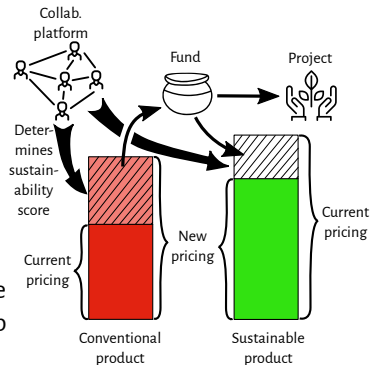


What do we want to achieve?

An economy rewarding common benefit more than selfishness. **External costs** from ecological or social damage shall be **included in prices**. Sustainable products become more attractive and can more easily compete with conventional ones.

How to achieve it?

Using a new **digital currency** (or a payment system in the conventional currency) that raises or lowers prices upon payment, according to a **sustainability score**. Drawn money can either subsidize more sustainable products or fund charitable projects mitigating damage. The sustainability score (first on an enterprise level, later also on a product level) is done **collaboratively** on an online platform or with an app **by users of the currency** (crowd sourcing/collective intelligence). This creates democratic consumer participation to economic policies. Valuable contributions are to be incentivized and rewarded, via gamification as well as monetary or non-monetary compensation. More information and a whitepaper on www.viridian-project.org.



Who can contribute?

The project is still in an early stage and can use knowledge from various fields. From technical knowledge on the development of **digital currencies** and cryptocurrencies, practical skills in **software development** and the design of distributed systems and databases, via **economics and monetary policies**, **law**, **life cycle assessment**, external costs and sustainability certification, to **sociology**, **psychology** and **political science**. If you are knowledgeable on one or more of these topics, you might be able to help us.

Want to join?

If you are inspired by the idea of the project, send an email to info@viridian-project.org. We will keep you up to date and will contact you when there is a possibility to participate.