



The "Clean Planet Project" uses blockchain to incentivize waste collection, processing, and sorting



368,845,895

Tons of waste dumped
GLOBALLY, THIS YEAR

[IN 2023](#) [THIS MONTH](#) [THIS WEEK](#) [TODAY](#)

The "Clean Planet Project" is designed to encourage people to collect and recycle waste

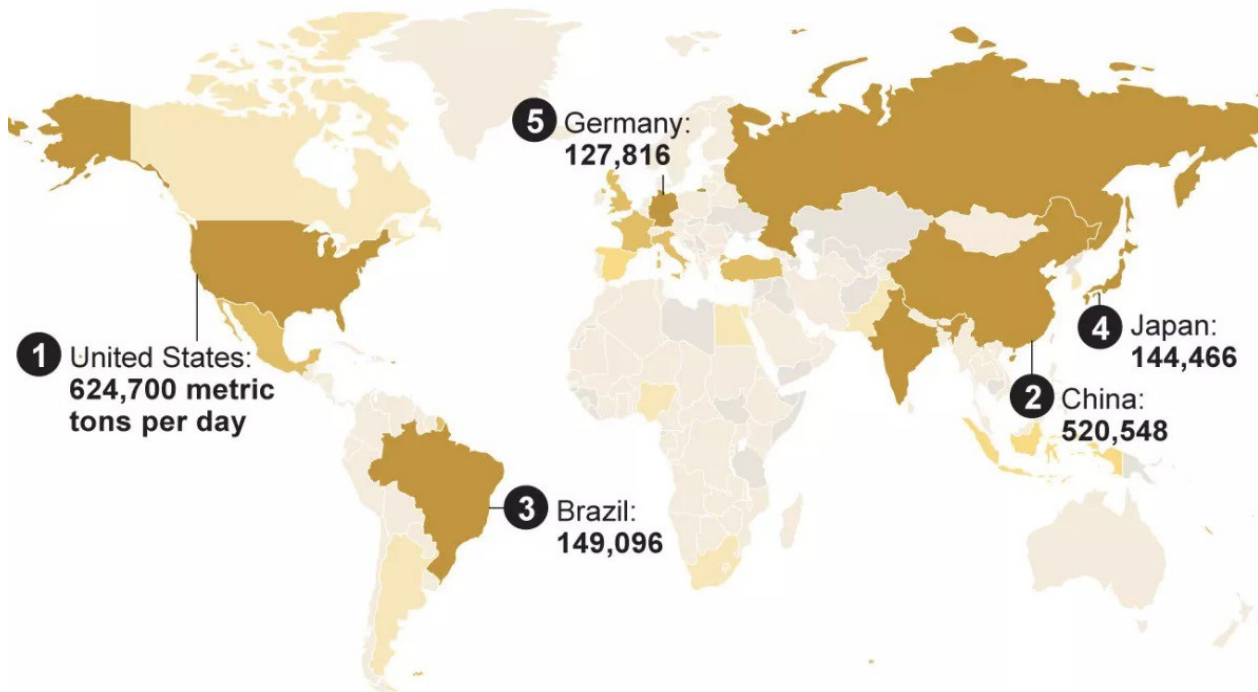
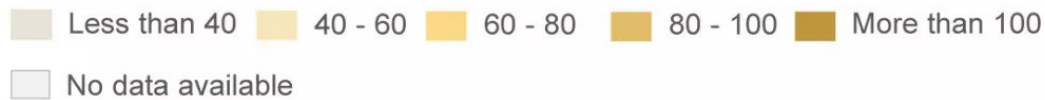
Changes can happen!

2 120 000 000Tons
of waste are dumped on the planet every year!

Who generates the most waste?

Metric tons of solid waste generated each day*

(In thousands)



According to the World Health Organization (WHO), approximately 2 billion tonnes of waste are generated in the world each year.

This amount is increasing with population growth, economic activity, and changes in consumption patterns.

Most of this waste is comprised of garbage generated in cities, such as municipal solid waste, construction waste, and industrial waste.

Human-generated waste has been causing damage to the environment for quite some time.

The main problems



26y 300d 11h 58m 12s

Time left until more plastic than fish
IF WE KEEP DUMPING PLASTIC IN EARTH'S OCEANS

Climate Crisis

Burning large open dumps of garbage in different parts of the world emits dangerous levels of carbon dioxide, a greenhouse gas that heats up our planet. Researchers estimate that approximately 40% of the world's waste is burned in this way, creating risks both for our atmosphere and for people living near these burning sites.

Water Source Pollution

Every year, 280 billion tonnes of groundwater are polluted. Garbage enters natural water sources, such as rivers, lakes, and oceans, leading to water pollution by toxic and other pollutants.

Impact on Wildlife

Garbage becomes a trap for wildlife such as birds, fish, mammals, and others, leading to their injury or death. Additionally, some animals consume garbage, which can be harmful to their health.

Destruction of Natural Environment

Excessive accumulation of garbage leads to the destruction of natural environments such as forests, oceans, and other natural areas. This worsens living conditions for wildlife and leads to the loss of their habitat.

Threat to Human Health

The presence of garbage in nature harms the health of people who live nearby or visit these places. Garbage can contain bacteria, viruses, and other harmful substances that lead to the emergence of diseases.

More than half of the world's population does not have access to regular waste collection, and therefore, more and more waste ends up on the streets of our cities.

So what is the solution?

Change of behavior!

Inspiring people and society to collect and recycle waste is crucial.

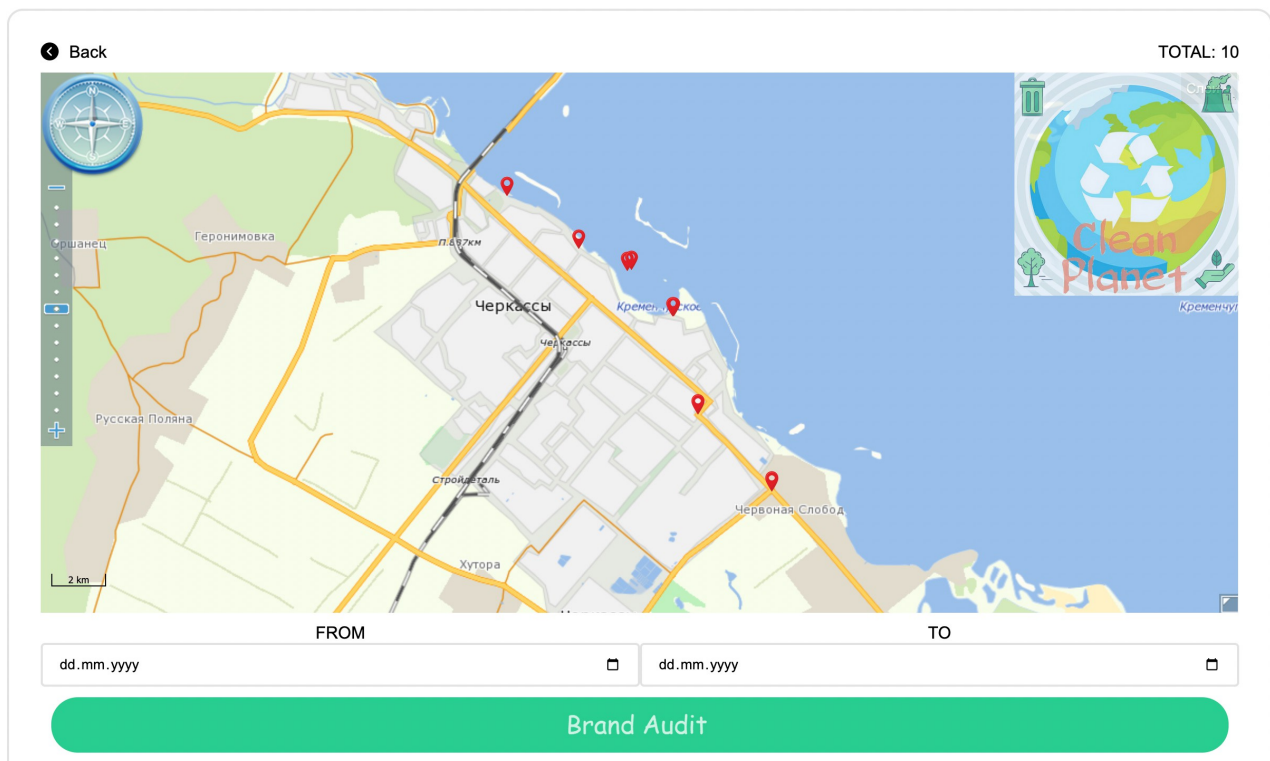
The "Clean Planet Project" is tackling the waste epidemic using blockchain solutions, laying the foundation for scalable blockchain applications to reduce the waste burden worldwide.

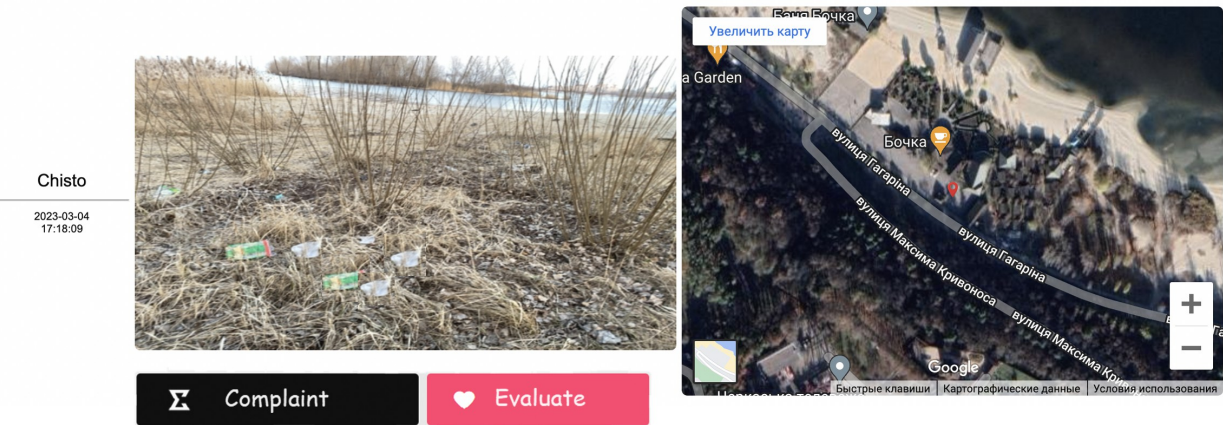
We aim to use blockchain to incentivize better waste collection and sorting. We have developed a blockchain-based platform that allows ordinary city and rural residents to participate in cleaning up the planet and earn money from waste.

All transactions on the platform are carried out using a smart contract, which reliably records receipts and payments, ensuring transparency and accountability for investors.

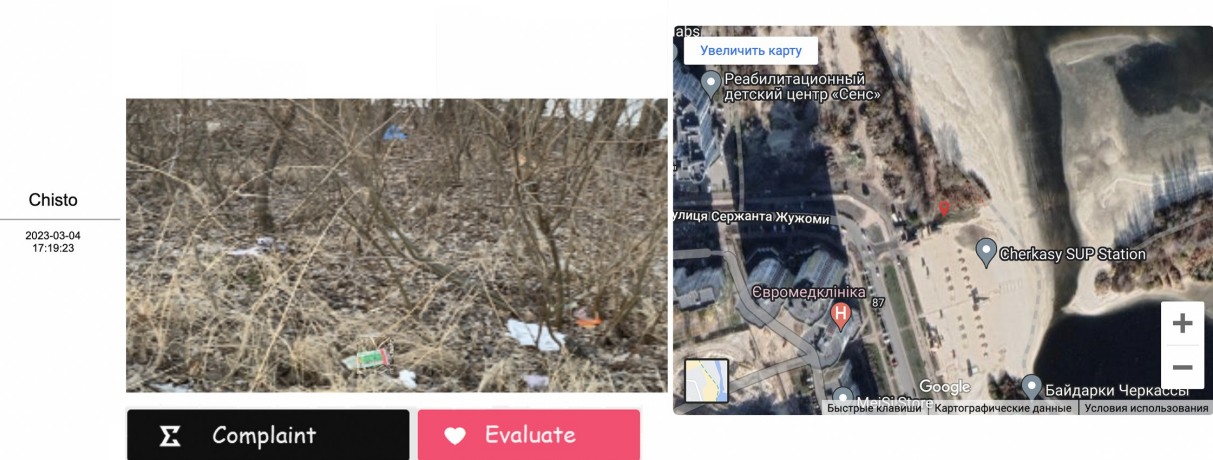
Platform description

In the first stage, we created two earning options, "Seeker" and "Volunteer," and two corresponding reward types. To operate the project, the "Clean coin" was created, which is distributed as a reward for searching or cleaning up garbage.





CLAIM and get 120 "Clean coins"



CLAIM and get 100 "Clean coins"

"Seeker"

A user who wants to participate in the project installs the "Clean Planet" application, registers, and adds their crypto wallet address. They give the application permission to access the camera and GPS.

When they find garbage or chaotic waste sites, the user takes a photo of it through the application in the "Seeker" section. The photo processing algorithm then extracts information about the size of the chaotic waste site, type of waste, and, if possible, a list of brands and manufacturers whose packaging is in the waste. In some cases, the application requests additional photos of this item.

Afterwards, all this data is sent to the "Clean Planet Project" server. A new item is created in the database, with photos, a description of the object's size, and its geolocation. The found brands and manufacturers are added to the database and form an anti-rating of "environmental polluters."

Then, the "Seeker" user receives a reward in "Clean coin," and the system generates an application to clean up this garbage.



"Volunteer"

A user who wishes to participate in the project installs the "Clean Planet" application.

Registers and adds a crypto wallet address.

Gives the application permissions to access the camera and GPS.

In the app, in the "Volunteer" section, there are requests to clean up trash, each of which is sorted by location, volume, and the amount of reward for cleaning.



By clicking the "Claim" button, the user agrees to the program's terms, namely:

- Clean up the chaotic landfill within 12 hours.
- After finishing, take photos in this geolocation and click "Done".
- Receive a reward in tokens of the "Clean coin" project, corresponding to the complexity of the object.
- Participate in the rating program (each "Volunteer" has a rating, which can decrease with poor cleaning).
- Agree that their account may be blocked for providing false information or fraud.



Who is funding this?

Changes can happen in the future, but corporations and governments need to take significant action now!

At the first stage of funding, we plan to obtain funds from several sources:

- Charitable foundations and donations

- The main source of funding will come from global manufacturers, who are the biggest polluters of the environment.

The "Clean Planet Project" will have its own "Brand Audit" based on photos and geolocations from the "Seeker".

The "Brand Audit" is an initiative that involves counting and documenting brands found in plastic waste to help identify companies responsible for pollution.

The international movement **Break Free From Plastic** identified the top global corporations polluting with plastic based on the "Brand Audit," and in 2021 they are:

- The Coca-Cola Company**

- PepsiCo**

- Unilever**

- Nestlé**

- Procter & Gamble**

- Mondelez International**

- Philip Morris International**

- Danone**

- Mars, Inc.**

- Colgate-Palmolive**

Available funding



Here are a few programs and initiatives that "Clean Planet Project" will participate in after launching the platform:

World Bank : Since 2000, the World Bank has allocated about \$4.5 billion to support solid waste collection and disposal programs worldwide.

Coca-Cola: Coca-Cola has committed to collecting and recycling several times more plastic bottles than it produces by 2030. It also invests \$100 million in supporting plastic recycling and developing new materials that are more resistant to recycling.

Procter & Gamble: Procter & Gamble plans to invest \$2 billion in plastic collection and recycling by 2030, and has committed to reducing its use of plastic in its packaging by 50%.

Nestle: Nestle is investing €1.5 billion in waste collection and recycling, including plastic, by 2025.

Unilever: Unilever has committed to collecting and recycling 25% more plastic packaging than it produces by 2025.

Walmart: Walmart plans to spend \$1 billion on transitioning to secondary resources and reducing waste from its own production by 2025.

"As we do not see it, we consider it not to be a problem."

Roadmap for "Clean Planet Project" project:

- Launch of the "Clean Planet Project" platform - 2nd quarter of 2023
- Launch of the "Clean Planet Project" smart contract - 2nd quarter of 2023
- Launch of the "Clean coin" token - 2nd quarter of 2023
- Publication of the "Brand Audit" corporate polluters rating - 3rd quarter of 2023
- Cooperation agreements with "corporate polluters" - 4th quarter of 2023
- Publication of the "corporate donors" rating - 4th quarter of 2023
- "Clean coin" token sale - 2nd quarter of 2024

The TEAM



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