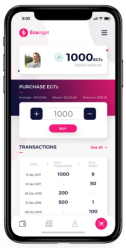
Data for good - Ecoingot, the company empowering consumers to take positive environmental actions

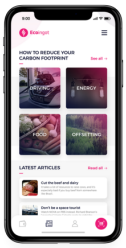
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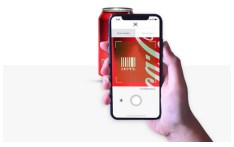
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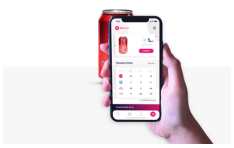


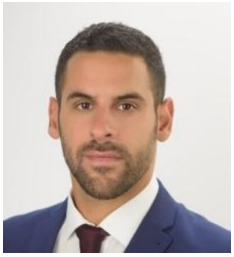












31st October 2018, London, UK - Ecoingot, a team of technology and environmental experts, is developing an accessible and informative platform which provides consumers with the carbon impact data of their everyday purchases, activities and lifestyle choices.

This solution – the Internet of Carbon – uses the latest technological and environmental approaches to gather, store and process the data, and then makes it easily accessible to everyone via an app. In a truly revolutionary approach, Ecoingot is utilising blockchain and distributed ledger technology to provide people with a transparent and secure platform to balance their environmental impacts.

Ecoingot's innovative system is a timely response to the recent IPCC report, warning that urgent and large-scale changes are required to limit the rise of global warming to 1.5° and that the world cannot meet its targets without the actions of individuals.

While large-scale changes to current systems (transport, recycling, supply chains etc) are vital, in reality transformation will take years. The team at Ecoingot is all for increasing pressure on retailers, providers and governments to make these changes, but is inherently motivated to empower the public with the ability to do something meaningful right now.

Ecoingot believes in a multifaceted approach: education, reduction and offsetting. Their app will be informative about the carbon impacts of everything we do, buy or eat. It will be educational, providing users with tips on how to reduce their impacts. It will then provide users with the opportunity to balance (or offset) their impacts that are unavoidable.

The unique data engine they are developing, 'ECOSISTM', uses a carbon impact calculation model developed by sustainability and climate change consultant and author, Prof Mike Berners-Lee and his team of experts.

Florentinos Mela, Environmental Engineer and Ecoingot advisor says, "Five years ago I didn't really know what it meant to be a vegan, for example. Today, I know exactly what it means, information is everywhere; most restaurants have vegan options, supermarket chains are actively stocking more vegan products. This is the sort of level of awareness we want to bring to carbon impacts. People are aware that they have a carbon footprint, but they have no idea of its actual size - in real terms. I can check any food label to get information I need to help me make healthy choices - we want to see the same for carbon emission information. That's our goal."

In this age of Big Data and lightning speed advancement in AI and Deep Learning, it is striking that consumers have no data-rich information about the most pressing environmental issue of our time.

We already use data to manage our lives - think fitness trackers providing a record of our daily activity levels, heart rate and sleep patterns - Ecoingot asks the question: why on Earth don't we have that sort of data available for our carbon impacts? Where are the labels that tell us what the carbon impact is of a specific bag of pasta, a cup of coffee, a taxi ride, a load of washing, or even a delivery from Amazon?

The Ecoingot app will be launched in April 2019 to coincide with Earth Day; a time when there is special attention to the issues our planet faces. "After all, every day is Earth Day," says Florentinos, "we're looking forward to giving consumers choice about how they engage in carbon offsetting."

Just like the Internet transformed the way we consume information, the Internet of Carbon will define a new way for us to fully understand our individual impact on our planet.

Ecoingot is launching the EGT token at the Malta Blockchain Summit under new regulations, the EGT token is determined as a VFA launched from within Malta's new regulatory framework. The environment tech company is creating the Internet of Carbon on the blockchain, that will for the first time, make it possible for consumers to calculate the carbon impact of everything.

Ends

About Ecoingot Ltd

Ecoingot Ltd is an environmental technology company incorporated in Malta. The company is working a team of experts to develop the most comprehensive carbon impacts database (ECOSISTM) that will create the Internet of Carbon and provide on-demand data to enable people to take positive action.

Visit: ecoingot.com

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