

# RENEUM MANIFESTO

A marketplace to accelerate the energy transition,  
sending capital where it's needed most.

The fight against climate change is on.  
Humanity is mobilizing.





WHAT WE DO

The fight against climate change is on. Humanity is mobilizing. We begin with the energy transition, the most powerful lever for climate action.

Welcome to Reneum.





# 1.0 WELCOME TO RENEUM

We're here to offer relief from the cloud of apathy burdening families and households worldwide who are suffering from climate anxiety.

You probably identify with this condition on some level, feeling anything from personal powerlessness to vehement contempt towards your leaders and institutions whose negligent actions continue to choke the climate. The looming weight of apprehension as the planet catapults torpedo-speed down a path of ecological turbulence is a heavy one and we feel it too.



That is why we created Reneum, which at its core is a tool to send money where it is needed most in order to effect direct action on climate change. Reneum gives you the chance to take matters into your own hands, showing you how you can make a change for the climate.



## 2.0 POWERING POWER WITH FINANCE

Many of us are feeling disillusioned about our institutions right now. In many ways, they haven't served us and we're over it. So as climate activists, you might be surprised to hear that our primary vehicle for change is through climate finance. But the reality is, finance is a tool that can be leveraged for great power and is the most effective way to mobilize the scale of change needed. Shifting the climate course requires big money. We need an additional US\$1 trillion per year to be directed at renewable energy deployment, a sum which would be practically impossible without getting the big boys on board. Whether we like it or not, the argument that financial markets will drive the energy transition is as irrefutable as the science that tells us it is imperative. Rapidly dwindling and harmful fossil fuels must be replaced by the infinite supply of renewable energy all around us. All we need to do is shift the capital to make the transition.



Reneum offers a solution to accelerate this process. By harnessing the transparency, efficiency and incorruptibility of decentralized blockchain technology, Reneum helps us transition from financial instruments to financially instrumental; leveraging the power of honest technology and honing financial markets to activate meaningful change.



Reneum gives you the power to choose your power. Using Reneum’s blockchain-powered marketplace, you can select pre-approved renewable energy suppliers to purchase their unique tokens secured on the blockchain and immediately vote with your wallet on the future of the energy transition – by deploying your capital directly to power renewables - rather than waiting in vain for the government to act.



We have collectively reached a crossroads. If we continue to pay only lip service, to make hollow political gestures and to allow unchecked greenwashing to dominate corporate ‘impact’ initiatives, we will further plummet towards the most violent prediction of climate science: an uninhabitable world of suffocating climate refugees.

If, on the other hand, we can learn the lessons of history and face the single greatest challenge that defines our generation as a global family, we may just find ourselves embarking into a whole new world.



## 3.0 THE FAILURE OF RENEWABLE ENERGY MARKETS

So, what does the science say, exactly?

We must contain average global temperatures to less than 1.5°C above pre-industrial levels and the latest IPCC report certainly drives this message home. To do this, the world needs to become carbon neutral by 2050, a feat not achievable without dramatic changes. Achieving carbon neutrality requires a whole bunch of big changes in concert. Accounting for 89 per cent of ongoing emissions, the burning of fossil fuels is among the biggest threats to our future on a healthy Earth, meaning the transition to clean sources is strictly imperative.



If we can stop burning fossil fuels immediately on a global scale, we'll give ourselves a fighting chance of reaching that carbon neutrality target. This adaptation is one we can effect right now, in a measurable way, and see immediate results. There is plenty more to do, but we see power as the biggest bang for our evolutionary buck: 40 per cent of emissions come from the power sector. After all, adaptation has been the key to our evolution thus far, hasn't it?



On a more granular level, the point of maximum impact in this climate action conversation is emerging market economies, where energy demand is accelerating as growing populations ascend to middle-income lifestyles. These countries face very real opportunity costs of the energy transition while their governments grapple with local energy pressures. Their biggest obstacle is attracting the capital required for new clean energy buildouts, as our global financial system has failed to direct the capital required to make the energy transition to these corners of the world. This not only directly inhibits their ability to shift to a green economy but risks further investment in fossil fuels to power growing economies. By prioritizing funding in these markets, we accelerate the end of fossil fuels in a one-two punch.



One of the most effective mechanisms to direct the capital needed is a buoyant and trusted environmental market. However, traditional environmental markets are riddled with inefficiencies, bureaucracy and a gross lack of credibility, creating disenfranchisement amongst citizens and well-intending companies who feel powerless to contribute effectively.



At a time when ESG reporting is becoming a legally required disclosure requirement, corporate energy targets have matured, and citizens are protesting relentlessly for climate action, the world is sending a signal it needs a market upgrade. Environmental markets need a face-lift.

It's time for the dinosaur model to become a fossil (along with fossil fuels).



## 4.0 DIRECT CLIMATE ACTION FOR A CHANGE

The swath of corporate climate commitments and the endless climate protests and citizen actions show us that this is a cause we're not alone in fighting. We're not lacking collective enthusiasm for a change, but a collective solution that works. People feel understandably hopeless when they're told repeatedly that they must cull their lifestyle – no more flights or other conveniences – to stimulate the necessary change, while big business continues to invest in everything it tells consumers to stop. As a result, growing citizen apathy is the single greatest enemy to the green revolution.



The old narrative planted by Big Oil that climate is our responsibility, as individuals, is a fictitious charade invented to punt blame. But just because that story is primarily the work of advertising wizardry, this doesn't mean individuals don't want to support real change. Which is why Reneum was born; so that you can now take direct climate action, for a change.



We want to see 100,000 households engage with us to begin with, to send capital directly to renewable energy producers to finally drive the fossil fuel power markets back into the ground, where they belong. In doing so, we will send a clear signal to big business that ESG, climate commitments and emissions reductions are non-negotiable. Consequently, governments will be faced with an unequivocal signal of collective demand, one capable of defeating the exploitative lobbies systematically undermining democracy, whose campaigns are muddled by commercial incentives driving scientifically antithetical policy and thwarting impact.

Through direct climate action, we aim to create a perpetual cycle of investment into the energy transition to help catalyze the green revolution, for the first time, on a global scale.



## 4.1 THE CLIMATE SCIENCE ARGUMENT

Climate science is a complex beast. An interdisciplinary subject at the nexus of hard physics, geology, atmospheric science, environmental chemistry, ecology and many other sub-specialities requiring brilliant minds, attaining a consensus on a specific prediction is a big freaking project. Different models beget different outcomes, and data on dynamic systems like the environment is notoriously complicated. So, it's unsurprising that people are confused about what's going on and what to do. The specifics on timeline and approach may be up for discussion, but the need to evolve out of burning fossil fuels and entrench a reliable energy alternative is irrefutable.



To get there, we need to mobilize a wave of money to send to these renewable developers on the ground, making this happen in real-time. Blockchain is uniquely suited to supporting this mission.

## 5.0 THE POWER OF BLOCKCHAIN TECHNOLOGY

Blockchain technology is arguably as revolutionary a tool as was the Internet. We believe in its potential to elevate us beyond our current state of stagnation – for both the climate and our culture. It offers the possibility to truly democratize the energy transition, bypassing the centralized powers of governments, banks and corporations so that billions can participate in direct climate action.



Through the utilization of blockchain technology there will be no more need for middlemen, no vulnerability to vested interests and no space for charlatans. Automated transmission of data and complete accountability at every cog in the system removes the barriers and any scope for potential manipulation in order to effect genuine change on a massive scale. Every MWh of renewable energy is measured, with the journey of every dollar visible on a public ledger for everyone in the world to observe. It is transparent, immutable and trustworthy, representing an earnest opportunity to sweep aside the obstacles that render our current system a failure.

Committed to an ethos of transparency and collaboration, Reneum intends to be fully community-governed within 24 months, with all decisions and all transactions being publicly participatory. The legacy system offers no such accessibility, meaning Reneum is the first of its kind: the first ecosystem designed for individuals demanding change, by individuals powering it. As a community-governed ecosystem, Reneum endeavors to become the global hub of direct collective action on climate change.

## 6.0 RENEUM COMMUNITY

Reneum is the first digitally-native, global platform that enables unrestricted access to fund the energy transition. RENW tokens backed by the environmental attributes of the production of renewable energy are issued to pre-vetted producers around the world. These producers then sell their tokens to receive the capital sent by individuals and companies, directly and immediately. This helps them to power their power, scale up their operations, accelerate deployment and displace their fossil-fuel counterparts.



To honor their contribution, buyers are issued 'verified-green' receipts in the form of an NFT. These feature artwork inspired by the narrative of the Eisbaers – a global family of bears being displaced by climate change. Charting their journey through a desperately changing world, these Eisbaer NFTs represent your green values. The mimetic value of profile pictures creates an aspirational and mission-aligned community. Displaying and sharing them signals your contribution to the movement and membership of a global family engaging in direct climate action, for a change.



Reneum is for everyone who is tired of false climate promises, cares about their children's future on a safe planet and willing to take direct climate action at scale. We are for individuals with a cause, companies with purpose and projects with a need.



At Reneum, we do not play a blame game. We seek to unite conservatives and liberals, the old and the young, anarchists, conformists, democracies and autocracies, to help build a cleaner future for all.

We are about connected, collaborative, change. We are starting a movement fuelled by individuals who care about the future of the planet and want to be empowered to influence the energy transition. By becoming the world's first 'verified green' identity and community, we see an opportunity to mobilize individual action at scale in the climate crisis through a cultural movement.



With eventual decentralized and democratized power, Reneum aims to become an integral component in the fight against global warming, starting a conversation in which everyone participates and that effects real change with immediate impact.

Once the energy transition is underway, we will expand the platform to incorporate broader climate solutions. For those suffering from climate grief, we are creating something you can be a part of to make an immediate and tangible impact.



Now is the time to connect as a global family and utilize the tools available to us, allowing us to face up to the greatest responsibility of our generation.

