Identifier	VD001 **Vertdeep Red Certificate®**
Characteristics of the POSITIVE IMPACT	**Social Impact** The **Vertdeep Red Certificate®** focuses on the social impact of the SDGs: **1** (poverty eradication), **2** (fighting hunger), **3** (access to health), **4** (access to quality education), **5** (gender equality), **8** (access to decent jobs) and **10** (reducing inequality)
Product description	The **Vertdeep Red Certificate®** represents the image of the Social Impact of the underlying project, it does not affect the purpose of the project (the Positive Impact). It does not materialize the Impact itself, but the image of the Positive Impact or more precisely the image of the virtuous and social effect(s) of the corresponding SDG(s). The buyer of a Certificate only has in his possession the certificate, issued by the producer of the Impact, certifying that he is the buyer. The **Vertdeep certificate** establishes the reality and the value of the Social Impact produced by the activities undertaken (the actions of a project). It is therefore non-mutable because the reality of the underlying project is not interchangeable with that of another project, even if the latter has comparable qualities and quantities. All evidence of the Social Impact Certification is stored in a digital asset. It can be traded on the **VERTDEEP platform**.
Product and valuation review	The value of the Certificate represents the IMAGE value of the service rendered by the underlying project. The initial value is issued by the VERTDEEP platform after certifying the proper execution of the project and the production of benefits corresponding to the Positive Impact. Social impact certification is based on the GNH (Gross National Happiness) and the AVISE method. They are completed by the **Vertdeep consensus** which determines the quantification of the impact and its valuation. This will be updated throughout the life of the project, until its completion. Thus, at the beginning of the project, KPIs (Key Progress Indicators) are defined which reflect the project leader's commitments and which are periodically evaluated and certified throughout the project. The value of the certificate can then increase according to the market's enthusiasm for the image conveyed by the Social Impact.
Regulatory and legal compliance	The **Vertdeep Certificate** is a token as defined by article L.552-2 of the French Monetary and Financial Code (CMF) as any intangible asset representing, in digital form, one or more rights that can be issued, registered, retained or transferred by means of a shared electronic recording device. It is a **Non-Fungible Token (NFT)** that has its own identity, but also its own authenticity and traceability. It meets the ERC -721[1] or ECR-1155 token standards.
Risk management	*Liquidity risk:* this risk is not linked to the time value of the certificate but only to the narrowness of the market, which may not offer a counterparty for the redemption of the certificate. *Underlying risk*: the value of the certificate is linked to the quality of the positive impact image and to the management of this image by the certificate holder. The value of the image may change as a result of changes in public perception and media coverage. Media coverage is experienced (market resonance) and managed by the certificate holder. *A Reputational Risk*: can only arise if the holder manages its certificate by conducting communication that conveys a misleading image of environmental responsibility. With the **Vertdeep Certificate**, the underlying and reputational risks related to the lack of reality of the positive impact are circumscribed by the safeguarding of the proof of the impact and its regular controls.

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[1] The ERC or Ethereum Requests for Comments are a category of EIP (Ethereum Improvement Proposals), which manages the area of the token standard (including the ERC-20 which is a consensus adopted within the community) which is characterized by its fungible property.