

# Climate Cook



Plant Based Chili | 30min

0.42 kgCO<sub>2</sub>e

Photo credit: Geneviève Plante

**Information document**

Community Bonds Campaign  
**to launch the mobile app**



[www.emissionsreductionnow.com](http://www.emissionsreductionnow.com)

**Emissions Reduction Now, a Non-for-Profit Corporation (NPC),** calls upon all those who would like to support the **Climate Cook** project - a mobile application that **guides individuals in their transition to environmentally friendly food.**

Community bonds are loans issued by investors to an NPC. In return, the NPC issues a security to the investor. It is a risky subordinated loan, which only has precedence over those of members of the NPC.

Community bonds are exempt from the prospectus requirement and are not supervised by the Autorité des marchés financiers (AMF). Therefore, all investors can invest, whether they are qualified investors or not; legal persons or physical persons.



Photo credit: Snapwire

**Click here to contribute**

<https://bit.ly/3mJhf72>

For more information contact

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# Main terms of the bonds

Subordinated & not guaranteed

\$500 CAD nominal value

5 year term

2% annual non compounding rate

Principal & interest paid at term

Possibility to renew

## Other considerations

The bonds will be on sale from February 1<sup>st</sup>, 2021 to April 29<sup>th</sup>, 2021\* and issued April 30<sup>th</sup>, 2021.

At no time does Emissions Reduction Now (ERN) offer financial advice. Investors must evaluate the risk based on their personal financial situation. Several factors could make ERN unable to reimburse investors.

To ensure repayment, ERN will work, during the last three years before the end of the term and thanks to annual installments, to build a contingency fund equivalent to 40% of the amount issued, and, at the end of the term, to renew the investments of 30% of bondholders and transfer 30% of bonds to new investors.

Three months before the end of the term, the two parties will be able to start discussions to mutually agree to renew or transfer the bonds. At any time, ERN may, with at least one month's notice, repurchase bonds. Finally, at anytime, bondholders can convert their bonds into donations to ERN.

\* Initially the sale period was until end of March. For reasons related to COVID it has been extended to April 29th 2021.



# Emissions Reduction Now

## Vision

To build a low carbon society

## Mission

Empower each one of us to tackle the Climate Emergency

## Not-for-Profit Corporation Structure

Ensures that all resources are reinvested towards positive impact.

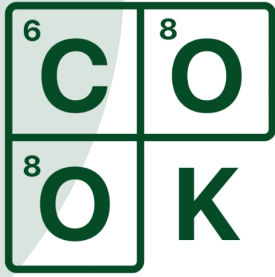
## Impact

1M tCO<sub>2</sub>e avoided by 2030, while respecting the environment and society (equivalent to getting 400,000 cars off our roads).

In addition, Emissions Reduction Now has already established collaborations and will continue to support stakeholders in its local community that provide essential services to society, that reasonably remunerate all their employees, & respect the environment.



Photo credit: cottonbro



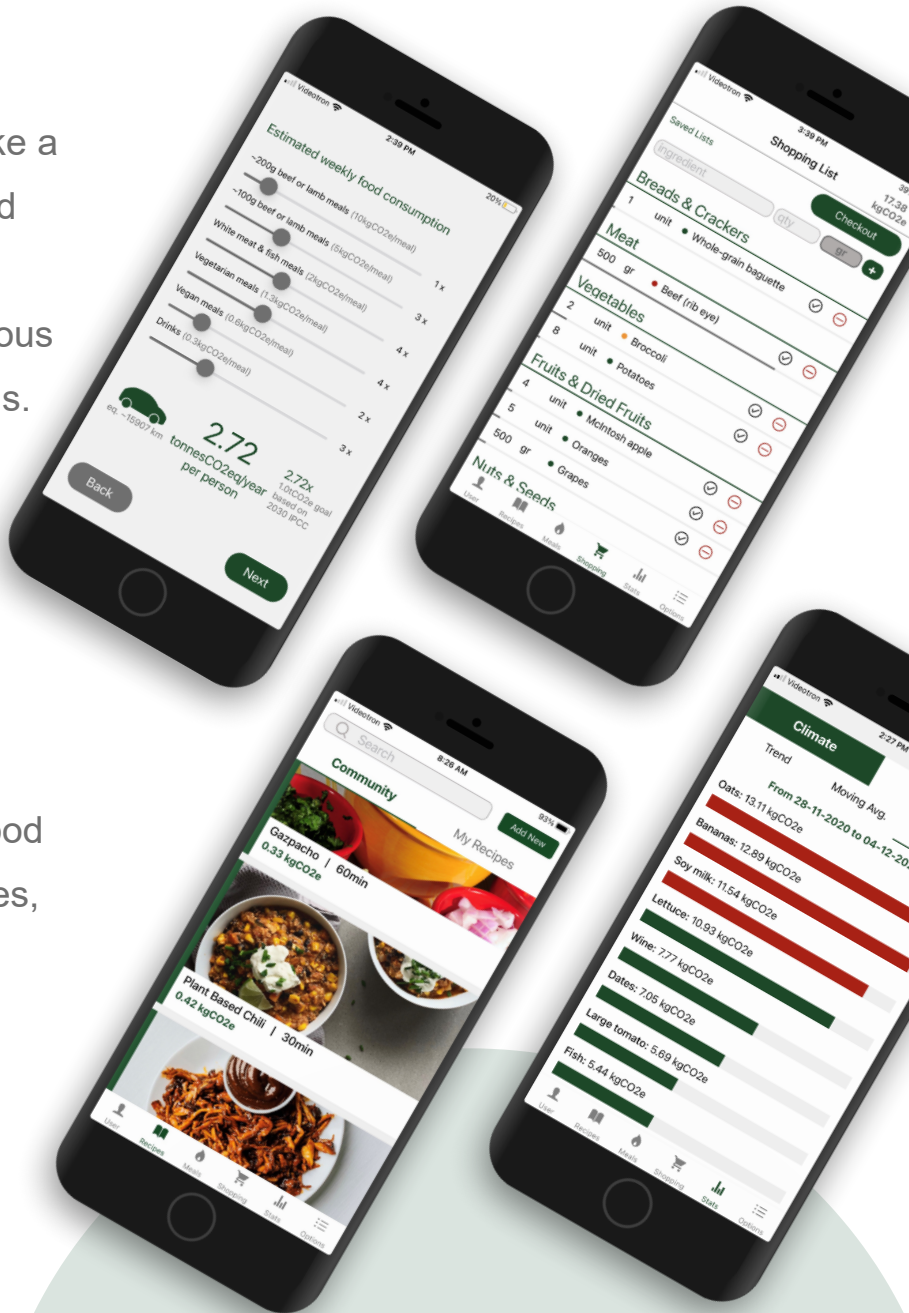
# Climate Cook

## The project

To help each one of us to make a smooth transition towards food with low impact on the environment by offering delicious and healthy low-impact options.

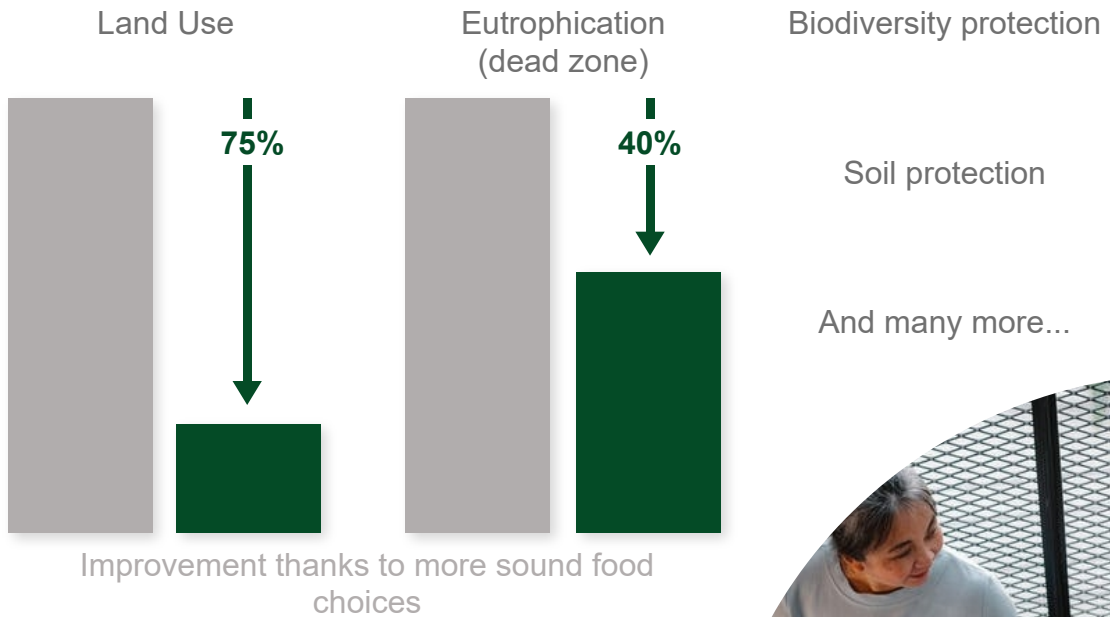
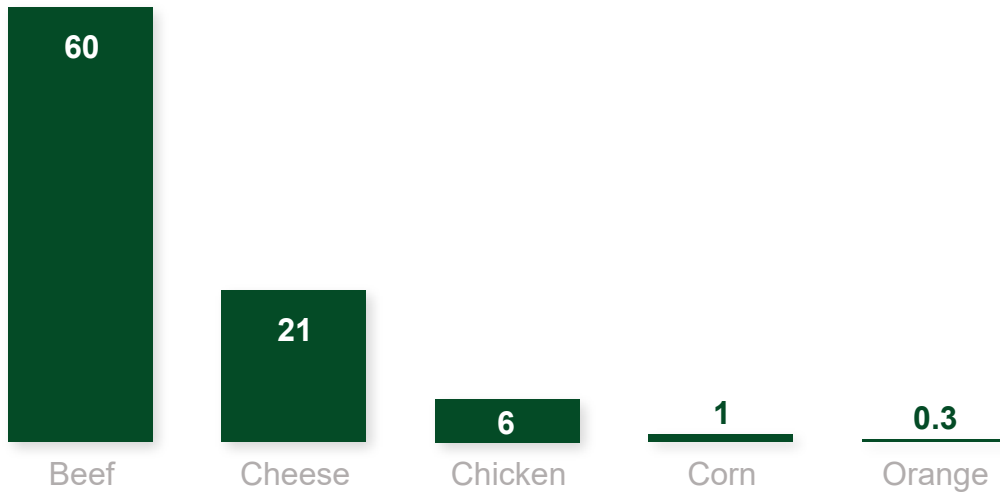
## A mobile app

In real time, when you make decisions, the app helps you measure the impact of your food choices, find sound alternatives, and track your progress.



# Our food choices are critical for the environment

Climate impact of various foods (in kgCO<sub>2</sub>e / kg of food)



# A virtuous business model

Thanks to this free app, people improve their carbon footprint and generate carbon credits. Then, Emissions Reduction Now offers these credits on the voluntary market to essential organizations, such as schools, to support their climate efforts. And as a not-for-profit, we reinvest all these revenues towards more impact.



# Financial Plan

## Budget

|                        |           |
|------------------------|-----------|
| Mobile app development | 80 000 \$ |
| Marketing, promotion   | 30 000 \$ |
| Admin                  | 6 000 \$  |
| Working capital        | 14 000 \$ |

**130 000 \$**

## Sources

|                 |           |
|-----------------|-----------|
| Grants          | 80 000 \$ |
| Crowdfunding    | 20 000 \$ |
| Community bonds | 30 000 \$ |

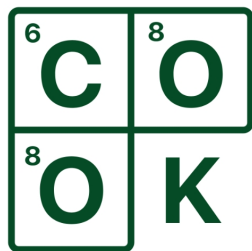
**130 000 \$**

This budget will allow us to finalize the mobile app to launch it to the public in 2021, to help thousands make a transition to delicious food that's healthy for them and the environment. In addition, this budget will help us establish the foundations to make Emissions Reduction Now financially viable.

Thanks to your support and following the success of this first step, our ambition is to grow our impact to hundreds of thousands of people across the world by 2030.



# Ready to support us?



Climate Cook

**Click here to contribute**

<https://bit.ly/3mJhf72>



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Photo credit: Elly Fairytale