

# New blockchain targeting sustainable development economy

NaturesCoin build expected to be completed by the end of 2018



Byron Connolly (CIO)  
16 July, 2018 12:14

0



0 Comments

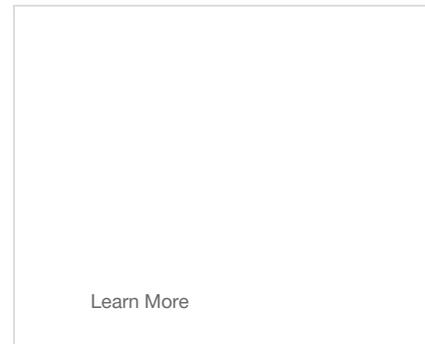


Ian Jones describes corporate social responsibility funding as a 'grudging obligation' that, as it currently stands, achieves very little apart from being an exercise in good PR.

Jones is the executive director of NaturesCoin, a startup building a blockchain that he says will create a new investment class to fund environmental projects – effectively turning corporate social responsibility from a cost to a tradeable asset on a company balance sheet.

“Corporates are stuck between a rock and a hard place where they are being pushed by stakeholders – particularly ethical funds and investors and the rising consumer market into doing social good with their capital,” Jones told *CIO Australia*.

“But on the other hand, they are being squeezed by the capital markets to get a better return on investment. So what do you do? The answer is generally you do the least you can get away with because it’s a cost on your profit and loss sheets.”



## Editor's Recommendations

- Ice Bucket Challenge co-founder gets his voice back
- What happened to Facebook's 'revenge porn' prevention pilot?
- Facebook privacy scandal widens as data leak hits 87 million users
- CIO roundtable: How tech chiefs are overcoming digital transformation hurdles
- Last of the mainframers: Big Iron's Big Crisis
- How to manage team conflicts

Brisbane-based Jones and Hamish Macdonald – who is also a director of Bundaberg Hemp Foods in Queensland – both have extensive experience ‘bootstrapping’ early stage tech companies. They established NaturesCoin last November and expect to have the blockchain build complete and ready for launch by the end of this year.

**Appian** BRANDPOST  **3 BPM Trends You Need to Know Now and into the Future**

[More from Appian »](#)

Jones believes that the United Nations is relying heavily on the participation of the private sector capital markets to achieve its sustainable development goals.

“As the market is currently structured in terms of transparency and returns on investment and tradeability of its assets, it isn’t really geared towards that. And so clearly that’s a problem under the current system,” he said.

NaturesCoin has created a ‘four-tiered’ economy that connects people, corporations, governments, NGOs and institutions on one platform, which Jones claimed has never been done before.

He said NaturesCoin is not a narrow-focused, “standard old Ethereum blockchain with a cryptocurrency sitting on the top.”



READ MORE  
[Fear not the startup, but the cashed-up company behaving like one](#)

“This is a broad-based economy with all the layers of activity and data that flows within that,” he said.

At the base level, sustainable yet income-generating assets from water to forestry and wildlife, underpin the economy. These assets are ‘tokenised’ by the blockchain – security tokens can be traded on regulated securities exchanges. Those security tokens then trigger the release of utility tokens, the currency of the consumer economy where people can buy and sell, for example, sustainable-branded goods or donate to causes.

“As more assets come into the economy, the value of those security and utility tokens will go up,” said Jones.

The fourth layer is the ‘data economy’ where different layers of activity within sustainable projects, the corporations within the securitised fund and people in the utility economy generate vast swathes of information.



READ MORE  
[Caltex and Slingshot ignite 'spark' with startup accelerator initiative](#)

“We will have data flowing out of projects in West Africa – maybe in the UK, Europe and Australia – that needs to be captured, secured, contextualised and used to steer the activity within the data economy,” said Jones.

**Tweets** by [@CIO\\_Australia](#)

 **CIO Australia**  
[@CIO\\_Australia](#)

Wickr, Linux, Twilio sign open letter against gov't's encryption crackdown 'mistake'  
[cio.com.au/article/643910...](http://cio.com.au/article/643910...)

**Wickr, Linux, Twilio sign open letter ag...**  
Prime Minister Malcolm Turnbull's favourit...

[Embed](#) [View on Twitter](#)

## Web Events

-  CIO Live Webinar - Future of Work: How to meet the demand of digital
-  How to create a new, more agile digital workspace
-  CIO & Computerworld Live Webinar | Why cyber resilience is your best defence

## Read more

### Latest CIO Jobs

**Business Analyst**

Hays Information Technology  
Canberra ACT 2601

NaturesCoin also has an office in London in the UK and has appointed Allen & Overly as its legal advisors. Grant Thornton in London is the company's economy and financial advisor.

"We've put together a pretty solid team; both companies are hugely active in the Fintech space. We are essentially a Fintech organisation with a corporate and institution focus ... so we need the right layers of governance and regulatory controls, which are becoming more entrenched in the blockchain world. This is a great thing," Jones said.

"Blockchain as a technology really is a game changer and if it's got the right regulatory framework around it to protect data, consumers and corporations - it's obviously going to make a big impact so we welcome that very much."



READ MORE

[Aussie startup scene 'spaghetti-on-the-wall': SBE chair Topaz Conway](#)

Jones said the organisation is in discussions with various companies on a "number of fronts" but these engagements are still in the early stages.

"A lot of our focus at this point in time is going through this educational phase of letting people know the ICO [initial coin offering] era has pretty much run its course and blockchain as an enabling technology is a totally different story. This is where blockchain is going and this is what it can do for your business as a corporation, consumer-focused brand or whatever it is."

Follow CIO Australia on Twitter and Like us on Facebook... [Twitter: @CIO\\_Australia](#), [Facebook: CIO Australia](#), or take part in the CIO conversation on [LinkedIn: CIO Australia](#)

Follow Byron Connolly on Twitter: [@ByronConnolly](#)

Join the [CIO Australia group on LinkedIn](#). The group is open to CIOs, IT Directors, COOs, CTOs and senior IT managers.

## Join the newsletter!

Or

Sign in with LinkedIn

Sign in with Facebook

Sign up to gain exclusive access to email subscriptions, event invitations, competitions, giveaways, and much more.

Membership is free, and your security and privacy remain protected. View our [privacy policy](#) before signing up.

### Senior Project Manager

MPAU Technology  
Melbourne VIC 3000

Share

### PROJECT MANAGER

Hays Information Technology  
Sydney NSW 2000

### SharePoint Developer

Hays Information Technology  
Melbourne VIC 3151

POWERED BY

Post a Job

View all jobs

## Related Whitepapers



Benefits of Machine Learning



Ransomware Tactics and Detection Strategies

0 Comments

**Featured Whitepapers**

• • • • •



**Your Guide to Detecting and Responding to**

The paper first explains the basics of the Cyber Attack Lifecycle and the need to address it through the Threat Lifecycle

[Read more >](#)

[More Whitepapers >](#)

**Read next**



**Australian consumers want businesses to encrypt their data, whatever that means**



**How to adopt cloud with conviction**



**How an Iranian engineer uses mega ultra marathons to overcome life trauma**



**In pictures: Why you need to deliver a digital workspace now - ...**



**In pictures: Increasing your cyber threat intelligence - Sydney roundtable**

# Top tier NBN orders on the rise

Orders for speeds of 50Mbps download or higher have increased from 16 per cent to 44 per cent

1. What is a cyber kill chain?
2. GitHub expands Ruby and JavaScript security alerts to Python
3. Nearly all Chrome 67 users now have anti-Spectre defences on
4. The EU General Data Protection Regulation and

1. Tech companies join call for govt to back away from encryption crackdown
2. Entertainment companies join forces in major push to block pirate sites
3. Delaware to test blockchain-based business filing system

1. NSW Govt forges new deals with telcos, Microsoft and Salesforce
2. SAP appoints new leader to billion-dollar A/NZ business
3. Empired reaches \$174M revenue mark, despite NZ dip

1. Delaware to test blockchain-based business filing system
2. Enterprise PC-buying spree spurs first shipment climb in six years
3. On the (smart) road: How infrastructure can benefit from IoT

1. Report: Australians 'lack understanding' of how apps use their data
2. Freeview recruits Foxtel marketer as new head of marketing
3. UPDATED: Salesforce ups the Marketing Cloud ante with Datorama acquisition

<a href="#">what it means for Australian business</a> <a href="#">5. The cloud gets in your eyes</a>	<a href="#">New blockchain targeting sustainable development economy</a> <a href="#">4. Enterprise PC-buying spree in Australia is six years</a> <a href="#">5. On the (smart) road: How infrastructure can benefit from IoT</a>	<a href="#">4. Inside EY: invest, build or waste?</a> <a href="#">5. Last chance to submit your views on the state of the A/NZ channel</a>	<a href="#">4. Why your smartphone needs 5 cameras</a> <a href="#">5. Google flips switch on Chrome's newest defensive technology</a>	<a href="#">4. How Misha Collection grew from a \$100 side business to a multi-million-dollar global fashion icon</a> <a href="#">5. ACCC chair details consumer data right objectives and plan</a>
---	--	---	--	--

Send Us E-mail - Privacy Policy [Updated 16 May 18] - Advertising - CSO - Subscribe to emails - IDG registered user login - Subscribe to IDG Publications - Contact Us

Copyright 2018 IDG Communications. ABN 14 001 592 650. All rights reserved. Reproduction in whole or in part in any form or medium without express written permission of IDG Communications is prohibited.



**IDG Sites:** [PC World](#) - [GoodGearGuide](#) - [Computerworld](#) - [CMO](#) - [CSO](#) - [Techworld](#) - [ARN](#) - [CIO Executive Council](#) - [IDG Education](#) - [IDG Government](#) - [IDG Health](#)