

PLANTER PROJECT

Whitepaper
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Planter Project aids in environmental sustainability via forestation of land. It is a platform which encourages landowners, companies, and consumers to collaborate as a community to offset carbon emissions.

Globally we are in a transition to a low carbon economy, with rapidly growing demand for climate solutions that deliver sustainable outcomes. The current rules and legislations surrounding the Emissions Trading Scheme New Zealand (ETS-NZ) cater only to landowners with 1 hectare of land or more. Because of this, landowners with smaller plots of land are discouraged to take part and denied the ability to reap the benefits of carbon offsetting through the ETS.

Planter Project takes a different approach by embracing every step, big or small, in the right direction. All contributions are incentivised to create a decentralised autonomous organisation.

How does it work?

Shown below are three parties that play a major part in the DAO. Included is a description of their role and their incentives to do so.

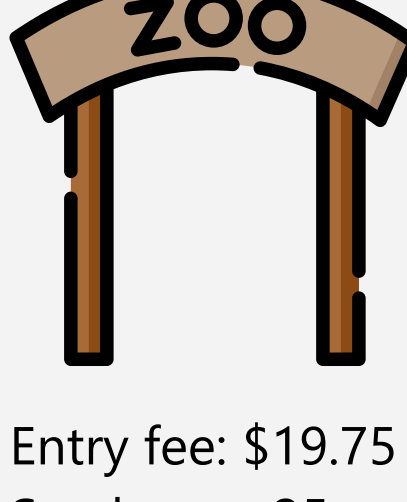


INVESTOR

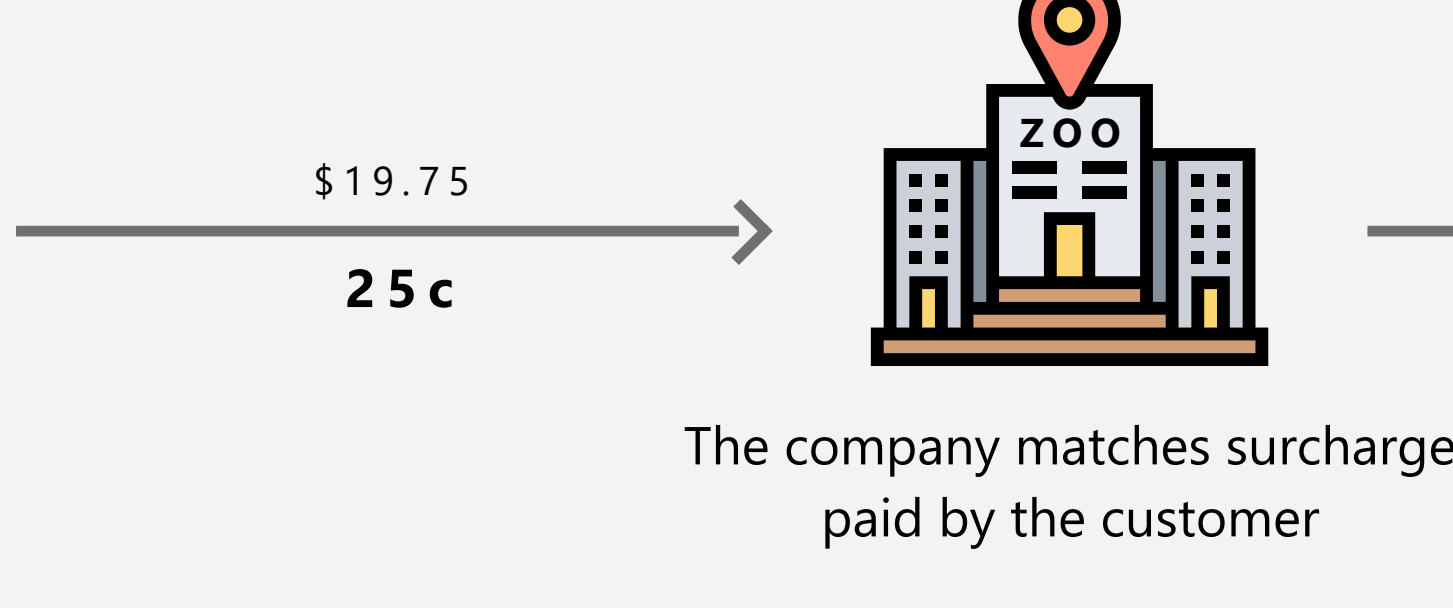
Any company, organisation, or individual can invest DAI into the Planter Project. Based on the amount invested, they will receive PPT Tokens. These tokens represent the amount of trees that will be planted. This investment provides incentives for landowners to put forward plantation proposals. The greater the investment, the greater the offsetting rewards.

COMPANY

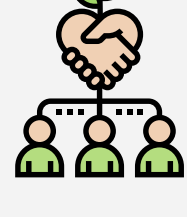
Companies that opt into the Planter Project will add an additional surcharge to the standard pricing of their product or service. This surcharge could be a small percentage or a fixed amount added on top of the standard pricing that the customer will pay. The company can match this surcharge (dipping into their profits) to boost each contribution made with every use of their product or service.



Entry fee: \$19.75
Surcharge: 25c



PLANTER
PROJECT



- INCENTIVE ONE**
Marketing - The ability to portray their company in a positive light by making a tangible impact on the planet.
- INCENTIVE TWO**
Generate carbon credits, used to offset the companies carbon emissions.
- INCENTIVE THREE**
The ability to influence decisions made within a particular proposal.

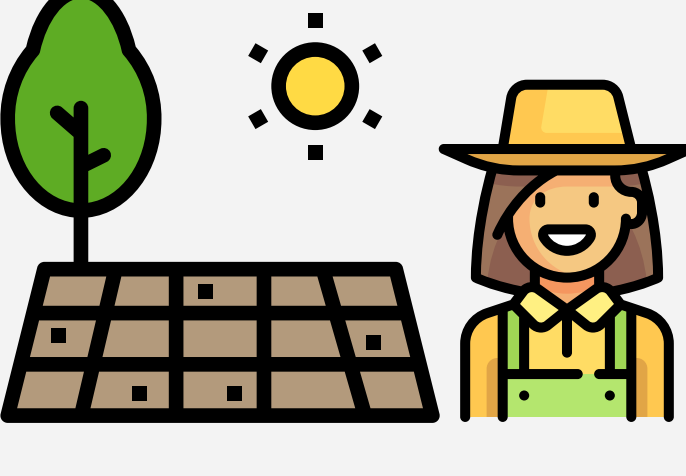
INDIVIDUAL

- INCENTIVE ONE**
Generate carbon credits used to offset the individual/family's carbon emissions.
- INCENTIVE TWO**
The ability to influence decisions made within the DAO.



LANDOWNER

Landowners provide small or large plots of land in which trees will be planted. They can put forward a proposal that include details of a plantation project.



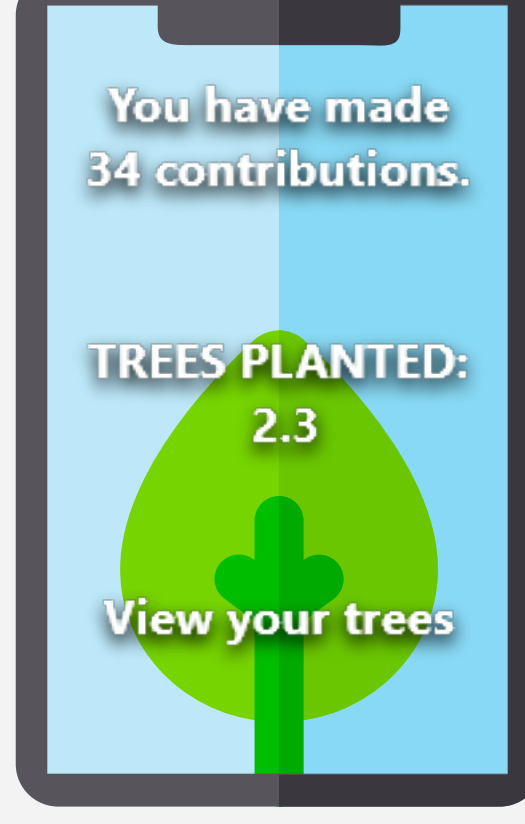
- INCENTIVE ONE**
Receive payment for offering their land. The more trees that can be planted, the more money they will make.
- INCENTIVE TWO**
Receive PP Token which correspond to voting privileges and carbon credits.
- INCENTIVE THREE**
Receive PP-REP which correspond to a reputation score to enhance the communities trust in one another.
- INCENTIVE FOUR**
Allowing a community of fellow environmentally conscious beings the ability to help each other better the planet.



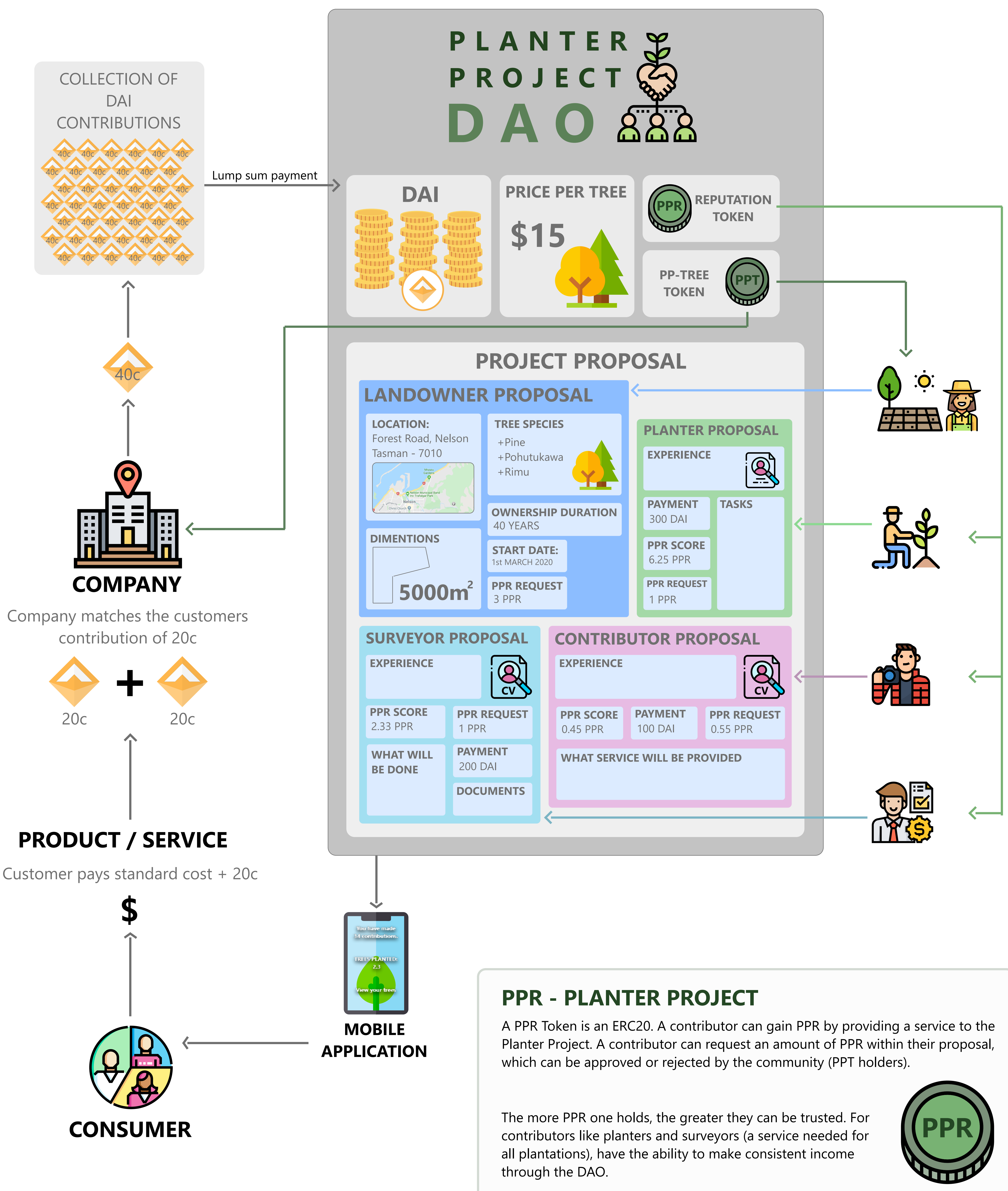
CONSUMER

Consumers/customers can choose to support companies that are part of the Planter Project. When they use the product or service, they pay a small additional surcharge that is put towards planting trees. Each surcharge contribution is tracked and is viewable within the Planter Project's website and mobile application.

- INCENTIVE ONE**
Warm fuzzies of making a contribution to better the environment.
- INCENTIVE TWO**
The ability to view and display ones contributions throughout different platforms.

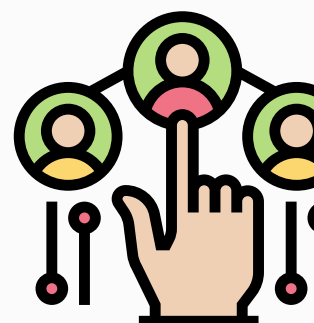
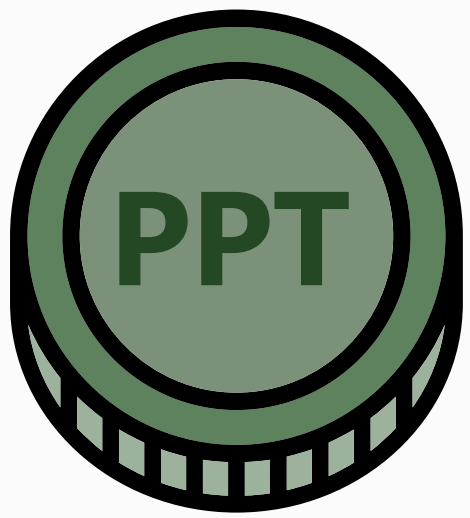


Below is a diagram that displays how each entity taking part in the DAO interacts with one another. For further information on each entity, look above and below the diagram and match the icons.



PPT - PLANTER PROJECT TREE TOKEN

A PPT Token is an ERC20 that holds a fixed value. An investor will need to offer DAI in exchange for PPT. **1 PPT is equivalent to 1 tree.** There is no limit to the amount of PPT - as more trees are planted, more PPT are generated.



VOTING PRIVILEGES
The more PPT an investor holds, the greater the influence they have within the Planter Project's community.

GAIN CARBON CREDITS

Collectively, the Planter Project will generate carbon credits over time through the Emissions Trading Scheme (ETS). These carbon credits will be allocated to the holders of PPT. The amount of carbon credit gained is proportional to the amount of PPT one holds.

TREE PLANTING

In order to standardise the planting process and allow ease of investment, a fixed amount of DAI is set for each tree involved within the Planter Project.

- \$15 per tree**
Cost of planting and maintaining a tree:
- Human labour** - Planting, watering, spraying etc
 - Surveying** - Collection of data
 - Service providers** - Photographers, conservationists etc
 - Seed and fertiliser**



SURVEYOR

The surveyors role involves: ensuring that a plantation project complies with the international carbon standards or the NZ Emissions Trading Scheme and registered under the ETS registry. Performing annual analysis of the plantations and providing data and feedback to the projects community. Comparing actual data and observations with the initial proposal, making corrections where needed.

Surveyors can put forward a price offer (what they want to be paid) based on the amount of work required. This offer can be submitted to the DAO for the community/investors to vote and decide on the ideal surveyor for each project.

- INCENTIVE ONE**
Surveyors will receive payment for their services.
- INCENTIVE TWO**
Ability to dictate their wage.
- INCENTIVE THREE**
Take pride in providing services for the DAO communities.



PLANTER

The planter will be responsible for planting trees.

Planters can put forward a price offer (what they want to be paid) based on the amount of work required. This offer can be submitted to the DAO for the community/investors to vote and decide on the ideal person(s) for each project.

- INCENTIVE ONE**
Landscapers and planters will be paid for their services.
- INCENTIVE TWO**
Taking part in a project that will last a lifetime.



CONTRIBUTOR / SERVICE PROVIDER

A service provider position can lend itself to a wide range of disciplines. From photographers to landscapers to conservationists, all providers can submit a proposal stating their skills and ideas that may add value to a project, as well as the amount they would like to be paid. The community can accept or decline the proposal which will be based on majority vote.

- INCENTIVE ONE**
Service providers will receive payment for their services.
- INCENTIVE TWO**
Ability to dictate their own wage.
- INCENTIVE THREE**
Contractual based work that utilises the strengths of the provider