



**My Drop in the Oceans®**

**AN ECONOMY THAT  
WORKS FOR NATURE**





My Drop in the Oceans®

# Our Purpose

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**WHY WILL THE WORLD BE DIFFERENT BECAUSE OF US?**

We make the economy work for nature.





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## Our Vision

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We wake up to a morning where society is flourishing and our crisis with nature is over.





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# Our Mission

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## WHAT WE DO? WHO FOR? THE ADDED VALUE?

We create incentives for consumers to mobilise businesses and enroll the public sector as part of the global MyDIO ecosystem. Together we ensure that value for nature is factored into every purchase we make.










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## What our Association does

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-  Be thought leaders in aligning economic interests with societies dependency on Nature
-  Govern over the issuance and use of  globally
-  Catalyze commercialization of the MyDIO system
-  Develop strategy and ensure transparent measurement of impact





## Our Principles

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### 1. Aligning interests with nature

When working together, individual, commercial and public interests will mutually reinforce their positive impact for nature. We engage stakeholders from the private, public and civil society sectors in shaping our framework for positive ecological outcomes. Informed by this process the MyDIO framework and our strategy for success will be mindful, dynamic and evolving over time.

### 2. Transparently valuing impact

At the heart of our being we strive for net-positive impact for Nature. We, therefore focus on developing incentives for individuals and businesses to factor value for nature into every decision they make. We strive to measure (& share) the efficacy of our work and promote ways to scale and optimize positive impact.





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# What is MyDIO?

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## THE ESSENCE

MyDIO is nature's loyalty program.

If nature goes bankrupt, there is no business. That's why incentivising loyalty to nature is a fundamental for growth.





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## Articles of Association: Aims

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The Association aims to develop and govern a loyalty program for nature, that aligns companies, consumers, civil society and the public sector, through incentives that promote responsible production and consumption while measurably reducing environmental impact







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**THANK YOU**

