



BEACH COLLECTIVE

WHITE PAPER

www.beachcollective.io

What is Beach Collective?

A blue circular economy platform that provides **Climate Market Infrastructure-as-a-Service (CMaaS)** bringing together consumers, brands and causes across 3 core verticals: **Commerce**, **CSR** and **Carbon** which are underpinned by 2 horizontals: **Currency** and **Community**.



CMaaS

Climate Market Infrastructure-as-a-Service

The Problem

Money is designed to incentivise greed and extraction while all the harm is **externalised** to the natural world.

The climate crisis is caused by **misaligned incentives** - there is huge gap between what our money values and what we value.

Climate discourse which focuses exclusively on governments and large corporates **disempowers individuals** by implying that their actions and choices make little difference.



Our Mission



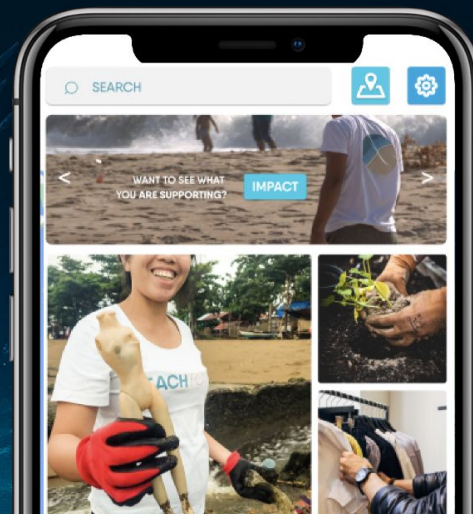
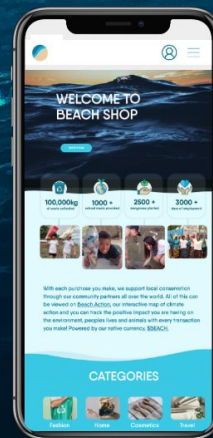
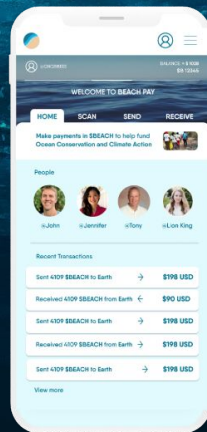
To unite the climate community in a **blue circular economy** where the health of our oceans is **internalised** into **every transaction**.

To **consciously redesign** financial and social systems so that **direct climate action**, by individuals or organisations, is **rewarded** and **incentivised**.

To **empower individuals** with the message that their actions and choices matter.

Our USPs

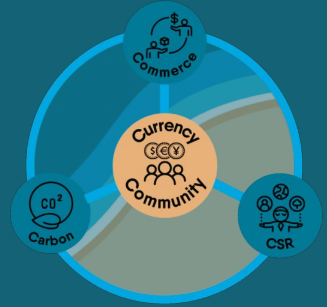
- **Commerce:** We use existing payment needs to **generate revenue** for climate action without reducing the revenue the business receives
- **CSR:** we turn CSR spend into advertising, providing better RoI than alternatives both in terms of **impact** and **visibility**
- **Carbon:** using satellite imaging, blockchain, and open and closed data sets, companies can claim offsets with absolute **confidence** and total **transparency**



Currency

Beach Token (\$BEACH) is a smart currency which **internalises** the health of our oceans into **every transaction**:

- Designed for **everyday transactions**
- **Lower emissions** and **lower fees** than card payments
- **Redirects fees** that would otherwise go to card companies to **Clean Oceans** and **Blue Carbon** Initiatives
- **Web 2.0 and 3.0 compatible**
- **100% transparency** with transactions recorded on BNB Smart Chain (**BSC**)

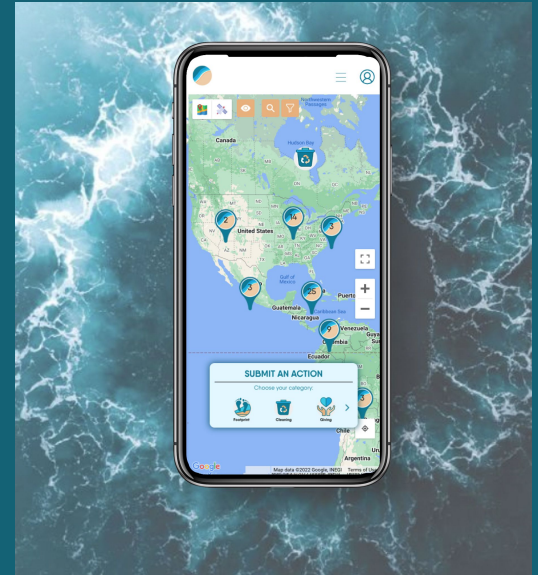
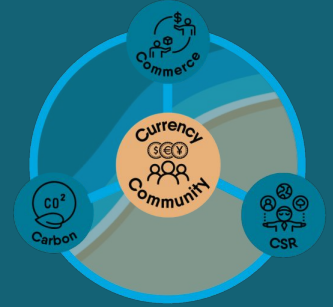


Payment Method	Fees	% to the planet	Emissions/ transaction
BEACH	1.5%	1%	0.008 W/h
VISA/MASTERCARD	Up to 3.15%	0%	1.78 W/h

Community

Beach Action is a social platform which rewards **direct climate action**:

- **Open-source, transparent** map of direct climate action, powered by W3W
- Creates an **incentive** for anyone, anywhere to take **action** for our planet
- Real-world climate actions registered on the map are incentivized with **financial (\$BEACH)** and **social** (visibility, influence) rewards
- Powerful **CSR** and **marketing** tool



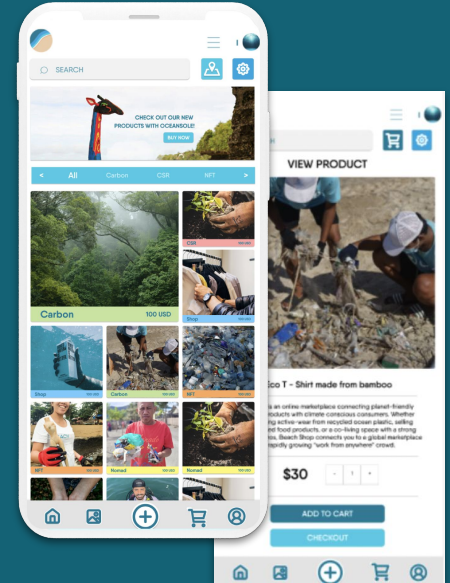
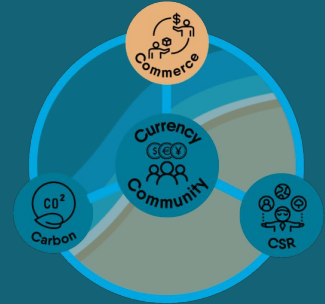
Commerce

Beach Shop is an online shop for planet-friendly brands and products:

- Our **3% fee** up to **5x lower** than competitors - majority goes to **Clean Oceans** and **Blue Carbon**

Beach Pay is a portal to send and receive **\$BEACH**:

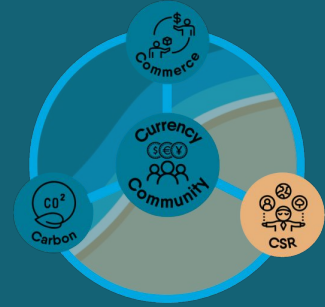
- Low friction, low connectivity, low tech payments
- Used for **real-world transactions** in **Beach Hubs** where **\$BEACH** operates as a local currency in Philippines, Kakuma Refugee Camp in Kenya, with more planned



CSR

Beach CSR turns companies' spend into effective marketing, advertising and PR:

- **Innovative** way to bring finance to the climate space
- Sponsor **\$BEACH** rewards aimed at **key demographics** or create **bespoke CSR packages** for as little as \$100.
- Via **Beach Action**, corporates have a **permanent open-source record** of their impact over time.
- Improves **brand reputation** with **climate-conscious consumers**.
- Better RoI both in terms of **impact** and **visibility**



ADD DETAILS

Title

Description

Price

Date

UPLOAD IMAGES

SUBMIT

Would you like to submit another product? [Click here](#)

Your CSR has been listed!

Share your listing

Instagram LinkedIn Facebook Twitter

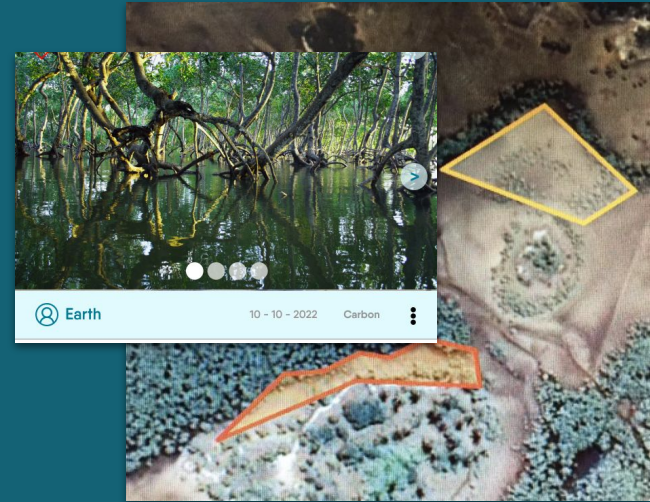
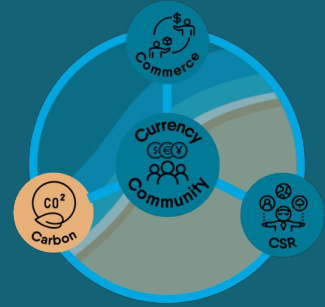
Copied!

NEW PRODUCT OR VIEW ACCOUNT

Carbon

Beach Carbon is a tool enabling **indigenous stewards** and small communities to issue carbon credits as **Non-Fungible Tokens (NFTs)**:

- We democratize, decentralize and disintermediate carbon markets
- **95%** of sale proceeds go directly to **indigenous stewards**
- Secondary market royalties create revenue from further trading
- Every tonne **verified** using satellite imaging, **cross-checked** across open and closed data sets and **pinpointed** on **Beach Action**



Impact + Traction

- Actions registered in **50 countries**
- Raised **\$150,000** in transaction fees of \$BEACH
- Have won over **\$50,000** in grants
- **150,000+** kgs of trash removed from the oceans
- Over **60,000 hectares** of rainforest committed
- **4000+** days of employment created
- 10 hectares mangroves restored in 3 countries
- Shop built out of recycled plastic



“**Beach Collective** has played a big part in giving us hope in these hard times that Lebanon is going through. Knowing there's someone who cares about our beaches, which is a big part of our culture and community, gives us hope that tomorrow will be better.” – **Jihad Hendawi, Lebanon**

CMaaS Growth Strategy

Beach Action

- **\$BEACH rewards** attract **climate conscious users** (individuals and NGOs)
- Brands attracted to **Beach Action** to raise their visibility and reputation with those users
- Brands market to those users and make sales = increased revenue opportunity for **Commerce, CSR and Carbon**

Beach Hubs

- Scale **existing pilots** in South East Asia, Africa and the Pacific to cover entire regions with a critical mass of shops, co-living spaces, restaurants etc. which **accept \$BEACH as payment**
- Revenue is ring-fenced for local **Clean Oceans** and **Blue Carbon** initiatives
- **Beach Hubs** become opportunity for selling **CSR packages**, plus minting **Carbon NFTs**

Brands + Corporates

- Build strategic partnerships with mission-aligned brands
- Build out **Beach Shop** for **planet-friendly** brands and products
- Brands who **accept \$BEACH** then have an incentive to spend it to avoid sell tax, creating further demand for **CSR packages** and **Carbon NFTs**

Milestones



Assuming \$500,000 investment in month 1

Tokenomics

\$BEACH is designed to be used as a currency within the Beach Collective

Trading \$BEACH for other currencies

Buy/sell: 15%

Clean Oceans	1
Blue Carbon	1
Treasury (BNB)	3
Treasury (DAI)	4
Burn	3
Reserve (\$BEACH)	3

*15% will **gradually reduce to 0%** buy and **5%** sell

Using \$BEACH within the Beach Collective

Pay	1.5%
Shop	3%
CSR	1%
Carbon	5%

Split across **Clean Oceans, Blue Carbon & Treasury**

Brand Partners



& many more!

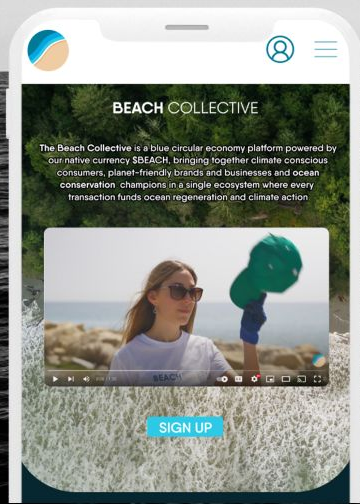
Community Partners



beachtoken.io/#ourimpact



Email rob@beachtoken.io for enquiries
Thank you



beachcollective.io

