



CARBON

SOIL DATA

HEALTH

BIODIVERSITY

Introduction to Greenback

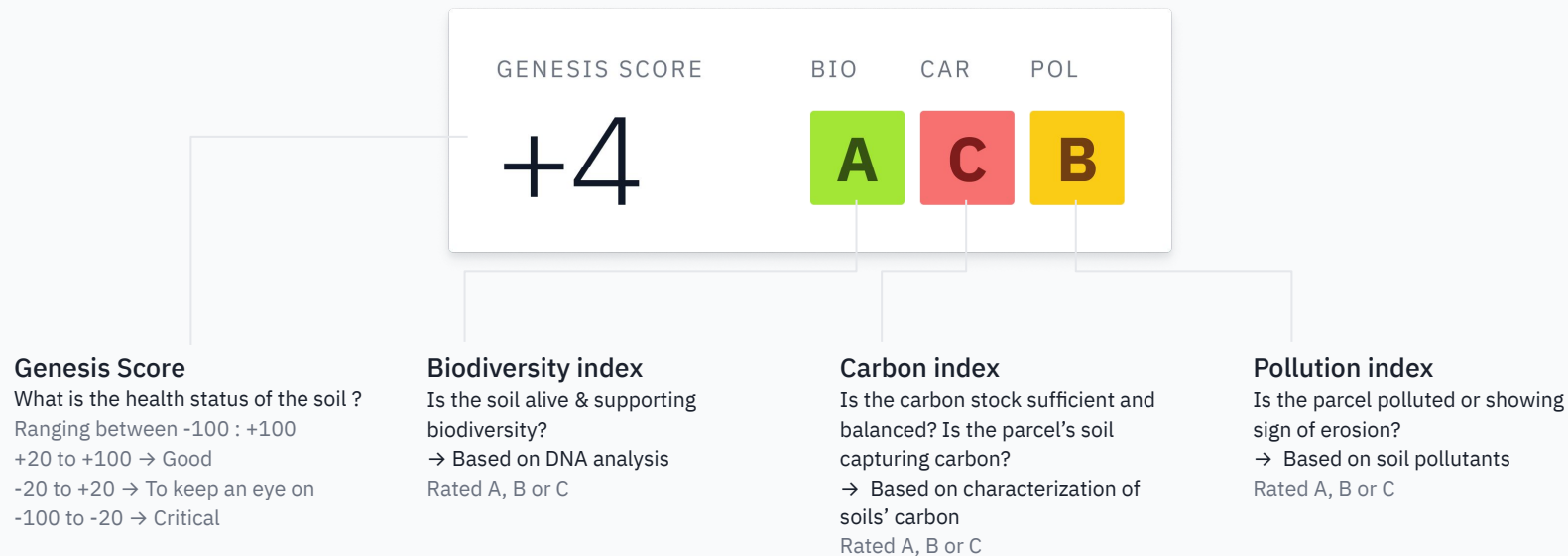
v7

www.greenback.green

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



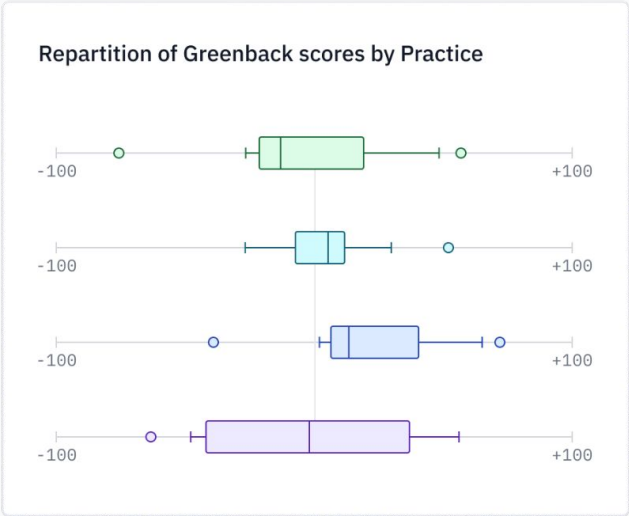
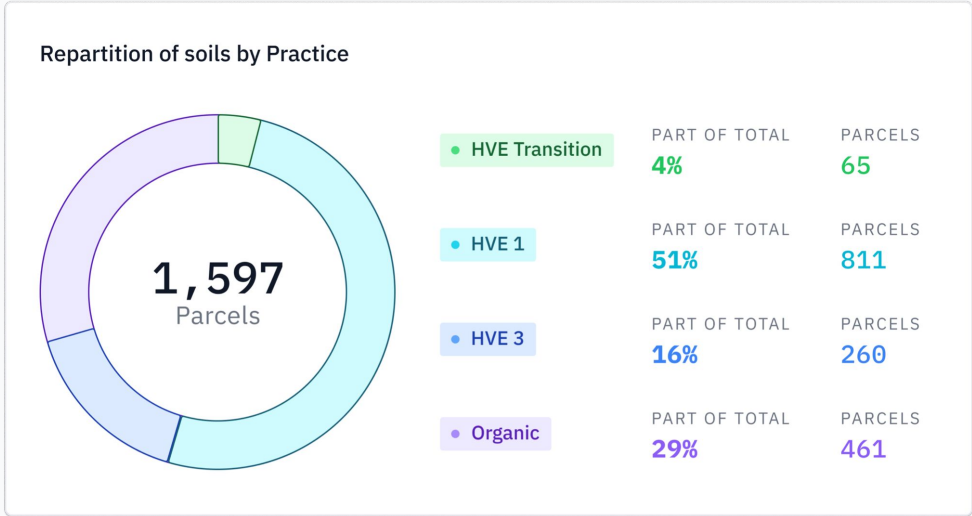
Soil rating enables...

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



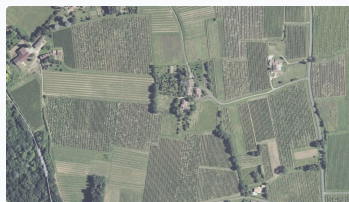
Soil rating enables...

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**

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**

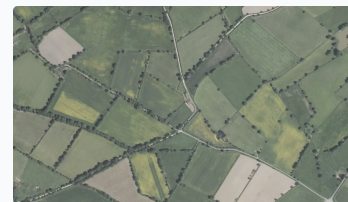
8 parcels • 75 ha • 2.16 tCO2e/ha

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

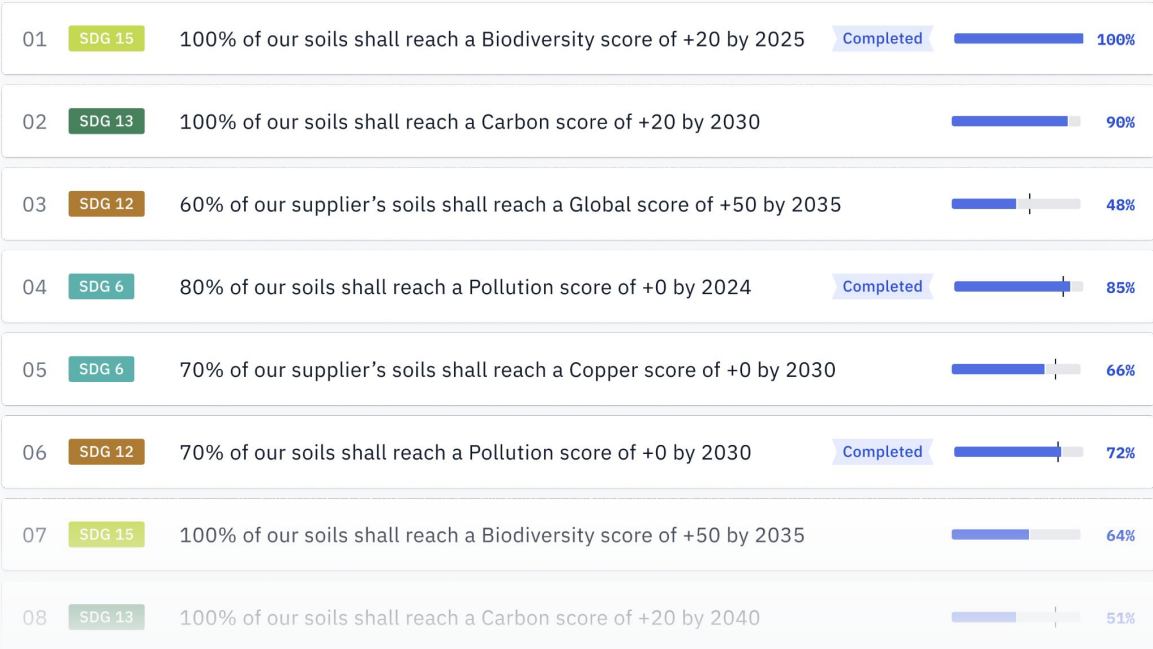
We are a family in Burgundy starting an organic farm from scratch. Our dream is to make sustainable agriculture the norm in the years to come, and for this we...

[Read more](#)

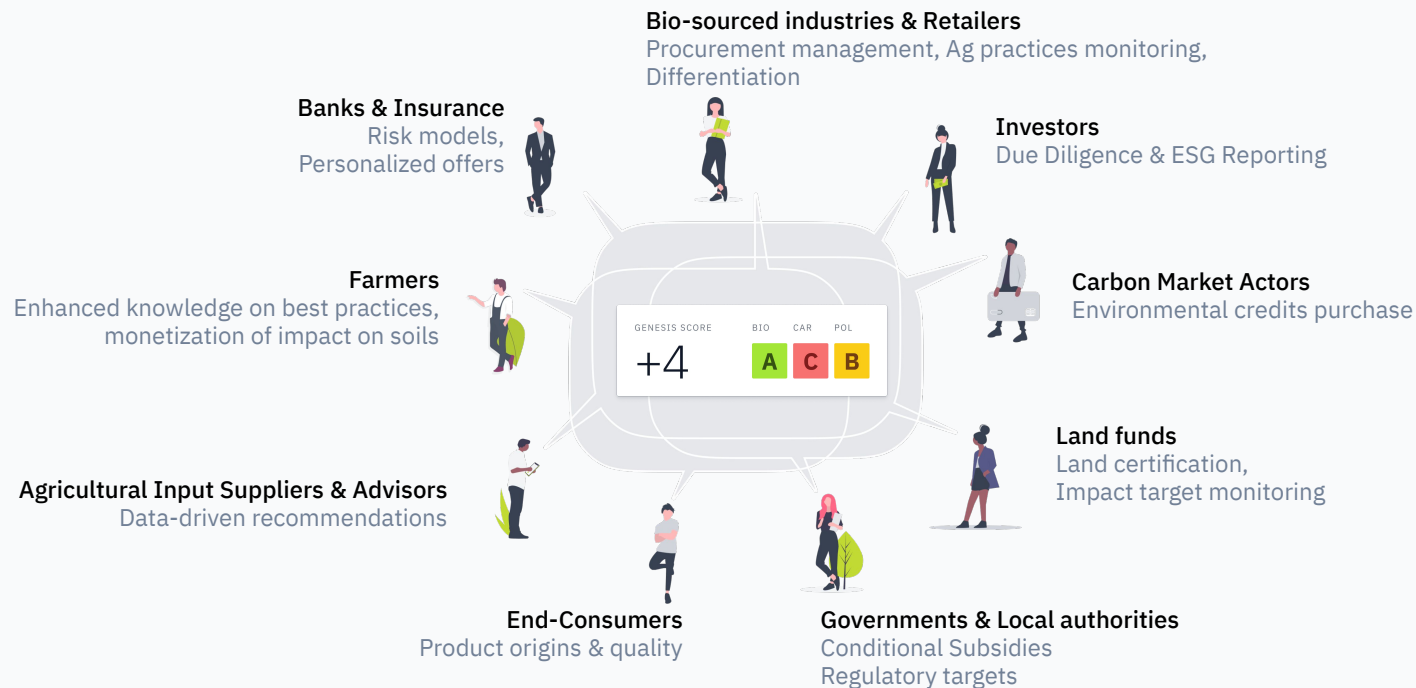
Buy

Soil rating enables...

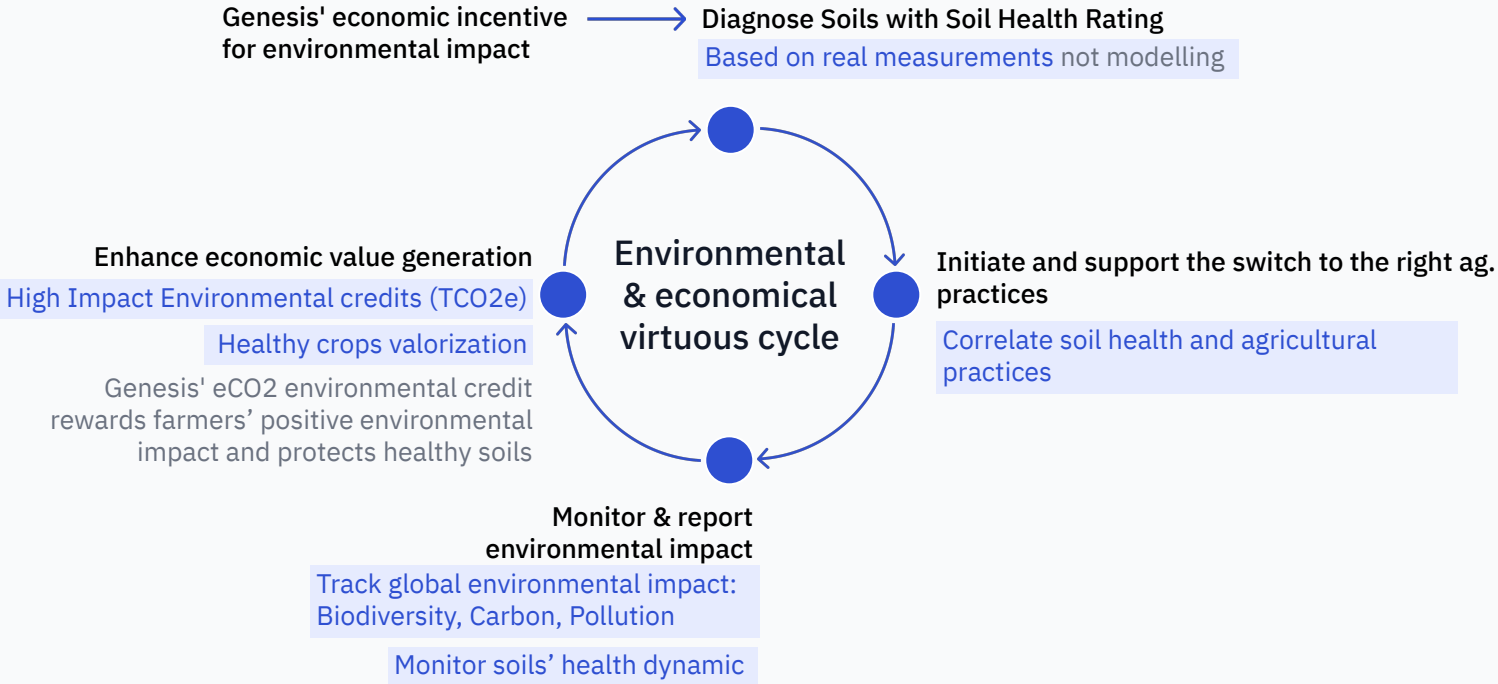
To set transition goals focused on soil's Biology, Carbon & Pollution, and track their progress



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

Subscription

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

Ad hoc

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

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

- Track and monitor soil health over time
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Ad hoc

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

Generate Genesis High Environmental Value Credits to go beyond the decarbonization of your supply chain

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€/TCO_{2e})

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