



# Green Token White Paper

Version 1.0

GT Protocol Limited  
29 Dec 2021

---

## TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>2</b>
<b>SUSTAINABILITY AND GOING 'GREEN'</b>	<b>3</b>
Why we need a 'Green' World	3
Current Green Problems	3
<b>VISION &amp; MISSION</b>	<b>5</b>
<b>CREATING AN ECOSYSTEM</b>	<b>6</b>
Involving Startups	6
The Green Token Platform	6
Conservation Areas	6
<b>ABOUT GREEN TOKEN</b>	<b>9</b>
Token Utilities	9
Token Functions	11
Token Governance (First Five Years)	11
DAO (Sixth Year & Onwards)	12
<b>TOKEN ECONOMY</b>	<b>13</b>
Token Allocation	13
Token Release Schedule	14
<b>MILESTONES</b>	<b>16</b>
Membership System	16
E-commerce System	16
Analytics System	16
Listing Platform System	16
DAO	16

---

## INTRODUCTION

Green Token is a utility token designed to support the formation of a conservation and sustainability platform based on Blockchain technology. It aims at connecting green-conscious stakeholders all over the world, including sustainability investors, companies, practitioners, researchers, game-changing startups, NGOs as well as consumers that care about our environment and our future.

The Green Token platform launched with Green Tokens being minted on Earth Day on 22 April 2021. The number of Green Tokens will be equivalent to the estimated world population on that day, signifying that all of us must play a part in conservation and sustainability practices.

---

## SUSTAINABILITY AND GOING 'GREEN'

### Why we need a 'Green' World

Every year, the world adds 51 billion tons of greenhouse gases to the atmosphere, exacerbating climate change and driving up global temperatures, which in turn, has a vicious circle effect. The only way to avoid the worst impacts of climate change and sustainability collapse is to collectively take immediate and decisive action to stop spreading greenhouse gases by 2050.

There are a number of factors negatively contributing to this problem. From battery and industrial farming to HVAC solutions, to deforestation, from ocean contamination and poor diets to transportation and building practices, we constantly make the problem worse - and soon, it will be too late.

Currently, all efforts to correct this have either been too academic or via activism. The average person does not understand the urgency of this problem as it seems intangible and the impacts, unfortunately, seem too far in the future - we are not wired to comprehend this problem. It equates to the famous fable where an unsuspecting frog is boiled alive when the temperature of water raises constantly but slowly. The choices we make today will determine the kind of world our children and grandchildren inherit.

We need an unprecedented and total commitment to solving this problem. This will require a technological transformation on a scale never seen before that gives everyone in the world access to clean and reliable alternatives, as well as the mass global adoption of best practices and a commitment at an individual level if we are to course correct in time.

### Current Green Problems

The green economy currently faces a number of problems that hinder its impact and potential to achieve the global awareness, consensus, and participation required to build a sustainable and equitable future for all. The green sectors could include renewable energy, green buildings, sustainable transport, water management, waste management, land management etc.

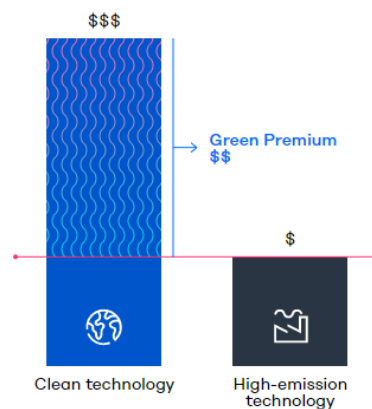
The challenges faced by many green initiatives include the following:

- It is currently difficult for local conservation and sustainability ideas and efforts to garner global attention, resources, and collaboration necessary to have a significant impact
- There is a lack of risk capital, especially for early-stage start-ups. We understand this is part and parcel with market factors. However, in the *green* space, there need to be extra

---

commitments given the multi-faceted value these projects provide in mitigating climate change, building more sustainable solutions, and ensuring the longevity of our species.

- Oftentimes customers' confidence and trust for green start-ups is lacking due to poor branding, unclear framing or clear value propositions presented despite having green solutions delivering high-quality products.
- Lack of a trustworthy transparent platform for monitoring programme donation and subsequent execution. It is not clear where funds are going and how they are utilized with measurable impacts/outcomes. The lack of apparent accountability in the space prevents further capital inflow
- All this is coupled with a lack of a concrete and attractive reward system to encourage environmentally-friendly consumer behaviour. Those who are currently going green are in fact penalized with higher costs via a 'green premium'



1

By taking a stand and a commitment to tackle the inefficiencies of the *green world*, the Green Token believes it is possible to have a better tomorrow.

---

<sup>1</sup> Source: <https://www.breakthroughenergy.org/our-challenge/the-green-premium>

---

## **VISION & MISSION**

The Green Token project's vision is to create a platform that allows us to secure our climate's future and unite all individuals, companies, and organizations that are practising conservation and sustainability to solve the green problems. We aim to:

1. Develop a global platform for all green stakeholders. Conservation and sustainability initiatives can be easily discovered by both local and global parties, elevating the chances of forming collaborations and synergies.
2. Develop alignment across a global ecosystem of green stakeholders. Apart from governmental co-operations, most conservation efforts are being executed locally and by separate organizations on a commercial or charity basis.
3. Foster a decentralized commitment to green endeavours. By leveraging smart contracts from Blockchain technology, Green Token will be widely used by conservation communities for various purposes. Smart contracts bring trust, transparency and commitment in a decentralized but coordinated way, which has never been possible before. Blockchain's public ledger will allow general public viewing, monitoring as well as for verification. As such, the general trust and transparency and accountability among stakeholders will increase significantly, resulting in wider and deeper engagement. As a result, we will drive greater overall impact than individuals actions can hope to achieve.
4. Bring more green opportunities to various stakeholders. By connecting green community stakeholders, Green Token will provide many opportunities to community members. For example, platform members can have early access to information and reports of certain conservation projects.

## **CREATING AN ECOSYSTEM**

### **Involving Startups**

The Green Token platform looks at creating an unrivalled ecosystem, linking like-minded investors and decision-makers, mission-driven entrepreneurs, conservation NGOs and conscious consumers all in one place.

In order to tackle the current inefficiencies of the *green economy* and to achieve the magnitude of change and innovation required to reverse the damage to the environment, Green Token believes that entrepreneurs with the right mindset and the right backing have the best chance of success.

---

Startups, by nature, are hyper-innovators driven by ambition, insight and a desire to solve a problem. By contrast, mature organisations may be driven to operate on a short-term horizon, focusing on optimising for-profit and shareholder value, whilst at the same time, agile innovation may become difficult the larger the company.

Core to the Green Token is our belief that some of the world's biggest challenges can be solved by entrepreneurs, who we like to call GAME CHANGERS. More game-changers will make a positive impact on the world if they are given the right backing. And that's what we're here for to connect all conservation stakeholders from across the world.

## **The Green Token Platform**

The Green Token will bring together a decentralized and self-organizing worldwide community that will enable and foster synergies and collaborations.

The Green Token platform is a one-stop portal for all related information, announcements, communication and collaboration. Communication and discussion can be realized via various social media channels.

The platform will form a community and allow for businesses and organisations with a strong environmental impact to reach like-minded customers, influencers, decision-makers and investors.

## **Conservation Areas**

### **Environment**

The objective of environmental conservation is to save the environment from the loss of species and the destruction of the ecosystem, primarily due to pollution and human activities. Conservation is vital in saving and helping both animals and trees as we are all dependent on one another for survival.

Trees convert carbon dioxide produced by factories into oxygen, which helps us breathe and respire. The loss of species, which makes them go extinct. Additionally, such loss or destruction of ecosystems would disrupt the food web and the whole ecosystem. Environmental conservation is an umbrella category that defines anything we do to protect our planet and conserve its natural resources so that every living thing can have an improved quality of life.[1]

---

## Human

The objective of this category for conservation is to take action to enhance or conserve outdoor environments that may benefit health and wellbeing through the process of participation but also through improving the environment.

The Green Token is committed to respecting and promoting human rights in all our conservation work. We recognise that human rights are central to achieving effective, equal, and long-lasting conservation and development outcomes.[2]

## Animal

The objective of animal conservation is to protect animal species and their habitats in order to maintain healthy wildlife species or populations and to restore, protect or enhance natural ecosystems.

The importance of animal conservation is immeasurable, at a time when our planet is currently experiencing the sixth major extinction event in the 3.6 billion years that life has been on it. This is also the first extinction event caused by humans. Major threats to wildlife include habitat destruction/degradation/fragmentation, overexploitation, poaching, pollution and climate change. a 2019 UN report on biodiversity estimates that a million species of the ones assessed are at risk of extinction.[3]

## Marine

The objective of marine conservation is to protect one of the biggest habitats for animal and plant species, and biggest current sources of resources for humans through the prevention of over-exploitation of resources and marine life. This category focuses on protecting waterways, oceans and biodiversity with the hopes to protect, enhance and restore natural ecosystems.

The importance of marine biodiversity is often overlooked, but its impact can have catastrophic impacts on our near term future. Major threats to marine biodiversity include overexploitation of resources, overfishing, coral bleaching, pollution,

Currently, less than 3% of the ocean is effectively protected, yet we must protect at least 30% of the ocean to safeguard marine biodiversity and build ocean resilience.[4]. We recognise that climate change will have a further impact on marine biodiversity.

1. Source: <https://www.conserve-energy-future.com/methods-and-importance-of-environmental-conservation.php> ↑
2. Source: WWF ↑
3. Source: [en.wikipedia.org/wiki/Wildlife\\_conservation](https://en.wikipedia.org/wiki/Wildlife_conservation) ↑
4. Source: <https://marine-conservation.org/> ↑



---

## ABOUT GREEN TOKEN

Green Token is a fungible token utilizing the blockchain's Proof of Stake consensus protocol. The token will support a global conservation and sustainability platform that aims to connect all stakeholders including investors, companies, practitioners, researchers, game-changing startups, NGOs and consumers. The Green Token is designed to leverage blockchain's concept of interoperability: it can be utilized across multiple connected projects run by different organizations over the world.

### Token Utilities



*Green Token Ecosystem Architecture*

The diagram above shows the architecture of the Green Token platform and ecosystem. We can describe this architecture from the perspective of the Green token's utility within the ecosystem.

Green Token's utility will encompass:

- 1. Users can receive Green Token earnings by participating in surveys & other usages/behaviour data initiatives:**

Survey data is [notoriously unreliable](#) as there is little incentive for people to accurately represent themselves. To address this we will create an economic incentive for users to

---

answer surveys honestly through rewarding respondents via Green Token earnings. Penalties and rewards will be administered based on validation of answers (for example periodically asking previously asked questions and checking that the same answer is given). Gamification could further increase user engagement and increase honesty. An example could be a multiplier for daily streaks or non-fungible tokens, also known as NFTs, as rewards. Survey taking has traditionally been seen as more of a waste of time or a nuisance but gamification allows Green token to address the issue and create a positive feedback loop.

If these techniques are able to increase the reliability of survey data then this data and the platform producing the data will become incredibly valuable.

## **2. Corporates can submit questions to the survey pool.**

Corporates and interested organisations can submit questions to the survey pool and receive user answers using Green Tokens. The number of questions depends on the amount of Green Tokens being offered as rewards.

## **3. Users can purchase products with Green Tokens.**

Green Token will permit discoverability of Green products and solutions. Partner organisations must agree to accept Green Tokens as a payment option from their customers for the purchase of at least a subset of their product line at a discounted rate to market price for green stakeholders who can then become vocal proponents of their businesses and initiatives. Eventually, these products, in either digital or physical form, will be aggregated into a Green Token Platform e-commerce store. Corporates must also agree that a certain percentage of proceeds from these sales will go back to Green Token to fund part of the startups funding program.

## **4. Early access to products**

Partner organisations, such as alternative protein startups, sustainable fashion companies, and any other green solution, commit to making a percentage of their manufacturing capability available to Green Token holders to purchase.

## **5. Users can purchase NFTs with Green Tokens.**

A non-fungible token (NFT) is a special type of cryptographic token that represents a piece of unique digital content. Green Token project will issue badges in the form of NFT to reward and recognize those who have made contributions to environmental protection regularly. NFTs are similar to physical collectables in a sense that they are unique and

---

scarce, and owners can have true digital ownership over their NFTs, meaning that no one can ever take away the NFTs from the owners without their approval, or the NFT creator and publisher.

Green focused and eco-themed special edition NFTs will be created in conjunction with like-minded companies and will be available for purchase using Green Tokens. This will include collectables as well as functional NFTs such as carbon credits, carbon sequestration certificates, and many others.

Green Token holders will be able to suggest, create and add NFTs to the Green Token ecosystem and platform.

## **6. Voting on Green Token Platform proposals**

Holders of the Green Token will be able to propose and vote on items related to the Green Token Platform.

## **7. Granting membership and exclusive benefits**

Holders of Green Tokens are automatically deemed as members of the Green Token ecosystem, and will be given exclusive membership benefits; the more Green Token you own, the more benefits you have. For example, members will have exclusive offers or discounts when purchasing from companies or organizations within the ecosystem, and they will have early access to reports or information from companies or organizations.

## **8. Donation**

Members can donate their Green Tokens to support any conservation and sustainability project, companies, or organization within the ecosystem. As the Green Token is on the blockchain, donors can easily track how their donations are being used. This transparency enabled by blockchain technology brings a high level of trust and engagement between the sponsor and the sponsee.

## **Token Governance (First Five Years)**

Green Token is administered by GT Protocol Limited during the first five years with the following mandates:

- The ultimate goal and mission of Green Token are to create a platform and unite different stakeholders to protect the environment, to nurture the conservation sector and foster the development of sustainable industries. The conservation objective is further broken

---

into four major areas: Environment, Human, Marine and Animal. All participating organizations have to be under at least one of these areas but can cover more than one. All programmes and projects have to be assessed to ensure that they fall under the mandated Green areas.

- An Environmental, Social, and Governance (ESG) mandate will be enforced in participating organizations and/or projects that are ethical, socially responsible, and sustainable. Projects involving fossil fuels, weapons, tobacco, prison labour, unethical trade, unsustainable development, irresponsible planning, racial discrimination and environmental degradation are strictly prohibited.
- Company/project failure risks will be considered before a decision to support is made. The level of risk and the corresponding impact of the project will be assessed on a project by project basis.

Green Token will track products and services from startups and NGOs, and store the tracking data on a blockchain-enabled database.

### **DAO (Sixth Year & Onwards)**

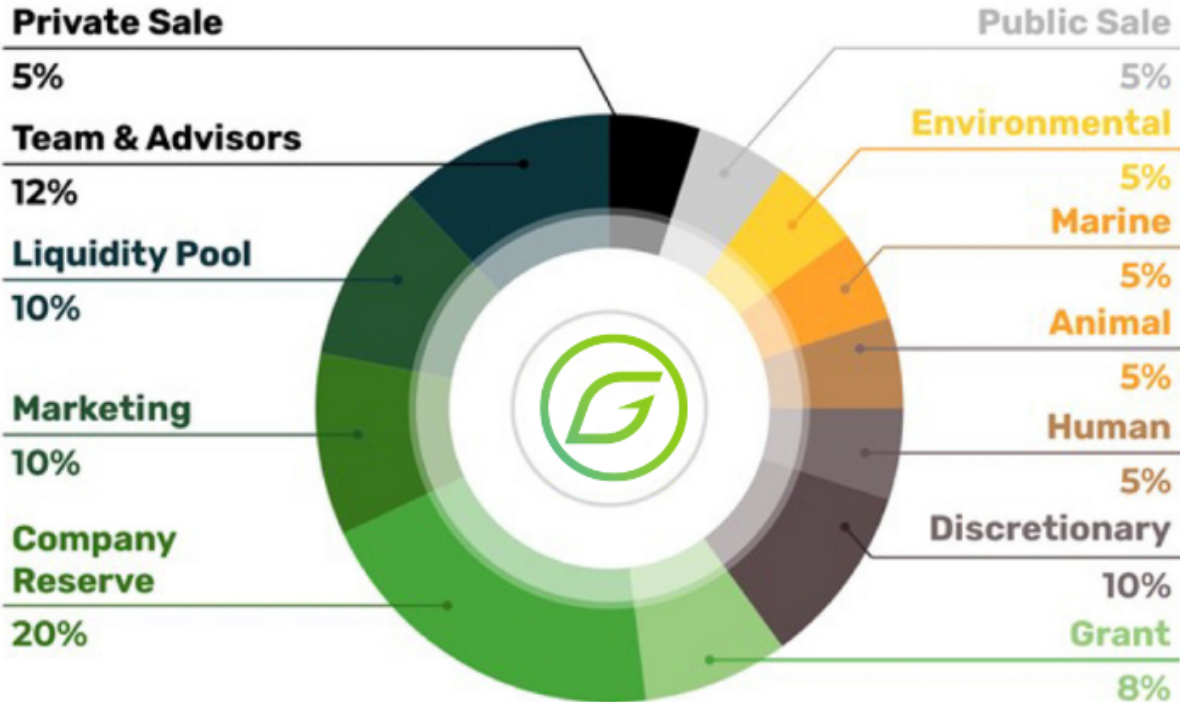
After the first five years of operations under the governance of Council Members, a decentralized autonomous organization (DAO) will be empowered to drive Green Token's mission forward in a decentralized autonomous manner.

A DAO is an organization represented by rules encoded as a computer program that is transparent, controlled by the organization members and not influenced by a central government. Unlike how rules and regulations of an organization are written in Bylaws or Memorandum of Article and Article of Association, a DAO will allow all rules and regulations to be coded in and executed by thousands of people/computers together with a consensus-based algorithm on the blockchain.

Under the DAO governance, rules will be enforced with a self-enforcing code and without centralized intermediaries, thereby replacing the need for a top-down management committee. Every Green Token holder can thus participate in various project decisions by voting with their voting powers proportional to the number of Green Tokens they are holding.

# TOKEN ECONOMY

## Token Allocation



All Green Tokens are minted on Earth Day on 22 April 2021. The total amount of Green Tokens are the same as the world population on this Earth Day. The following chart illustrates the initial allocation percentages of Green Token in various pools.

<b>Pool</b>	<b>Initial Allocation Percentage</b>	<b>Annual Inflation After 5th Year</b>
Marketing	10%	0.25%
Private Sale	5%	-
Public Sale	5%	-
Liquidity Pool	10%	-
Reserve	20%	-
Environment	5%	0.25%
Animal	5%	0.25%
Marine	5%	0.25%
Human	5%	0.25%
Discretionary	10%	0.25%
Grant	8%	0.5%
Team & Advisors	12%	-
<b>Total</b>	<b>100%</b>	<b>2%</b>

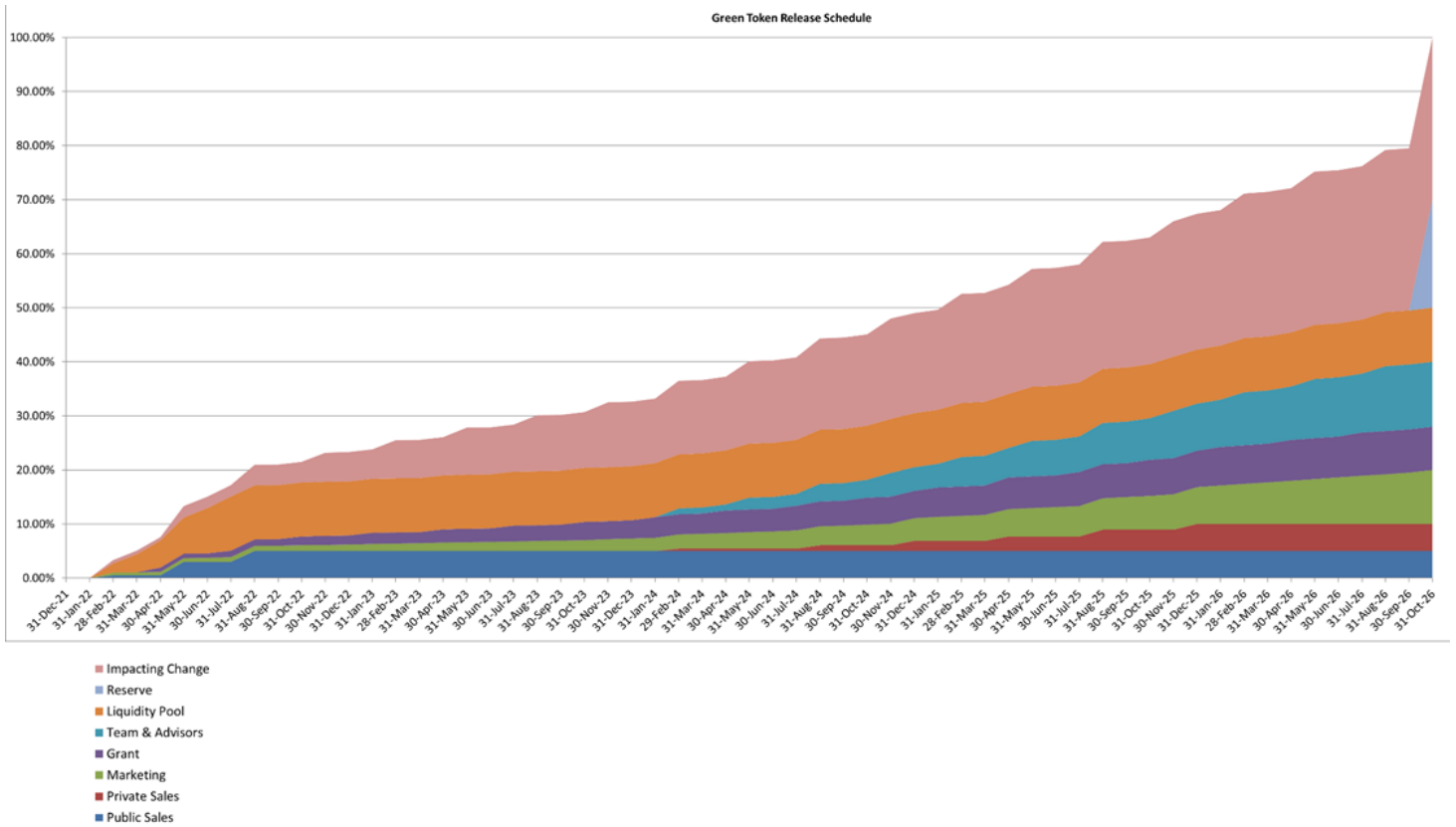
The annual inflation of 2% after the fifth year is to encourage token holders to utilize their tokens in order to make some contributions or efforts to the environment. An increase in token supply (inflation) will normally result in a decrease in the value of each token; therefore more Green Tokens will be utilized earlier naturally as the relative purchasing power will drop as time goes by. This is to encourage more efforts to be made for environmental protection among members of the community.

Besides the 2% annual inflation, the DAO will also be in place for the governance of the community in a decentralized autonomous way after the fifth year. The purpose of these two arrangements is to ensure the healthy growth of the Green Token community in a decentralized, organic, active, autonomous, scalable and sustainable setup in the long run.

## Token Release Schedule

The following release schedule image illustrates the percentage of Green Token supply that will enter into circulation, starting from April 2021 till August 2026.

### Token Circulation / Usage



---

## **MILESTONES**

### **Membership System**

A Membership System will allow access only to Green Token holders. It will allow members to build their own private and public profiles, as well as other corporate or personal communication channels, on its membership directory. It will facilitate organizational news sharing between members and allows members to discuss and collaborate on green initiatives. An early version of the membership system was launched in November 2021. The full Membership System is expected to be launched in Q3 2022.

### **E-commerce System**

The E-commerce Systems supports the purchase of not only Green Tokens, but also NFTs and green products by other members in the Green Token community. This system will be an extra sales outlet for members' products and services, in which discounts will be available to other Green Token holders. The E-commerce System will be available in Q42022.

### **Analytics System**

The goal of the Analytics System is to support surveys, together with usage and behavioral analytics in an incentivized and accurate manner. It also tracks temporal changes in user attitudes and behaviors as time goes by to get more accurate results. The analytics System will be beneficial to conservation initiatives because it provides insights into user behaviors, patterns and preferences. The Analytics system will be available in December 2022.

### **Listing Platform System**

The listing platform will allow for startups, not-for-profit and any other interested organisations to submit their project information and request support from other Green Token community members. The listing platform will also allow Green Token holders to request access to other members' shared data, project statuses and early access to products or manufacturing capabilities. The Listing Platform will be available in Q3 2022.

### **DAO**

The DAO will be set up in the sixth year onwards to let Green Token community members jointly operate the community in a decentralized manner. Processes, rules, policies and rewards will be instituted to make the community can continue to run in a healthy autonomous way. Green



---

Token holders will have a vote for or against submitted proposals. Holders of more Green Tokens will have more weight on the voting.