



PRESS RELEASE (23/11/2022)

Liechtenstein Bankers Association launches climate-positive NFTs as part of its Roadmap2025 vision

Partnering with Swappable and KlimaDAO to offer the opportunity to become a Roadmap2025 ambassador and claim this exclusive NFT.

On September 21, the [Liechtenstein Bankers Association](#) (LBA) has announced the launch of its Roadmap2025 climate-positive NFT, a visualization of its multi-year strategy committed to sustainability and digitalisation.

The LBA has fulfilled its commitment to be climate neutral through the years 2021 and 2022, through these NFTs retiring its total CO2 footprint, whilst offering every employee of LBA member organisations the opportunity to claim an NFT to show their own commitment and participation in the vision. This option is now open to everyone.

“The Roadmap2025 stands for our shared ambition to actively shape the two megatrends of sustainability and digitalisation for the benefit of our clients and society. Help us fight climate change and take responsibility for future generations, by participating in our innovative and forward-thinking initiative.” Simon Tribelhorn,

CEO of the Liechtenstein Bankers Association. You can find out more about the Roadmap2025 [here](#).

The LBA has partnered with leading blockchain organisations [Swappable](#) and [KlimaDAO](#) to launch the initiative, supported by the [Blockchain Research Institute of Europe](#).

The KlimaDAO Carbon Retirement dApp (Decentralized Application) has been used to retire the LBA's CO2 footprint, with each of the 500 NFTs including an embedded link to the LBA's pledge dashboard representing the retirement of carbon assets invested in the the REDD+ Matavén Project supporting reforestation in Colombia.

The climate-positive NFTs are now not only claimable by all employees of LBA member organisations. Today, 23rd November, the exclusive claiming period closes for employees, any unclaimed NFTs will become publicly available. For more information and to claim an NFT, visit the [Roadmap2025 NFT website](#).

NFT holders will soon also have the opportunity to further support the initiative and its positive environmental impact, by sending digital tokens to the NFT to purchase further carbon offsetting credits equivalent to the average carbon footprint of a resident in Liechtenstein for one whole year. In exchange, participants will receive an animated version of the Roadmap2025 NFT.

About the Liechtenstein Bankers Association

Established in 1969, the Liechtenstein Bankers Association is the domestic and international voice of the banks operating in and out of Liechtenstein. It is one of the country's most significant associations and plays a key role in the successful development of the financial centre. Member interests are pursued in accordance with the principles



of sustainability and credibility. As a member of the European Banking Federation (EBF), the European Payments Council (EPC) and the European Parliamentary Financial Services Forum (EPFSF), the Liechtenstein Bankers Association is a member of key committees at the European level and plays an active role in the European legislation process. Since 2017, the Liechtenstein Bankers Association has also been a member of the Public Affairs Council (PAC), with offices in Washington and Brussels, and since 2018 has been a member of the international network "Financial Centres for Sustainability" (FC4S). With the Roadmap 2025, the LBA has placed an even stronger focus on the two major topics of sustainability and digitalisation. As a consequence, the LBA joined the following two initiatives in 2021, each of which is a leader in its field: firstly, it has become an official supporter of the UN Principles for Responsible Banking and the Net-Zero Banking Alliance and, secondly, it has become an affiliate member of the Canada-based Blockchain Research Institute (BRI), an independent, global think-tank dedicated to inspiring and preparing private- and public-sector leaders to be the catalysts of the blockchain transformation.

For additional information about the Liechtenstein Bankers Association, please visit www.bankenverband.li.

About Swappable

Swappable is an NFT solutions provider and trusted web3 partner of innovative organisations, enabling them to unlock the power of web3 and embrace blockchain technology. TrustSwap, the company behind Swappable, is a multi-chain DeFi ecosystem providing a wide range of services to both corporate and retail customers. With over US\$ 6.5 billion secured in March this year by more than 30,000 projects across ten blockchains, TrustSwap is a foundational pillar in crypto security. TrustSwap's "The Crypto App" has over four million downloads, making it one of the most used crypto applications globally.

For additional information about Swappable, please visit <https://swappable.io/>.

About KlimaDAO

KlimaDAO is an on-chain scaling solution for the Voluntary Carbon Market. KlimaDAO aims to open up the market to greater transparency and efficiency by combining tokenized carbon credits with a blockchain-enabled technology stack. If you are a business looking to offset your carbon footprint, get started here

For further information and inquiries:

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