Challenge 3: NFT's for Good

"Social Impact, Utility, Verifiability"

This challenge is proudly sponsored by AI4Diversity.

1. Challenge Statement

In this challenge, pick [any of the UN Sustainable Development Goals](#) and generate:

A new NFT idea that addresses a specific problem, has good social utility and impact, providing an illustration or visualisation of a sample along with an accompanying pitch deck.

Please note that there are some specific requirements for this challenge, outlined in Section 3: "Where to Start".

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2. Background Narrative

An NFT is a digital asset that represents real-world objects like art, music, in-game items and videos. They are bought and sold online, frequently with cryptocurrency, and they are generally encoded with the same underlying software as many cryptos.
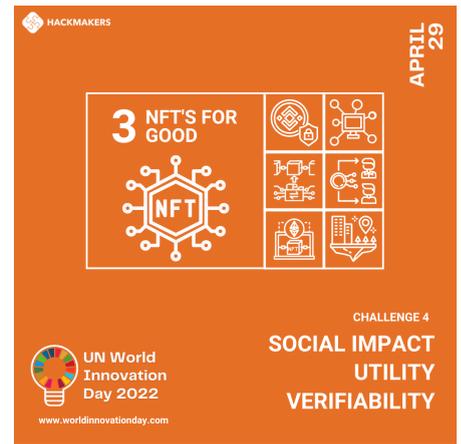
The emergence of NFTs and decentralized communities has also led to a new way of thinking about social responsibility and sustainability. For example, many projects in the NFT space are developing road maps that outline how they plan to use their NFTs to create social value and improve the world around them.

The world is experiencing exponential growth of technology, such as AI and blockchain. More than ever, we need to take advantage of and harness the potential of these new technologies to ensure that we are better equipped and more united in the future, in order to make our planet a more livable, equitable place for all.

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3. Where to start?

As this challenge requires no technical or coding knowledge to participate in, the strength of your

Bonus points

You can gain one (1) bonus points by using **any component of the Polygon Technology suite, IPFS / Filecoin Technology suite** or **Oracle APEX** as part of your solution submission in this challenge (#3)

Submissions are scored out of 35 points as listed in our judges guide, linked below.

Please see the resources and support, see the links below and contact any mentors in the #ask-a-mentor channel.

solution will lie in your pitch deck and the depth of your research. It is important that you first look at existing examples of NFT's for good, for example a [curated list by cryptoaltruism.org](#), [NFT impact investing,](#) or the [Unicef's own collection of NFT's.](#)

It is important that your solution contains:

- An art piece, graphic or visualisation of what the NFT sample may look like.
- A clear pitch deck, that includes the following components:
    - The problem under the SDG that the NFT is solving (e.g. carbon emissions)
    - The target market and their relevance to own the NFT
    - The target audience who are are the beneficiaries of the NFT's function/ utility
    - An explanation of its utility, and how its function and performance can be properly verified
    - A comparative analysis with other NFT's already in the market in a similar area
    - A strategy to how the NFT will be marketed, what channels you plan to use to bring awareness

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4. <u>Resources for participants new to NFT's</u>

- Understanding NFT's and the Market:
    - https://www.youtube.com/watch?v=H3TABd_nBJU&t=47s
- What are NFT's?:
    - https://www.youtube.com/watch?v=NNQLJcJEzv0
- Existing NFT Collections on OpenSea (to review other NFT ideas):
    - https://opensea.io/
- Existing NFT Collections on Magic Eden (to review other NFT ideas):
    - https://magiceden.io/
- How to create and NFT on Opensea:
    - https://www.youtube.com/watch?v=0YhNo43E--A
- Judging guide (criteria set out of 35 points):
    - https://bit.ly/37WJWfk

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