

# Introduction to Greenback

[www.greenback.green](http://www.greenback.green)

HEALTH

WATER DATA

CARBON

BIODIVERSITY

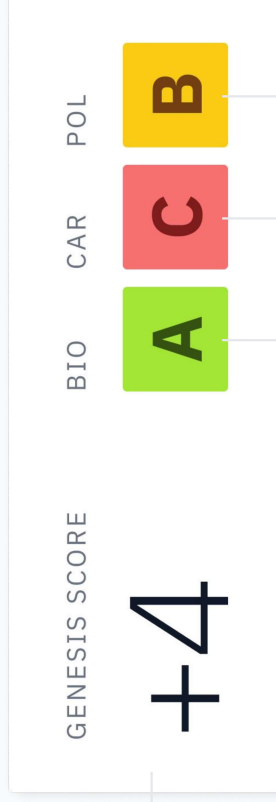
V7





# Soil health rating is the answer to drive the agroecological transition and its financing

- A universal measure of impact based on soil sampling and metadata
- Calibrated thanks to a proprietary soil reference (GSR), backed by a Machine Learning model



## Genesis Score

What is the health status of the soil ?

Ranging between -100 : +100

+20 to +100 → Good

-20 to +20 → To keep an eye on

-100 to -20 → Critical

## Biodiversity index

Is the soil alive & supporting biodiversity?

→ Based on DNA analysis

Rated A, B or C

## Carbon index

Is the carbon stock sufficient and balanced? Is the parcel's soil capturing carbon?

→ Based on characterization of soils' carbon

Rated A, B or C

## Pollution index

Is the parcel polluted or showing sign of erosion?

→ Based on soil pollutants

Rated A, B or C

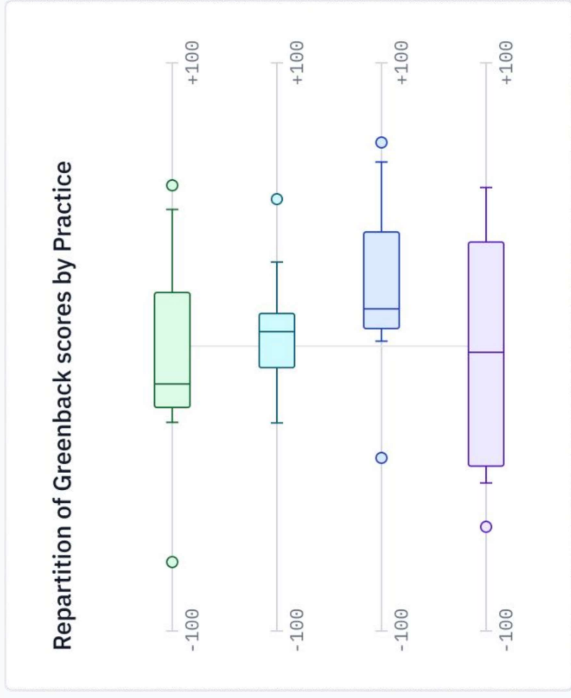
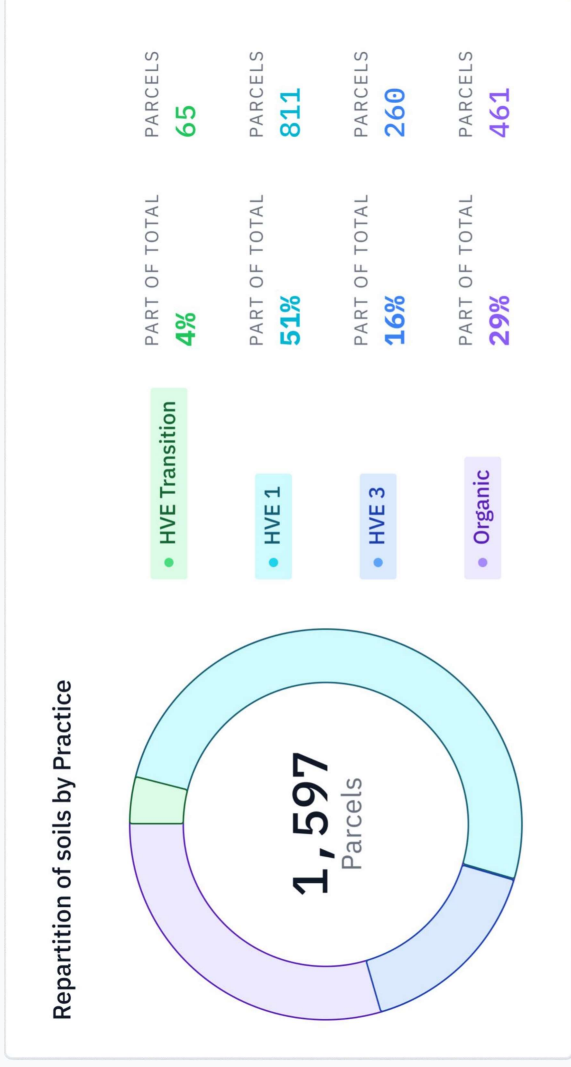
# Soil rating enables...

To get the first measured and verified diagnostics of a soil's health



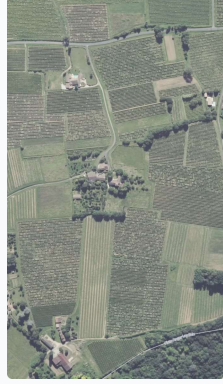
# Soil rating enables...

Fact-based monitoring and informed decision making for the Agroecological Transition



# Soil rating enables...

To finance the transition through high environmental credits based on soil health



**L'hermitage** +44 A A A A

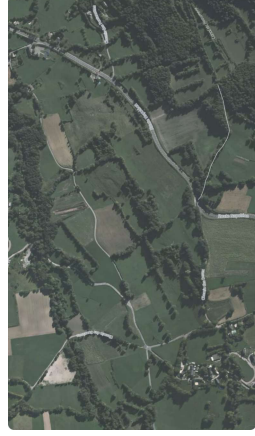
7 parcels • 89 ha • 2.02 tCO2e/ha

Vine

What if we could create the first carbon neutral vineyard, aiming to eliminate CO2 emission from the wine equation?

[Read more](#)

Buy



**Gaec Des Neuillys** +36 A A A A

8 parcels • 75 ha • 2.16 tCO2e/ha

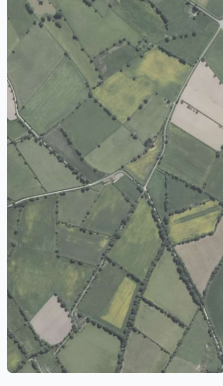
Cereals

No Labour

Gaec Des Neuillys is a farm located in the Normandy Region, with a production mainly focused on wheat and barley and currently in HVE transition.

[Read more](#)

Buy



**Earl Rigollet** +29 A A B

12 parcels • 187 ha • 1.92 tCO2e/ha

Vegetable crops

Permaculture

We are a family in Burgundy starting an organic farm from scratch. Our dream is to make sustainable agriculture the norm in the years to come, and for this we...

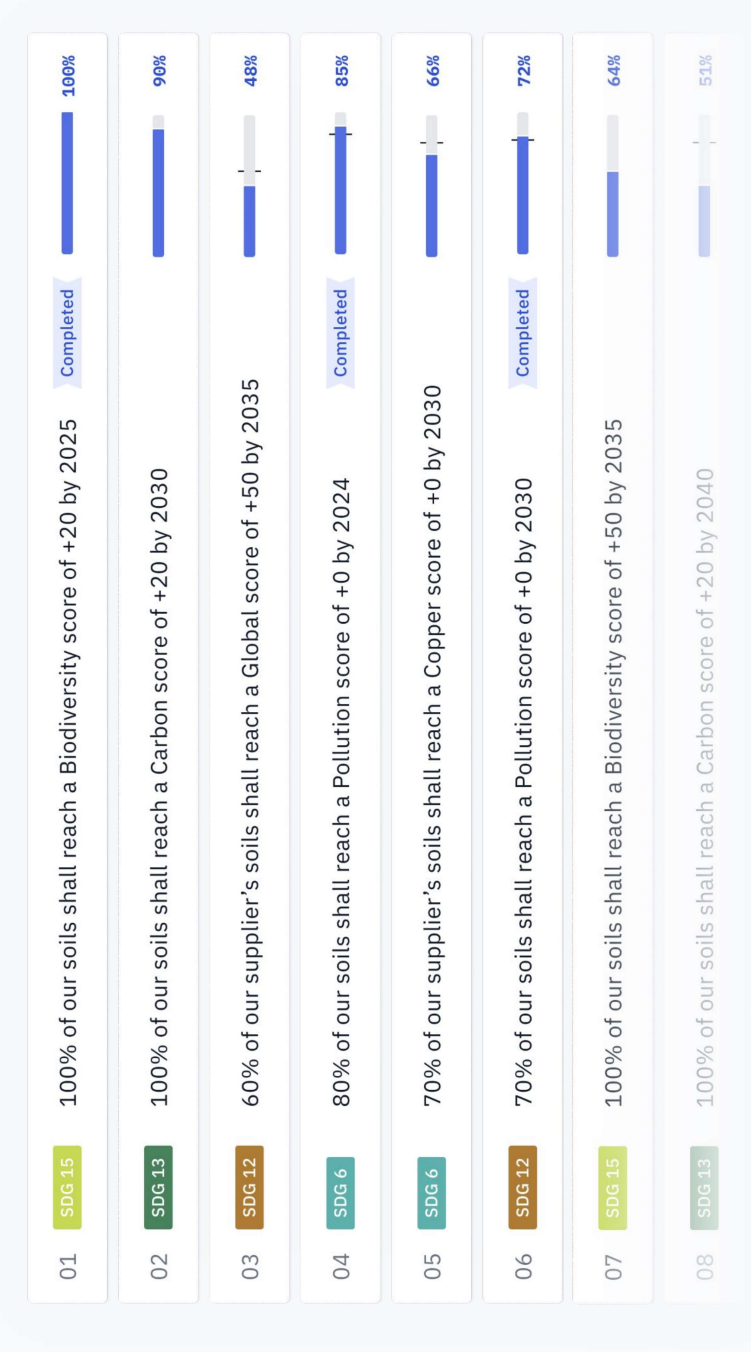
[Read more](#)

Buy

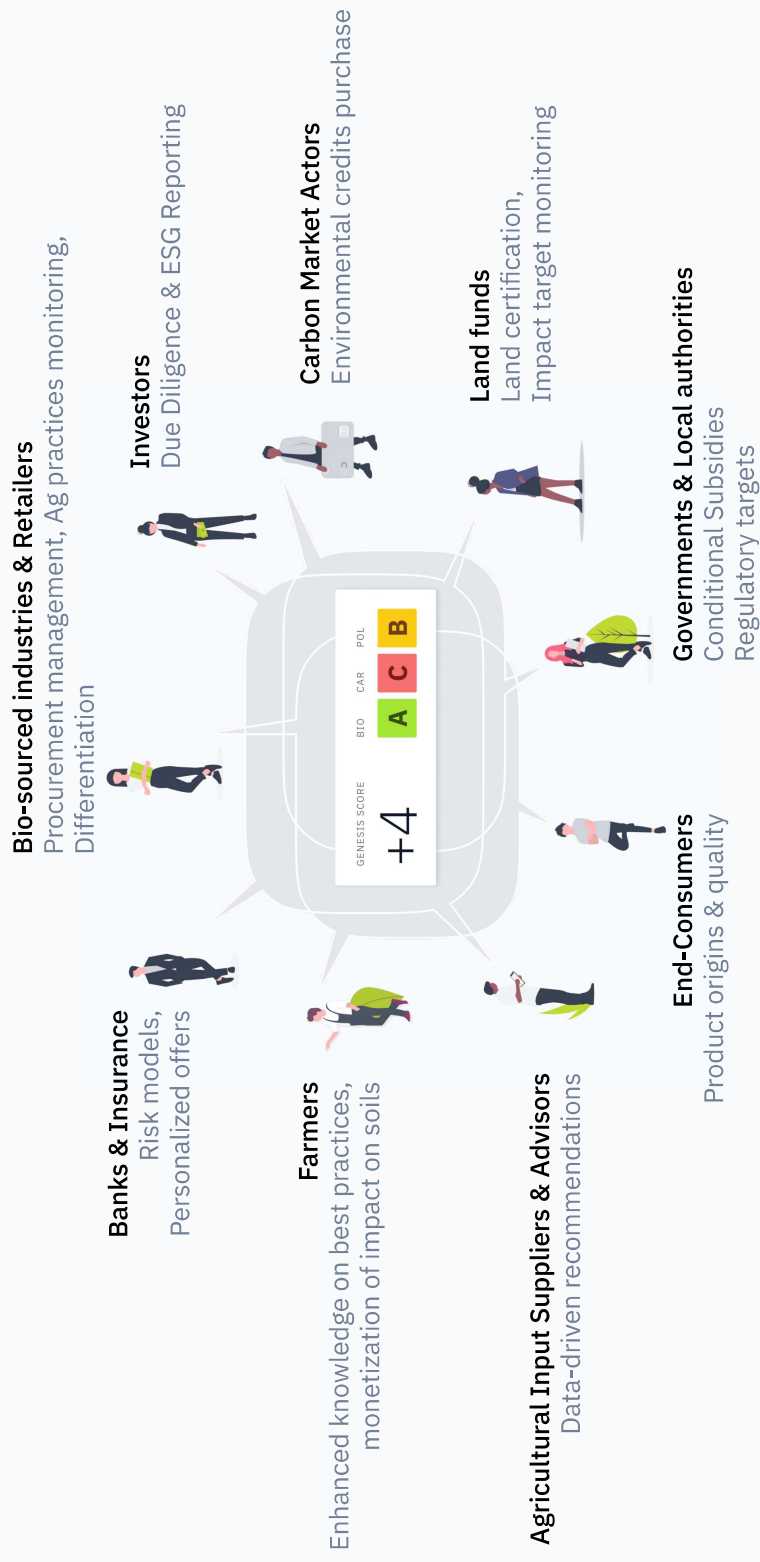


# Soil rating enables...

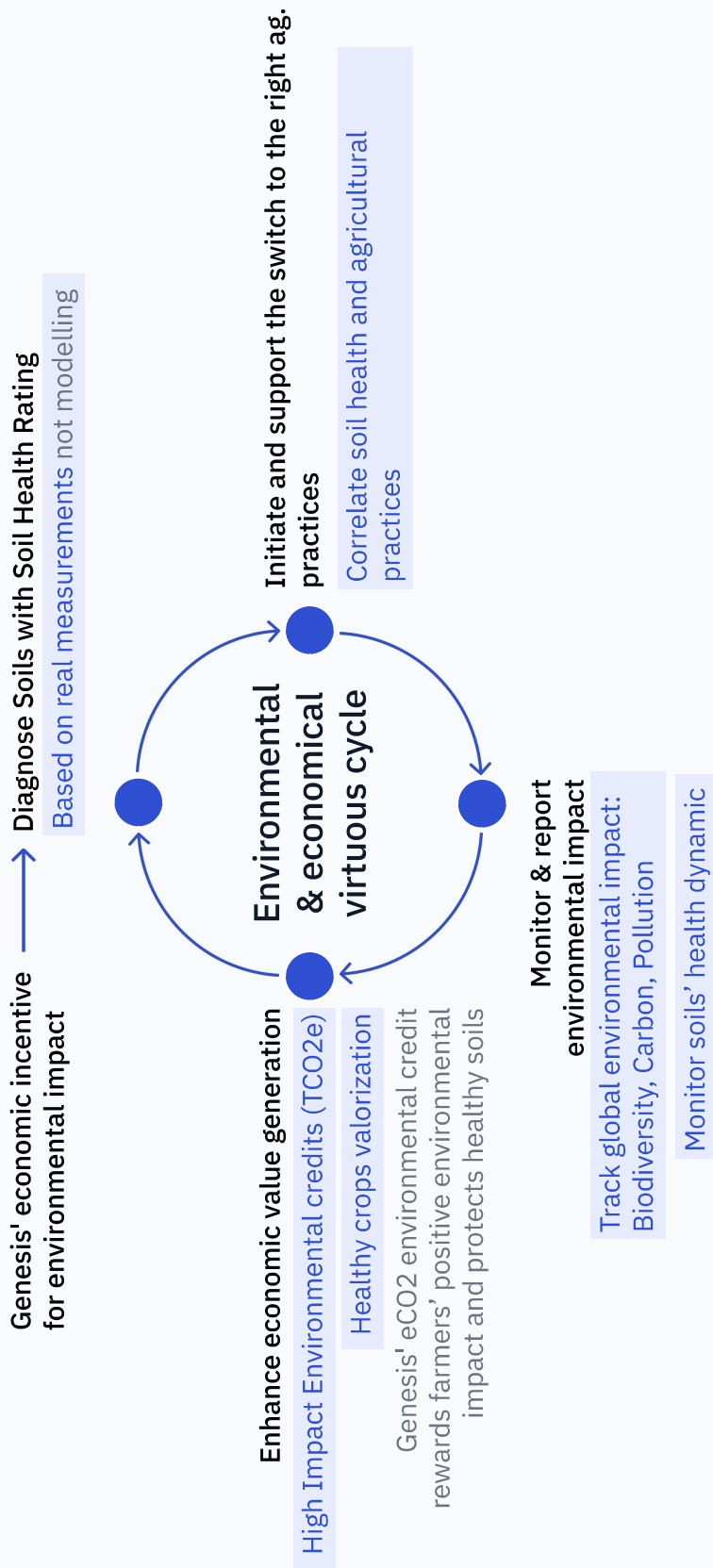
To set transition goals focused on soil's Biology, Carbon & Pollution, and track their progress



# One rating answers the needs of the entire agricultural value chain



# Trigger a virtuous transition cycle with Genesis' rating





# We're establishing top notch partnerships

1

Assembling a “Haut Conseil de la Mission Greenback” with Monique Barbut as leading figure of the board

Monique Barbut is the president of WWF France and former executive secretary at UNCCD

2

Developing strong R&D collaborations with globally recognized partners



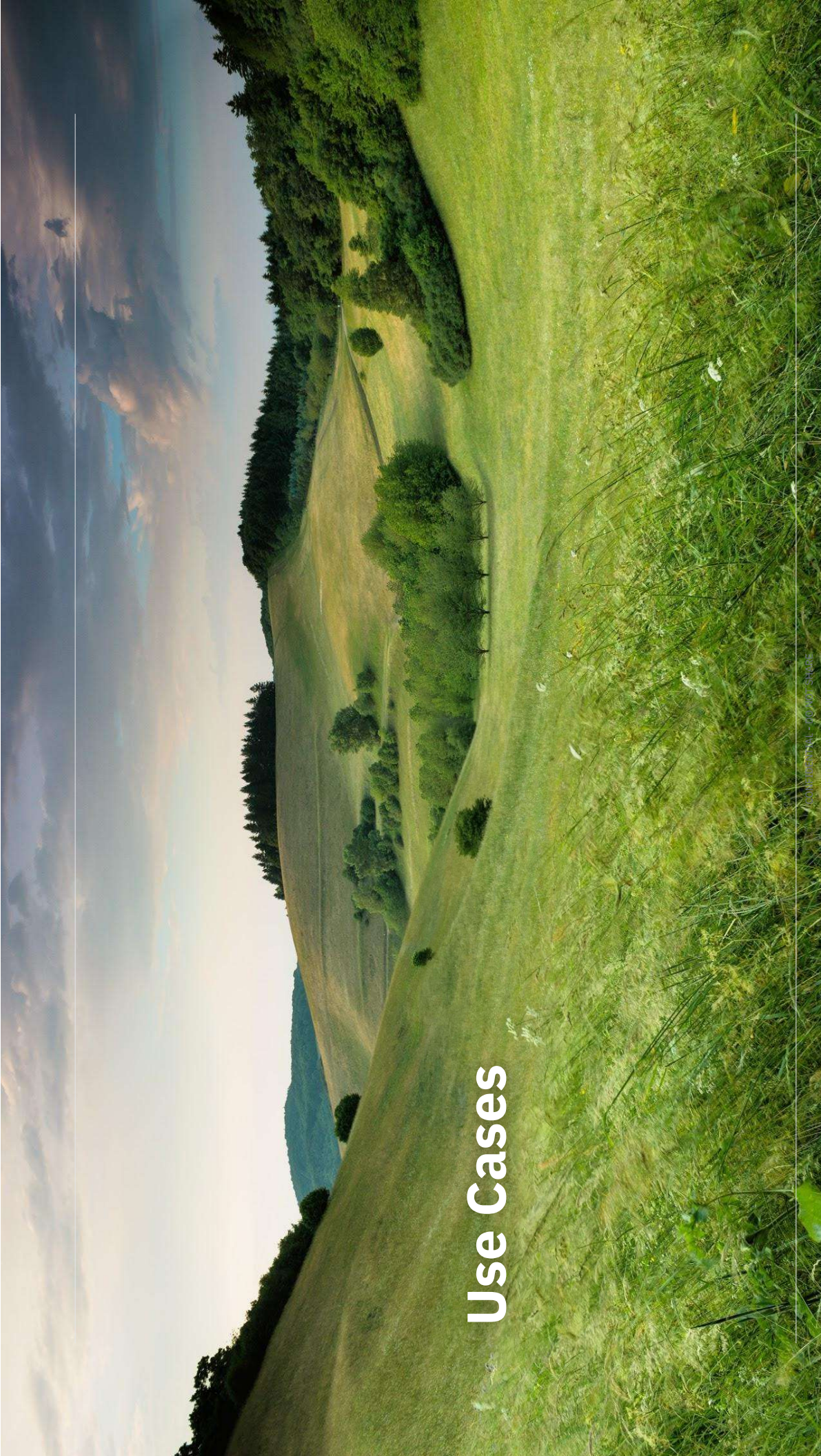
3

Setting up robust and innovative operational partnerships





# Use Cases





# As an agricultural cooperative, put Genesis at the forefront of your strategy to drive the agroecological transition

Shape an ambitious supply chain that values the agricultural goods based on their environmental impact

Improve your support to farmers : the tool for well-argued and fact-based advice

Set & Report achievable, quantitative environmental impact targets

Provide tangible evidence to your clients, bio-sourced industries and end consumers

Mobilize your farmer's community and increase their engagement

Preserve crops' yields and enable better resilience to climate change

- Track and monitor soil health over time
- 5 years subscription with annual rating
- Premium to include environmental target reporting

**Subscription**

- Offset your environmental impact
- €50/TCO2e credit/ha/year
- Credits issued annually after rating is performed

**Ad hoc**

Generate Genesis High Environmental Value Credits to go beyond the decarbonization of your farmers' community



# As a financial investor, shape sustainable finance and impact reporting

Empower agricultural assets' due diligence and transform risk analysis

Set and report achievable quantitative metrics to support your SDG targets

Monitor investment evolution and its environmental impact (biodiversity, carbon, safety)

Correlate soil health and investment performance

Shape environmental impact MRV requirements for the financial industry

Master your environmental impact with the first credits encompassing more than just carbon and based on sampling

## Subscription

- 5 years subscription with annual rating - track and monitor
- annual subscription - access aggregated soil health data (farm, region..)

## Ad hoc

- Offset your environmental impact
- €50/TCO2e credit/ha/year
- Credits issued annually after rating is performed

Share your impact with all stakeholders: from investors (CSR reporting) to end customers

# As a leading bio-sourced industry, build competitive advantage through environmental value creation of your products

Cover your entire biosourced procurement: correlate Soil Health, practices and products' organoleptic

Value your products that come from soils in good health

Set & Report achievable, quantitative environmental impact targets

Provide tangible evidence of your commitment to your stakeholders including final consumers

Enhance traceability of your agricultural resources

Engage your suppliers' community around informed farming practices

**Subscription**

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**Ad hoc**

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## **Greenback High Impact Environmental Credit.** *Fact based contributions to healthy agricultural environment*



**Premium** : a credit with high added value, based on Genesis soil health rating (50€/TCo2e)

**Trustworthier** :

A fact based credit relying on soil sampling measures

A certified credit (in process with franch Label Bas Carbone or international standard))

An ex-post credit retributing real **improvement** of soil health

**Simpler** : A credit without any requirement for farmers as it is based on measures, not declarative