

17 GOALS FOR THE FUTUR COLLECTION



17GOALS NFT COLLECTION

A unique collection for UNITLIFE.

Conceived and piloted by Retreeb as part of its partnership with UNTILIFE, this unique charity project was inspired by the UN's 17 Sustainable Development Goals (SDGs). It takes the form of a series of trading cards representing 34 original works of art. This collection offers a prefiguration of each of the 17 goals in two forward-looking visions: one optimistic, the other dystopian. A collection where two worlds face each other: one where the goal has been successfully achieved, the other where the goal has failed. Designed by world-renowned video game artists, this collection is as intriguing as it is disturbing. Discover it and invest in works of art as rare as they are timeless.

ARTWORKS NFT

Each objective is represented by 2 NFT cards which are arranged in a double-page spread in this booklet. On the left is the card representing the world where the objective has been successfully achieved, and on the right the card representing the world where the objective has failed. A true work of art, each NFT is produced in a very limited series of copies ranging from 2 units to 5 units, depending on the rarity of the cards. Each card bears the name of the work, the author, the serial number and the orientation of the objective (Success/Failure). Each NFT grants rights to its owner. The holder has commercial ownership of the NFT on exchanges, and owns an HD version of the NFT for private exhibition in digital or physical format. In addition, each new owner of the collection will be made a Knight of the Order of the 17 ODD via an NFT dedicated to this title. This title will give them privileged access to events organized around the collection (conferences, cocktails, exhibitions, auctions, etc.). Finally, the person who assembles a complete collection will be nominated for the title of official UNITLIFE ambassador.

SALE IN FAVOR TO UNITLIFE

Above all charitable, this project is part of the partnership between Retreeb and the UN initiative UNITLIFE. All profits from the sale and future resale commissions will be donated to UNITLIFE to support their efforts in the fight against chronic child malnutrition worldwide. The sale of this collection gives meaning to a WEB3 technology and industry that shows it can also be at the service of a better world.

GOAL #1

NO POVERTY

MONROVIABONDANCE

Capital of Liberia, Monrovia is also the capital of one of the 10 poorest countries in the world. The name of this card is a combination of the city's name and the word "abundance". In this ideal world, the city is prosperous and modern. It has been built in harmony with its environment. Young people are happy and educated, and food is plentiful.



ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #1

NO POVERTY



PARIS POVERTY WEEK

The capital of fashion and luxury, Paris embodies the French art of living. In this dystopian world, the Champs de Mars has become an open-air dump. A place overtaken by extreme poverty, it's the scene of children wandering in search of a living. Far above them, the upper classes sail from skyscraper to skyscraper, blind to the fate of these invisible people.

ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #2

ZERO HUNGER

FLOWER BY MANGO

Market day in Sana'a, the capital of a prosperous and peaceful Yemen. In this picture, the young girl with the fruit basket is holding a strawberry in her hand, ready to be eaten. Between modernity and age-old tradition, the city has managed to adapt to a difficult climate and lack of water. The market is a place of life and exchange at the heart of the city, ensuring that everyone has access to a rich and varied diet.



ARTIST

JAVIER BRAVOMALO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #2

ZERO HUNGER



MENACE TO SATIETY

Our megacities are stricken by hunger. In this dystopian world, global supply has become chaotic.

The hyper-consumption of processed products is exacerbating this situation of scarcity. The child in search of provisions finds only closed stores, and his basket remains desperately empty. Starving, he's reduced to imagining eating his squishy. Hamburger made of expensive foam, a forgotten children's toy from the last century.

ARTIST

JAVIER BRAVOMALO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #3

GOOD HEALTH AND WELL-BEING

HEALTH DELIVERY SERVICE

Laos, in a small remote village. Three generations of the same family have just been treated by the medical teams of a mobile hospital unit. Nurses and doctors reach into the heart of the countryside to put science, medicine and the latest cutting-edge health technologies at the service of all.



ARTIST

JAVIER BRAVOMALO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #3

GOOD HEALTH AND WELL-BEING



SICKO GEN

In the heart of a European metropolis, access to healthcare has become a privilege. Public hospitals are a distant memory for a generation accustomed to exorbitant healthcare prices. In working-class urban neighborhoods, people are no longer cared for, and infant mortality rates are on the rise everywhere. Hospitals have become private businesses, catering to the wealthier classes.

ARTIST

JAVIER BRAVOMALO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #4

QUALITY EDUCATION

BROTHERHOOD LEARNING INC.

In this ideal world, education is the focus of investment. Schoolchildren of all nationalities have access to the best learning methods. They experience immersive teaching thanks to mobile classrooms that transport them as close as possible to their subject of study.



ARTIST

JUAN ABREUH

UNITS ON SALE

x NFTs

PRICE START

Y ETH

GOAL #4

QUALITY EDUCATION



NUMERUS CLAUSUS

Although not really forward-looking, this map depicts a dilapidated, overcrowded classroom in an emerging country that is ultimately no worse than what may already exist. In this map, a classroom is depicted, bringing together children from every country where access to education is a simulacrum. In the center, a young Western girl in school uniform calls out to the reader the inaction of the developed world in combating this injustice.

ARTIST

JUAN ABREUH

UNITS ON SALE

x NFTs

PRICE START

Y ETH

GOAL #5

GENDER EQUALITY

POWER FUSION

Deliberately inspired by Akira Toriyama's manga : Dragon Ball, this card depicts two young children in school uniforms simulating fusion: a movement that is supposed to make them stronger. As the future of humanity, children embody the hope of gender equality. Their childlike insouciance and their upbringing in a prosperous world is the fertile ground for the mutual respect that will be the foundation of their adult lives.



ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #5

GENDER EQUALITY



MARCH DOMINATION

In this dystopian worldview, equality has never been achieved, and patriarchy has never been stronger. Women, confined to their reproductive role, have been replaced by artificial incubators. Only boys are produced. Femininity is represented here by a sexualized android reduced to the status of assistant to the dominant male.

ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #6

CLEAN WATER AND SANITATION

CRYSTAL GANGE

Somewhere in India, along the Ganges. In this projection, the famous river has once again become the source of life it was for millennia. The water is once again clear and healthy. Children can play, devotees can wash and the Ganges dolphins have returned. The population, mindful of its environment and its impact, continues its rituals on the banks of the preserved river.



ARTIST

JUAN ABREUH

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #6

CLEAN WATER AND SANITATION



PLASTIC POOL PARTY

Here, floating garbage and chemical fumes pouring into the river have replaced the flora and fauna of our waterways. At the center of this apocalyptic vision, two young children equipped with gas masks sail on a pink flamingo buoy, which has become the symbol of our contemporary pool parties.

ARTIST

JAVIER BRAVOMALO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #7

AFFORDABLE ENERGY AND CLEAN ENERGY

THE SUSTAINABLE FAIRY

Watching over a carbon-neutral world, this renewable energy fairy echoes Raoul Dufy's fresco La Fée Électricité. The fantasy embodies a new-found creativity in developing clean energy sources in sufficient quantities to cover humanity's needs.



ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #7

AFFORDABLE ENERGY AND CLEAN ENERGY



THE FOSSIL GOLEM

The golem harvests every last drop of fossil fuel. It roams a bloodless planet in search of ever more fuel to satisfy the arrogance of limitless consumerism. He is the "Meca" beast commissioned by a humanity addicted to carbon energy.

JESUS CONDE

X NFTs

PRICE START

X ETH

GOAL #8

DECENT WORK AND ECONOMIC GROWTH

SAVING TRIPARTITION

Financial capitalism's dogma of maximizing profit has evolved. It has evolved into a new tripartite equation of equal importance. The quest for balance has replaced the quest for growth at all costs. Capital, labor and the planet are all beneficiaries of human economic activity. Making a profit, but sharing it equitably between oneself, others and the planet, has become the new norm.



ARTIST

JAVIER BRAVOMALO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #8

DECENT WORK AND ECONOMIC GROWTH

HUMAN OBSOLESCENCE

Contemporary dystopia gone mainstream. Technician by day, delivery boy by night and homeless by night. Individuals can no longer meet their basic needs. Successive real estate speculative bubbles have pauperized the population.



ARTIST

JAVIER BRAVOMALO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

PERMACHINA

Technological innovation serves science, which in turn serves nature. Here, the artificially intelligent Gorilla robot sets off in search of a rare and endangered butterfly, enabling scientists to study it.



ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #9

INDUSTRY, INNOVATION AND INFRASTRUCTURE



INNOVACULATION

Innovation for some, slow agony for others.

The animal is no more than a for science and its various experiments.

Sensitive and intelligent, the young caged gorilla calls for help in sign language.

ARTIST

JUAN ABREUH

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #10

REDUCED INEQUALITIES

HERITAGE DONATION

Aware that structural and unsustainable inequalities will cause their own collapse, the rich countries unilaterally decide to share their wealth. This card symbolizes the rebalancing of wealth by bequeathing it to the two sides of the same world, which seem to be at odds.



ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #10

REDUCED INEQUALITIES



IVORY TOWER

2085 epidemics, famines, climatic migrations... but the concentration of wealth is at its peak. The richest have gathered in these highly protected towers. The poor are forced to live on the outskirts, in shantytowns that encircle the towers as far as the eye can see.

ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #11

SUSTAINABLE CITIES AND COMMUNITIES

ONH-2

Oxygen, hydrogen and nitrogen are the main chemical components of our atmosphere. Water vapor is the dominant gas. Here, the city, which represents the ultimate level of human organization, achieves zero greenhouse gas emissions. Its carbon footprint is neutral and the balance is preserved. The blue planet remains so.



ARTIST

JUAN ABREUH

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #11

SUSTAINABLE CITIES AND COMMUNITIES



CHO-42

Carbon dioxide and methane have invaded the atmosphere of a planet that has become inhospitable to life. To life. Cities are still totally dependent on fossil fuels, and technological solutions consume the planet's mineral resources to create artificial living spaces.

ARTIST

JUAN ABREUH

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #12

RESPONSIBLE CONSUMPTION AND PRODUCTION

R-GENERATION

Symbolizing a conscious and enlightened generation, this work reconciles consumption and responsibility. The young woman, dressed in traditional garb, favors local, seasonal products from a committed merchant who promotes fair trade with his producers.



ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #12

RESPONSIBLE CONSUMPTION AND PRODUCTION



KIM KARDASMURFS

This projection, worthy of a work of science fiction, represents the ultimate stage of the consumerist human: homo consumerus. Droid dogs carry the shopping bags and accompany this young, multi-connected consumer, a veritable sandwich man for the brands he proudly displays.

ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #13

CLIMATE ACTION

COP50 NUUK

2050, the scene is a few kilometers from Greenland's capital, at a scientific study station on the pack ice. A few meters away, a family of polar bears enjoys the success of their hunt. 30 years later, the objectives of COP21 in Paris have been achieved.



ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #13

CLIMATE ACTION



AMSTERFLOODED

Despite IPCC reports, despite commitments to reduce man's impact on the climate, too little has been done. The poles have melted as a result of a chain of climatic catastrophes.

All the most pessimistic forecasts have been exceeded. Sea levels have risen by 50 m in 110 years, and cities like Amsterdam are under water.

ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #14

LIFE BELOW WATER

LIFE REBOOT

The ocean has once again become a sanctuary as essential to marine wildlife as it is to seabirds and coastal populations. The factory ships that used to scrape the ocean floor have been sunk and are now being used as artificial reefs for the reproduction of fish. Goods and people are transported over the oceans by electromagnetic Hyperloop. A fragile balance that can be upset at any moment by a gesture as unconscious as it is remote.



ARTIST

CHRISTIAN RODRIGUEZ

UNITS ON SALE

x NFTs

PRICE START

4 ETH

GOAL #14

LIFE BELOW WATER



KOSMOS APPOLYMI

Nothing can escape the capture of resources for the benefit of mankind. Animals, minerals, plankton and algae are taken from oceans down to the very last. The world collapses as islands of waste are born in oceans of plastic.

ARTIST

CHRISTIAN RODRIGUEZ

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #15

LIFE ON LAND

QUEEN BEE

The bee is a symbolic species. More than any other, it is an essential link in the pollination process, and thus in our ecosystem as a whole. It and other endangered species observe and challenge the viewer. The bee holds a drop of honey in its mouth, containing the planet inverted on its axis. In its eyes, the young face of a humanity now aware of the interdependence of species.



ARTIST

MARTIN DE DIEGO

UNGOAL15#17

UNITS ON SALE

X NFTs

GOAL SUCCESSFUL

ARTWORK BY MARTIN DE DIEGO

PRICE START

X ETH

GOAL #15

LIFE ON LAND



SAFARI GO

Tanzania, Kilimanjaro. The great herd migration is a distant memory. Wild flora and fauna have disappeared from these lands that have become desert. Tourists on site experience a safari in augmented reality, which they can share on their favorite social network.

ARTIST

MARTIN DE DIEGO

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #16

PEACE, JUSTICE AND STRONG INSTITUTIONS

THE SILVER RULE

"Behave towards the weak as you would like the strong to behave towards you". So wrote the silver rule of the Code of Hammurabi in 1750 BC. This map shows the demilitarized fleets of the world's major military powers, converted into humanitarian fleets. Here, powerful nations are helping a nation affected by a natural disaster.



THE SILVER RULE

GOAL SUCCESSFULL

UNGOAL16#17

ARTWORK BY JESÚS CONDE

UNITS ON SALE

PRICE START

X NFTs

X ETH

ARTIST

JESÚS CONDE

GOAL #16

PEACE, JUSTICE AND STRONG INSTITUTIONS



MELIAN ORDER

During the Peloponnesian War, the city of Melos was razed to the ground and its people enslaved by the great and wise city of Athens, applying the law of the strongest between powers of unequal strength. Here, Athena, the conqueror, brings peace and justice while subjugating the defeated people. She takes her tribute from them in the form of flux. Red for the people's blood, black for hydrocarbons, blue for cobalt and yellow, of course, for her gold.

ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

GOAL #17

PARTNERSHIPS FOR THE GOALS

BUBBLEON

The Grand Parlement, at the center of the New Numidia eco-megalopolis, reflects the many hopes of the world's nations. Debates are broadcast live to the whole of Humanity, and everyone can take part, as well as decide and vote in complete transparency, thanks to the democra-technologies put in place. Every voice counts, and every voice now carries weight in shaping our common destiny.



BREAKING NEWS LIVE
Unanimously ratified two-state solution!



GOAL SUCCESSFULL

UNGOAL17#17

ARTWORK BY JESÚS CONDE

ARTIST

JESÚS CONDE

UNITS ON SALE

x NFTs

PRICE START

5 ETH

GOAL #17

PARTNERSHIPS FOR THE GOALS



TOWERFOOL

The first laser cannon blasts began to bring down the imposing structure of the New Secular Order. Many inhabitants were eager for this attack, as the great edifice represented their enslavement and the repetition of countless spoliations from centuries past. Pseudo-citizens went out, either to flee or to film and derive some pleasure from seeing the Prince's power in the throes of collapse. The question remains: who will rule us next?

ARTIST

JESÚS CONDE

UNITS ON SALE

X NFTs

PRICE START

X ETH

ARTISTS

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor fermentum, enim ad vestibulum.

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, ad rhoncus tempor fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra, accumsan taciti. Curabitur labore. Ac augue donec, sed a dolor luctus, congue arcu id diam praesent, pretium ac, ullamcorper non hac in quisque hac. Magna amet libero maecenas justo. Nam at wisi donec amet euismod.

UNITLIFE

UNITLIFE was created by UN Women, UN Capital Development Fund (UNCDF), the Government of France, and the Abu Dhabi Crown Prince Court to leverage innovation and partnerships to protect human capital from malnutrition during the first 1,000 days of a child's life. Despite affecting 1 in 5 children globally (149 million), this type of malnutrition, called chronic malnutrition, lacks both widespread attention and adequate investment.



RETREEB

Retreeb is a Franco-Swiss fintech working on the development of a new sustainable financial system. Retreeb develops a payment solution based on a redistributive model where 33% of transaction fees are dedicated to the financing of social or environmental projects. As a CSR partner of UNITLIFE, Retreeb initiated and designed this NFT collection to support their actions. "Each card required deep specification work on both form and content and many exchanges with the artists." - Jérémie Lepetit CEO



The **UNITLIFE programme** is an innovative financing instrument hosted by the United Nations dedicated to **the fight against chronic childhood malnutrition**. Malnutrition during the first 1,000 days of life (chronic malnutrition) is one of the most common diseases in the world, affecting 1 in 5 children (149 million) globally, limiting their future's health and prosperity.

UNITLIFE funds interventions at different points of the food value chain that (i) position **improved nutrition** as a primary outcome; (ii) promote **nutrition-sensitive and climate-smart agriculture**; and (iii) place **women at the center**. This holistic and ambitious development approach contribute primarily to SDG 2, 5 and 13, among others.

UNITLIFE plans to introduce **innovative financing approaches and instruments** to raise funds that will be directly channeled to funding high impact projects addressing the **immediate effects and root causes of chronic**