VeChain to Return to Nitto ATP Finals 2024, Showcase Incentive-Powered Sustainability Ecosystem - VeBetterDAO

Rome, July 22, 2024 – VeChain, Silver partner of the Nitto ATP Finals, rejoins the prestigious circuit in Turin, between the 10th and 17th of November 2024. VeChain's attendance sees the layer-1 blockchain foundation continue a multi-year spree of innovative activations designed to showcase the transformative potential of blockchain technology, and its potential to create real world impact around sustainability.

Building on themes established during previous events, VeChain returns to the Nitto ATP Finals 2024 to debut its new platform – [VeBetterDAO](#) – an incentive-based ecosystem that actively rewards engagement. The applications running on it proactively target the UN's 17 Sustainable Development Goals across environmental, social and economic areas. Furthermore, users are also incentivized to engage with platform governance, earning rewards for helping shape the evolution of the platform in weekly increments.

The platform's core concept – incentivized engagement - builds on the theme showcased during the 81st edition of the Internazionali BNL d'Italia, where VeChain hosted technologies running on the VeChainThor blockchain that rewarded users for sustainable behaviors. By scanning a QR code and engaging with the exhibit, participants could accumulate points by performing actions such as calculating their carbon footprint or riding a Nilox electric bicycle, with rewards in the form of digital assets and opportunities to win prizes including 2 tickets for the Nitto ATP Finals 2024.

In addition, a successful collaboration between the Italian Tennis and Padel Federation (FITP) and VeChain saw the prestigious finals trophies of the Internazionali BNL d'Italia undergo a pioneering transformation – integrating NFC and NFT technologies for the first time to create 'phygital' trophies – a portmanteau of the words 'digital' and 'physical' - introducing an innovative level of digitalization that enabled new forms of authentication and digital engagement for fans and athletes alike.

VeChain: Building a Sustainable World

VeChain continues to be a proud pioneer of using blockchain technology to tackle real world challenges, striving to eliminate technical hurdles that limit its wider societal adoption. By working with key partners, companies and governments around the world, VeChain continues developing solutions and products that help the emerging technical sector reach its full potential, create positive social impact and positively disrupt the business world.

VeChainThor, VeChain's layer-1 blockchain, is energy efficient, scalable and low-cost with real world adoption precedence across multiple Fortune 500s. VeChainThor offers an ideal platform for building innovative business models and addressing challenges related to sustainability and the circular economy.

VeChain is committed to making blockchain and Web3 accessible to all, aspiring to build a sustainable, inclusive and equitable world. Transparency, decentralization and the ability to encourage positive behaviors make VeChain and VeBetterDAO the ideal vehicles for a new era of solutions that create meaningful change.

About VeChain

Founded in 2015, VeChain is the sustainable Web3 ecosystem that empowers individuals and enterprises to foster global positive impact. VeChain's energy-efficient public blockchain, VeChainThor, provides the infrastructure for enterprises and developers to build applications sustainably, without requiring prior coding knowledge.

Through partnerships with some of the world's largest enterprises, such as BCG, PwC, and Walmart, and a dedication to developer empowerment, VeChain is spearheading the adoption of blockchain technology for enterprises and millions of global users, bringing meaningful change to the world through an emphasis on sustainability.