

# URBANOMICA

## A Blockchain-based Incentive Platform for High-scaling ESG Projects

The world’s sustainability goals on a global level (SDGs, Climate, Green Economy, Finance 4.0) can only be achieved with highly scalable projects with real, measurable impact on the ground. More than anything, evidence-driven and sustainable changes in the behavior of individuals, industries, and organizations are essential to achieving the SDGs.

Based on this, we are building an ESG platform that incentivizes ESG actions with rewards issued to the one performing or validating the action. Each action is tokenized. We harness the transparency and immutability features of the blockchain to record and validate each action. In this way we create a superior, fully auditable ESG product: an aggregation of actions that demonstrably have occurred.

For the smart sustainable city vertical we have a project called *Urbanomica*, which builds on the incentive platform and integrates distributed sensor inputs from real-time measurements. Using big data analytics and AI we want to precisely measure the impact of actions (such as leaving the car at home) and algorithmically allocate the incentives to participants (individuals, organizations, automated systems).

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## Simulator Urbanomica Citizen App:

