



*“The business of planting trees is going to be one of the biggest climate stories of the next 20 years.”*

*Justin Adams, managing director for global lands at The Nature Conservancy*

The United Nations’ Decade of Restoration estimates that the emerging reforestation sector could command [a trillion dollars](#) over the next 10 years. Current gaps in the industry’s MRV framework—piecemeal project *monitoring*, inconsistent data *reporting* methodologies, and disjointed *verification* standards—represent an opportunity for entrepreneurs to capitalize on this influx in green capital. The Open Reforestation Protocol (ORP) is a digital hub that brings together reforestation specialists, carbon market traders, investors, and technological integrators. The intense global interest in reforestation combined with the novelty of this all-inclusive approach leads to an environment rich in commercial opportunity for entrepreneurs.

The combined blockchain/greentech ecosystem generates a number of beneficial outputs for entrepreneurs:

First, data generated on the protocol is verified and continuously accessible on an open-source blockchain. Enterprises dependent on up-to-date reforestation information, from seed suppliers to reforestation charities, will benefit from this open, reliable data stream.

Another use case for the ORP involves the protocol’s flexible funding mechanisms. On the protocol, investors pool collateral in order to support reforestation projects and yield ORP tokens. The novel decentralized finance mechanism allows intermediary companies to collect money from individuals hoping to invest in sustainable causes and keeping a percentage of each transaction.

The third and by no means final use case of the ORP involves the minting and trading of data-backed carbon credits. ORP automatically mints Open Carbon Credits (OCCs) based on reforestation data. OCCs are voluntary emissions reductions, and therefore will join a carbon market that has been growing at about [6% per year](#) as of 2019. OCCs are based on immutable blockchain data and do not depend on a centralized authority to represent their value. Furthermore, OCCs are “burned” when used, thereby solving the trenchant problem of double-counting that has been plaguing the international carbon market. Businesses hoping to capitalize on the explosive growth of carbon trading will use the ORP to procure the world’s most reliable carbon credits.

The main value proposition for entrepreneurs is the chance to grow your product alongside the global community of reforestation practitioners. The ORP is a flexible mechanism limited only by the creative potential of its members. Reforestation will become an economic, social, and environmental phenomenon in the coming decade, and the technological innovators who fuel this transition will be the biggest benefactors.

