

Conservation innovation

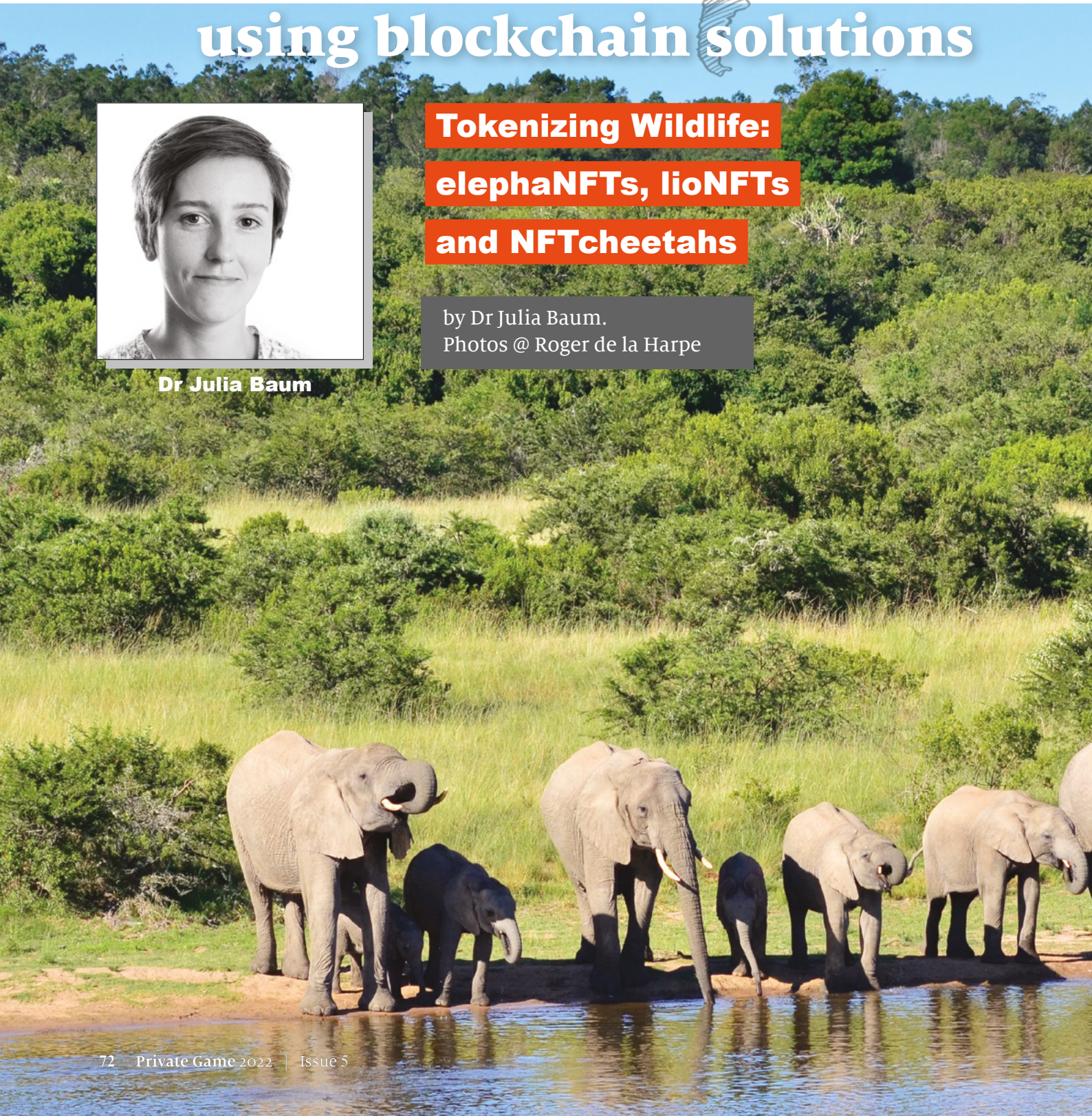
using blockchain solutions



Dr Julia Baum

**Tokenizing Wildlife:
elephaNFTs, lionNFTs
and NFTcheetahs**

by Dr Julia Baum.
Photos @ Roger de la Harpe





For the first time ever, individual real-world animals get a digital twin. As a result, groundbreaking possibilities for conservation will emerge. PLCnetwork of the Southern Hemisphere will be launching this project, 'Tokenizing Wildlife', with our Dutch tech partner Coorest OÜ and one of our network members in Southern Africa.

Linking a real-world animal to its digital twin happens through creating certificates on the blockchain, called 'non-fungible tokens' (NFTs). These contain relevant data, such as species, age and biological sex of the respective animal. Because this data is recorded on the blockchain it is very difficult to change, which makes the NFTs unique.

i A blockchain is a digital ledger of transactions that is public for everybody to view. Thus, an NFT can be traced.

Our collaborative project allows individuals to purchase Wildlife NFTs on a digital marketplace – very rare and thus valuable assets. The NFT holder receives exciting benefits, for example the digital twin can be used in-game. Purchasing an NFT means owning the digital asset, yet does NOT imply owning the real-world animal.




The real-world animals live on and are protected by a privately owned and managed reserve. Private reserves are one member category of **PLCnetwork of the Southern Hemisphere**. We are a platform with a passion for private and community conservation providing consulting services to our members, and the vision to achieve a paradigm shift towards a global conservation economy for inclusive transformation. By facilitating this project, we want to support our respective members in achieving their goals.

A private reserve typically dedicates a very high budget to conservation operations. Often, they also contribute substantial resources to community development. Protecting large animal species causes high expenses based on the need for fencing, monitoring, 24-hour anti-poaching patrols, and veterinarian support. This is why we design Wildlife NFTs, such as **elephaNFTs**, **lioNFTs** and **NFTcheetahs**.

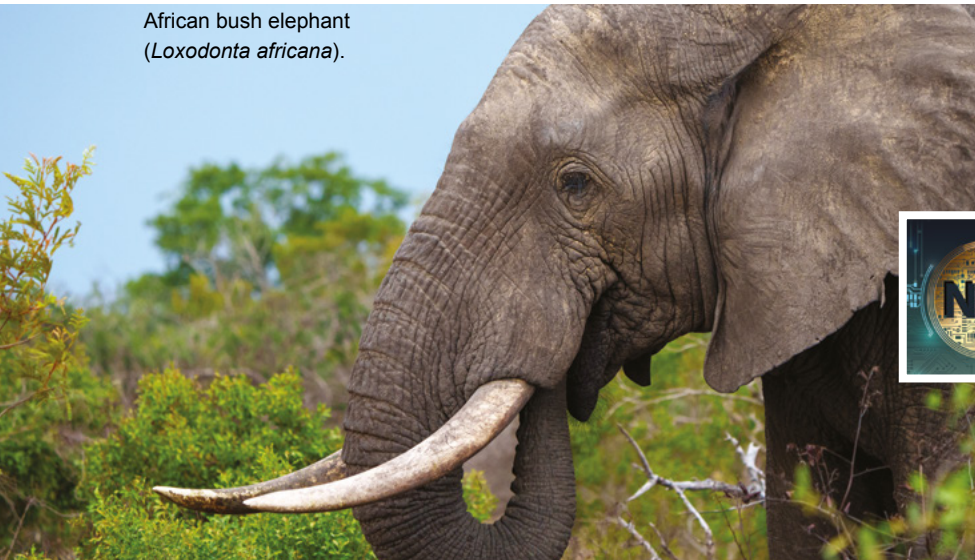
Implementing this conservation innovation has become possible by collaborating with our tech partner, **Coorest OÜ**, who is creating the NFTs.

Coorest bridges the gap between real-world assets and the blockchain through the design, creation, operation and marketing of digital solutions.

 A key success of Coorest has been establishing a decentralised CO₂ token exchange and an easy way to invest in 'yield-bearing' assets through NFTrees, which are backed by planting real trees.

"I am thrilled that we have this partnership with PLCnetwork. Together, we work on bridging the gap between the real world and the digital world with our NFTs backed by endangered wildlife. The majority of funds raised will be used for the protection of wildlife and improving livelihoods," says William ten Zijthoff, CEO of Coorest.

African bush elephant (*Loxodonta africana*).



Lion (*Panthera leo*).



Our collaborative concept advances utilising blockchain technology for sustainability in three ways.

Firstly, it links real-world animals to NFTs through proof of life. Our network member will provide monthly evidence of each animal being alive over a certain project period. Evidence such as photos will be publicly available on the Coorest website. Only on providing proof of life will funds be released for conservation and community work.

Secondly, every NFT links to a digital twin, which means it has a use case in an online game. While playing the game, this twin will act as a companion to the NFT holder for different actions.

Thirdly, we aim to offer each NFT holder a visit to the private reserve to view wildlife and experience deeper insights into their conservation activities. This enhances conservation awareness and understanding of sustainability on the ground that

will achieve long-term positive societal impact.

Our Wildlife NFTs enable individuals to connect directly with stakeholders and their sustainability efforts and this allows us to verify impact transparently. Conservation efforts nowadays are undermined based on insufficient accountability measures leading to corruption of funds. Traditional, more centralised funding approaches often involve too much politics or overhead costs and are not sufficient anymore for achieving the necessary impact.



“Wildlife NFTs enable individuals to connect directly with stakeholders and their sustainability efforts.”



Cheetah (*Acinonyx jubatus*).



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‘Tokenizing Wildlife’ can unlock financial contributions of an entire new audience, faster and more cost-effectively than traditional funding channels. Money streams and their allocation can be confirmed accordingly by the NFT holders. 60-65% of funds raised from this project will go to our network members exclusively for conservation and community activities.

For a prosperous future, we need a conservation economy that motivates and enables funders of all walks of life to take ownership in direct sustainability action. Using Wildlife NFTs is an innovative approach doing exactly that.



Coorest OÜ

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Transformed Supply Chain



WholeSurgical is pleased to sponsor the foregoing conservation project story by PLCnetwork of the Southern Hemisphere. This partnership evolved based on a personal connection between the founder of PLCnetwork, Dr Julia Baum, and our country manager, Lazarus Baya.

WholeSurgical is supporting PLCnetwork for exposure to wider audiences with respect to achieving positive, immediate outcomes for PLCnetwork members, as well as long-term success. In doing so, we are hoping to stimulate other corporates to support PLCnetwork. We appeal to more sponsors to assist with the funding of further articles in 2022.



WholeSurgical is a site dedicated to medical professionals, research facilities, hospitals and patients and offers a wide selection of medical instruments, equipment and parts. Our product offering includes diagnostic equipment, neonatal products, radiology supplies, surgical instruments and much more.

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Contact Amber Henley, Customer Service Manager

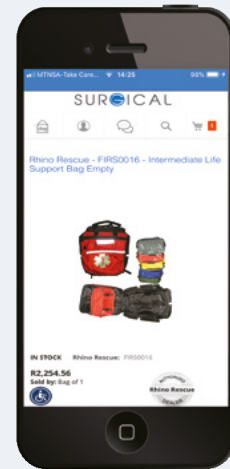
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