



PRESERVE IN COMMUNITY



Conservation Finance in action - Leapfrogging towards effective conservation

WHO WE ARE

Entrepreneurs and tech geeks experimenting collaboratively in conservation finance since 2014

[Amcham Chile](#)

[Linkedin](#)



Architect

[CNN Chile](#)

[Bárbara Saavedra](#)

[Lincoln Institute](#)

[Linkedin](#)



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Follow
the links



“While a number of analytic perspectives explain how greenhouse-gas (GHG) emissions would need to evolve to achieve a 1.5-degree pathway, few paint a clear and comprehensive picture of the actions global business could take to get there.”

McKinsey – April 2020

“The findings show that these natural climate solutions are tremendously potent, providing an estimated 37 % of cost-effective mitigation needed between now and 2030 to hold global warming below 2°C.”

IUCN – Dec 2018

“Protected areas are now recognized as decisive tools for sustainable development and the fight against climate change.”

IUCN.org



Transforming research, knowledge and experience into Ready to Finance Nature based Solutions (NbS)

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Building sustainable financing



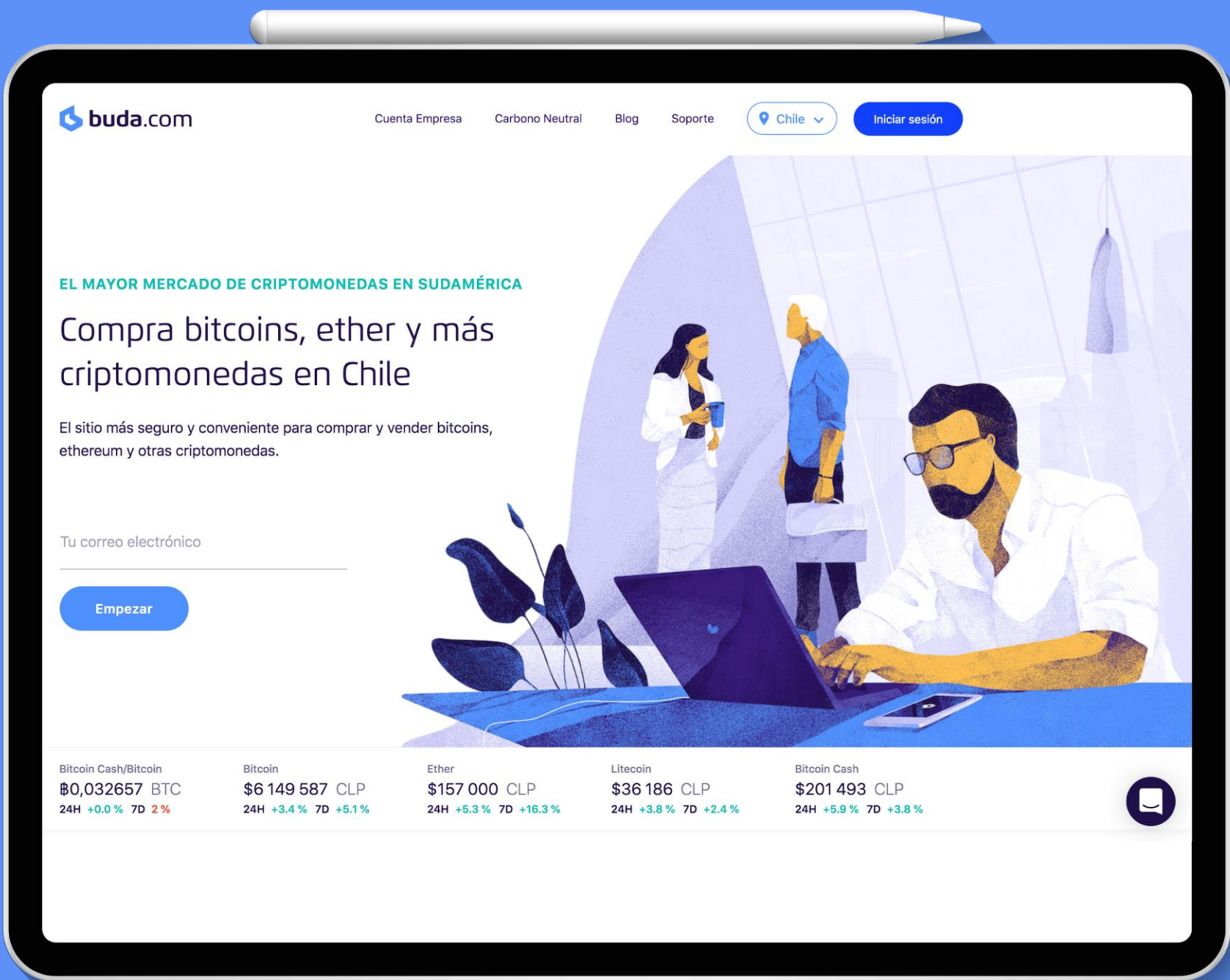
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Finance conservation projects, matching with company's sustainability programs

LET'S EXAMINE
SOME
MATCHES





Buda.com

Carbon footprint program
“Sustainable Blockchain Investments”

SIMPLE MATCH – 1x1
Company - NGO



Leading cryptocurrency exchange platform in South America.

The Problem: Bitcoin mining consumes approximately 80 TWh of energy per year. Similar as the electricity consumption of Belgium or the Philippines

PRIMERA PLATAFORMA CRYPTO EN SER CARBONO NEUTRAL

La tecnología más importante del siglo, ahora más sustentable

Creemos que la única manera responsable de avanzar como sociedad es haciéndonos cargo de las externalidades de lo que hacemos y las tecnologías que desarrollamos.

Bitcoin Sustentable

Además, implementamos un mecanismo que le permite a nuestros clientes ayudar a mitigar el impacto medioambiental de sus retiros de bitcoins. El dinero recaudado se dona íntegramente a fundaciones dedicadas a la preservación. Abajo encontrarás un link a los proyectos.

Para lo anterior utilizamos cálculos de terceros que estimaron la huella de carbono de una transacción Bitcoin. Puedes encontrar estos cálculos al final de este sitio, en los Términos y Condiciones de nuestra iniciativa Carbono Neutral.

A continuación puedes ver estadísticas de esta iniciativa:

<https://www.buda.com/sustentabilidad>



0.181 tn CO₂/transacción

Esta es la cantidad estimada que contamina una transacción Bitcoin.



133.5 tx compensadas

Nº de transacciones compensadas por clientes de Buda.com



24.1635 tn de CO₂ neutralizadas

Toneladas aproximadas de CO₂ que ayudaremos a reducir.



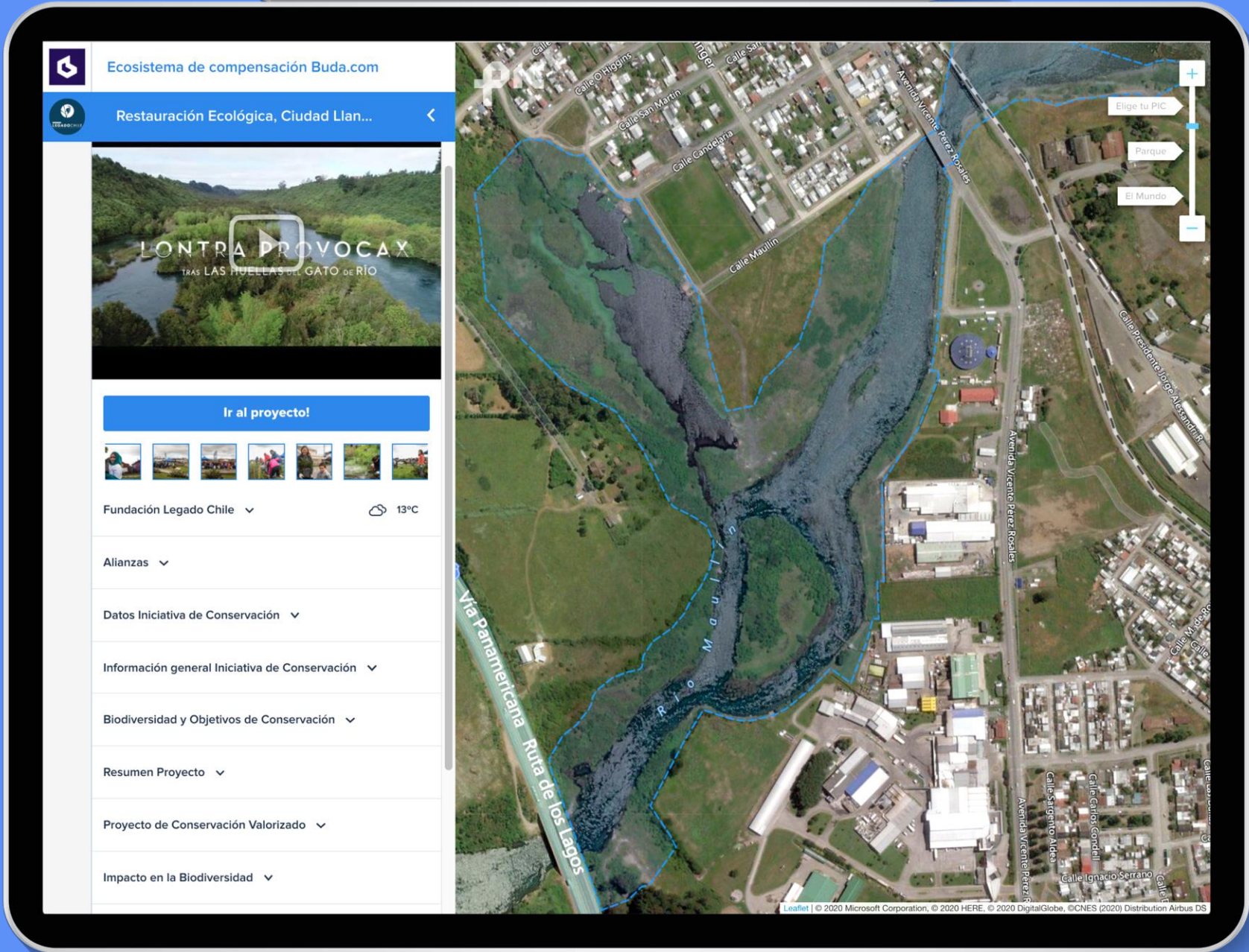
SIMPLE MATCH – 1x1
Company - NGO

Buda.com became carbon neutral in its operations to invite its clients to offset the carbon footprint of their transactions.

100% of your offset goes directly to finance conservation projects in wetlands, lakes and rivers in Northern Patagonia.

<https://www.buda.com/sustentabilidad>

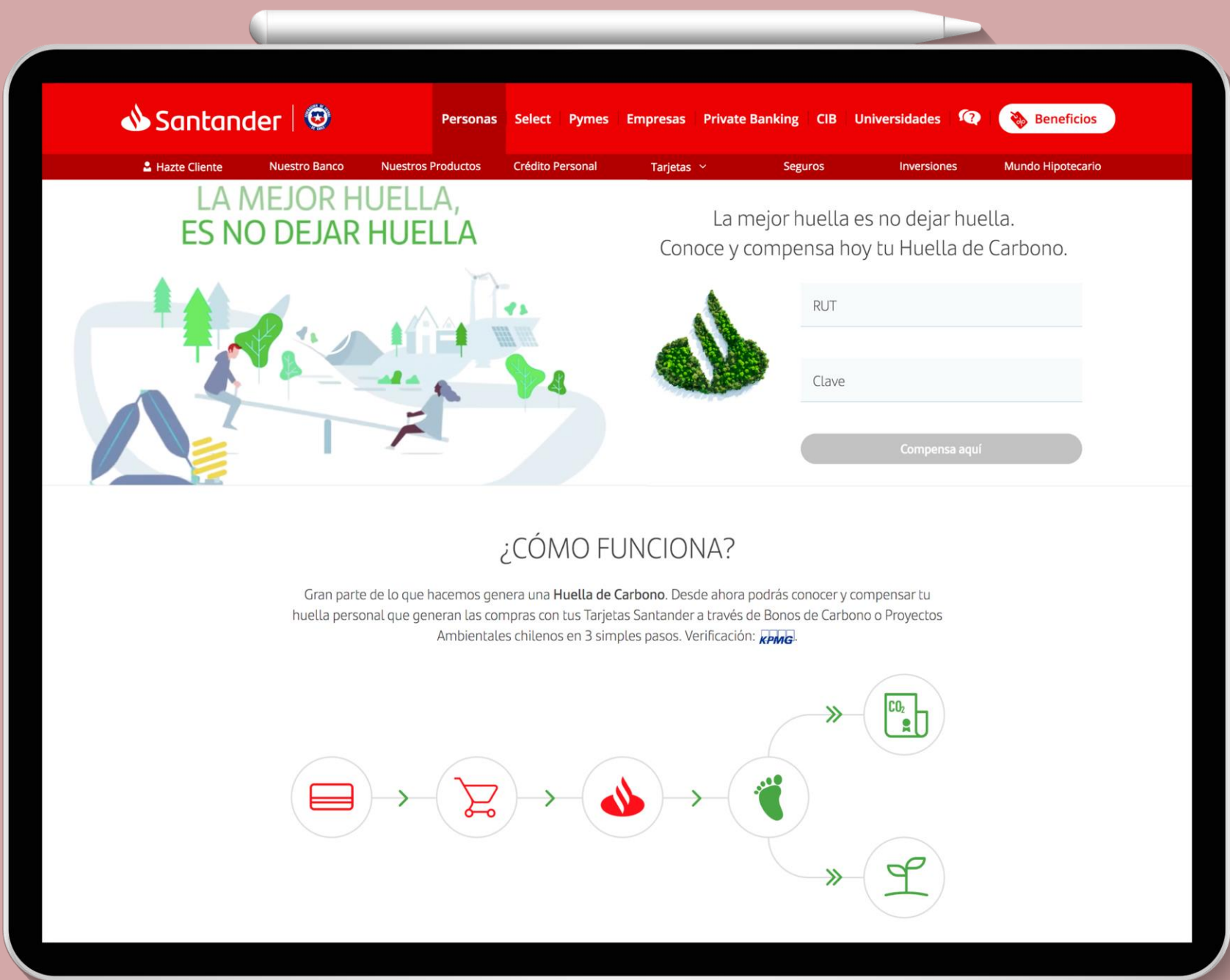
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SIMPLE MATCH – 1x1 Company - NGO

- Compensation: 1.5 dollars per transaction (voluntary)
- Project: Ecological restoration of urban wetland.
- Protected area: Santuario de La Naturaleza
- NGO: Fundación Legado Chile
- Financing Potential: + 5.000 monthly transactions (25% growth)
- Location: Chile, Northern Patagonia

<https://www.picparks.com/map/f/budapuntocom>



Santander - Chile

Carbon footprint program

“Your best footprint is leaving no footprint”

MULTI MATCH – 1x6
Company – 6 NGOs



A service for customers aimed at raising awareness about the impact of our daily actions to create a voluntary “monthly bill” compensating carbon.

While science and technology solve carbon emissions, its up to all of us to compensate our daily actions.



Compensa aquí

¿Cómo se compone tu Huella de Carbono?

Según las compras realizadas con tus Tarjetas Santander en las siguientes categorías:



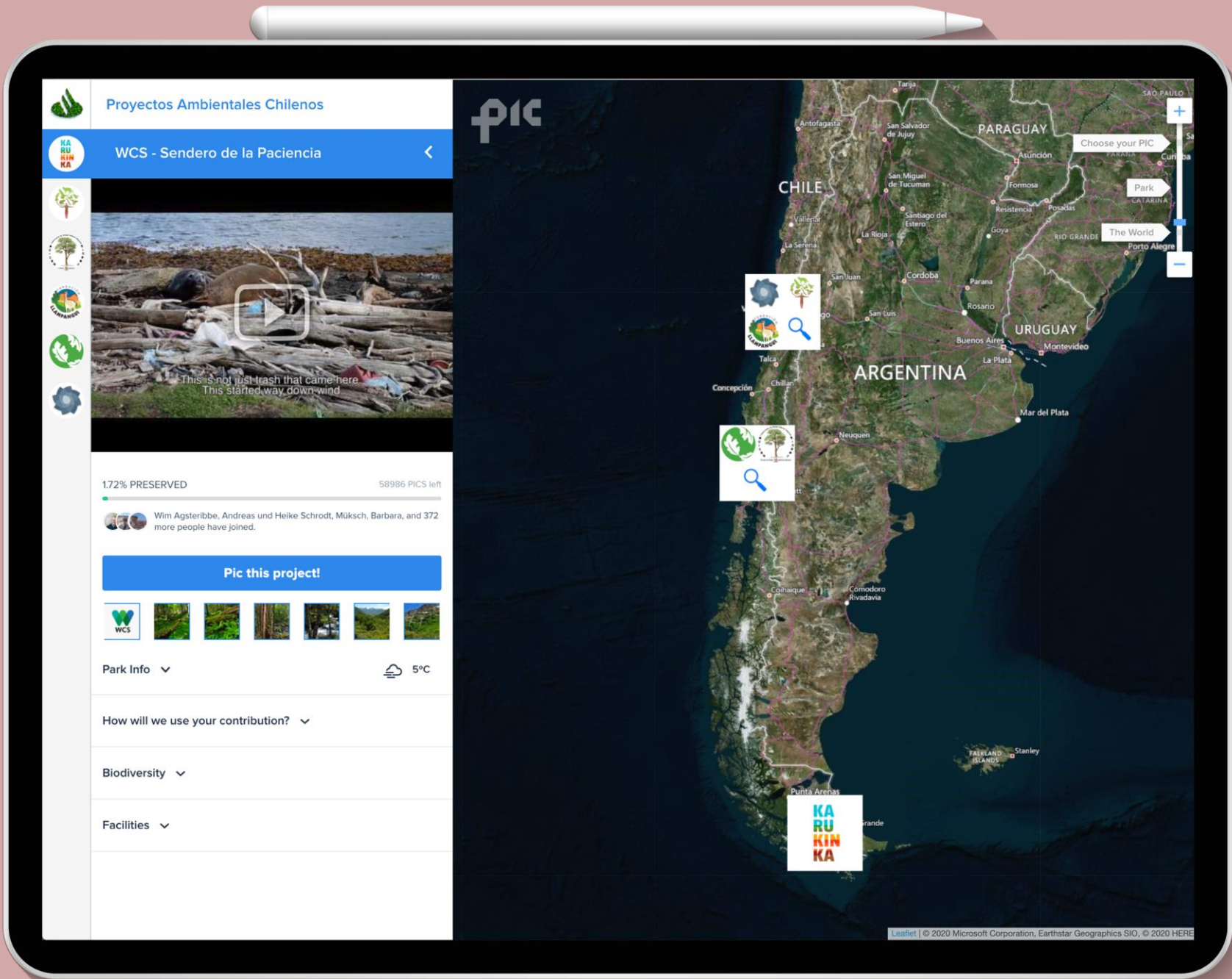
Los valores expresados en rojo corresponden a Kg. CO2e.
Valor en pesos representan tu gasto en las categorías respectivas.



MULTI MATCH – 1x6
Company – 6 NGOs

The bank measures each customer's carbon footprint based on all the debit/credit transactions.

Customers get a monthly carbon footprint report and the opportunity to voluntarily compensate the carbon footprint supporting local protected areas and conservation NGOs - 100% of compensation; no fees apply.



MULTI MATCH – 1x6

Company – 6 NGOs

- Compensation: aprox. 6 dollars per month (voluntary)
- Project: Conservation projects in representative Chilean ecosystems
- Protected area: Private Conservation Land
- NGOs: Llampanguí, WCS Chile, Robles de Cantillana, Huilo Huilo, Cosmos, TNC Chile
- Financing Potential: + 1 million clients (only Chile)
- Location: Chile

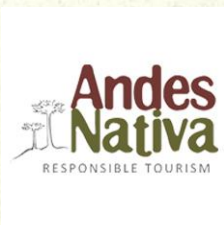
<https://www.preserveincommunity.com/santander>

rens vitae inoncus vulputate, urna rens vulputate nulla, a posuere maun
sapien non nunc. Aliquam sodales pulvinar purus, ac accumsan ex phare-
tra sit amet. Morbi aliquet vehicula lectus sed semper. Nam eu eros enim.
Morbi scelerisque ex finibus, accumsan nisl at, ultrices lectus. Vivamus at
malesuada purus, et malesuada nunc. Cras luctus mattis velit vitae tris-
tique. Praesent hendrerit interdum enim, sit amet imperdiet tellus viver-
ra et. Pellentesque auctor eros eu ante tempus mollis. Nunc eu metus vel
turpis gravida dictum.

Welcome to Chile!!

Dear Lorenzo,
Travelling and protecting the country you visit at the
same time? We make it possible!

The Andes Nativa team is pleased to announce our
decision to actively contribute to the conservation,
reforestation and environmental protection in Chile.
By purchasing your trip, we will donate US \$ 9 to the
project of your choice.



Tourism

Local Economy engagement
“Traveling leaving no footprint”

MULTI MATCH – 2x3

2 Companies – 3 NGOs – 1 NGOs



Tourism loyalty programs
supporting local conservation
initiatives in protected areas

The local economy supports
conservations NGOs to protect
nature together with local
communities.

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CONSERVATION, REFORESTATION, AND ENVIRONMENTAL PROTECTION

With the support of the company Pic Parks, we've decided to actively contribute to the conservation of green areas in Chile. The idea is to integrate our travelers and let them be part of this project.

With each booking, Andes Nativa will donate US \$ 9 to a conservation project of the traveler's choice. This corresponds to nature conservation area of nine square meters. Our travelers can choose, before or during their trip, which natural area project they would like us to support.

On each traveler's Welcome letter, they will find a link and a code along with instructions on how to choose a project. Participation is – of course – completely voluntary.

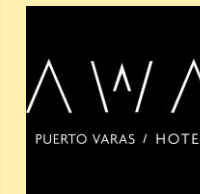
Some of the projects we are currently supporting:



Customer Loyalty Programs:

“Thanks for choosing to travel sustainably. We will donate US \$ 9 to the conservation project of your choice”.

MULTI MATCH – 2x3
2 Company – 3 NGOs – 1 NGOs



Hotel Check out:

Voluntary compensate your carbon footprint while doing the checkout process.



Travelling and protecting this beautiful country?

We make it possible!

Upload your pic and support nature.



Don't forget to upload your best photo!

The **Andes Nativa** team is pleased to announce our decision to actively contribute to the conservation, reforestation and environmental protection in Chile. By purchasing your trip, **we will donate US \$ 9 to the project of your choice.**

This corresponds to 9 m2 nature conservation area.

The only thing you have to do now is choose the project which you personally want to support!

Do you want to know more about the parks you can support?



Powered by @Picparks

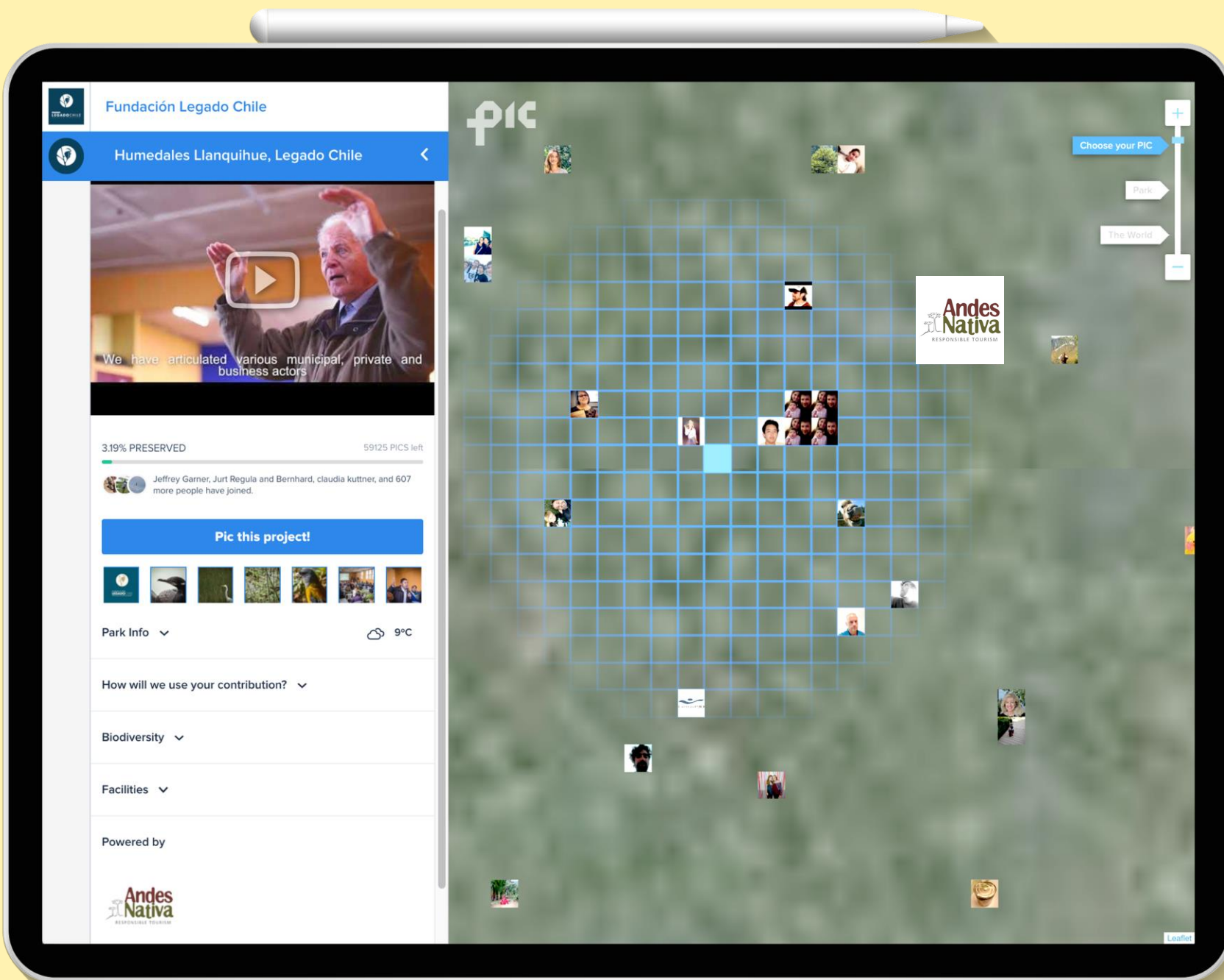


MULTI MATCH – 2x3

2 Company – 3 NGOs – 1 NGOs

- Compensation: 9 dollars per reservation / or voluntary – Hotel Check Out)
- Project: Conservation projects in wetlands, peatbogs and forests.
- Protected area: Private Conservation Land
- NGO: WCS Chile, Fundación Legado Chile, Katalapi.
- Financing Potential: + 40 annual visitors (Puerto Varas, Chile)
- Location: Chile, Northern Patagonia

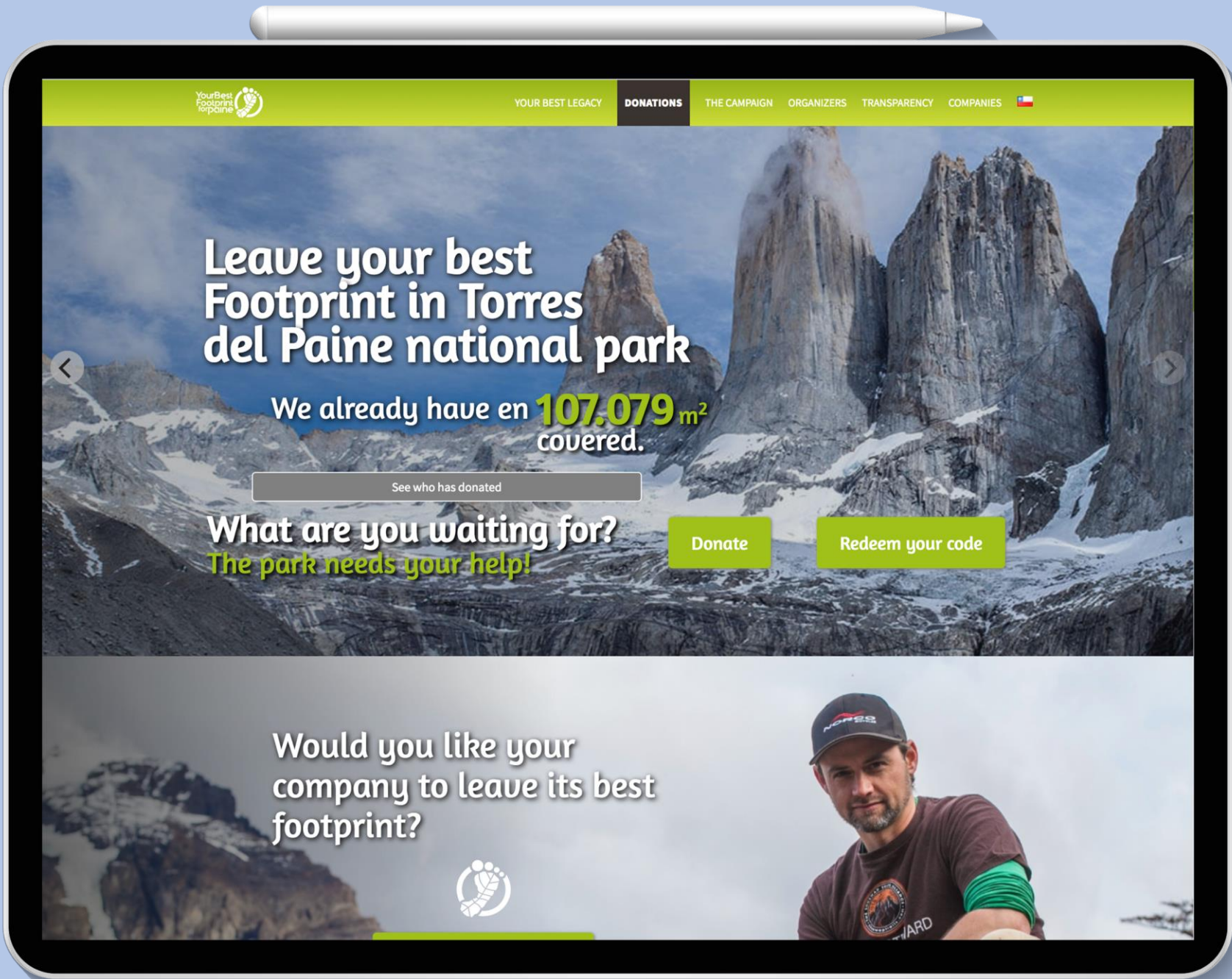
<https://www.picparks.com/brands/andes-nativa>



MULTI MATCH – 2x3

2 Company – 3 NGOs – 1 NGOs

- Photo is always from the person generating or triggering the compensation.
- When company pays for the compensation, photo from the person flips and the company's logo appears
- Every transaction is located by a link to personalize messages



AMA TORRES DEL PAINE RESTAURATION TRECKING PATH “Leave your best footprint Torres del Paine”

MULTI MATCH – 9x1
9 Company – 1 NGOs



Conservation NGOs create their own matching platform.



YOUR BEST LEGACY

DONATIONS

THE CAMPAIGN

ORGANIZERS

TRANSPARENCY

COMPANIES



Would you like your company to leave its best footprint?



CHECK HOW

Main Sponsors



AMA TORRES DEL PAINE RESTAURATION TRECKING PATH “Leave your best footprint Torres del Paine”

MULTI MATCH – 9x1
9 Company – 1 NGOs

- Manage the inventory of available projects to be financed and cash collection by transactions.
- Income is directed directly to NGOs account
- No commissions apply
- Tailored made sustainable programs for each company



AMA TORRES DEL PAINE RESTAURATION TRECKING PATH “Leave your best footprint Torres del Paine”

MULTI MATCH – 9x1
9 Company – 1 NGOs

- Grow your supporters data base to transform them into permanent donors.
- Reach supporters with periodical information about the positive impact of their donations.
- Full traceability, transparency and accountability of the funding and positive impact of your conservation projects

GEF Chile

Mountain Biological Corridors

“Conservation for Municipality’s Ecosystems”

CONSERVATION BANK

Manage your projects



Portfolio of projects in protected areas considered relevant for the conservation of biodiversity by their municipalities based on local community’s preferences.

A screenshot of a website displayed on a tablet. The website has a light blue header with a logo on the left and social media icons on the right. The main content area is dark blue with white text. The text describes the project's goal of creating a sustainable financing model for biodiversity conservation in mountain biological corridors. It mentions that the platform makes relevant areas visible to municipalities and facilitates their connection with potential funders. It also states that the project aims to consolidate public-private initiatives for protecting biological corridors, strengthening municipal roles and incentives. A list of 36 municipalities is provided, including 30 from the Santiago Metropolitan Region and 6 from the Valparaíso Region. At the bottom, there are three blue buttons: 'Donaciones para Conservación', 'Compensaciones Contaminación Aire Santiago', and 'Compensaciones por daño en Biodiversidad'. A call to action at the bottom encourages users to contribute to biodiversity conservation by matching with NGOs.

Cartera de Áreas y Proyectos en búsqueda de financiamiento
Proyecto GEF Corredores Biológicos de Montaña

La Cartera de Áreas y Proyectos GEF Corredores Biológicos de Montaña, tiene como objetivo aspirar ser un modelo de financiamiento sostenible para la conservación del ecosistema mediterráneo desde los territorios comunales, a través de una cartera de áreas y proyectos prioritarios en búsqueda de financiamiento.

La plataforma visibiliza aquellas áreas que, a nivel comunal, han sido consideradas relevantes para la conservación de la biodiversidad por sus municipalidades, facilitando el acercamiento de ellas y sus proyectos con posibles personas o empresas que deseen financiarles.

La Cartera surge del Proyecto GEF Corredores Biológicos de Montaña (Proyecto GEFSEC ID 5135: “Protegiendo la Biodiversidad y Múltiples Servicios Ecosistémicos en Corredores Biológicos de Montaña, en el Ecosistema Mediterráneo de Chile”), cuyo objetivo es consolidar iniciativas público-privadas que promuevan la protección de los corredores biológicos de montaña, fortaleciendo el rol de los municipios, mejorando los incentivos productivos del Estado a quienes intervienen la montaña protegiendo su biodiversidad, y estableciendo un sistema de monitoreo permanente de nuestros ecosistemas de montaña.

Son 30 comunas de la Región Metropolitana de Santiago, y 6 de la Región de Valparaíso, las que proponen distintas Áreas de Iniciativas de Conservación (AIC), territorios que requieren medidas de conservación de la biodiversidad que albergan, y que proveen de agua, purificación de aire, formación de suelos, polinización, recreación y otros servicios ecosistémicos.

Donaciones para Conservación | Compensaciones Contaminación Aire Santiago | Compensaciones por daño en Biodiversidad

¡Aporta a la conservación de la biodiversidad haciendo un match con ONG’s de conservación que fortalecen el ecosistema mediterráneo de Chile, hotspot o punto caliente de biodiversidad a nivel mundial!



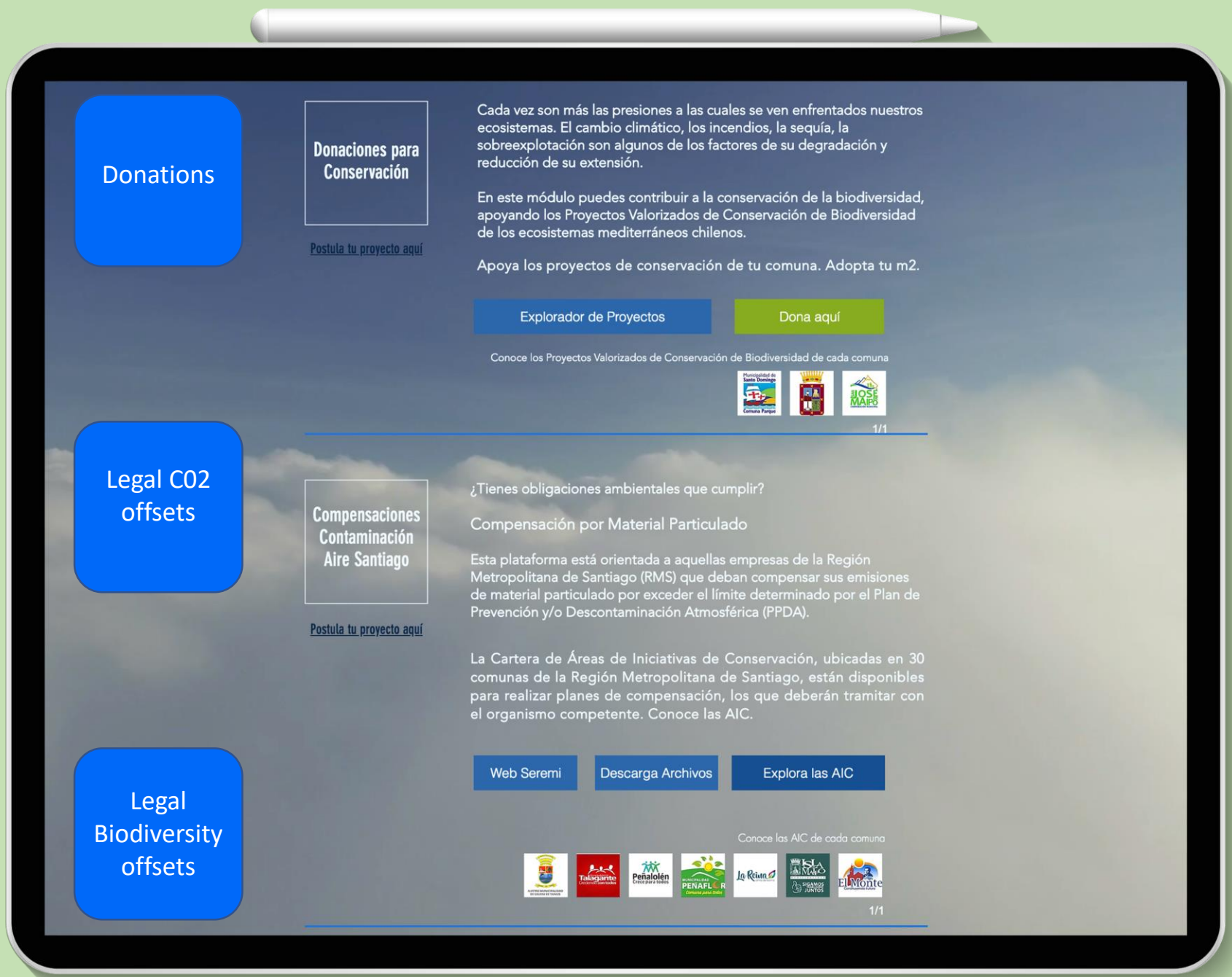
CONSERVATION BANK

Manage your projects

Municipalities offer their Portfolio of conservation projects eligible to be financed by :

1. Donations – democratizing philanthropy
2. Legal CO2 emissions offset
3. Legal biodiversity offsets

9 Municipalities in 2 Regions





CONSERVATION BANK

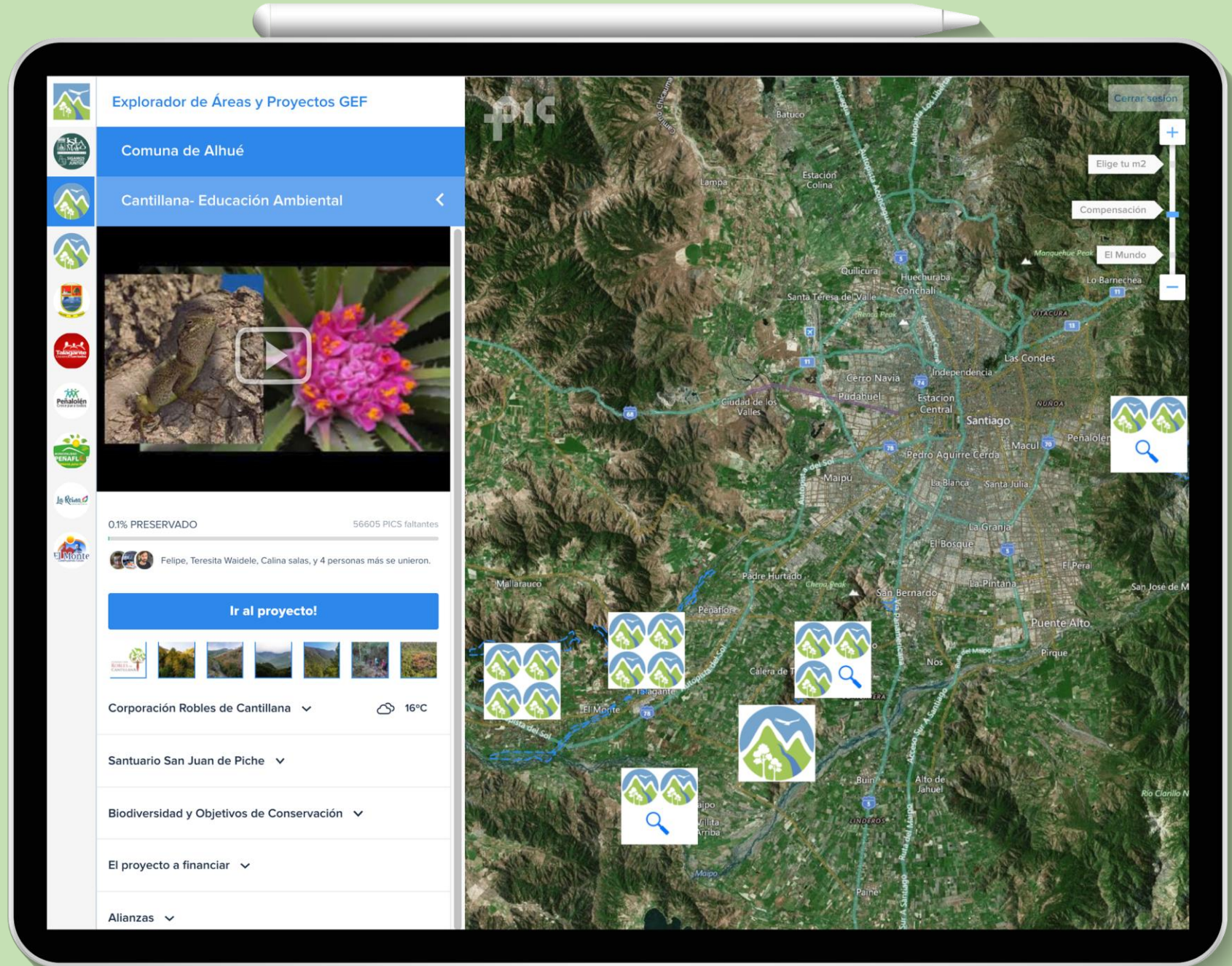
Manage your projects

Each Municipality has a personalized conservation portfolio to offer local companies

Conservation NGOs execute projects in protected areas (municipal & private).

Financing Potential: almost 9 million inhabitants.

Location: Santiago & Valparaiso, Chile (Mediterranean ecosystem)



Nature as a Service (NaaS)

Digital solutions to finance conservation in protected areas

Every company is unique – Tailor made solutions

Financial Services

Bank



Cryptocurrency platform



Tourism – Local Economies



PUERTO VARAS / HOTEL



Other Companies



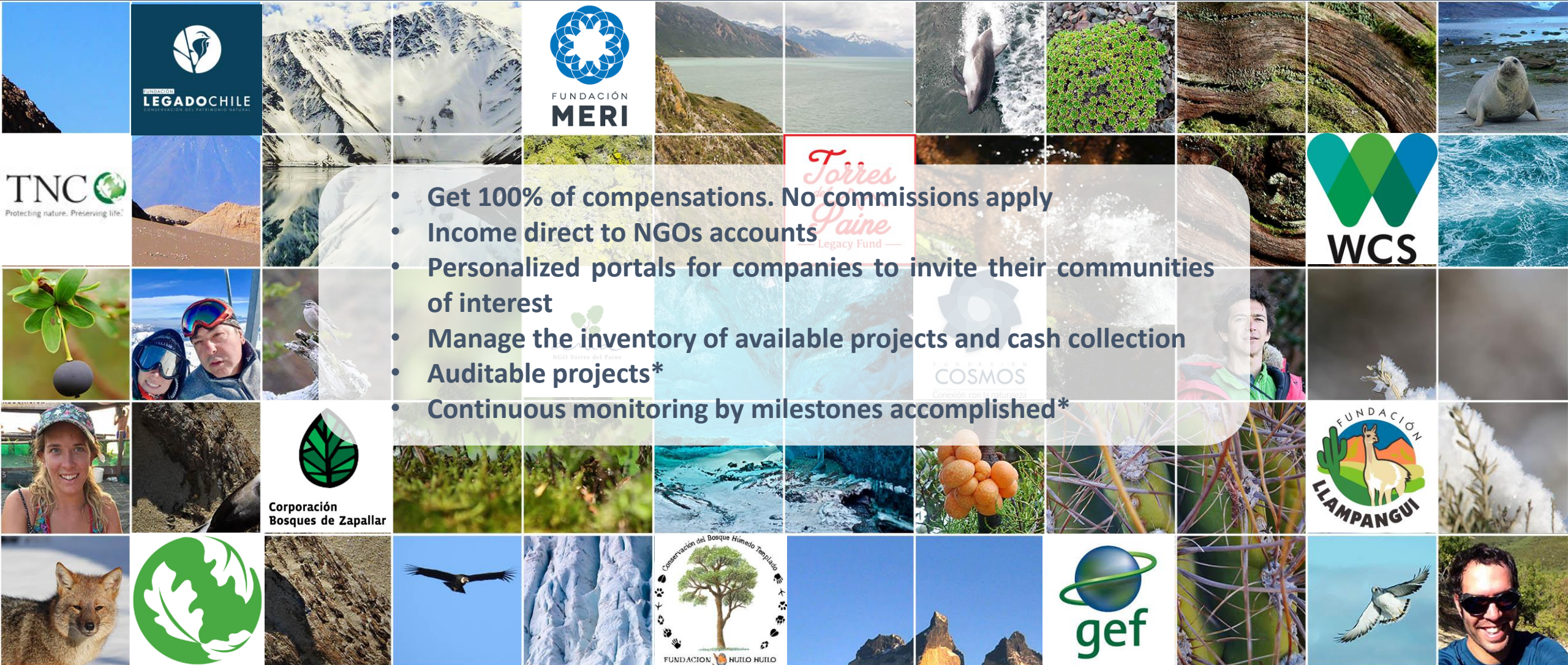
GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET



A personalized matching platform

NGOs, Associations and Conservation Funds

@powered by PiCparks



- Get 100% of compensations. No commissions apply
- Income direct to NGOs accounts
- Personalized portals for companies to invite their communities of interest
- Manage the inventory of available projects and cash collection
- Auditable projects*
- Continuous monitoring by milestones accomplished*

The PiC conservation currency is a tracking ID that allows traceability, transparency and auditable financing, meeting requirements of company's sustainable programs


$$1M2 = 1PIC = \text{PiC Coin}$$

PRESERVE IN COMMUNITY



Fundación Meri


Reserva Natural Melimoyu, MERI



0.44% PRESERVADO 21518 PICS faltantes

Tomas Valenzuela, Carolina Urrutia, Felipe Toro, y 11 personas más se unieron.

[Ir al proyecto!](#)



Información del Parque 13°C

¿Como usaremos tu aporte?

Biodiversidad


PIC

1PIC = 1M² = \$ ID0353

Elige tu PIC

Parque

El Mundo



The conservation project is represented by an area on a satellite image map. A grid consisting of real square meters assigns each one a tracking ID

Comprar 100 PICS

Auditable financing

Manage multiple projects: traceability / cash collection / inventory of projects

ID	Parque	Estado	Parcelas	m2	Método Pago	Estado Pago	ID Pago	Pago a	Campaña	Brand	Link	Nombre	Email	Fecha de Creación	
6355	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	4	MERCADOPAGO	COMPLETED	5023689687	ONG			map	Megan Williams	megan.williams@usm.cl	31-07-2019 14:30	Chequear MercadoPago
6352	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	1	MERCADOPAGO	COMPLETED	5020869166	ONG			map	Isabel Sierralta	isabelsierralta@gmail.com	30-07-2019 16:28	Chequear MercadoPago
6350	Tú Mejor Huella, AMA Torres del Peine	PAGADA	1 parcela	1	COUPON	NO	49206		Campaña TMH web	Tu mejor huella	map	MATEO ESTEBAN Cruz	jose.cruz@conaf.cl	30-07-2019 08:28	
6347	Reintroducción del Guanaco, Cajón del Maipo	PAGADA	1 parcela	25	PAYPAL	COMPLETED	95B11609768315514	ONG			map	Meredith Root-Bernstein	mrootbernstein@gmail.com	28-07-2019 05:15	
6344	Restauramos el Humedal Río Maipo	PAGADA	20 parcelas	20	MERCADOPAGO	COMPLETED	5011095877	ONG			map	Horacio Kinast	horaciokinast@me.com	27-07-2019 15:21	Chequear MercadoPago
6338	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	4	MERCADOPAGO	COMPLETED	5010710538	ONG			map	Damian Lezo	contacto@humedelriomaipo.cl	27-07-2019 14:48	Chequear MercadoPago
6337	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	4	MERCADOPAGO	COMPLETED	5010705690	ONG			map	Joselyn Neira	contacto@humedelriomaipo.cl	27-07-2019 14:40	Chequear MercadoPago
6336	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	1	MERCADOPAGO	COMPLETED	5010494507	ONG			map	Nuria Ribes Lasheras	nribes@brs.cl	27-07-2019 14:04	Chequear MercadoPago
6335	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	1	MERCADOPAGO	COMPLETED	5011035607	ONG			map	Barbara Asalgado	barbaramensejes@gmail.com	27-07-2019 14:02	Chequear MercadoPago
6334	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	1	MERCADOPAGO	COMPLETED	5010490369	ONG			map	Carmen San Martin Vidal	carmensenmartinvidal@gmail.com	27-07-2019 13:56	Chequear MercadoPago
6333	Restauramos el Humedal Río Maipo	PAGADA	1 parcela	4	COUPON	NO	51481		Campaña Escuela de	Golfsantodomingo	map	Luis Felipe Gazitua Undurraga	lfgazitua@gmail.com	27-07-2019 13:26	

Filtros

PARQUE

PARCELAS

COUPON CODE

CAMPAIGN

BRAND

ESTADO

API TOKEN

FECHA DE CREACIÓN

FECHA DE ACTUALIZACIÓN

NOMBRE

EMAIL

A B2B – B2C business model and digital tools to implement your financing strategy that includes corporations, local companies, NGOs, government and citizens



- 15 NGOs administrating 500.000 hectares of private and public protected areas in Chile
- New financing for conservation projects to date: us\$ 150,000
- At the end of 2020 and considering only the current Chilean companies that support conservation projects through PiC, are expected to reach the goal of US \$ 450,000 in new financing
- NaaS Business Model based on services offered to companies. New companies generate stable cashflow for years and a cumulative income
- Suit your financing strategy with technology: Digital tools for implementing sustainable financing



LEADERSHIP

Being a Digital Leader Has Never Been More Urgent

Mar 27, 2020

 North America  Opinion

While the COVID-19 pandemic may be a health crisis and shock to the system, it is driving the rapid adoption of digital technologies and ways of working needed for companies to stay relevant, according to Scott A. Snyder and Yulia Barnakova, co-authors of this opinion piece. Snyder is a senior fellow at Wharton and partner, digital and innovation, at Heidrick & Struggles. Barnakova is a principal, digital and innovation, at Heidrick & Struggles.



Supports K@W's
Leadership Content

Headwinds to rapid transformation

- Thinking “digital” is NOT someone else’s job
- Launch organizational experiments with emerging technology
- Get creative with serving your “customers” virtually
- Focus on shifting the mindset and culture



Build your monthly bill for financing conservation

Step by step: Innovate – measure - improve

Changing the mindset of traditional conservation financing

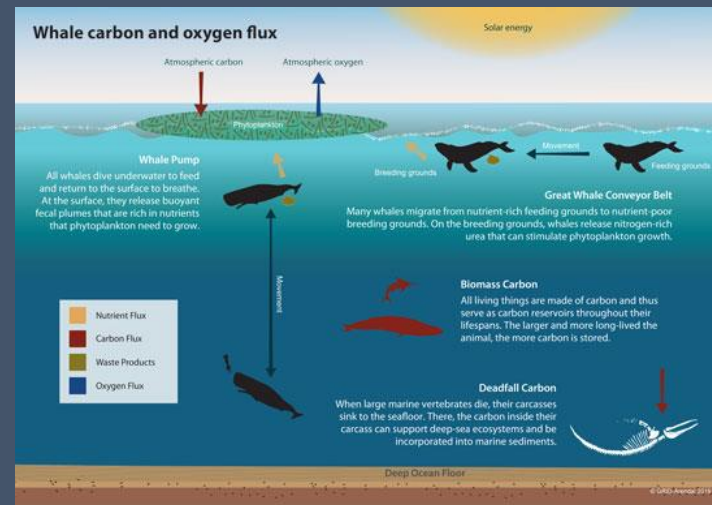


Peatbogs



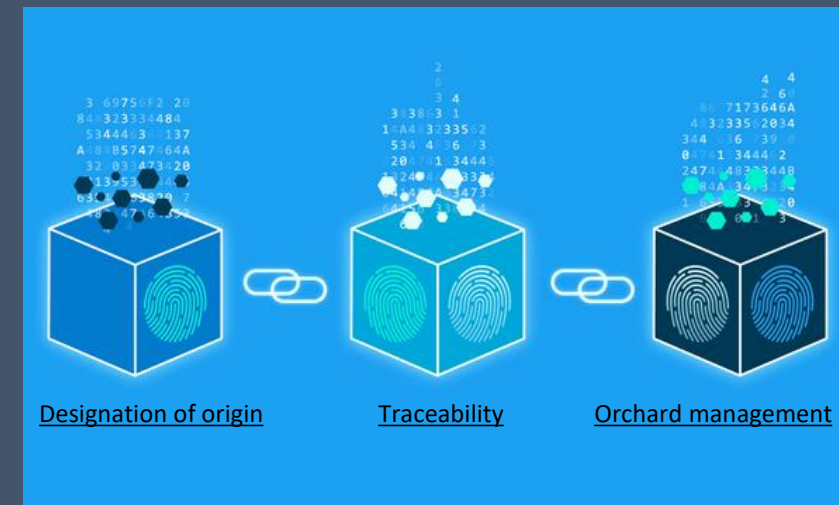
Wanted alive: 3% of planet's surface. 600 giga tons of C stored as peat; equivalent to 1/3 of the C contained in soil

Whales



Wanted alive: 1 whale captures carbon equivalent of 1,000 trees per year

Food traceability



Designation of origin and traceability adds value to the territory. Agriculture is responsible for 70% of terrestrial biodiversity loss