

**ZEW'S
PROCEDURES
MANUAL**

March 2025

Preliminary Note: This Manual aims to establish the set of rules and procedures applicable to the identification and financing of projects by Zero Emissions World (ZEW). The Manual was approved by the ZEW Board on 12th March 2025 and is mandatory for all ZEW employees.

ZERO EMISSIONS WORLD (ZEW)

Vision

ZEW's vision is to contribute to “a world where people act in harmony with the planet, enjoying healthy ecosystems, social justice, and resilient communities.”

Mission

ZEW's mission is to accelerate the transition to a sustainable future. To achieve this, ZEW connects donors with carefully identified social and environmental projects through its crowdfunding platform, ensuring transparency, accountability, and measurable impact. Using an innovative communication strategy based on storytelling and gamification, ZEW fosters a new philanthropic culture, making it more accessible, rewarding, and effective. It engages public figures, businesses, and active communities to promote and fund impactful environmental and social projects worldwide

Values

Collaboration: ZEW promotes a community where everyone joins forces to prevent and combat climate change.

Transparency: ZEW ensures that all project details and financial transactions are transparent, allowing stakeholders to make informed decisions.

Empowerment: ZEW provides individuals, NGOs, and partners with tools and resources to create a real impact.

Optimism: ZEW is driven by optimism. We believe it is not too late to reverse climate change's impact, but immediate and courageous action is required.

Legal Status

ZEW is a non-profit association with an international focus, headquartered in Portugal and established under Portuguese law.

Executive Body

The ZEW Board is responsible for carrying out all actions necessary to achieve its objectives, including defining, implementing, and supervising procedures for project identification and financial management.

ZEW is bound by the signature of two Board members or one Board member and an authorised representative.

The Board of Directors may delegate powers of representation and administration for the performance of certain acts or categories of acts to any of its members, to qualified professionals working for the Association, or to authorised representatives with specific powers for this purpose.

Organisational chart

ZEW's organisational chart is available through the link [here](#).

PROJECT IDENTIFICATION AND DEVELOPMENT PROCEDURES OF ZEW

Project identification and development at ZEW is led by the Business Development Team and follows a standard set of procedures, as described below:

1 - Identifying the preferences of public figures/sponsor brands

The project identification process begins by determining the preferred social and environmental intervention areas and geographic locations of public figures/sponsoring brands. ZEW follows a structured approach to identifying projects, aligning the profile and interests of public figures and corporate ambassadors with the nature and location of the projects to be financed.

2 - Project Selection

The Business Development team identifies projects aligned with the preferences of public figures and corporate ambassadors, ensuring that they are implemented by credible organisations, previously certified by ZEW, on the basis of an initial accreditation process. In general, the implementing organisations are Non-Governmental Organisations or private Foundations.

3 – Establishing Partnerships

Memoranda of Understanding (MoU) will be signed between ZEW and the partner organisation(s). The MoU will establish the principle that project funding will be conditional on the success of the crowdfunding campaign.

4 - Cofinancing

Preference will be given to projects that have already been partially funded by the partner organisation (e.g. grants awarded by public or private organisations). The cofinancing of projects mitigates the risk that the projects identified cannot be realised if the crowdfunding campaigns developed only guarantee partial funding of the activities.

5 – Project Development

ZEW develops the project concept in collaboration with the partner organisation. The following teams will be involved in these tasks:

- Mission Team: Oversees the general management of the project, including budgetary and operational execution, risk assessment and the fulfilment of execution deadlines.
- Communications Team: Develops the project's narrative, visual identity and gamification strategies.
- Social Investment Committee: Provides mentoring and strategic guidance.

6 - Project Approval

The projects identified and formulated by the ZEW teams are subject to an approval process before being presented to the public.

Projects are approved by the following organisations:

- Social Investment Committee: Evaluates and validates the project concept, ensuring its alignment with ZEW's impact objectives.
- Public Figures/Brand Sponsors: The project's ambassadors (public figures and companies) review and endorse the initiative before it is promoted.

7 – Detailed project design

Once the projects have been approved, ZEW and the partner entities collaborate to finalise the operational details of the partnership agreement, including, among others:

- Detailed project narrative.
- Activity planning.
- Creative development and marketing campaign.
- Budget allocation.
- Risk management strategy.
- Timeline definition.
- Project implementation and crowdfunding.

8 - Launch of the Crowdfunding Campaign

At this stage, the fundraising phase begins, with the active involvement of ambassadors and the ZEW community.

For community members interested in funding specific projects, the following procedures apply regarding the operation of the online platform:

- **Access to the Platform:** Users can access the platform via the official ZEW website (<https://zew.world>).
- **Project identification:** After logging in, the projects available for funding are listed in the ‘Missions’ section. Each project includes a detailed description, objectives and funding targets.
- **Contributing to Funding:** To support a project, those interested should select it and click on ‘Contribute’. Then follow the instructions to make the payment.
- **Monitoring Results:** Funders can monitor the progress of supported projects through regular updates on the platform, which include images and videos of the activities carried out and information on the utilisation of funds.
- **Unsuccessful Campaigns:** In the event that a crowdfunding campaign does not reach its funding goal, specific terms on the destination of donations are detailed in our Terms and Conditions.

More detailed information on how the platform works and the associated procedures can be found in the Help Centre at <https://help.zew.world/>.

9 – Financing activities

Once the crowdfunding campaign has been successfully completed, the transfer of the total amount agreed with the partner organisation will be carried out in stages,

according to the milestones reached during the execution of the project and mutually agreed upon.

The amounts will be credited to the bank account indicated by the partner organisation.

Authorisation of the transfer is subject to an internal ZEW control procedure and depends on the cumulative verification of the following conditions:

- Proof of the realisation of the activities carried out (through the submission of narrative reports).
- Accounting documentation proving that the partner organisation has made the expenditure (where applicable).
- Monitoring missions carried out by ZEW in the field (including taking photographs and videos of the project).

Occasionally, based on a case-by-case assessment and subject to the conditions agreed with the partner organisations, ZEW may make advance payments on behalf of the projects, prior to the partial or full implementation of the activities. Measures will be taken to guarantee the financial security of the funding.

10 – Final Report.

At the end of the project, the partner organisation must present ZEW with a detailed report containing:

- Activities carried out.
- Results achieved.
- Financial breakdown.
- Visual proof of execution of activities.

PROJECT PAYMENT PROCEDURES

All payments made by ZEW to secure project funding follow strict governance procedures designed to guarantee accountability and financial integrity.

To this end, payments will be made in accordance with the following rules:

- Payments depend on the prior signing of Memoranda of Understanding (MoU) between ZEW and the partner organisation/s.
- Payments are issued against invoices.

- The authorisation of expenditure, as well as the bank transfer, requires at least two signatures from board members, regardless of the value of the transaction.
- Payments are made in stages, according to milestones reached during the course of the project and mutually agreed upon, requiring proof of the completion of activities, accompanied, whenever possible, by corresponding financial documentation.

Payments are issued in the form of a donation

The ZEW Board,

(Signatures)