

# **Cedar Token Because Sustainable Investments Are The Future**

Fueled by newfound institutional investing and its army of around 100 million retail investors, Bitcoin has been testing a new all-time high of \$69,000 this week.

As we enter another cryptocurrency bull market, deciding which cryptocurrency you'd like to invest in is no easy task. With FOMO kicking in, Bitcoin may seem like the safest choice for someone looking to get into cryptocurrency for the first time, but there is a key question that cannot be forgotten.

Is Bitcoin the right decision for the environment?

No. It is the worst cryptocurrency for the environment. From the amount of energy needed to mine it, to the power-heavy processes that are used to confirm every single transaction, Bitcoin's ecosystem is devastating for the environment.

This has even led Tesla's CEO Elon Musk to publicly renounce the virtual currency, causing the coin's value to fall sharply in May.

While it does provide a greener alternative to traditional financial systems, there is no reason that a 100% virtual currency should have a larger carbon footprint than entire countries.

## **Just how bad is it?**

The short answer: Devastating.

The long answer: In its current state, Bitcoin's entire ecosystem (mining, verification of transactions, etc.) is unsustainably detrimental to the environment. Fortunately, as more eco-friendly cryptocurrency projects appear, those involved in Bitcoin's ecosystem are being forced to adapt, or risk getting left behind.

For example, Greenidge, a Bitcoin mining company that touts a "clean power" mantra, "draws up to 139 million gallons of fresh water out of Seneca Lake each day to cool the plant," which is then redeposited into the lake at unsustainably hot temperatures - killing off the wildlife.<sup>1</sup>

While there are some positive aspects to the adoption of Bitcoin as opposed to traditional financial institutions, companies and systems that operate at the risk of the environment are on a ticking clock, and Bitcoin is no exception.

## So what's the solution?

It's not easy to offer a perfect solution, but there are a multitude of cryptocurrency projects that aim to counteract the harmful environmental impacts of Bitcoin while still offering the fundamental freedom that Bitcoin is all about.

One project that is starting to fall into the eyes of investors is Cedar Token.

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<sup>1</sup> <https://news.climate.columbia.edu/2021/09/20/bitcoins-impacts-on-climate-and-the-environment/>

Marketed as the “first cryptocurrency to introduce woodland & forestry investments to the blockchain,” Cedar Token pitches an ambitiously optimistic promise to create a fund that goes directly into environmentally sustainable land acquisition.

While there are other projects with the promise of their token being environmentally friendly, Cedar Token is the only one that ties the currency to real world investments that back the currency.

In simple terms: The more the currency’s value goes up, the more environmentally sustainable investments Cedar Token is able to make, therefore protecting the value of the token.

Unlike other environmentally sustainable cryptocurrency projects that have a small environmental impact with each transaction, Cedar Token actually has a **NEGATIVE** environmental impact because 4% of each transaction is routed directly into its sustainable land acquisition fund.

## Content for the graphic:

The energy from one Bitcoin transaction could power a US household for a month

One Cedar Token transaction could plant a tree

One Bitcoin transaction wastes the monthly power of a US household