



*“The long-term growth outlook is positive as technology lowers the costs of tree-planting, consumers reward companies who restore forests, governments make large commitments to rehabilitate their land, and business model innovation continues. The confluence of these factors signals that now’s the time to invest in restoration.”*

*Sofia Faruqi, Manager at World Resources Institute*

Restoring degraded and deforested lands is not only a boon for the environment but a lucrative opportunity for investors looking to make a difference in the world. At present, there are roughly [1 billion hectares](#) of land earmarked for restoration by the international community. Reforestation derives much of its value from the creation of carbon credits, the demand for which is increasing dramatically. [McKinsey & Company](#) estimate that demand for carbon credits could increase by a factor of 15 or more (to \$50 billion) by 2030.

ORP is a digital marketplace that connects investors with reforestation practitioners in a trustless, decentralized community. ORP stores reforestation data on a blockchain, where it is permanently stored for validation. By allowing validators to access a project’s entire lifespan of reforestation data, ORP offers unprecedented transparency and trust to investors hoping to identify legitimate projects. By integrating a unique, blockchain-based monitoring, reporting, and verification (MRV) mechanism, ORP is solving a major roadblock for the reforestation industry, and in doing so, paving the way for the minting of the world’s first data-backed carbon credits.

Investors join the protocol as validators through the acquisition of ORP tokens. The responsibilities of validators begin when projects send over their project data along with a data upload fee. The data upload includes project information from their latest round of tree planting: how many trees are planted, how many survived from last round, that kind of thing. Validators then vote on the integrity of the data uploaded. They are incentivized to determine whether or not this data is accurate, since the data upload fee gets distributed among the validators who voted correctly, as determined by the rules set by the ORP DAO. Validation rewards are awarded based on the number of ORP tokens held by each validator, so early investors will reap a bigger reward.

Investors have a unique window of opportunity to participate in an industry whose success would mitigate the severity of the climate crisis, improve the livelihoods of global communities, and create huge returns for early backers. Through this lens, it is clear to see that reforestation is the ultimate 21st century investment.

