

Application: UN-4686841259

Green Revolution Foundation
2021 UN Global Climate Action Awards

Summary

ID: UN-4686841259

General Information

Completed - May 9 2021

2021 General Information Form

General Information

Please choose a focus area for your climate action

Climate Neutral Now*: Recognizing the efforts of individuals, companies and governments in transitioning to climate neutrality by measuring and reducing their climate footprint, and investing in climate friendly projects around the world to compensate for the emissions they can't yet avoid. The Climate Neutral Now focus area is an initiative of the United Nations Climate Change secretariat. [Click here](#) to learn more about previous winners under this focus area.

Financing for Climate Friendly Investment**: Recognizing successful financial innovations and funding mechanisms that are unlocking climate finance and building capacity. This focus area is implemented in partnership with the World Economic Forum Global Project on Climate Change. [Click here](#) to learn more about previous winners under this focus area.

Climate Leaders:** Recognizing transformational efforts by governments at any level (national, provincial, state, city, town) that are moving the needle on climate change. [Click here](#) to learn more about this new category for 2021.

* The UNFCCC secretariat invites organizations to take the Climate Neutral Now Pledge. Nevertheless, this is not a requirement to be selected as winning activity.

** Winning projects under the Financing for Climate Friendly Investment and Climate Leaders categories will need to be self-funded to attend the UN Climate Change Conference in Scotland and provide their own video and photo materials.

Financing for Climate Friendly Investment

Title of your climate-related action

Green Revolution

Summary of your climate-related action

Provide a summary of what your activity does and how it addresses climate change. Provide context by identifying the main problem or area of concern that prompted the establishment of this activity.

The climate emergency is the cause of our activity. We provide solutions to systemic problems by involving societies through arts & action to make a tangible impact. We are building a multinational foundation franchise of climate action coffeeshops and also creating carbon capture cryptocurrency.

Our main objectives include:

- Creating a carbon capture industry with industrial hemp and nature-based solutions
- Funding millions of climate action projects focusing on; nature preservation and revitalization, education and cultural exchange.
- Mobilizing our societies through art and community organizing

Our financing to achieve our objectives:

- Through our mobile app and our cryptocurrency wallet we enable a global community to invest in industrial hemp and other carbon capture technologies
- Create a global retail franchise of cannabis focused coffeeshops and dispensaries
- Create a consumer movement around industrial hemp products and solutions
- Invest in the creation of carbon negative technologies and initiatives
- Expand to affiliate markets

Website (if available)

<https://www.greenrevolution.earth/>

Supporting Information

1. Has the activity been registered within the [Clean Development Mechanism \(CDM\)](#) or [Joint Implementation \(JI\)](#); or do you have the intention to register it in the next 2 years?

No

2. Implementation Status

2.1 Please select which implementation stage your activity is currently at

The activity must be implemented or be in the course of implementation e.g. the activity needs to have already demonstrated concrete results that address climate change

Under implementation

2.2 Please provide any additional details on the activity's status of implementation

We are working together with the Green Light District project, we're a member of the Catalyst 2030 initiative and Wellbeing Economy Alliance. We have also started our collaboration with the Creatives for Climate community.

We are working with a Global Hemp Association and other hemp organizations across the globe connecting industry professionals and climate impacted communities to find scalable solutions. We are negotiating with possible investors and institutions about financing and implementing our project.

We are opening our first coffeeshop this summer in Amsterdam.

Links:

<https://greenlightdistrict.nu/>

<https://catalyst2030.net/>

<https://wellbeingeconomy.org>

<https://www.creativesforclimate.co/>

<https://globalhempassociation.org/>

3. Geographical coverage

3.1 Which region(s) your activity is located?

If applicable, several regions can be selected.

Responses Selected:

Asia

Europe

North America

3.2 In which country(ies) the activity implemented?

To select more countries, use use the SHIFT or CTRL key to select more than one country.

Responses Selected:

Ghana
India
Nepal
Netherlands
Nigeria
Togo
United States of America
Multi-regional

You can also use the SHIFT or CTRL key to select more than one country from the list.

No Responses Selected

No Responses Selected

No Responses Selected

No Responses Selected

No Responses Selected

No Responses Selected

No Responses Selected

No Responses Selected

No Responses Selected

4. Start of the activity

4.1 When did the activity start?

Aug 5 2020

4.2 Why is this date considered to be the start date?

Registering date of the foundation.

5. Budget

5.1 Please indicate your activity budget size (in USD)

0

5.2 OPTIONAL: Indicate expenditures up to the time of application, do not include future expenditures or projections

(No response)

Financing for Climate Friendly Investment Application

Completed - May 9 2021

2021 Financing for Climate Friendly Investment Form

The focus area recognizes successful financial innovations and funding mechanisms that are unlocking finance and building capacity. The Financing for Climate Friendly Investment focus area*, launched in 2012, is implemented in partnership with the World Economic Forum Global project on Climate Change. [Click here](#) to learn more about previous winners.

* Winning projects under the Financing for Climate Friendly Investment category will need to be self-funded to attend the UN Climate Change Conference in Scotland and provide their own video and photo materials.

Key Results

1. Key Results

Identify at least three key results your activity has achieved so far. For example, results can include: how many organizations, communities, and individuals are participating in the project; a list of goals that have been met; key elements of the activity that are currently underway; etc.

We are working together with the Green Light District project, we're a member of the Catalyst 2030 initiative and Wellbeing Economy Alliance. We have also started our collaboration with the Creatives for Climate community involving 2000 members.

Currently, we are working with more than 25 volunteers across the globe. We are sent more 1000 emails. We are reaching to climate science professionals. We are launching our crowdfunding campaign connecting more than 500 businesses and institutions.

We are working with a Global Hemp Association and other hemp organizations across the globe connecting industry professionals and climate impacted communities to find scalable solutions. We are negotiating with possible investors and institutions about financing and implementing our project. We are opening our first coffeeshop this summer in Amsterdam.

Links:

<https://greenlightdistrict.nu/>

<https://catalyst2030.net/>

<https://wellbeingeconomy.org>

<https://www.creativesforclimate.co/>

<https://globalhempassociation.org/>

Measures

2. Indicate whether your activity focuses on climate change mitigation, adaptation or both.

Both

2.1 Mitigation finance

Describe how your activity was able to develop or implement financial instruments, vehicles or ways to raise financing to mitigate climate change. Highlight: i) Market opportunities addressed; ii) Specific measures or actions undertaken to address market barriers.

Our climate action mitigation policy is governed by a multidisciplinary approach.

Mitigating the impacts of the climate emergency has to be scalable systemic solutions. Our main objectives include:

- Creating a carbon capture industry with Industrial Hemp and nature-based solutions
- Funding millions of climate action projects focusing on; nature preservation and revitalization, education and cultural exchange.
- Mobilizing our societies through art and community organizing

Our financing policy is governed by the principals of Doughnut Economics and policy guidelines of the Wellbeing Economy Alliance. Open sourcing our operation ensures our total transparency policy.

Our financing to achieve our objectives:

- Though our mobile app and our cryptocurrency wallet we enable a global community to invest in industrial hemp carbon capture technologies.
- Create a global retail franchise of cannabis focused coffeeshops and dispensaries.
- Create a consumer movement around industrial hemp products and solutions.
- Invest in the creation of carbon negative technologies and initiatives
- Expand to affiliate markets

i) Market opportunities:

- The world is moving towards cannabis legalization opening increasing the global cannabis market is to be projected to grow more than 400% in the next 5 years. The global cannabis market is estimated to be valued at USD 20.5 billion in 2020 and is projected to reach USD 90.4 billion by 2026, recording a CAGR of 28%, in terms of value.

Scalable industrial hemp products and solutions be a perfect way to mitigate our footprint

ii) Market barriers and our actions.

- We will be creating a totally new market of connecting a consumer with industrial hemp carbon capture products and mitigation solutions. Our action is measured in creating this new market.

At Green Revolution Foundation we are focusing on how to develop and implement financial tools that will allow everyone around the globe to mitigate the impact of climate change. As we are approaching the stage of applying for funds and grants, we have not reached these objectives yet, but we are working towards this direction. In fact, we are developing a cryptocurrency to allow communities to finance hemp solutions that will mitigate huge problems with soil degradation, water sanitation, and pollution in air and land. Therefore, we will be addressing the following market opportunities:

- We have created a cryptocurrency that will be linked to a real basket of sustainable products and services
- We will form a bridge between sustainable actions/causes and the micro-financing through our Green Revolution App.

The entry barriers that we are facing at the moment concern the sourcing of finances that will allow us to start operating (i.e. developing the app).

For what concerns the competition, we have not identified any direct competitor. In fact, we will be creating a whole new carbon capture industry.

2.2 Adaptation finance

Describe how your activity has effectively contributed to mobilizing, leveraging or raising financial resources for the implementation of adaptation activities. Specify the type of financial instrument or structure implemented and how it has enabled the activity to take place. Highlight: i) Details of financial structural elements that have been necessary to either manage risks or enhance return; ii) The impacts and outcomes of the activity e.g. increased resilience, adaptive capacity or capacity built.

Our adaptation policy is governed by the climate reality. Our methods are tailored to the needs of highly impacted areas of the climate emergency.

Our adaptation finance objectives:

- Connecting know-how, innovations, and possible nature-based solutions with the most climate impacted areas
 - Connecting hemp industry professionals and innovators with green investments
- Connecting consumers with products that helps financing climate adaptation

Our multisystem financial instruments structure:

- Cash flow to equity dividend system, our shares
- Our multi-year green bonds will enable long term sustainable investment
- Our cryptocurrency creates a global market where stakeholders can invest into carbon capture and economic activity to share the profits derived from this activity

i) Financial structural elements:

- Green Revolution shares; enables investors to invest into climate action. 10 % of our total cash flow represents 100% of our share pool. Our pool will grow with our franchise model, where every franchisee will contribute their 10% into the common pool.
- Green Revolution Bonds; with a 3 year, 5 year, 8 year bonds. Representing 10%, 15% and 20% returns on investments with multiple options of restructuring
- Green Revolution's "Seeds" cryptocurrency; with targeted industrial hemp investments we will ensure that the community will get at least 20% of returns on their investments. This currency will be exchangeable to all existing national or cryptocurrency. We ensure this with Smart Contract and with Stable Coin that works like the Utility Token.

ii) Impacts and outcomes. Our impact and outcomes will not just result in economic growth but in change in behavior and in business practices.

- Sustainable circular community investment through consumption will transform our way of thinking in social impact finances.
- Adaptation of the economic structure will enhance cross-country cooperation, cash flow and flow of know-how
- New or existing businesses can adopt our method to achieve increased impact in communities and societies all across the globe creating a butterfly effect in climate adaptation finance
- Democratizing human rights through finances where abandonment resources can flow where are needed
- Creating a global investment community perspective where the pains and gains are equally distributed and ensured by the community finances

Deep Adaptation is the system where money is a means to an end. The system is maintained by consumption and the created profits (money, value, information) are turned into social value. So the profits don't escape from the system.

The benefits of this system is higher money velocity and higher employment, which creates more consumption and more tax income for the governments. More money from the consumers will result in

more savings in the banks. In this system, debt is tied to and created by consumption. In this way we eliminate debt created by debt.

People bailing out the people and democratizing money and our collective human rights.

This system is not just applicable on a regional or national scale but a global scale. In a way that abandonment resources can flow to where it's needed, we can create a truly sharing economy.

Involvement

3. Economic and Social Co-Benefits

3.1 Social beneficiaries

Describe who your activity's beneficiaries are, how many beneficiaries you have, how they have benefited from your activity and how they were engaged in the planning and development of your activity. If applicable, highlight how people who might be marginalized (such as women, indigenous peoples, the elderly, minorities or disabled people) are involved in your activity.

Our beneficiaries are the Green Light District in Amsterdam, Netherlands where we're collaborating on a multi-focused approach to transition Amsterdam's Red Light District in the city center to a flourishing environmental district.

- Green roof organizations: to provide systems for green roofs for businesses and residences in the area.
- Municipality energy groups and engineers: to find ways to reduce our coffee shop's energy supply needs from the city, to generate enough power to support local businesses, and to provide support for the city which helps to efficiently move away from fossil fuel-based energy.
- Waste management organizations: to ensure there is minimal waste as we strive to create a green closed loop system based on sustainable products and packaging.

We also have several beneficiaries that are businesses and NGOs in Ghana, India, Nepal, and the United States to reach out to local groups.

- Our collaborative efforts are structured to help us better understand the issues they're facing and find sustainable solutions for their communities. Our efforts are to provide a system based on the specific needs of each community and incorporating proven techniques to improve the overall quality of life by first focusing on providing food, shelter, and easy access to clean water. The people within each community are the driving force for the systems and determine the action taken. This is vital because it creates a higher probability for long-term implementation and overall a greater impact locally and

globally. We focus on assisting the communities without impeding on their way of life. Our plans are designed to maximize the impact of the goals like natural carbon collecting systems that can replenishing soil or generate sustainable filtration for water.

- We facilitate the materials and give hands on assistance to the communities to help them get started. The members of the community play an important role in every stage of the process and have a say in everything implemented. We rely on open communication to ensure our influence on the community is minimalized while having the greatest impact possible implementing our systems. We do this by using our growing global network and through locally sourcing to provide practical materials and resources while reducing our carbon footprint.

There are three psychological factors which have been found to be strongly related to behavior change in climate adaptation.

- The first factor is risk perception: Risk perception has been found to strongly correlate to behavioral intentions. It can be influenced by people's negative experiences of climate hazards, emotions and attitudes towards climate change as well as the subjective amount of thread imposed by climate change.
- The second factor is social norms which have been found to be a very motivating factor in adapting to climate change.
- The third and last factor is responsibility. People are more likely to engage in climate-adaptive behaviors if they feel a strong sense of personal responsibility. With a deeper understanding of people's motivations to engage in climate adaptation, we can collaborate and facilitate climate adaptive and mitigative behaviors.

3.2 Economic benefits

Describe the social and economic co-benefits generated by your activity. If applicable, highlight how your activity has helped to: improve resilience, livelihoods, education, health, security, the environment, gender equality and investment opportunities.

We improve resilience by introducing hemp solutions to the global community. We fund to create livelihoods through hemp farming and manufacture while helping these communities in education of growing, health benefits which will result in security of their future.

The initial stages of our programs systems are designed to repair damages and provide essentials for life. We prioritize the first phase to focus on replenishing nutrients or repairing the soil, from overtilling, to malnutrition, or overuse of fertilizers and pesticides.

- We want to repair and inform the communities about better practices while learning from them and collecting data to provide for other communities around the world.
- We strive to open the communication barriers many of the rural communities we talk to have, and help them find solutions to provide a sustainable life for their families and their community.

Once each community has achieved the goals for their basic needs (1-2 years on average), we actively reopen discussions with the community, focusing on their next set of needs.

- We continue this process until we're no longer needed, but still stay in contact to enable them to contribute their success and solutions with other communities.

The key focus for our support is to provide solutions that are non-invasive to the culture of the community through environmental, healthy, and sustainable solutions.

Scalability and Replicability

4. Scalability and Replicability

4.1 Explain how your activity is scalable.

A scalable activity has the potential to grow in size and therefore reach more beneficiaries. It can expand and adapt to increased demands, resulting in a larger impact when addressing climate mitigation and/or adaptation.

We're able to accomplish scalability from our experienced network of industry professionals and specialists. Through our network we've created an initial questionnaire that allows us to understand issues and find efficient solutions based on our network's collective knowledge and skill sets.

- The process is arranged to allow each project to be controllably scalable by the communities, with minimal need for outside resources. This allows the communities to control the extent of their development and the timeline they are comfortable and capable of based on the initial data and information collected.

Our systems are designed to inform and empower the people and communities we support. This is how we're able to generate our high percentage of community involvement throughout the process to allow us to continue to develop and improve our information.

- Each data point we collect allows our network to understand impacts of parameters and makes each following system more efficient and rapidly scalable.

The scalability prospects lie in the industrial hemp plant itself. Hemp grows almost in any growing region on the planet. And through our decentralized finance method anybody can buy in to scale our operation.

Our circular economy system which is a circular money system can be applicable to any other commercial activity. In this system profits flow from place of purchase to social impact organizations who will spend this money maintaining their activity. This will result mostly in salaries and tax revenue and more consumption at social impact organizations. We can maintain any economic activity with a circular or impact purchase model where money flows in a circular way. We can operate and create this system on a global level.

4.2 Explain how your activity is replicable.

A replicable activity has the potential to be successfully implemented in, or tailored to, other places, regions and/or countries. It can be duplicated by the same institution, or the technology can be shared to allow replication by other actors in different places or sectors.

Our systems are based on a model created through our experienced network, and uniquely designed to each community we are involved with based on their specific situation.

- Each is based on the most up-to-date sustainable capabilities and technologies that are thoroughly tested and can demonstrate replicable principles. Our focus is to take information from our network and provide solutions to best suit each situation for each community. We do this in a way that's simplified and accessible for the community.

We're able to accomplish this by utilizing local NGOs that understand and can openly communicate with individuals in the communities and establish a focused multi-year plan.

- We focus on food, shelter, and water needs and utilize a scientific method approach that allows us to understand the parameters of the local ecology. It can then be replicated globally with communities that share ecological and environmental situations.

Our activity of turning consumption into climate action and social value is also a replicable method in itself. We hope that other organizations will offer their services and economic activity to enhance social good by giving the consumer the option to buy products and services with our Impact Purchase method. In this method, 100% of profits derived from consumption goes towards funding a community goal.

Innovation

5. Innovation

Explain how your activity is innovative.

An innovative activity can: be original in its design, be the first of its kind in a country or region, and/or have a novel implementation. It can involve creative new partnerships, processes, technologies, financing structures, business models, and/or behaviors and practices.

We remove the element of competition and operate as a global collaboration uniting individual problems with cross-industry solutions.

- Our global network allows us to test hypotheses as capabilities and technologies become available.

We're creating a network of academics, activists, artists, and industry leaders from farmers to corporations. This dynamic conglomerate of minds allows us to take tested practices and find ways to innovate and optimize our processes, systems, and technologies.

- Our solution-based connection system has connected microbiologists with the construction industry. Our connections allow us to create optimized commodities and technologies for impoverished communities with limited water and electricity.

Our mitigation and adaptation of finances are the keys to our successful operation. Our innovation includes merging the principles of a foundation with the business model of multinational corporations. Our goal is still to maximize our profits, but our profits will be directed towards climate action. In that sense ,we are creating a new option in the market where people can buy in with their daily purchases into climate mitigation and adaptation. Our economic solution is based on the principles of a sharing economy where the shareholders and stakeholders and beneficiaries are the public itself.

Transformational Change

6. Transformational Aspects

Explain how your activity has the potential for long-term transformational change.

An activity with the potential for long-term transformational change should produce long-lasting results. A transformational activity reflects an innovative approach to addressing climate change through the use of a new partnership, a new technology, and/or an existing technology that is used in a new way or dimension.

Our goal is to create a collective change of perspective on how we do finances and how to address the climate crisis. Our activity of financing art and action collaboration projects around the world will result in climate reality awareness, which brings the mass mobilization of societies. Sharing knowledge and best practices in a multidisciplinary approach will result in solutions and mitigation and adaptation. Creating this cross disciplinary approach will ensure that every aspect of our global problems will be addressed by the professionals who are working on solutions. We do this by building a multinational foundation franchise of climate action coffeeshops.

Transforming our consumption and production through industrial hemp and nature-based solutions we'll have long term effects on how we view our impact on biodiversity and pollution. Empowering climate impacted communities with the tools and know-how will increase security and quality of life. These communities will be independent and less reliant on government infrastructures and benefits. The communities will lift themselves out of poverty creating their own goods with industrial hemp solutions. These solutions will provide clean water, shelter, food and goods for the market. Industrial hemp has the possibility to eradicate poverty, saving lives and ecosystems for future food production and rehabilitation.

Mass movement of sustainable consumption has the potential to transform our existing global economic system to a sharing, circular wellbeing economy. Creating behavior change through arts and action is an effective strategy to transform societies and bring awareness. The Green Revolution is here to facilitate and fund this change which is much needed to eliminate the worst outcomes of the climate emergency.

Contact Information

Completed - May 9 2021

2021 Contact Information Form

Contact Information

Primary Contact Details

MANDATORY

First name:	Attila
Family name:	Suba
Job title:	Founder
Organization name:	Green Revolution Foundation
Type of organization:	International NGO
Fixed line phone number (with area code):	0036205246395
Mobile phone number (with area code):	0031627527530
Email address:	attila.suba@greenrevolution.earth
Address Line 1:	Poortland 66
Address Line 2:	1046BD
City:	Amsterdam
Country:	Netherlands

Secondary Contact Details

OPTIONAL

First name:	(No response)
Family name:	(No response)
Job title:	(No response)
Organization name:	(No response)
Type of organization:	(No response)
Phone number (Fixed line):	(No response)
Phone number (Mobile line):	(No response)
Email address:	(No response)
Address Line 1:	(No response)
Address Line 2:	(No response)
City:	(No response)
Country:	(No response)

Supporting Information

Please indicate the names of the organizations that are supporting this initiative and briefly explain their role.

Organization Name	Catalyst 2030
Role	We are member of the Catalyst 2030 organization they're helping us with outreach and networking.

Responses Selected:

+ Add Organization

Organization Name	Wellbeing Economy Alliance
Role	We are a member of the Wellbeing Economy Alliance. They are supporting with financial policies and networking to make our project successful

No Responses Selected

No Responses Selected

No Responses Selected

How did you hear about the UN Global Climate Action Awards?

Responses Selected:

Communication from industry/trade association

References

Completed - May 9 2021

Reference Contact Form

Reference Contact Form

Please provide information for **two references**. References will be only contacted if your application passes the first round of screening and meets all eligibility criteria. If you can't provide references, please provide justification.

The references must comply with the following requirements:

- References **must not** be represented by persons directly employed by the activity that is applying for the award;
- References **must not** be represented by family members of the activity that is applying for the award;
- References **must be** external to the project and/or organization;
- References **should be preferably** persons capable of evaluating the project objectively and confirming the claims and metrics in the application. E.g. direct beneficiaries, grant makers, partners and/or organizations working with the activity but not directly employed by it, technical experts in the field, independent researchers, etc.

Reference 1

Contact information

First and last name:	David Parejo
Job title:	systemic change connector
Organization name:	BB4Planet
Email address:	dparejo@networkici.com

Relation

Please specify how this person is related to your project, and why you think this reference could provide sound judgment about your project.

	<p>David is a supporter of our project. He helps us evaluate our projections and ideas when it comes to impactful climate action.</p> <p>He is climate professional working on the field of transformation and business in the last 20 years. He is a signatory member for UN environmental program.</p>
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Reference 2

Contact information

First and last name:	Roberto A. Arrucha
Job title:	founder
Organization name:	The Global School for Social Leaders
Email address:	roberto.arrucha@gmail.com

Relation

Please specify how this person is related to your project, and why you think this reference could provide sound judgment about your project.

	<p>Robert supports our project because he sees the potential in our activities and social leadership.</p> <p>Roberto is the founder & author of</p> <ul style="list-style-type: none">* 2013. Latino Leaders Awards. One of the most recognised Latin American NGOs based in Europe* 2016. The Social Innovation Box. A powerful toolbox for Consultants & Entrepreneurs, where I curate, design and pack more than 200 resources, experience, tips, best practices and easy to use tools: https://TheGlobal.School/innovation-box* 2017. The Humanity Development Goals (HDGs). A Human-centered agenda aligned with the Sustainable Development Goals (SDGs) which comprehends a set of 3 simple goals aiming at approaching development from inside-out.* 2018. The Global School for Social Leaders. A global community for purpose-driven consultants & educators.
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Justification

Provide justification, only if you haven't entered information for Reference 1 and Reference 2, or provided just one reference. If you have already completed information for Reference 1 and Reference 2, this question will be disabled.

	(No response)
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Attach files

Completed - May 9 2021

[Green Revolution Foundation trailer](#)

Green Revolution - The Global Solution Amsterdam Answers Climate Change! First For-Impact CoffeeShop in Amsterdam & Mobile App to connect Changemakers <https://www.greenrevolution.earth/>

<https://www.youtube.com/watch?v=wNNJgBSYG24>

GR Business Plan

Filename: GR_Business_Plan.pdf **Size:** 2.5 MB

Green Revolution

Foundation



A GLOBAL PROBLEM

The status quo has proved to be **unsuccessful** in tackling the climate crisis

What we lack is an **organized** population

A way for sustainable consumers to **contribute to tangible changes** in society



REQUIRES A GLOBAL SOLUTION

We are opening a **carbon capture social enterprise** with the scope of:

- 1) Mobilizing communities by funding climate change arts & action campaigns through the **legal supply** of cannabis and hemp products
- 1) Creating a platform for climate activists, researchers and organizations **to connect, obtain funding and invest** in sustainable initiatives



Global Connection



Mobile App to Connect and
Empower Changemakers
Generating Awareness

Investment Community



Consumers and Investors
united through GR Seed

THE GLOBAL SOLUTION

-
GR Products
& Services

SUPPORT



Economic Heart

First For-Impact
Coffeeshop in
Amsterdam



Net Zero World

Carbon Capture through
Industrial Hemp



GREEN REVOLUTION INNOVATION - MOBILE APP

Connecting



We **CONNECT** and **ORGANIZE** changemakers

Supporting



We invest in **INDUSTRIAL HEMP** through the Green Revolution **CRYPTOCURRENCY** and supporting **FARMERS**

Supporting climate **ACTIVISTS** and **ARTISTS** across the globe



How will the GR MOBILE APP work?



DONATE

Supporting NGOs, local entrepreneurs, global artists & activists as well as projects committed to social and sustainable awareness



INVEST

Using the GR app it will be possible to invest in the hemp industry market through the GR cryptocurrency



SHOP

GR app will create a shopping environment supporting stores and entrepreneurs committed to sustainable and hemp products; users are able to shop utilizing the GR cryptocurrency





NETWORK OF CLIMATE ACTIVISTS

- Connecting local environmental initiatives and creating an activist network around sustainable projects (e.g. Saving trees in Amsterdam)
- Our coffeeshop will be the place to meet, create, share, communicate and collaborate.





How does the GR CRYPTOCURRENCY work?

1

User deposits ETH, DAI or USDT in exchange for GRF Tokens

2

The ETH, DAI and USDT is used to grow, finance and purchase products for the GR Coffeeshop from local and international growers, with all assets viewable on the blockchain

3

The sale of products pay out interest and profit, which is then returned to the GR ecosystem

4

GR Tokens are freely exchangeable back to their original corresponding token, plus interest



Earn secure interest & generate income through advertising and holding tokens for Green Revolution



Are backed by real-world products which also fight climate change



Are BlockChain viewable assets providing a trustees and transparent ecosystem



Are profit-generating powerhouses, backed by a products that can be grow on tree and is worth more than gold



GREEN REVOLUTION TOKENS

Zero-Fee Ecosystem

Green Revolution will use delegated payment solutions, meaning users do not need to worry about gas fees when performing transactions on the ethereum network

TRANSPARENT



ERC-20 Compliant

Deposits and withdrawals can be easily made from any Ethereum compatible wallet, meaning managing and topping up your Green Revolution account is fast and simple

Climate Conscious Growth

Green Revolution is a non-profit organisation, not only that but GR Tokens are backed by real-world income-producing products, with huge profit margins and explosive liquidity, the value and adoption of GR tokens will be equally explosive, but also predictable

SUSTAINABLE



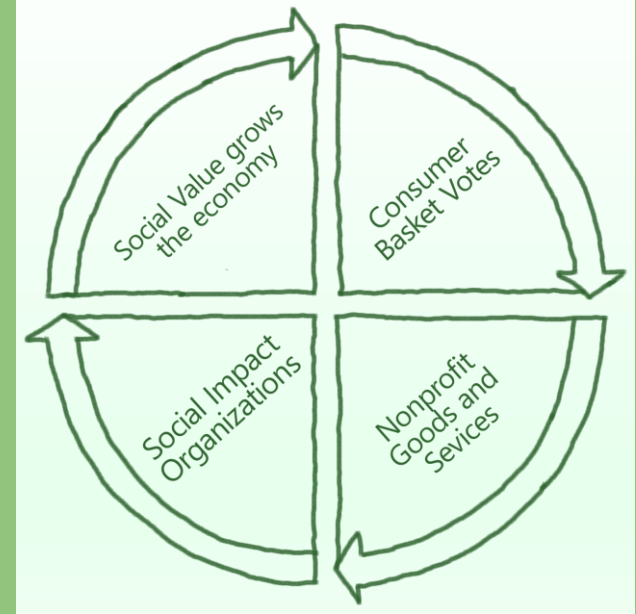
STABLE





THE GREEN REVOLUTION COFFEESHOP

- Coffee shop franchise with **FOR-IMPACT** shopping
- Customers **CHOOSE** to **FUND** climate action - community financing model
- **REVOLUTIONISING** consumer society to solve climate crisis
- 100% of profit invested in sustainability





THE GREEN REVOLUTION COFFEESHOP

A SPACE TO

Relax and **connect** with nature

Engage in recreational activities
and workshops

Feel **empowered** to contribute
solving the climate crisis

Meet and join a local community of
activists

FEEL AT EASE



A PLACE WHERE

Creativity can be easily boosted

Ideas can be **safely shared**

Every activity is carried on with
sustainability in mind

One can be surrounded and
inspired by **art**

EVERYONE IS WELCOME



MARKET POTENTIAL

Netherlands total weed market estimated at
€4.8 BILLION per year

Average Amsterdam coffeeshop generates €
6 MILLION turnover per year

Dutch government has moved toward controlled
LEGALIZATION in 2021

Green Revolution joins new pilot program with
LEGAL PRODUCTION

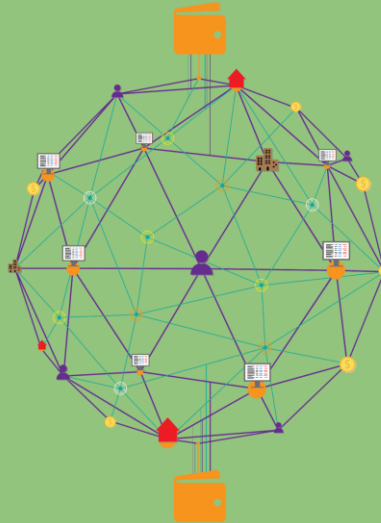


PROTOTYPE BUSINESS MODEL

Cash Flow to Equity based dividend System

10% OF OUR
CASH FLOW UP
FOR GRABS

WORKS LIKE A
STOCK



DONATE AND
INVEST TO GET
RETURNS



GR FRANCHISE MODEL

10% of the franchises' turnover will
grow the GR revolution **sharebase**

Daughters foundations will be open in
every country, each of them will manage
the operations of all other GR franchises
in their respective countries





PROTOTYPE BUSINESS MODEL

First Crypto Industry for a Net Zero World

INDUSTRIAL HEMP
ABSORBS 22
TONNES OF CO₂
PER HECTARE

WORKS LIKE A
STOCK

STOCKHOLDERS
GET RETURNS
ON
INVESTMENTS



OPERATIONAL PLAN

GR acquires goods from government growers

Opening of the first coffeeshop in Amsterdam

GR App launch

"Green Revolution light" Beverages, CBD & Hemp products will be also sold in those countries that have not yet legalized recreational cannabis use.

Coffeeshop expansion in the Netherlands

GR expands to sell CBD & Hemp

Entered the US and Canada with first franchise

July

December

February

June

APP DEVELOPMENT

1st LEVEL (BETA VERSION)

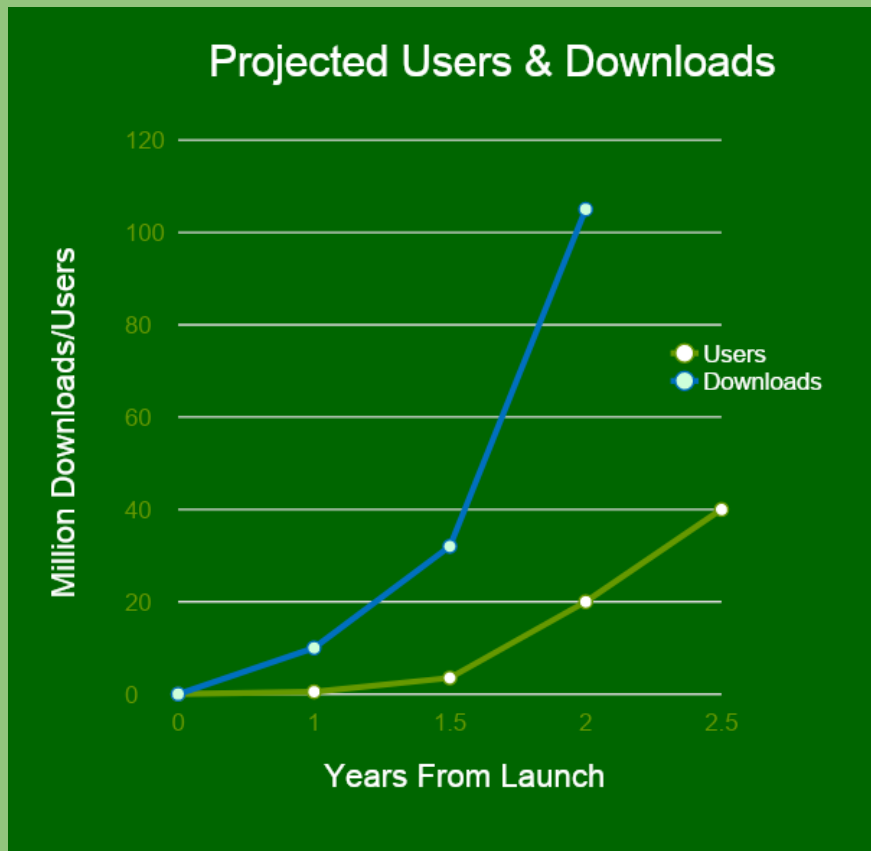
Secure, open-source messaging app

- Signal-based encrypted messaging app
- Compiles global public data
- Organizations can connect

2nd LEVEL (RC VERSION)

Cryptocurrency function added

- ETH, DAI or USDT in exchange for tokens
- Stable coin with a smart contract
- BlockChain assets are viewable and tradable





MARKETING PLAN

- 1 Awareness Strategy in Amsterdam - GR Stand to generate curiosity
- 2 Communication and Partnership with the Green Light District to expand reach
- 3 Newspaper & Podcast reach (climate news, world leading scientists & thinkers)
- 4 Community events in the Coffeeshop and around the Netherlands
- 5 App Promotion through social media



APRIL

MAY

JULY

AUG/SEPT

PROJECTING OUT COSTS

Fixed

(1) Rent of coffee shop (80/100.000 € per year in Amsterdam)

(2) Salaries of:

- Developers: Hired through Ajar.ai consulting (around 7)
- Coffee shop employees: avg. salary 2.000€ p.p, 10 ppl
- GR Team and Board members (around 15 ppl)

Variables

(1) Sourcing/Procurement:

- Weed 4/5 € per gram (depending on volume)
- Retail products to be sold in coffee shop

(2) Coffeeshop utilities bills

limited thanks to our Zero Waste policy

(3) Legal fees: to set up and maintain business, 50.000€

One off payment: Horeca license “exploitatievergunning” x Coffeeshop: € 2342,- (as of 2020)

	COFFEESHOP (included wages)	LEGAL FEES	GR WAGES	APP DEVELOPMENT
PROJECTED COSTS	€350.000	€50.000	€360.000	€240.000
TOTAL PROJECTED COST		ONE MILLION EUROS		



PROJECTED PROFITS & RETURNS

...

	YEARLY TURNOVER	YEARLY PROFIT	10% OF TURNOVER
1 st YEAR 1 COFFEE SHOP	€5M	€2,5M	€500.000
2 nd YEAR 5 COFFEE SHOPS	€25M	€12,5M	€2,5M
3 rd YEAR: 20 COFFEE SHOPS	€100M	€50M	€10M

*Excluding mobile app sales & other subsidies



OUR INCOME WILL ALSO BE AFFECTED BY

1

Subsidies and Investments (RVO, EU, Sustainable Funds)

2

Commissions from **franchise**

- Including Initial Franchise Fees and Royalty fees at 10% of gross sales

3

Commissions from **app transactions** (0.02cents)

- 800.000€ from transaction, if each users undergo only 1 transaction in the third year

4

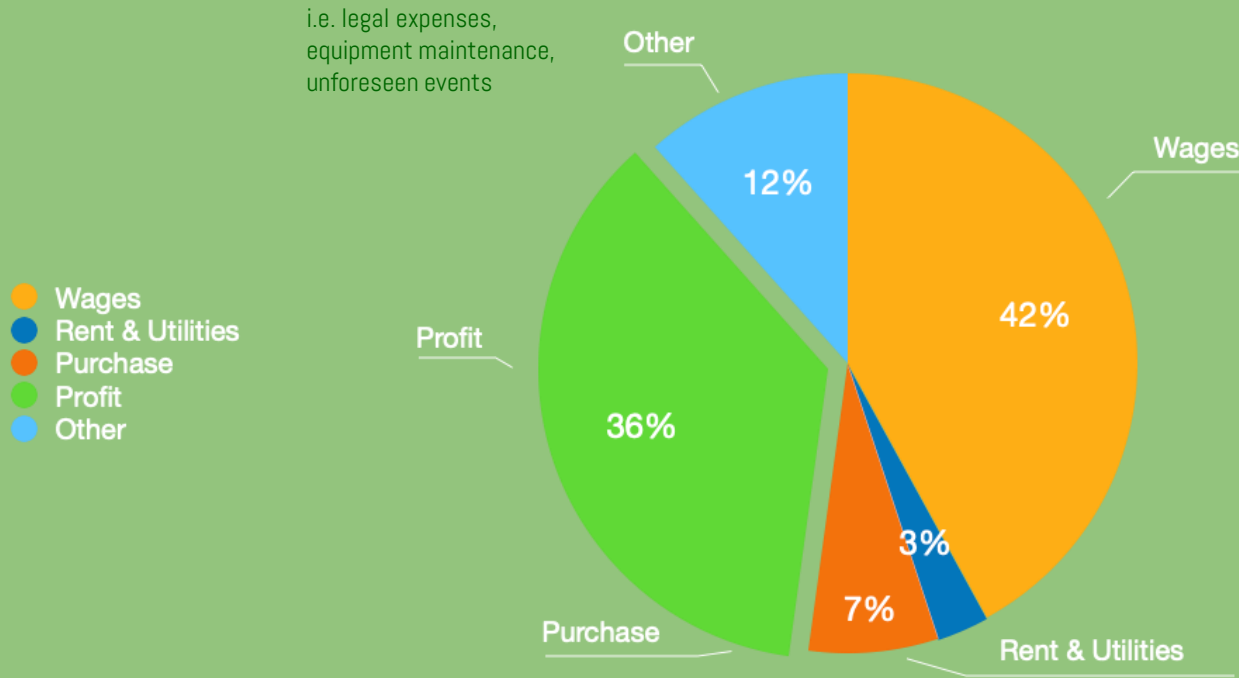
Sale of beverages, CBD & Hemp products

5

Impact purchase Green Revolution **Certification** - for companies that adopt our business model



INDUSTRY COST STRUCTURE



We believe in investing in our employees, to ensure that they not only feel **fulfilled**, but also **wholesome**.



WHERE DOES OUR PROFIT GO?

We will invest 100% of our profit into climate action at 360°:

- to sponsor and develop climate action and art projects
- to fund feasible CO2 reduction with a nature-based solution: HEMP
- to invest in technology and processes for a more sustainable society
- to contribute and collaborate with academics and Research Institutes
- to create a sustainable patent market
- to support individual thinkers that can contribute to a sustainable living through a GREENstarter project



GREEN REVOLUTION TEAM - Who are we?



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Love Department



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Mind Connector



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Kartikay Sharma - Webdeveloper
Cause Effective



Nayana Shrestha - PR
Mind Connector



Luigia Alexandra D'aloè
Financial Team
Eco Genius



Andiana Valloni
Financial Team
Eco Genius



COMPETITIVE TEAMWORK MODEL

A Revolutionary New System of Organizing

BASED ON THE
THEORIES OF
QUANTUM
MECHANICS



BALANCED
DECISION-MAKING
WITH EQUAL
SHARES

PRODUCTIVE
&
POWERFUL





THE VALUES AT GREEN REVOLUTION

We want to create an environment in which individuals help and support each others, by sharing knowledge and resources to achieve a common goal.

We will invest 100% of our profit into climate action at 360°. Everyone should live, work and contribute to a safe and healthy environment, physical and mental well-being of humans are of paramount importance.

We feel for every human, those that are alive and those that are yet to come. We believe that through empathy and care for the other we can leave a better world to future generations.



We recognize the power of connecting with other great minds & hearts and we encourage cooperation locally and around the globe

We are courageous thinkers that are building a movement to spur positive changes around the globe. We empower everyone to be brave and do their part to create a sustainable society.

We recognize that imagination is the fuel that allows new ideas to reach the surface. We are inspired by art, music and science, and we want to use their power to stimulate creative minds.

PLAN(T) FOR A MIRACLE



INDUSTRIAL HEMP

Scalable new hemp technologies that can help us fight climate change:

- Bricks & Building Materials
- Cooking Oil
- Biofuel
- Clothing & Industrial Fibers
- Paper & Packaging Material
- Compost & Fertilizer
- Nutrition & Food

OUR PARTNERSHIP NETWORK

IS GROWING



DAY BY DAY !



Green Revolution

INVEST WITH US!

Water the Seed of Revolution & Climate
Solution

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A Souldution
Of the People
By the People
For the Planet