.**

HOW WE GOT HERE

**For the past 12 thousand years,  
we have perfected an economic  
system based on extraction.**

## **The reality.**

**Extreme weather.**

**Water scarcity.**

**Desertification.**

**Biodiversity loss.**

**Global diaspora.**

**Climate catastrophe.**

## **The response.**

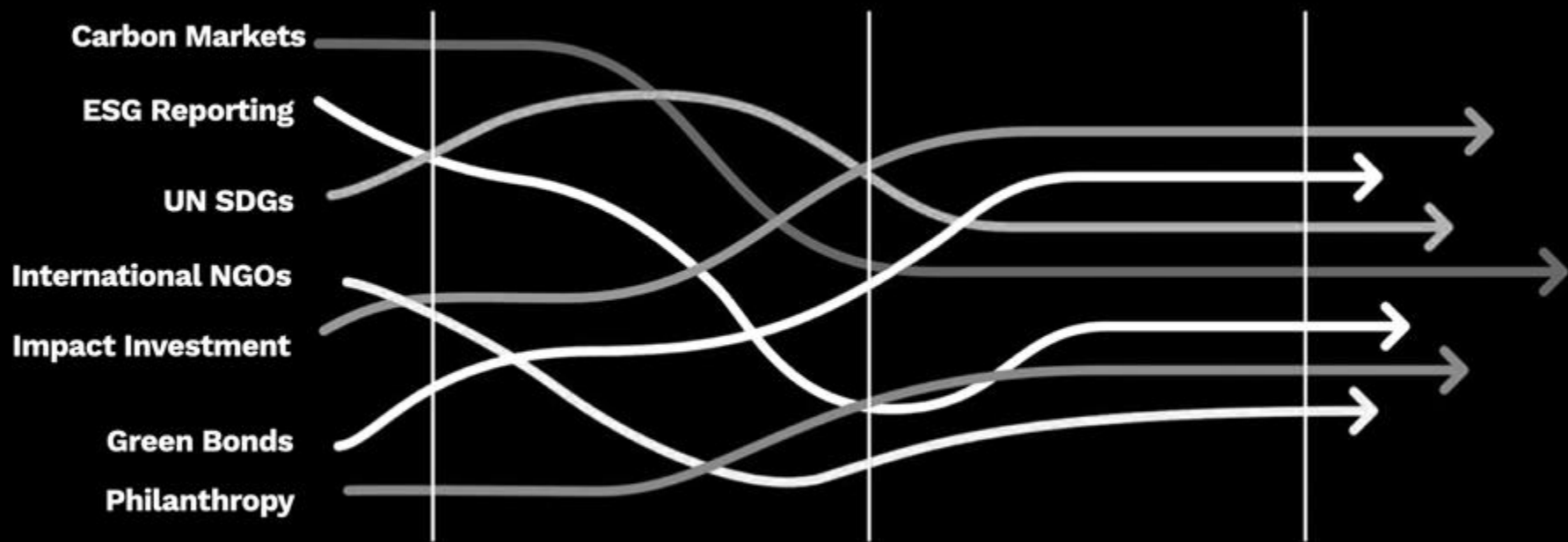
**Carbon markets  
without trust.**

**Fractured ESG  
reporting.**

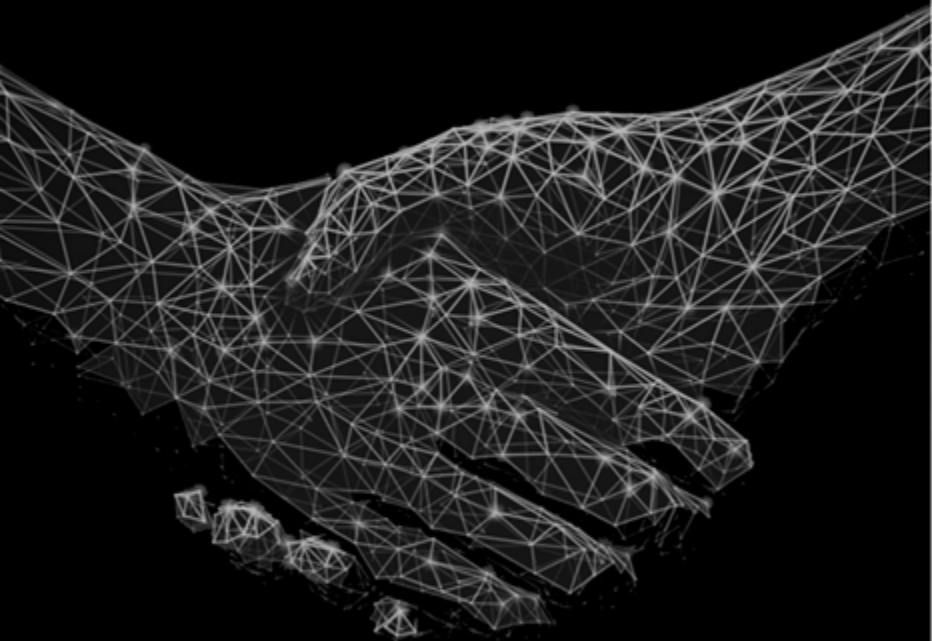
**A pervading sense  
of helplessness.**



# We all follow different paths.



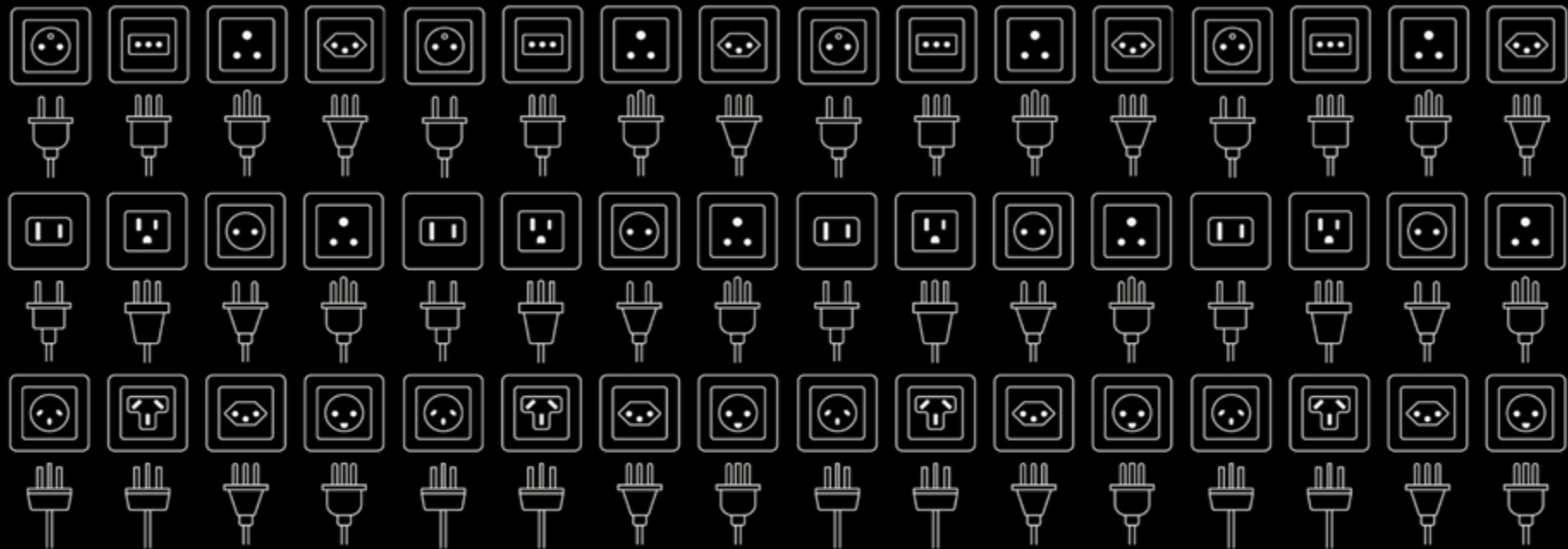
## What if we share the same destination?



**Bluetooth is an enabling technology.**

**It is the digital handshake that lets your mobile phone talk to your car, your refrigerator, and even your front door.**

**If we share the same destination ...**



**Can we create a digital  
handshake for the planet?**

**We are building a digital handshake  
for the planet to create positive impacts  
in response to global challenges.**

## **Challenges**

**Extreme weather**

**Biodiversity Loss**

**Water Scarcity**

**Air Quality**

**Desertification**

**Global diaspora**



## **Solutions**

**Carbon Markets**

**ESG Reporting**

**UN SDGs**

**International NGOs**

**Impact Investment**

**Green Bonds**

**Philanthropy**

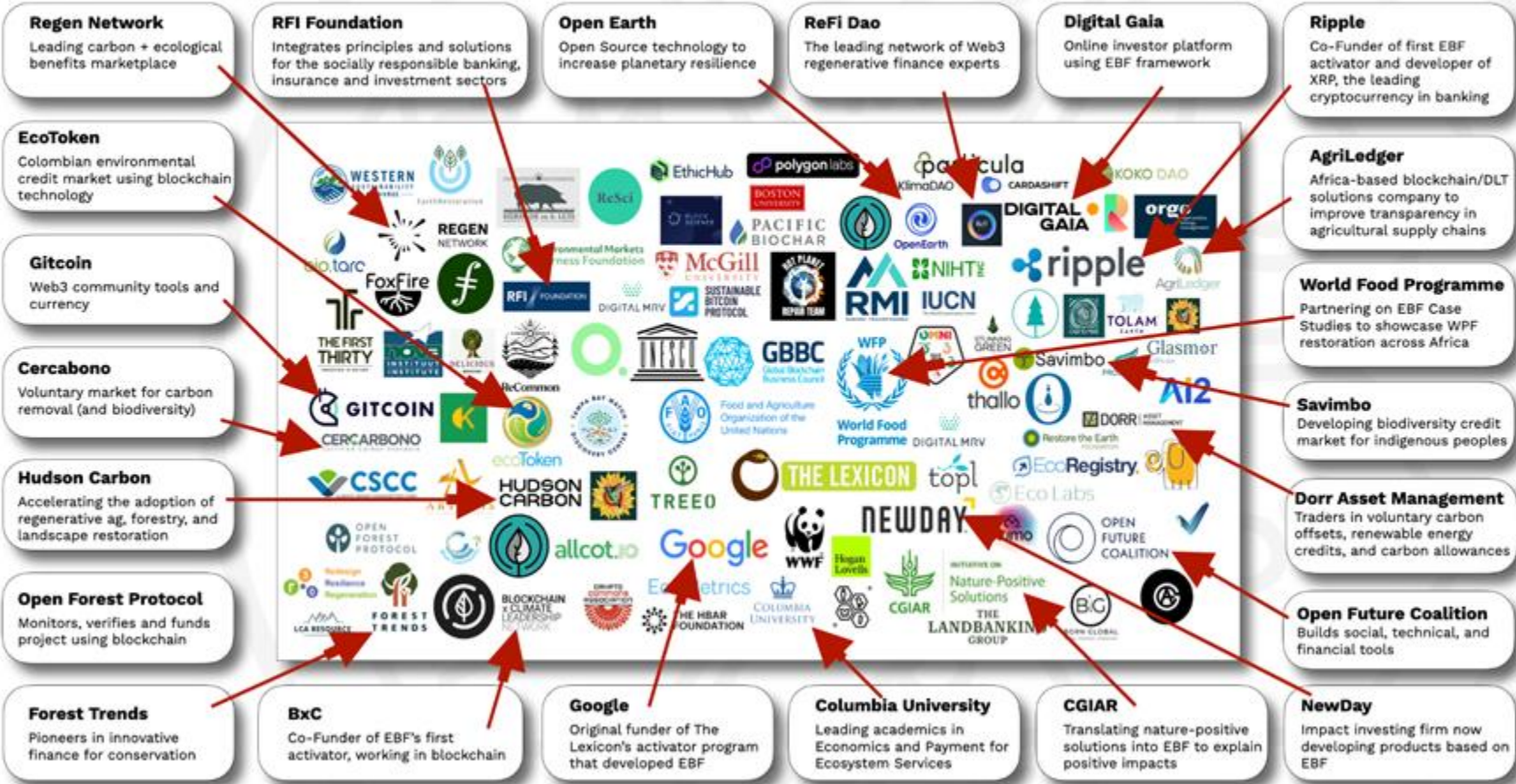
**We call it the Ecological  
Benefits Framework.**

**EBF is not just carbon. It's Air. Water. Soil. Biodiversity. Equity. (And carbon.)**



# 1. BUILD CONSENSUS AMONG 200+ COMPANIES AND ORGANIZATIONS

EBF has mobilized hundreds of key stakeholders across international organizations, government agencies, carbon markets, web3, and impact investment to co-develop consensus tools based on six positive impacts.





## 2. CREATE A COMMON LANGUAGE TO EXPLAIN ECOLOGICAL BENEFITS

The Lexicon helped EBF members develop **Lex Icons**. This eminently useful, peer-reviewed visual language of terms and machine-readable icons helps bridge cultural barriers, increase literacy, and establish consensus for how to create positive impacts that meet the globe's greatest challenges.

**CORNER GAP** Whenever the elements start from the corners/edges

Bottom Left    Bottom Right    Top Right    Top Left

None    Bottom Left    Bottom Right    Top Right    Top Left

Filled Warning

Lactose Allergy    Aquaculture Dead Zone

Corner Gap  
Element starting from the same edge

Top    Bottom    Left    Right

Blockchain Registry    Carbon Foot    Additively    Gas Efficient MVR

Biodiversity Credits    Camera Trapping    Biodiversity Monitoring    Carbon Sequestration

Leakage    Outcome-based Assessment    Performance    Old Growth Conservation

De Facto Possession    Integrated Use Planning    Watershed Conservation    Water Quality Monitoring

PRACTICES    PRINCIPLES

ECOLOGICAL BENEFITS



Adobe's icon team in Hamburg, Germany spent one-year working with The Lexicon team to develop this machine readable language.



Lex Icons continues to develop in partnership with the FAO and the World Food Forum in Rome, Italy.

### Lex Icons

EBF has created 2500+ icons with corresponding definitions agreed upon through a peer review led by domain experts in each field. Building consensus among these stakeholders on a shared language is the first step for aligning on a unified response to the global challenges we face.

### Use Cases

New challenges require new solutions. Taking action begins by building a universal language that crosses borders and demographics, that provides greater fluency for all ages.



### 3. DEFINE THE PRINCIPLES FOR ECOLOGICAL BENEFITS

For this group, developing a shared set of principles is just the beginning. Principles link with practices, which in many cases can serve as a proxy for outcomes. As the EBF model continues to develop, this set of principles might even evolve into a set of standards that provide structure and integrity across markets.

#### Intrinsic Value

We acknowledge the intrinsic worth of the biotic and abiotic elements of all ecosystems and strive to protect and preserve them for their own sake, not only for the benefit of humankind.

#### Simplicity

We utilize complexity when required and simplify when appropriate. Our practices, based on vetted science, should be easy to understand, implement and validate for all stakeholders—especially local and indigenous people.

#### Adaptive Frameworks

We emulate nature's resiliency and regenerative capacity, creating tools and frameworks that strengthen the ability of natural and human systems to efficiently respond to and recover from disturbances, shocks, and stresses in the face of uncertainty and change.

#### Regeneration & Stewardship

Where humankind has damaged the planet and its ecosystems, violating nature's rights, we prioritize work that restores, rebuilds, and regenerates. Where ecosystems are pristine, we work to sustain and enhance their long-term health, well-being, and resilience.

#### Contextuality

We believe that our actions should account for the unique natural, geographical, social, cultural, ecological, political, and economic contexts in which they take place. We consider both the benefits and the beneficiaries, ensuring that human rights and planetary boundaries inform the framing of our decisions.

## Nature-Based Approach

Learn from nature.  
Act in harmony with nature.  
Mimic nature.

#### Transparency & Integrity

To build trust and legitimacy among all stakeholders, we strive for transparency at all points along the value chain, through the use of verified processes, open communication, and evidence-backed data. We say what we do and do what we say.

#### Empowered Participation & Fairness

We strive for a more just and sustainable world in which indigenous and underrepresented communities have fair representation and cultural consent, with full participation and commensurate enjoyment of the fruits of their activities and work.

#### Collaborative Action & Knowledge Sharing

We believe that collaborative action across diverse groups, sectors, and perspectives is needed to achieve shared environmental and social goals. This includes the mutualistic sharing of knowledge, information, spiritual understanding, and optimal practices among experts, stewards, beneficiaries, and consumers alike.



## 4. SELECT 24 CASE STUDIES FROM ACROSS THE GLOBE

An open call for ecological benefit projects from across the globe led to hundreds of submissions, from ocean plastic removal in Indonesia to forestry projects in Sri Lanka. The group developed criteria that considered the multiple positive impacts provided by each project, its location, and its ability to provide insight on how to create bottom-up models to increase the volume of projects in carbon and ecological benefit markets. From this group, 24 projects were selected.



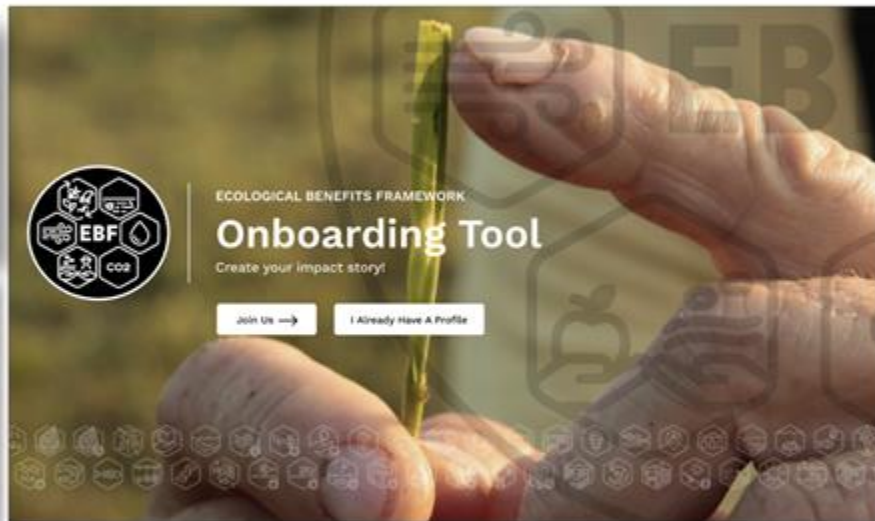




## 5. DEVELOP EBF ONBOARDING TOOL

EBF has developed a **module-based** system for describing projects. This highly-adaptive onboarding tool works equally well for compliance and voluntary carbon markets, payment for ecosystem services, impact investing, corporate purchasing, ESG reporting, and foundation funding. A critical feature of this system is its bottom up design, one that allows stakeholders—including indigenous peoples across the globe—to explain the full range of positive impacts their projects create, providing them a greater opportunity to be rewarded for their stewardship.

As new modules are added, EBF will develop a curated **EBF Project Library**. When future projects come onto the platform, they can identify the modules that best describe their work, input the appropriate data, then have the platform automatically generate a personalized “EBF” of their project which includes a personalized digital fingerprint that represents the full range of their positive impacts in a standardized format.

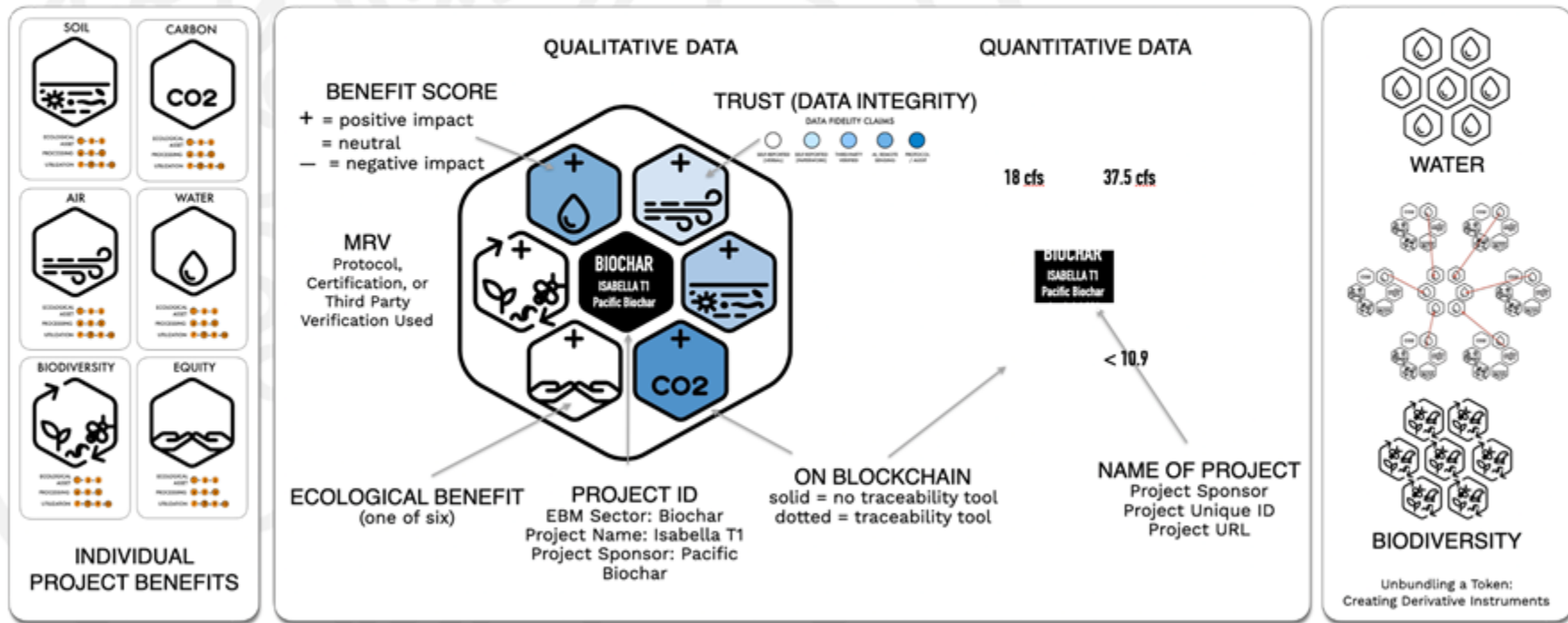




## 7. MODEL AN ECOLOGICAL BENEFIT BUNDLED TOKEN FOR CARBON MARKETS

Modular bundled tokens provide impact investors with new ways to participate in existing voluntary and compliance carbon markets while supporting projects that recognize carbon as one among several interrelated benefits. The format offers investors the potential to use the divisible Carbon portion of Modular Ecological Benefit token to meet existing Compliance Carbon Market requirements, and the opportunity to help strengthen emerging markets around additional ecological benefits. It also provides an opportunity to strengthen the fast-growing Voluntary Carbon Market sector through blockchain transparency, increased data fidelity, a focus on nature-based solutions, modular investment options, clearly defined and uniformly presented project narratives, and ease of purchase.

The EBF token is a fractionalized bundle consisting of six NFTs (air, water, soil, biodiversity, equity, and carbon). After its initial sale, this bundle can be split, with individual tokens sold or paired with like tokens from other EBF tokens. For example, a bundle consisting of multiple water tokens can be collected and sold as derivative financial instruments.





## 9. RELEASE THE "FINANCING ECOLOGICAL BENEFITS" INTERACTIVE SIMULATOR

As societal concerns deepen regarding rapid biodiversity loss, desertification, and other environmental challenges, financial markets will develop new instruments that value activities that provide ecological benefits. To better explain this complex relationship between buyers and sellers, EBF has developed an interactive simulator called "Financing Ecological Benefits." This vital tool will use EBF's 24 case studies to show how purchasers—Sovereigns, Institutional Investors, Companies, Retail Buyers, Impact Investors, and Philanthropic Institutions—may buy credits for specific attributes (carbon, biodiversity, etc.) but also unlock additional functionality.

### Financing Ecological Benefits

A framework to help stakeholders in their decision-making on the value of their investments, equity and debt.

EBF

### How Can You Fund Ecological Benefits?

EBF offers a framework to help stakeholders in their decision-making on the value of their investments, equity and debt.

EBF

### How Does Jacob Make Purchases?

EBF offers a framework to help stakeholders in their decision-making on the value of their investments, equity and debt.

EBF

### Jacob's Journey to Achieve Positive Impacts

Seeing the different participants, stakeholders, intermediaries, and beneficiaries involved in funding ecological benefits provides an appreciation for the need to speak a shared language across a value chain. EBF offers a framework for effectively and efficiently communicating project needs, offerings, and value.

EBF

### How Does Jacob Make Purchases?

EBF offers a framework to help stakeholders in their decision-making on the value of their investments, equity and debt.

EBF

### What Types of Impact Projects Meet Jacob's Goals?

EBF offers a framework to help stakeholders in their decision-making on the value of their investments, equity and debt.

EBF

### By embracing EBF, financial markets and impact projects support each other in reaching goals that reward everyone for the ecological benefits they provide.

EBF

### Impact Investment Partners

EBF offers a framework to help stakeholders in their decision-making on the value of their investments, equity and debt.

EBF

### Who (and What) Benefits From an Impact Project?

EBF offers a framework to help stakeholders in their decision-making on the value of their investments, equity and debt.

EBF



# Can you change the future?

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