MORE ABOUT THE SPORTS FOR NATURE FUND INNOVATIVE CONCEPT

The Odyssée Méditerranée awareness campaign organizes The Longest Swim for Nature using a digital cubic meters platform that will allow people to follow the Sports for Nature challenge Calvi-Monaco swim live and enable people to preserve cubic meters in the Mediterranean Sea thereby contributing to larger conservation goals.

Each unique cubic meter will be tokenized for preservation for 5 bucks; multiple currencies are available to allow everyone worldwide to participate.

180'000 unique cubic meters is launched on April 20th, as there are 180 km between Calvi and Monaco. By acquiring these tokens, each contributor will become an "**official co-owner of the world's longest swim for Nature*",** while supporting conservation efforts in the Mediterranean Sea. Contributors will also have the opportunity to select their favorite project to support. Voting is expected between Q4 of 2024 and Q1 of 2025.

*People will get this co-owner status only by acquiring one or more of the 180'000 cubic meters before the end of the swim. After the end of the swim, unlimited cubic meters will be available and contributors will get the *"conservation supporter"* status. This status will also apply in case of the 180'000 cubic meters are sold before the end of the swim.

The platform will remain open until the 31st of October 2024 to support conservation efforts even after the swim.

The funds collected through the platform will be allocated as follows :

Part A) 40% for sports for nature projects
- Grants for Sports for Nature projects: selected following the call for proposal
- Sports for Nature awareness-raising campaigns: Communication, Marketing, PR, Media Buying, Influencer Marketing, …
- Project management, impact monitoring, and logistics

Part B) 40% for conservation projects in the Mediterranean Sea
- Grants for impact-based projects: selected following the call for proposal
- Project management and impact monitoring

Part C) 20% for innovative Sports for Nature platform
- Platform conception, development, and management
- Adaptation of the platform for similar events/campaigns for Nature
- Blockchain transaction process
- Payment fees and security measures

Governance

The [Association Objectif Environnement](#) (OE), based in Switzerland, will be managing the funds under Noam Yaron's supervision.

OE Committee will select the projects described in 5a) as it is its core expertise.

OE Committee created a Conservation Committee that will organize the calls for proposals for projects described in 5b). The Conservation Committee will be reviewing and selecting 3 to 10 projects based on specific criteria and following due diligence. This selection will be submitted to :

The contributors of the platform who bought one cubic meter or more to vote for their favorite project. This will represent 70% of the voting power.

The public : one post per project will be on Noam Yaron's Instagram for people to like and projects will be ranked based on engagement. This will represent 30% of the voting power.

The Conservation Committee will then allocate grants to projects according to the votes approved by the OE Committee and Noam Yaron. The SNF Committee will be monitoring the projects funded to optimize their impact. The SNF Committee will also communicate with the contributors and the public to inform them about the projects' performances.

The Conservation Committee will be composed by 5 to 10 people and among them: Noam Yaron, Sports for Nature Athlete and Communication Expert, and Florence Tercier, Strategic Philanthropy Advisor will be (co)chairs.