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## ATARCA Newsletter 3/2022: Celebrating one year of building anti-rival understandings

ATARCA has officially reached the halfway point of our project, celebrating one year since we began on April 1, 2021! In that time, we have defined three anti-rival use cases in three contexts, outlined relevant EU policy, and brainstormed wider societal implications.

One of our biggest breakthroughs of the last year is identifying the role of the shareable NFT (sNFT) within our work. While the technical implementations are still being refined, the concept represents a way to compensate for the anti-rival aspects of certain goods and behaviors. In this newsletter, we introduce our proposals for anti-rival sNFTs. If you have thoughts on shareable NFTs, feel free to reach out to us on twitter at @ATARCA\_EU or on our website!

### Introducing our anti-rival tokens concepts

#### Barcelona Green Shops

	Acknowledgment Tokens	Impact tokens
Token type	sNFT	sNFT
What is tokenized?	B2B platform contributions by shop owners	Impact through shoppers changing consumption habits
Why is it valuable?	Highlights contributions, engagement and knowledge of the shop owner. Provides recognizable reputation between platforms	Motivates the consumer to create a positive impact on the environment

The Acknowledgement and Impact Tokens within the Green Shops case are intended to recognize and reward customers and business owners who support the network. Green Shops are a network of local shops committed to reducing waste and promoting local, sustainable products.

[Learn More](#)

	Acknowledgment Tokens
Token type	sNFT
What is tokenized?	Recognition for community contributions
Why is it valuable?	Motivates contributions and makes contributions visible to others. Enables community members to find members with specific skills.

#### Streamr Acknowledgment Token

Data networks like Streamr rely heavily on contributions from community members. In this use case, we aim to acknowledge those contributions to increase engagement.

[Learn More](#)

	Reputation Tokens	Impact tokens
Token type	NFT	sNFT
What is tokenized?	Use of FF app when making meal selection	Impact creation through positive sustainable consumption acts
Why is it valuable?	Signals contribution & engagement of customer; Confers governance rights, depending on activity level within the platform	Measures and serves as a mark of impact. Can be shared for non-rival value

#### Food Futures

The Food Futures Wellbeing and Suffering Index supports informed and sustainable decision making about the food we eat. Anti-rival tokens will be used to promote actions contributing to sustainable consumption.

[Learn More](#)

### Latest news and happenings

#### 2/22 Advisory Board Meeting

In early February, we met again with our advisory board to present our use cases and gain feedback. Our advisory board is made up of technical and policy experts in the Web3 and crypto space, who support ATARCA in meeting their societal goals.

#### Call for sNFTs feedback

We highly value community input. If you would like to read more on the concept of shareable NFTs and provide feedback, feel free to [comment on our EIP](#).

#### Launching of Food Futures

Food Futures has launched their pilot experiment in partnership with UniCafe, the student restaurant organization at the University of



Helsinki. The app is being field tested on campus and is developed in conjunction with a pilot MOOC course, "Sustainable Consumption".

## Read our latest blog posts.

### About anti-rival goods and incentives



Jarno Marttila, one of our project members and Head of Technology at TX, reflects on what anti-rivalry means to him and why it is relevant.

(Image: Museovirasto CC BY 4.0)

[Read his thoughts here](#)

## Recommended reading & listening

Still curious? Below are some of the blogs, videos, and articles that our project members recommended recently.

- [The Crypto-Syllabus, Conversations](#) - conversations around the crypto-space
- [Welcome to Crypto Paradise](#) (Tervetuloa kryptoparatiisiin) - an op-ed, in Finnish, on what is going on in the blockchain world
- [Data Sharing and the Latest Web3 Technologies](#) - a discussion on how safe data sharing is made possible with blockchain technology
- Wikinomics: How Mass Collaboration Changes Everything by Don Tapscott - one of the seminal texts on mass collaboration and technology
- [What We Must Do to Avoid the Tragedy of the Commons in Open Source](#)



### About the ATARCA research project

ATARCA is a research and innovation project exploring the use of Bitcoin-like, anti-rival tokens and testing their applicability to governing industrial data markets. This project will allow the societies at large to more widely explore structurally new incentives for systemic sustainability and scalable systemic intelligence.



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