

TRACA / TRACA.CLUB – FAQ

1. How exactly is the annual dividend of 3% calculated and paid out?

The TRACA investment is structured in two parts:

- €10,000 as a cooperative share in *visibleRuhr eG*
- €10,000 as a subordinated loan (loan agreement)

As an investing member of the TRACA Club, you automatically become part of the cooperative and receive a dividend from its business operations. Cooperatives traditionally distribute between 4% and 6% in dividends on their shares – and this expectation is already built into the TRACA business model.

For the total investment of €20,000, we target an average dividend of 3% per year over a period of 10 years. Please note:

- In the first two years, dividends are expected to be lower due to the platform's build-up phase.
- In subsequent years, dividends may rise accordingly.
- Dividends are usually paid annually, depending on the cooperative's financial performance.

2. Which concrete projects are currently registered or active on TRACA?

TRACA is currently preparing several pilot projects scheduled to start in 2025 and beyond. In March 2025, the board of *visibleRuhr eG* traveled to Bangladesh to finalize two partnerships. These projects are now in the preregistration phase on the TRACA platform:

1. Reforestation in rural Bangladesh

Together with the local NGO *Born to Smile Ltd.*, around 50,000 trees will be planted in rural regions, particularly on land owned by smallholder farmers and subsistence families. The project will also be partly co-financed through a Kickstarter campaign.

2. Model School for Climate Education in Bajitpur, Madaripur (Bangladesh)

In cooperation with *envolead Ltd.*, a school is being established to provide climate education from grade 1 to grade 13 as a supplement to the regular curriculum. A suitable site has already been secured, and the landowner has agreed to donate the property. The formal transfer is currently underway.

3. Mangrove Reforestation in Tanzania

In partnership with the *Mikoko Development Foundation (MDF)*, TRACA supports the planting of 100,000 mangrove trees by the end of 2026. This large-scale initiative strengthens coastal ecosystems, preserves biodiversity, and contributes significantly to long-term carbon storage. More information: <https://mikoko.or.tz/>.

3. Is there a risk analysis or an exit strategy for the investment?

Yes. TRACA clearly distinguishes between the two parts of the €20,000 investment and their respective risk and repayment structures:

1. **Cooperative shares (€10,000 equity):**

These primarily serve to secure the cooperative's liquidity. By statute, visibleRuhr eG must hold at least 90% of cooperative capital as minimum reserves. Shares can be terminated with 24 months' notice to the end of a fiscal year, with payout following the general assembly. Under normal conditions, this capital is considered relatively secure, as it is backed by the cooperative model and audited externally.

2. **Subordinated loan (€10,000 debt capital):**

This carries higher risk, as it functions as an impact investment with entrepreneurial character. According to the business plan, the loan will be repaid in full after 10 years. If this is not possible, an individually tailored repayment schedule will be arranged. In extreme cases of financial distress, some or all of the loan capital could be lost.

4. Is an investment in TRACA economically meaningful, or purely idealistic?

TRACA combines financial participation with social and ecological impact – making it both economically reasonable and deeply meaningful.

From a financial perspective:

- You invest €20,000: €10,000 in cooperative shares and €10,000 as a subordinated loan.
- An average dividend of 3% per year is targeted over 10 years.
- The loan repayment is scheduled after 10 years (or in installments if needed).

From an idealistic perspective:

- You become part of a movement that systematically links transparency, climate protection, and education.
- You gain access to the TRACA Club – a global network of innovators.
- You directly support concrete projects such as reforestation in Bangladesh and Tanzania, or the first climate education school in Bangladesh.
- Your impact is measurable, verifiable, and publicly documented via blockchain, AI, and satellite data.

Conclusion: TRACA is for people who view return and responsibility not as opposites, but as the new standard for future-proof investing.

5. How does CO₂ certification work, and which independent body is responsible?

TRACA deliberately does not rely on traditional standards like the Verified Carbon Standard (VCS) or the Gold Standard, as these have faced criticism for lack of effectiveness and greenwashing.

Instead, TRACA has created its own highly transparent audit system, combining:

- Independent audits by project owners directly on the platform
- Technological validation through satellite imagery, sensors, and geodata analysis
- Artificial intelligence for verification and anomaly detection
- Blockchain for tamper-proof, publicly accessible documentation
- Community-based public audits via the TRACA app – anyone can check, compare, or even run their own audits

TRACA thus acts like a digital “climate inspection authority” – setting itself apart from opaque and outdated offset systems.

6. How exactly does TRACA collect and analyze project data?

TRACA is an intelligent ecosystem for digital climate accounting. At its core is specialized inventory software aligned with standards such as DIN EN ISO 14064-2. Operated as SaaS, it ensures maximum data security and privacy, with hosting based on ISO/IEC 27001. Certification of visibleRuhr eG is under review.

Technologies in use include:

- Blockchain for tamper-proof storage
- AI for data validation and anomaly detection
- IoT/LoRaWAN sensors for environmental data collection
- Satellite imagery for reforestation and land-use verification
- TRACA app for public audits
- Local TRACA ambassadors to monitor and accompany projects
- TRACA Club members for on-site visits and personal impressions

Data is collected by the projects, structured via the platform, and verified by AI and technical validation.

7. How is TRACA governed, and who makes the strategic decisions?

TRACA is operated by *visibleRuhr* eG. Its governance combines cooperative principles with modern steering formats:

- Executive Board with proven climate expertise (winners of *greenhouse.ruhr* and the *Climate Innovation Challenge*, currently implementing a Common Good Balance Sheet)
 - Supervisory Board as statutory oversight body
 - Optional Advisory Board, including TRACA Club members
 - Steering Committee to guide platform and project strategy
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8. What are the tax implications of a TRACA investment?

TRACA is not primarily designed as a tax-driven product, but focuses on measurable impact and moderate financial return. Still, some tax aspects apply:

- Dividends from cooperative shares are subject to capital gains tax (plus solidarity surcharge and church tax if applicable).
- Repayment of the subordinated loan is not taxable income. If interest or additional returns were agreed, these would be taxable – but none are planned under the current model.

Unlike charitable donations, TRACA does not provide direct tax deductions. The value lies in combining return with real-world impact.

9. Who can become a TRACA Club member, and what commitments are involved?

Membership is open to anyone who:

- can and wishes to invest €20,000,
- is genuinely interested in impact-oriented projects,
- and wants to be part of a community seeking more than financial gain.

Membership requires at least one cooperative share and comes with the usual rights and responsibilities under cooperative law.

As a member, you benefit from:

- Exclusive access to project sites worldwide
 - Being welcomed not as a tourist but as a supporter and guest on equal footing
 - Assistance with travel and visa arrangements through official invitations
 - Direct personal contacts with project leaders
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10. Is there an external evaluation of the TRACA platform?

Yes. TRACA is built on a multi-level quality assurance and evaluation system, supported by external checks.

Future collaboration is planned with recognized certification bodies (e.g., TÜV) under ISO 27001 for IT security and DIN EN ISO 14064-2 for climate inventories. Certification of both the platform and the cooperative is under consideration.

The first full external evaluation is scheduled for 2026, once initial pilot projects have been fully registered, validated, and completed.

Three Honest Answers to Difficult Questions

1. It's hard to understand what TRACA really is – and what's in it for me.

TRACA makes climate projects not only visible but also transparent and verifiable – using technologies such as AI, blockchain, and satellite imagery.

As a TRACA Club member, you:

- Enable real climate projects
- Generate measurable impact that you can track – and even visit
- Receive an average dividend of 3% per year over 10 years
- Gain access to a global network that combines purpose with return

Your benefit: you're not investing in an anonymous fund, but in something you can actively shape.

2. How is TRACA different from others making similar promises?

Many platforms *talk* about impact. TRACA makes it *visible, measurable, and verifiable*.

What makes TRACA unique:

- Transparency: an independent audit system with blockchain, AI, satellite data, and public app access
 - Real participation: members can visit projects themselves
 - Cooperative model: no exit-driven startup, but long-term community ownership
 - Broad SDG focus: starting with SDG 13 (Climate Action) and SDG 4 (Quality Education), expanding to more with scientific support
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3. Why should I invest now – in such uncertain times? What security can you offer?

We don't promise miracles, but we do offer:

- Security through cooperative structure and external audits
- Realistic repayment plans for the subordinated loan
- No speculation – but calculated, responsible investing

And honestly: **if not now, when?** The climate crisis, education gaps, and social transformation demand investments that create more than financial gain. TRACA offers you the chance to be part of real change – both financially and socially.