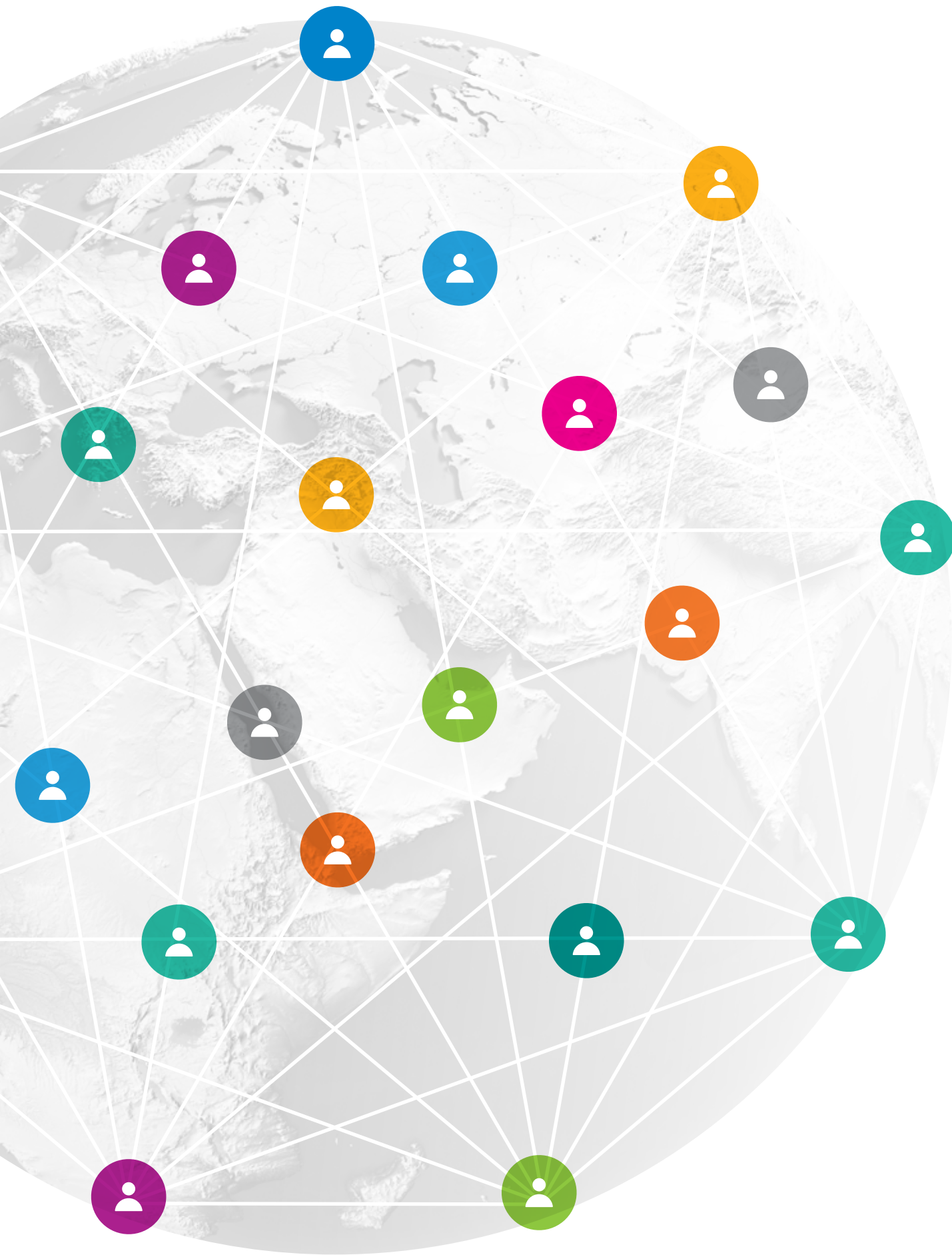


The background features a complex network diagram composed of numerous light gray lines connecting small teal dots. Scattered throughout this network are various circular teal icons representing different aspects of sustainability: a globe with a circular arrow, a wind turbine, a group of three people, a tree, a butterfly, a handshake, a bicycle, a smiley face, a water drop, and an apple.

OnePlanet.

Making connections for a sustainable world

A PROSPECTUS FOR A REGENERATIVE ECONOMY



**‘New Reality. New thinking. New Tools.
This is the mantra on which the
OnePlanet platform is built.’**

— Pooran Desai OBE HonFRIBA, OnePlanet CEO

The Great Reset

Everyone on Planet Earth is connected to everyone else by no more than six degrees of separation. Now we need to make those connections count to prevent four degrees of warming that the latest climate change models are now predicting¹. This process is being called the Great Reset.

As a global society, we are now consuming resources at a rate twice as fast as the planet can sustain. We need to create a future where we can lead high quality lives within the resources we can renewably harvest from our one planet.

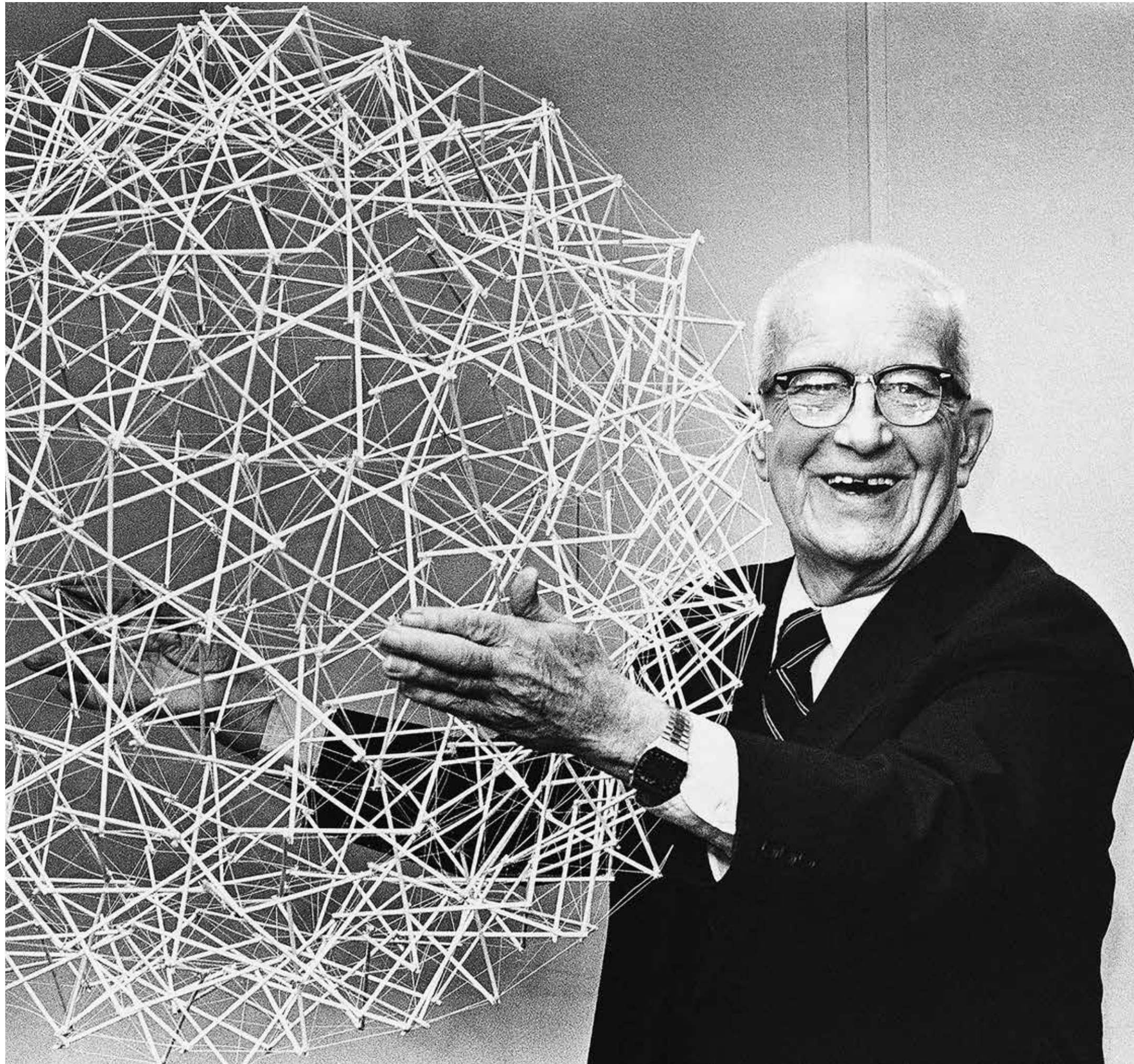
OnePlanet is harnessing the power of digital technology to reinvent our relationship with the natural world and help produce a ‘regenerative economy’ – one that is aligned with the changes we need for the health of the planet.

Our platform enables companies, cities and citizens to prioritise and allocate resources to focus on ‘joined-up’ Outcomes, Actions and Indicators which deliver social, environmental and economic benefits. Plans can be linked together so people can collaborate in ecosystems – for their own and the greater good.

We deliver these benefits through our corporate solutions, enterprise software and a personal ‘angel app’ – the app which helps you make decisions which are good for you, your community and your planet. We underpin recommendations with quantification of natural and social capital to create an ‘engine’ of change.

We are asking you to join us – to support OnePlanet in its journey in making connections for a sustainable future.

¹ Under the SSP3 scenario, the average global temperature is projected to soar to more than 4°C above pre-industrial levels.- quoted in Nature, April 2020.



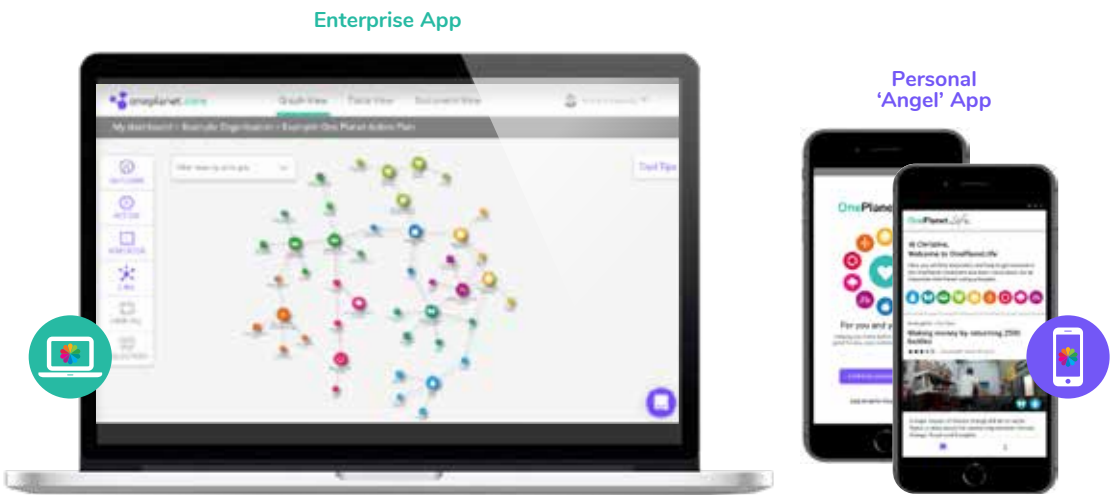
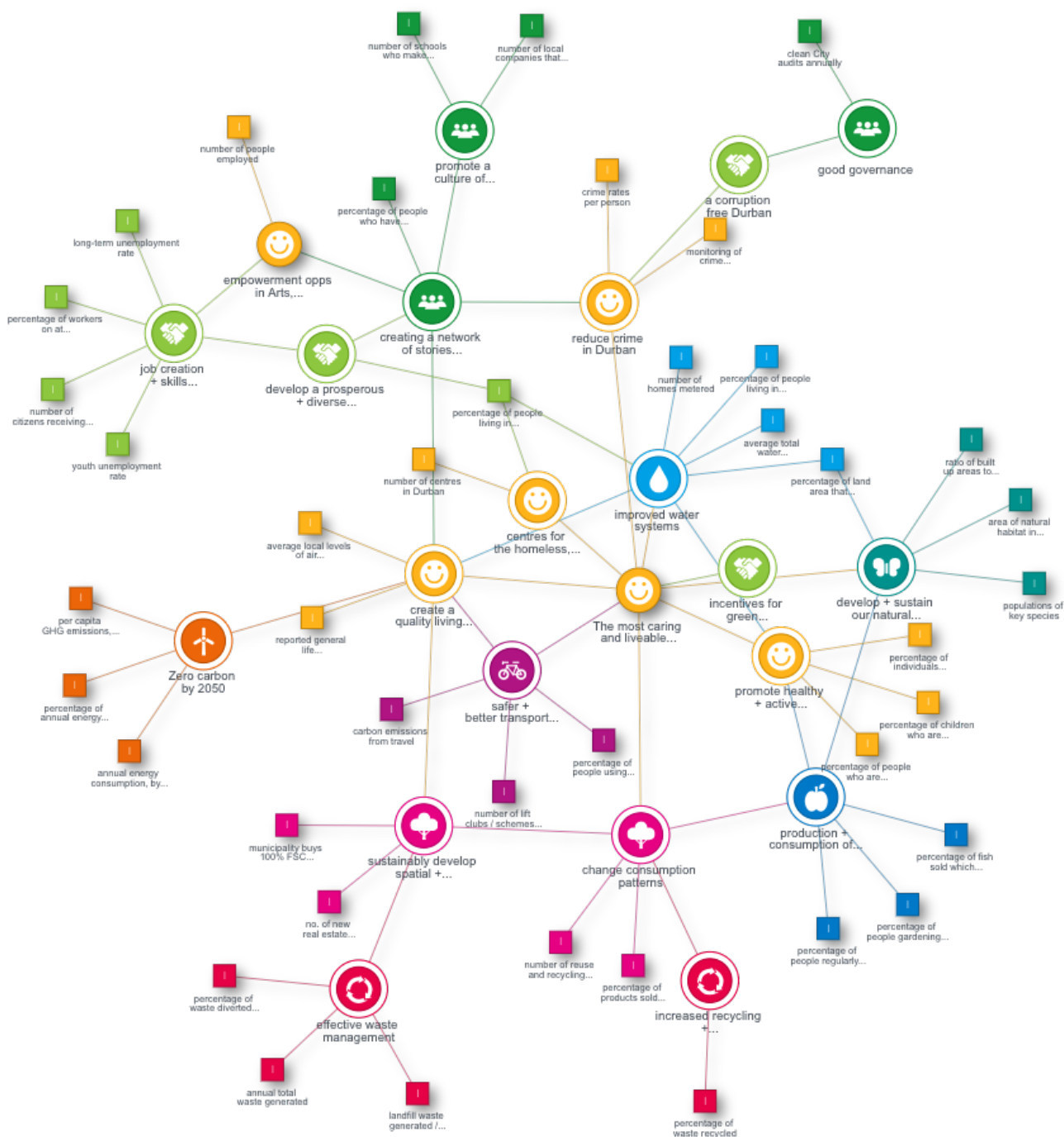
‘If you want to teach people a new way of thinking, don’t bother trying to teach them.

Instead, give them a tool, the use of which will lead to new ways of thinking.’

— Buckminster Fuller

Technology for collaboration will be critical. OnePlanet is built on state-of-the-art network database technology that allows sustainability plans to be created, shared and collaborated upon.

4



For more than twenty years, the 10 One Planet Living® Principles (see below) have been helping cities and local government, communities and real estate companies, and organisations, schools and universities to collaborate on plans that are mutually supportive.

Now the OnePlanet technology platform can bring them together to contribute to truly interconnected plans for communities, countries and, ultimately, our planet.

Based on graph technology – a special kind of database mathematics that focuses on the relationships and interconnections – the platform connects Outcomes, Actions and Indicators.

OnePlanet is available via advanced Solutions for corporate use, supporting sustainability teams in their planning and evaluation of natural and social capital.

It is also available in a Freeware version to help people and communities the world over to connect what they are doing in support of a sustainable world.

	Health and Happiness	Encouraging active, social, meaningful lives to promote good health and wellbeing
	Equity and Local Economy	Creating safe, equitable places to live and work which support local prosperity and international fair trade
	Culture and Community	Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living
	Land and Nature	Protecting and restoring land for the benefit of people and wildlife
	Sustainable Water	Using water efficiently, protecting local water resources and reducing flooding and drought
	Local and Sustainable Food	Promoting sustainable humane farming and healthy diets high in local seasonal organic food and vegetable protein
	Travel and Transport	Reducing the need to travel, encouraging walking, cycling and low carbon transport
	Materials and Products	Using materials from sustainable sources and promoting products which help people reduce consumption
	Zero Waste	Reducing consumption, re-using and recycling to achieve zero waste and zero pollution
	Zero Carbon Energy	Making buildings and manufacturing energy efficient and supplying all energy with renewables

5

Built on a track record of projects and initiatives to enable global influence



In 2011, we held the first side event at the UN with the Colombian government to propose the Sustainable Development Goals using One Planet Living® Principles and projects as an inspiration.

OUR HISTORY

BedZED, London UK



1994

OnePlanet CEO co-founds Bioregional creating enterprises in sustainable forestry, farming and recycling

1997

Puts together BedZED – UK's first zero carbon village

2002

One Planet Living® framework created and rolled out across the world.

Villages Nature Paris, France



Singita Serengeti, Tanzania



B&Q, UK



Grow Community, Washington State, USA



Masdar City, UAE



2003 – 2018

Used for \$30bn of zero carbon real estate around the world, London 2012 Olympics and as an inspiration for the UN Sustainable Development Goals

UN Sustainable Development Goals



SOMO Village, California, USA



White Gum Valley, Australia



One Brighton, UK



Karingani, Mozambique



2019

One Planet Digital Ltd founded
OnePlanet.

2020

OnePlanet creates concept of the 'engine for a regenerative economy'

In 2015, all member states adopt UN Sustainable Development Goals.

We are already delivering benefits



OUR PROVEN OFFER TO COMPANIES, ASSET MANAGERS AND GOVERNMENTS

Our technology is proven to drive internal alignment to meet the organisational ‘hierarchy of needs’ from reporting and compliance to doing the right thing. We enable companies, asset managers and governments to:

- Plan better by being joined-up top to bottom
- Prioritise and allocate budgets more effectively
- Track Key Performance Indicators
- Resolve complexity
- Communicate to stakeholders more easily
- Retain and recruit the best talent
- Save time and money on compliance and reporting

HIERARCHY OF NEEDS

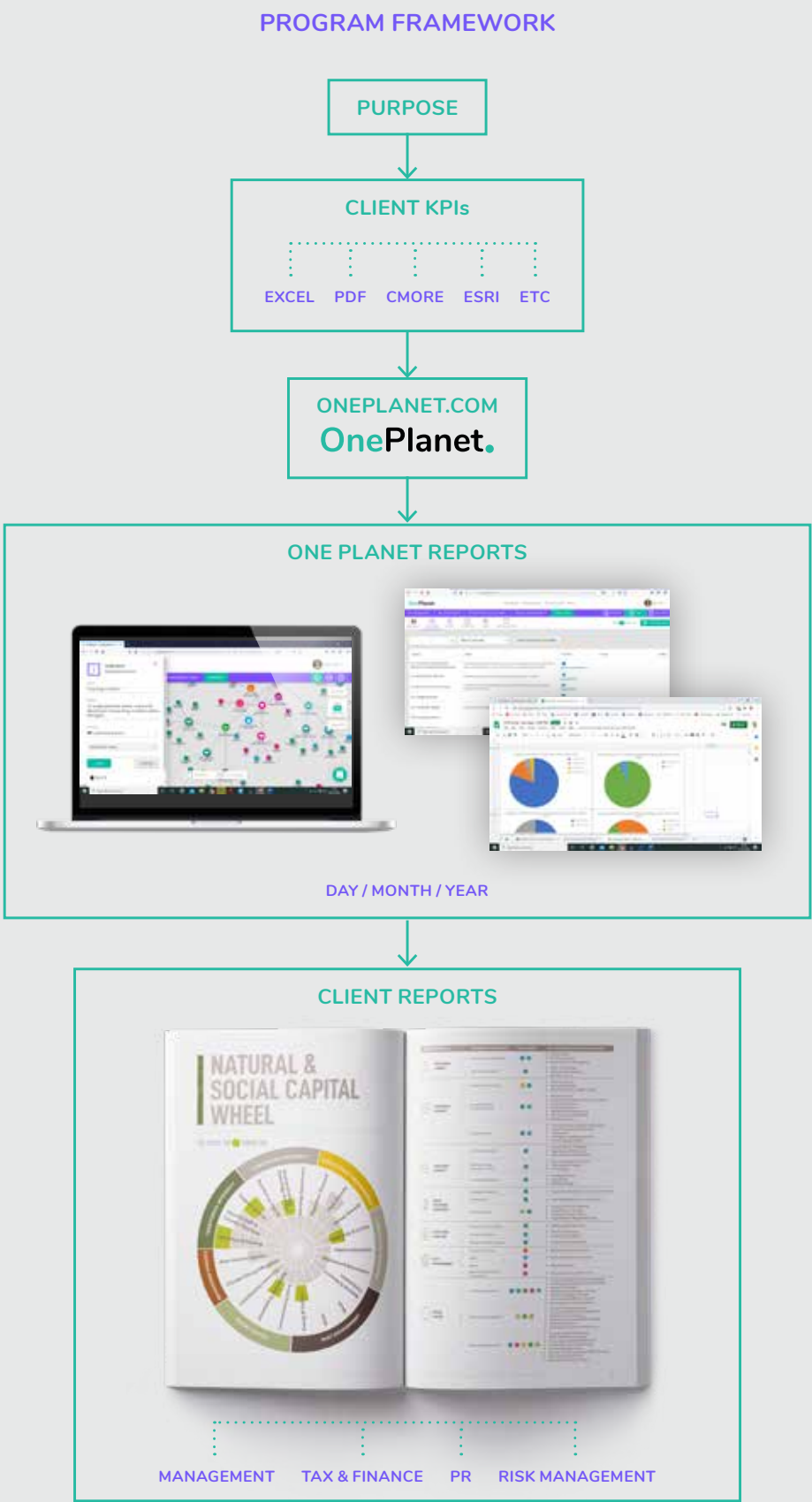


DRIVING CHANGE WITH ‘PLANET-FIT’ ASSETS

We see a critical role for asset managers in driving change. The OnePlanet platform helps them ensure that their assets build social and natural capital. This will not only increase resilience of these assets to the challenges of the new reality, but enable asset managers to harness the opportunities which it brings.

Investing is increasingly driven by Environmental, Social and Governance criteria. We believe that the OnePlanet platform can set the standard and become the leader in this rapidly growing market.

DESIRED OUTCOMES
CLIENT BASE DATA
INPUT DATA
ONE PLANET PLATFORM
CLIENT AND STAKEHOLDERS



What our partners say about us



‘The visualisation process we did on OnePlanetDigital made a very complex and often overwhelming process simple and accessible.’

— Cllr Tom Hayes
Deputy Leader
Oxford City Council, UK



URBAN APOSTLES

‘This to me is key missing ingredient for an industry that is stuck is a sustainable paradigm and sorely needs to shift toward a regenerative one.’

— Jason Twill
Director
Urban Apostles, Australia



‘OnePlanet is now part of our core curriculum. Sustainability is not a nice to have. It is a core life skill.’

— Chip Romer
Education Director
Credo High School, California, US



‘As well as risk management strategies and asset enhancement contributions, we are experiencing compressed reporting times with improved accuracy.’

— Paul Milton
Founder
Milton Group, US



We are now building an engine for a ‘regenerative economy’, and a roadmap for the next 10 years

At the heart of the OnePlanet methodology is an ‘engine’ with three complementary levers to bring about widespread change.

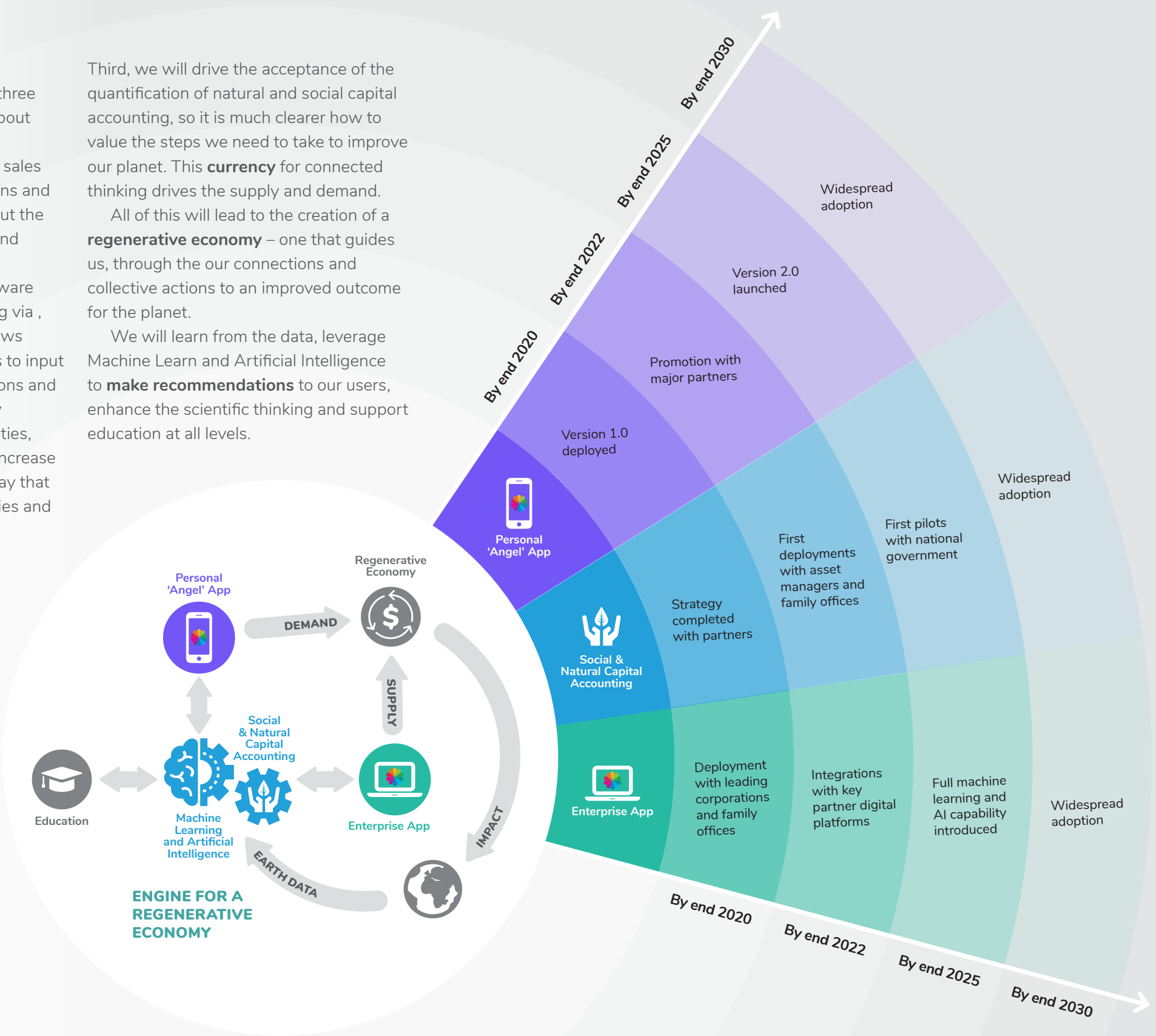
First, we will grow rapidly the sales of our corporate software solutions and enterprise products, to bring about the **supply** of sustainable products and services.

Second, we will promote freeware versions of the software including via , the personal ‘angel’ app, that allows millions of individuals and groups to input their own sustainability connections and activities. It will drive **demand** by recommending sustainable activities, products and services. This will increase their health and wellbeing in a way that is good for them, their communities and the planet – bringing about unprecedented change.

Third, we will drive the acceptance of the quantification of natural and social capital accounting, so it is much clearer how to value the steps we need to take to improve our planet. This **currency** for connected thinking drives the supply and demand.

All of this will lead to the creation of a **regenerative economy** – one that guides us, through the our connections and collective actions to an improved outcome for the planet.

We will learn from the data, leverage Machine Learn and Artificial Intelligence to **make recommendations** to our users, enhance the scientific thinking and support education at all levels.



‘We are facing the most consequential fork in the road. We have to halve our carbon emissions by 2030. We can choose a path of reconstruction and regeneration. For our children, it will be too late. So this is the decade and we are the generation.’

— Christiana Figueres.
Former Head of the UN Climate Change Convention



‘Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has’.

— Margaret Mead

OUR PATH TO SUCCESS

OnePlanet can uniquely leverage data from multiple different sustainability frameworks and systems from BCorp to LEED and the UN Sustainable Development Goals, and by partnering with the organisations behind these systems, create a unifying approach from the complexity which will help their own systems expand. Investor concepts such as ESG (Environment, Social and Governance) are taking hold and can align with social and natural capital accounting.

Working with a handful of leaders from family offices, corporations and foundations we will build the engine for a regenerative economy. First on an exploratory basis, then across their portfolios.

These leaders will apply OnePlanet to transform their approach to managing their assets to create ‘planet-fit assets’. In so doing they will also create the platform and conventions for scaling the approach - the engine for the economy that will regenerate the ecosystems of planet earth in a way that is good for people.

Built by a growing network of thought leaders and implementers



Robert Brown
DIRECTOR

Robert is CEO of COINS Global, the global market leader in construction industry software solutions. Previous positions include with venture capital company 3i.



Nicholas Parker
ADVISOR

Nicholas has been pioneering mission-driven funds, platforms and ventures, founding and chairing The Cleantech Group LLC which helped create a global innovation ecosystem that attracted record amounts of venture and growth capital.



Sue Riddlestone
OBE DIRECTOR

Sue is co-founder and CEO of Bioregional. She was part of the London 2012 Olympic bid and delivery team and worked closely with the United Nations to secure agreement on the Sustainable Development Goals.



Paul Milton
DIRECTOR

Paul is a thought leader and a high-level strategist. He is dedicated to developing innovative and measurable investment models within areas of conservation and global natural resources.



Graham Fellows
ADVISOR

Graham studied Engineering at Cambridge University and is now a solutions consultant working at the cutting edge of technological solutions.



Pooran Desai
OBE HONFRIBA CEO

Pooran studied at Oxford and Cambridge universities. He is a sustainability entrepreneur, author and advisor to governments and companies, as well as creator of the One Planet Living® framework.



Jonathan Griffin
DIRECTOR

Jonathan is an award-winning technologist and digital publishing consultant. He has worked for leading information providers including Thomson Reuters and Pearson.



Jan Gerhards
DATA ANALYST

Jan graduated from Cambridge University and is now completing his PhD in sustainability metrics and processes.



Frederic Zingg
CTO

Frederic graduated in mathematics and physics, before completing a degree in computer science engineering and becoming a web full-stack developer



Sam Morgan Pickard
OPERATIONS

Sam has been a director of programme management for a leading provider of secure enterprise file sharing and collaboration applications used by over 2 million professionals in 70 countries.



Ben Gill
CUSTOMER SUCCESS

Ben is Chartered Environmentalist and Cambridge graduate with twelve years of experience in applying One Planet Living®.



Barrie Hadfield
TECHNOLOGY STRATEGY

Barrie is a serial tech entrepreneur creating companies which have employed thousands of people around the world and created products that have come to lead their market sectors.



John Priestland
ADVISOR

With a degree in physics from Oxford, John has led major engineering and digital programmes with some of the world's largest engineering companies including Atkins, WSP and AECOM.



Dr Marc Kaufman
ADVISOR

Marc is a behavioural economist with a degree in mathematics from Cambridge University and a PhD from Harvard.



Steve Hill
ADVISOR

Steve is moral philosopher with a commercial background with large technology companies including Oracle as well as start-ups.



Pam Alexander
OBE ADVISOR

Pam is a businesswoman and former senior civil servant. She studied at Cambridge University and is Chair of the Planning Committee for the London Legacy Development Corporation (Olympic Legacy).



The 'tragedy of the commons' is an economic problem that results in overconsumption and, ultimately, depletion of a common-pool resource.

OnePlanet is a way out of this conundrum, at a time of climate emergency, as it allows rational actors to work for mutual best interest, aligned to individual self-interest.



OnePlanet.

Let's connect.

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