IUCN GREEN LIST (DYNAMIC) TOKEN

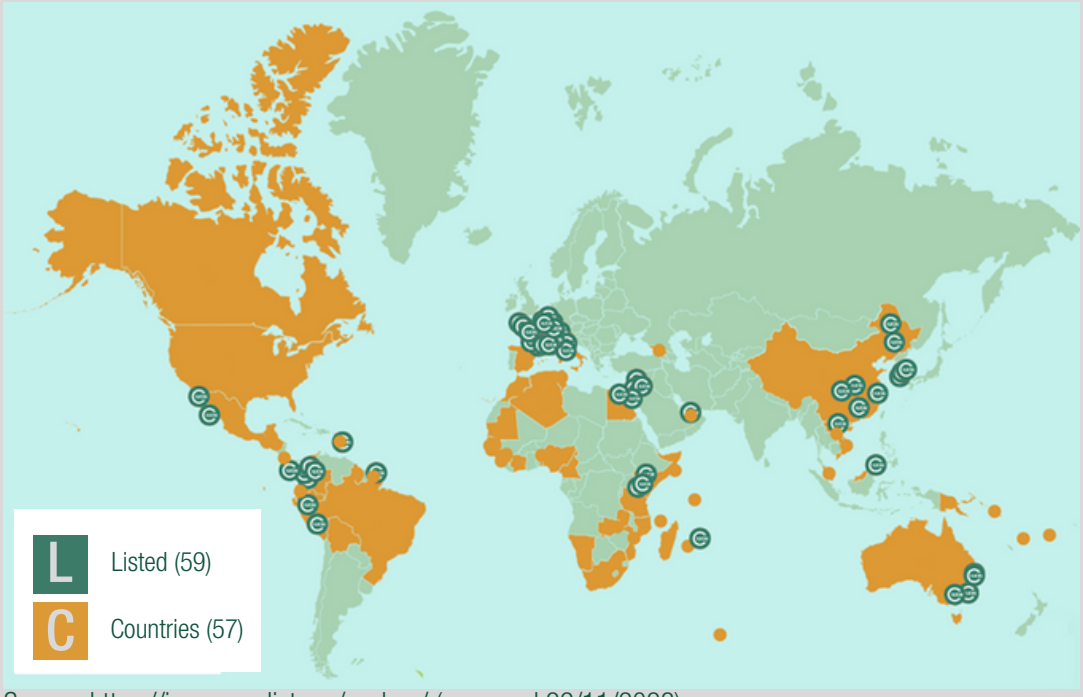
Introduction

The IUCN Green List of Protected and Conserved Areas Standard (IUCN Green List Standard), recognizes and promotes effective, equitable, and successful conservation of protected and conserved areas (PCAs). As the first global standard for such areas, it provides an international benchmark for quality that motivates improved performance and achievement of conservation objectives, drives improved management, and celebrates conservation successes.

Central to this initiative is the IUCN Green List Standard, a universal benchmark that outlines steps for achieving lasting conservation success. Site managers commit to demonstrable, effective conservation results by adhering to this standard. Adopting the Green List Standard enables protected and conserved areas and their stakeholders to establish clear objectives, track progress, and showcase effective conservation practices.

The IUCN Green List Standard consists of 17 globally applicable criteria – categorized under four components, supported by 50 generic indicators – that collectively describe the efforts needed to achieve the global standard fully. All criteria must be achieved for "Green-Listing". Measurement of the 50 indicators included for the different criteria is done with the Green List benchmarking tool or Improvement Benchmarking and Evaluation Index (IBEX). Sites go from self-assessment and diagnosis to expert review, done by the Green List EAGL.[1]

Finally, the IUCN Green List Panel makes decisions on which sites meet the requirements of the IUCN Green List Standard and are included in the IUCN Green List to receive their Green List Certification.



Source: https://iucngreenlist.org/explore/ (accessed 29/11/2023)
Map: Countries and PCAs participating in the Green List

[1] Furthermore, the IUCN's COMPASS (Community of Protected Areas Sustainability Standard) serves as an innovative digital platform integral to executing the IUCN Green List process. This platform facilitates the submission of data by sites, which is then readily available for assessment by the EAGLs.

The Green List has grown exponentially over the last few years. Currently, there are more than 300 PCAs who have initiated their Green List journey through the application phase, to potentially the certification phase in the future. The increasing adoption of the Green List means that there is a growing need to effectively communicate and engage with multiple stakeholders. In addition, it is important to simplify the transparency of the process and provide opportunities to facilitate traceability. To support this, IUCN, in collaboration with the Porini Foundation will develop the IUCN Green List Dynamic Token.

How it works?

The Green List Dynamic Token will be a digital representation of the progress of the Green List Standard of a PCA, as measured by the Green List-IBEX score. This token will be stored on a blockchain[2] and will be dynamic. In the context of blockchain technology, the term "dynamic token" can refer to a type of digital token that has flexible or changeable characteristics. Unlike traditional static tokens, which have fixed properties (like a set supply or unchanging functionality), dynamic tokens can adapt or evolve based on certain conditions or rules. The IUCN Green List Dynamic Token represents an opportunity to convert the progress of a PCA towards effective area-based conservation into a dynamic digital token that can be freely traded on blockchain systems.

Figure 1 describes the different steps that need to be taken for token issue and adjustment and goes hand-in-hand with the Green List process. First, a PCA applies for the Green List. Second, the process is validated by the national EAGL and by the IUCN Green List Panel. Once a PCA has been approved to enter the Green List application phase, as a third step, IUCN will issue the Tokens. The number of Tokens will be based on the area of the sites participating in the Green List. The tokens will be published on the IUCN Green List Token Platform. Fourth, the tokens will be sold (the sale of tokens includes transferring them to donors or others who may have invested in the PCA before token issuance.[3] The Platform can be used by investors to highlight their investments and be linked to their communication channels.

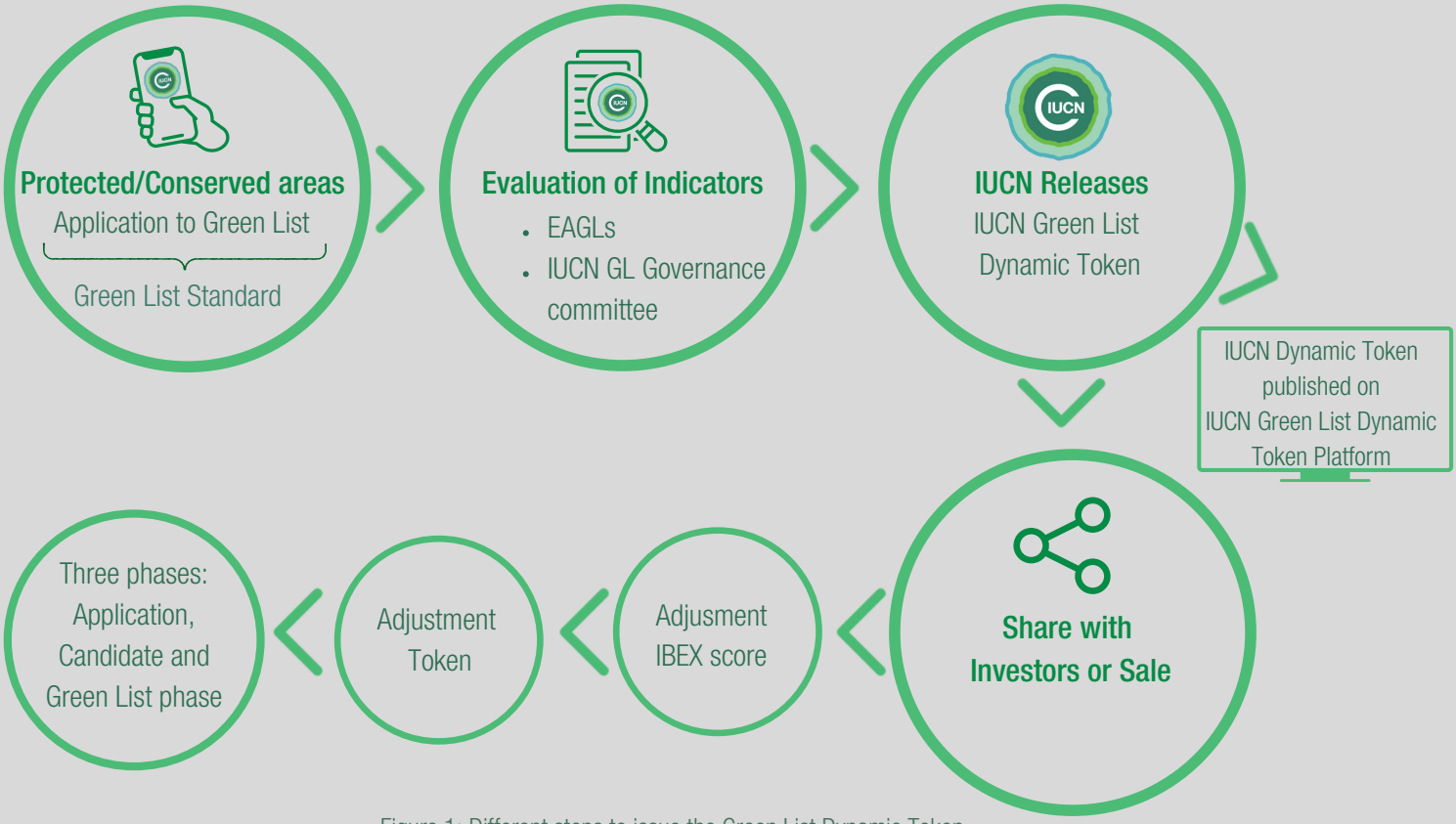


Figure 1: Different steps to issue the Green List Dynamic Token

As a dynamic token, the Green List Token's characteristics will change over time in response to specific triggers, based on the fulfilment of certain predefined criteria. Specifically, the token will change based on the IBEX scores, as the PCA moves from the GL application phase to the candidate phase, and finally the certification phase (Figure 2). These changes will also be reflected on the Platform.

[2] Blockchain is a decentralized digital ledger technology where data is stored in blocks that are chained together in chronological order. Each block contains a record of multiple transactions, and once added to the blockchain, the data is immutable, meaning it cannot be altered or deleted. All transactions are thus recorded securely and transparently.
[3] Donor/investor mapping will be carried out.

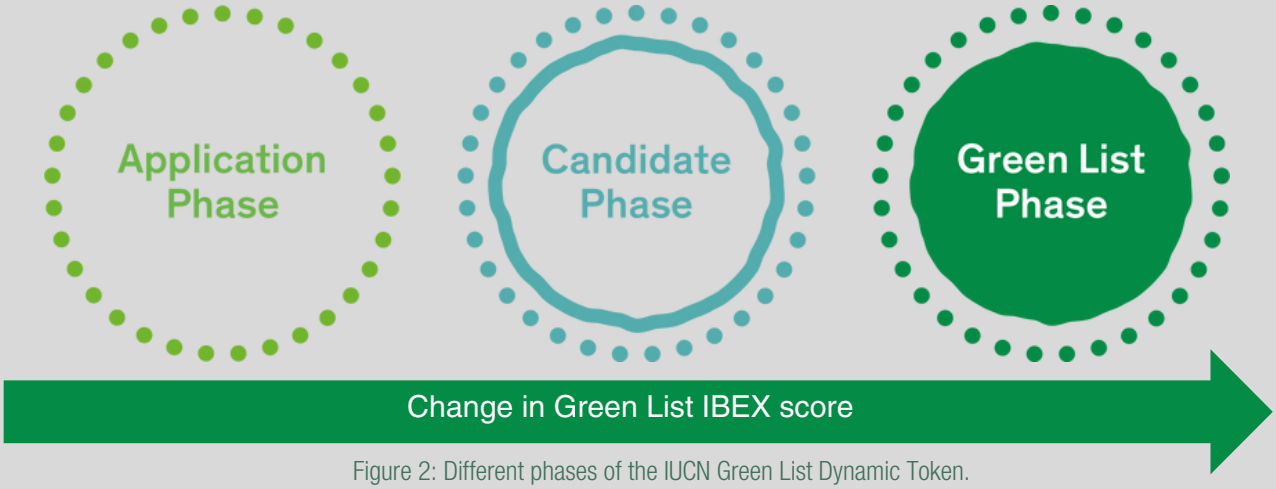


Figure 2: Different phases of the IUCN Green List Dynamic Token.

Value proposition

As of November 2023, there were 59 sites certified from 18 countries. There are more than 300 participating sites of which 140 sites are on the Application phase and 83 sites are on the Candidate phase. This includes formal engagement from 57 countries. The Green List highlights the ambition to achieve 1,000 sites certified by 2030.

This growth in participants highlights the ever-increasing recognition of the Green List Standard as the global sustainability standard for fair and effective area-based conservation. The recognition of the Standard and the process to achieve Green List certification will be supported by the Dynamic Token by:

- Providing a tool to communicate progress in an automated manner.
- Providing possibilities for engaging with and leveraging resources from non-traditional actors (investment tool).
- Facilitating tracking impact for investors. It allows direct investment and measures its impact directly.
- Reducing administrative costs. The digitalisation and standardisation of the process reduce the time needed for administration and reporting, while simultaneously providing increased transparency in the process.

Demand

Demand for the Green List Dynamic Token is expected to be aligned with interest in investing in the Green List process, with the Token providing additional reasons to attract investment. With the Green List's ambition to achieve 1,000 sites by 2030, sustainable financing to support its operation is key. To respond to this ambition, several options for financial support need to be explored. The following stakeholder groups have been identified as potential investors in the Green List process and the Green List Dynamic Token as part of this:

- Philanthropic organisations.
- Investors seeking to align their portfolios with sustainable goals (for example through Nature+).
- NGO's already investing in PCAs.
- Donors financing PCAs (KPIs – GLS).
- Companies committed to corporate social responsibility (CSR).
- Individuals.

The current demand is firstly focused on existing investors, but as the Token is taken up and there is proof of concept, additional investment can be attracted. Additionally, tokens can potentially be resold. This will allow for additional revenue generation for the participating PCAs.

For more information on the IUCN Green List, visit www.iucngreenlist.org
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IUCN Green List
Protected | Conserved Areas