

Introducing  
**Bluenumber**

Global Initiative for Identity and Inclusion  
for Sustainable Development

V1.1

Spring 2016

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# What is a Bluenumber?



## 1. Every B# is Unique

A **bluenumber** is any alphanumeric string linked to basic information that identifies a person, organisation or asset in a database for any system.

.For a PERSON the basic data is:

1. Name
2. Gender
3. Location
4. Contact
5. Contribution to the system (i.e. what they produce for the system or deliver as a service within the system).

## 2. All B#s are Public

The basic data linked with that alphanumeric string is public.

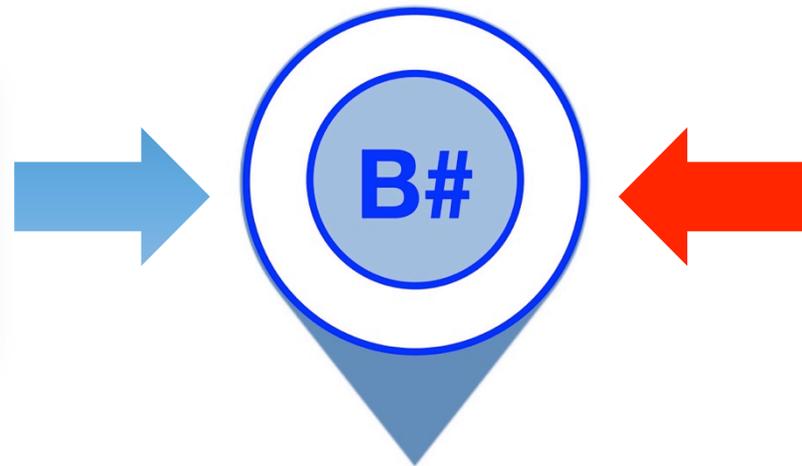
This means that a **bluenumber** can be used by others to identify the same person, organization or asset - *either by referencing the original string in the original system, or by linking with another identifier that uses the same information to identify the same person, organization or asset using the same basic data.*



# Bluenumber Can Be An Existing ID



Any type of existing unique and public number e.g. a serial number, supplier code, name, identity card number or telephone number in the world can be designated as a 'bluenumber'.



# Types of Bluenumber Partners



## Country Implementing Partner (CIP)



Coordinates uptake of **B#s** in country  
Responsible for national database input to B# global registry.

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Any single organization, or consortium.

## Standards Partner



Uses **B#** data to develop and enhance open industry standards.

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Any national, international, voluntary, certification or audit standards body.

## Supply Chain Partner



Uses **B#s** to network their business partners for traceability.

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Any MNC or domestic company.

# The Bluenumber Data Collective...



B# public data shows where people are, what they do, and how they contribute to the global food system.

**Creates  
Wealth**

**B#s Pay People  
for Public Data**

**Shares  
Wealth**

B# data uses this public data to generate reports for governments, NGOs and companies to use. Commercial enterprises pay for the reports. Every B# holder who has their data used in a report receives a share of the income earned. Transparently.

**Incentivizes  
Growth**

The more data B# holders volunteer for public use, the more attractive their reports, so the more income they receive.

# How To Get and Use a Bluenumber



You are  
**Farmer** or Organisation

Self-Register on any  
Internet/mobile device

**You're on the map!**

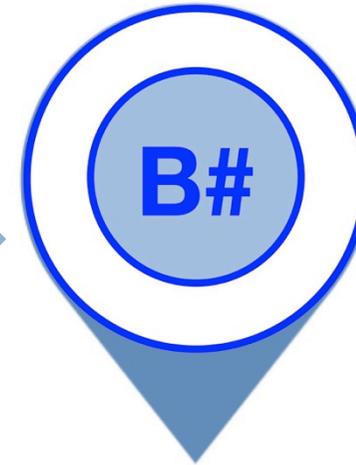


# Partner Applications



## Application-Specific Features

- Forecasting
- Agronomy advice
- Micro-banking
- Auditing
- Certification and standards support
- Supply chain management
- Others...



*Sync and share your B# info across all apps  
Get paid everytime your data is used*





Thank you



New York, NY  
Mountain View, CA