



ConservationCoin

Preserve. Protect. Proliferate.

WHITEPAPER



Note

This whitepaper is specifically designed to have a low-carbon footprint with a small file size and without any elaborate designs. Minimum computing resources used means minimum electricity is consumed in the making and viewing of this whitepaper.



Letter to #Earthlings

Conservation – we know as a society that it is important now more than ever before. Despite our awareness of the issues involving conservation there seems to be an ever-growing need for solutions to Planet Earth’s problems. Conservation has many definitions. Some might say it is the prevention of contributing to wastefulness. Others might define conservation as the ability to preserve, protect, and restore our natural ecosystems. These definitions all have something in common, Earth. Our Earth is a fragile planet, from issues like deforestation, climate change and increased carbon footprint, to pollution, and extinction of species. Our planet is still hurting despite the great efforts of many organizations, governments, and the actions of the common people that want to make a difference.

This is why practicing conservation is so valuable for us to continue to practice with fidelity, now more than ever. For example, in the year 2021, almost 30% of all global trees are threatened. This means we could see an increase in carbon dioxide which then leads to increased climate change effects and the issues will continue to snowball from there. We are in our 6th mass extinction and the main cause is us, the human race. Conservation has to be at the forefront of our lives if we want to protect this delicate ecosystem in which we call our home. Using less water, eating less meat, or driving less are simple but effective ways to practice conservation every day.

At ConservationCoin we want to improve the way that people and organizations are handling their conservation efforts. We will bring heightened awareness to the climate issues we are facing and how anyone can take part in conservation efforts. By incorporating blockchain technology, we believe we can take conservation to new heights with innovative ways of bringing awareness to conservation issues and to develop sustainable conservation and ecotourism projects for the world to enjoy!

With Peace + Love + Joy,
ConservationCoin Team



Road to Global Conservation

Our mission at ConservationCoin is to engage people in the ways and lifestyles of conservation from every walk of life and across the globe. Whether they are an avid conservationist or have never thought about conservation before, we aim to make ConservationCoin as relatable, practical, and useful. We want to break out of the stereotype that the media might depict, aka the conservationist that is “vegan who only drives a hybrid or bike to work and recycles or reuses everything they have.” We want to be the gateway to the cryptoverse for conservation projects, organizations and groups, in order to bring transparency and accountability that can be achieved via blockchain technology.

ConservationCoin is a cryptocurrency token with sustainable goals. We want to modernize, digitalize, and enhance the way people can get involved with conservation at a local and global level. With the ever-changing technology in the world today and with the popularity of crypto space and NFTs, we believe we can help develop solutions and projects that support conservation in a new and fresh way that connects everyone on the path to conservation for the planet. We also want to innovate the way people can promote conservation and practice conservation like never before. We want to incentivize people and organizations to take concrete actions by combining the flourishing market of cryptocurrencies and NFTs with a focus on global conservation.

There will be 3 phases of building various utilities for the project:

1. **Awareness:** Art NFTs in collaboration with artists, musicians, celebrities.
2. **Action:** Educational Play-to-Earn NFT game ‘Animal Crossing’ style + NFT Marketplace.
3. **Adherence:** Creation of ConservationCoin Alliance + Conservation Sanctuaries.



Art NFTs

Art has always been one of the best mediums to tell stories and evoke emotions in people to rouse them to action. We will be looking to collaborate with artists, musicians and celebrities that support the conservation movement. We will mint each unique piece of art, as a 1/1 NFT on the XRPL network and put it up for auction. Proceeds from the NFTs will be split 3-ways between the artist, charity of his/her choice and ConservationCoin. With the proceeds from the NFT sales, we will be buying back ConservationCoin tokens from the market and burning the tokens.

Our mission with the NFT art is to do the following:

1. Be the bridge between conservationists and crypto enthusiasts so that both sides could cross pollinate and spread awareness
2. To help artists around the world spread their own message of conservation by promoting and buying their art to be turned into unique NFTs.
3. To promote the viability, profitability, and longevity of ConservationCoin by using the buy-and-burn model.





Play-to-Earn NFT Game

We will be creating a world of nature and abundance in the metaverse, with a game where you are free to create, craft and build on your own piece of digital land. The game will be stylized similar to the wildly popular game 'Animal Crossing' and similarly you can also gather items/materials and create unique items. Materials and crafted items can be minted as an NFT and sold on the open market.

We will also be creating an NFT marketplace specifically for in-game items/materials. Players can set up shop and sell/resell their items/materials as NFTs. All of these will be transacted using ConservationCoin tokens as the base currency. So, for early investors, they would have an advantage in the game as they already have a chest full of tokens at their disposal bought at a low rate.

There will also be an element of tying in real life conservation events to in-game achievements to earn Conservation tokens or special limited edition NFTs. This will be the educational part of the game where we spread awareness and practical ways of doing your part in protecting the planet.



Sample image from Animal Crossing: New Horizon



ConservationCoin Alliance

We know that we are not alone in this fight and there are other established organizations and individual activists that are putting up the good fight. The ConservationCoin Alliance is formed to connect with them so that we can stand shoulder to shoulder and make a concerted effort together.

In order to do this, we will be inviting the top organizations that are in the different conservation verticals like marine protection, wildlife preservation, environmental sustainability, to the alliance. The alliance will be a consolidated platform for the different verticals to communicate and do cross collaboration where it makes sense.

On the community level, we will be inviting conservationists that are actively rolling up their sleeves and participating in conservation efforts. The ConservationCoin token holders will also have voting rights to make community decisions for ConservationCoin, for example, we would like to donate 1% of our monthly profits to an established NGO or non-profit organization that is committed to conservation. We will ask our community for input and make sure they have a voice in where they would like to see ConservationCoin help.





ConservationCoin Sanctuary

This is our end game. We want to create ConservationCoin Sanctuaries around the world so that we are able to showcase the strength, beauty and grace of the planet we live on. These ConservationCoin Sanctuaries can take the form of conservation parks or it can be a marine reef preservation area, etc. Existing endangered National Parks and UNESCO World Heritage Sites can also come under the ConservationCoin Sanctuary brand as we raise funds to make sure that these treasured gems are sustained and will continue to flourish.

We would like to have our first ConservationCoin Sanctuary finished within 5 years of launching the coin. Our goal year is 2026. For our first development project, the community would vote on where they would want to see ConservationCoin to develop our first sustainable walking and nature park. Within this park we would ensure that native wildlife would be protected and that its facilities offer educational resources for people who use the park.

A ConservationCoin DAO will be created so we cut out the middle man and the community can have collective governance over the ConservationCoin Sanctuary and all its undertaking. ConservationCoin holders will be able to have global access to all the sanctuaries for free.





Tokenomics

Total Max Supply: 5,000,000,000 (100%)

Initial Liquidity	1,000,000,000 (20%)
Locked Supply	1,000,000,000 (20%)
Marketing & Development	500,000,000 (10%)
Burn	2,500,000,000 (50%)

Burn Tokens, Not Trees

We will be doing a 1:1 burning of up to 50% of the total max supply with every token that is bought or used. The more tokens that are bought, the more we will burn, thus lowering the supply and making each token more valuable. We will also match and burn tokens when we utilize funds for marketing and development.

