ZCO

ZCO Environmental & Anti-Greenwashing Policy

Version 1.0 | September 2026

Policy status: Public policy for ZCO environmental communications and future sustainability initiatives.

1. Purpose

ZCO - Zero Carbon is a Web3 community exploring how technology, community participation, clean energy, sustainable innovation, AI and green computing can contribute to a greener future. This policy establishes the environmental integrity standards that guide ZCO's public communications, community initiatives, product development and future sustainability reporting.

Our principle is simple: No Fake Green. ZCO will distinguish clearly between aspirations, planned activities, community participation and verified environmental outcomes.

2. Core Principles

• Accuracy over hype. Environmental statements should be specific, proportionate and supported by appropriate evidence.

• Transparency. ZCO will distinguish between what is current, planned, proposed, experimental and independently verified.

• Verifiability. Quantitative environmental claims should be traceable to credible data, methodologies and, where appropriate, third-party evidence.

• No implied endorsement. ZCO will not imply certification, partnership or endorsement by an organization unless such a relationship actually exists and may be publicly disclosed.

• Continuous improvement. Environmental commitments may evolve as ZCO develops, but changes should not rewrite or exaggerate past performance.

3. ZCO, ZCS and Carbon Credits

ZCO is not a carbon credit and should not be represented as one. ZCO Green Score (ZCS) is a community participation score intended to recognize activities such as learning, community contribution and participation in green challenges.

Accordingly:

• 1 ZCO does not equal 1 tonne of carbon reduction.

• 1 ZCO does not equal 1 carbon credit.

• ZCS does not represent verified carbon reduction, carbon removal or ownership of an environmental attribute.

• ZCO, ZCS, badges or future NFTs must not be described as providing guaranteed financial returns or guaranteed environmental outcomes.

4. Environmental Claims

ZCO will not publish or encourage claims of carbon reduction, avoided emissions, renewable-energy use, energy efficiency, environmental benefit or other measurable impact unless the claim has an appropriate factual basis.

Where data is incomplete or an initiative has not yet been implemented, ZCO will use language such as “planned,” “proposed,” “exploring,” “target,” or “when verifiable data becomes available,” rather than presenting the activity as an achieved result.

Broad terms such as “green,” “sustainable,” “zero carbon,” or “climate positive” should be accompanied by sufficient context when they could reasonably be interpreted as a measurable performance claim.

5. Proof of Green and Future Data

ZCO may develop Proof of Green features to display environmental or energy-related information. Any such system should prioritize data provenance, methodology transparency and appropriate verification.

Before presenting a metric as verified environmental impact, ZCO should document, as applicable: the data source, measurement period, system boundary, calculation methodology, assumptions, ownership or attribution of environmental attributes, and verification status. Estimates must be identified as estimates.

Blockchain records, token issuance or on-chain transactions alone do not prove that an environmental outcome occurred.

6. Community Activities

Community challenges and ZCS activities are designed primarily for education, participation and engagement. Participation in a green challenge does not automatically constitute verified emissions reduction.

ZCO may encourage practical actions such as walking and cycling, reducing energy use, learning about sustainability and supporting constructive environmental collaboration. Any quantified impact from these activities should only be published when a defensible methodology and supporting data are available.

7. Products, Tokens and NFTs

Future ZCO products, tokens, badges or NFTs may incorporate community, educational or participation utility. Unless explicitly supported by a separate verified environmental instrument, they do not represent carbon credits, renewable-energy certificates, emissions allowances, offsets or ownership of carbon reductions.

Environmental messaging must remain separate from promises of investment return. ZCO will not use environmental claims to imply guaranteed price appreciation, yield or financial performance.

8. Partnerships, Certifications and Memberships

ZCO will only identify an organization as a partner when a genuine relationship exists and public disclosure is authorized. Exploratory discussions, attendance at events, use of a service, inclusion in a directory, or participation in an open community must not be presented as a partnership or endorsement.

Certifications and memberships will be described according to their actual scope. A domain, profile, trustmark or community membership must not be presented as independent certification of ZCO's environmental

performance unless the issuing organization explicitly defines it that way.

9. Corrections and Accountability

If ZCO discovers that an environmental statement is inaccurate, outdated, unsupported or reasonably misleading, it should be corrected or withdrawn promptly. Material corrections should preserve enough context for the community to understand what changed.

Community members are encouraged to question environmental claims and request supporting information. Concerns may be sent to hello@zco.eco.

10. Reporting and Review

As ZCO matures, this policy may be supported by periodic environmental updates describing actions taken, evidence available, limitations and next steps. Reporting should prioritize meaningful information over promotional volume.

This policy should be reviewed when ZCO introduces material new environmental claims, Proof of Green data, token or NFT functionality linked to environmental outcomes, major partnerships, or formal sustainability reporting.

Public Statement

ZCO believes credible climate action begins with credible communication. We will not manufacture environmental impact for marketing purposes. We will say what we know, identify what we are still building, and verify what can be verified.

Small Actions. Bigger Tomorrow.