REVERSE
WHITEPAPER

Reverse Whitepaper

We want to make a real difference in fighting Climate Change. We see so much focus and conversation around sea levels and temperatures rising, but a much less covered topic is our nature infrastructure. Our unsustainable practices continue to deteriorate ecosystems worldwide, and we want to do something about it.

Reverse aims to focus on restoration and conservation practices, to both educate and communicate the importance of ecology in climate change. For example, our current farming practices are destroying our soils, which are not only key to our survival as a society surviving on agriculture, but have the potential to drawdown additional CO_2 from the atmosphere. We also need the wider public to better understand the importance of biodiversity and its role in a stable climate.

- [A safe operating space for humanity](#)

- [Unsustainable practices are killing our soils, our key source of food](#)

- [68% decline in average wildlife populations in the past 50 years](#)

According to [The State of Finance for Nature report](#), produced by the UN Environment Program (UNEP), the World Economic Forum (WEF) and the Economics of Land Degradation Initiative (ELD), it will take less than 1% of the world's GDP to maintain the biodiversity and natural habitats vital to human civilization.

While it may not sound like much, we are talking about collaboration on a global scale.

So, how do we get everyone to act, ALL OF THEM? And how do we agree on the actions to take?

People act to sustain themselves and their families. No one sets out to hurt the environment, yet many exploit it every day to sustain their daily lives.

What if saving the world not only made you feel good about it, but also rewarded you financially? What if there was no permanent cost for contributing to good causes? We think we've found a way with Reverse!

We are applying a financial incentive structure to restoring and protecting the environment.

Reverse harnesses the power of Blockchain and its community, via a Decentralized Autonomous Organization (DAO) to help reverse the impacts of climate change. **Our approach is incredibly simple:**

To build a Treasury for crowdsourced projects - every transaction involving RVRS Token is taxed at 8%, 5% goes into the Treasury 2% goes into wallets of EVERY RVRS holder (reflection) and 1% gets burned to ensure that the value of RVRS token goes up over time - ensuring that doing well gets rewarded!

By implementing the reflection function in Reverse token's smart contract, 2% of each transaction gets distributed to every token holder, increasing their RVRS balance daily - This is how we can replenish contributors' 5% of funds that go to environmental impact projects.

Reverse DAO

Reverse DAO is responsible for managing the Reverse Treasury and for Marketing the Reverse project. Through the Reverse DAO, the Reverse community can vote - using their RVRS tokens - on how to invest the treasury & which projects get funded.

Finally, the Reverse DAO distributes the funds from its treasury to the winning project(s)

How are projects submitted?

Anyone can propose a project to support through **our Grant program.** We offer grants to local community projects, aiming to bring environmental awareness to as many people as possible using a bottom-up strategy. We encourage individuals and communities alike to submit proposals for eco initiatives. **Learn more here.**

Eco project funding timeline:

1. Proposal

2. Community Vote

3. Distribute Funds

^This process is designed to occur within a 14 day window. We have made this decision based on the often tedious waiting period when requesting traditional grant funding. With this strict guideline, we have the potential to deploy funds & support a diverse range of projects at a rate not seen before on a global scale.

Reverse Token (RVRS)

RVRS is a fair launch deflationary token that pays yield to its holders, while 5% of each transaction goes to helping reverse the impacts of climate change.
RVRS is governed by the Reverse DAO, where token holders decide how to invest the Reverse treasury into restoration & conservation projects. RVRS token operates on the Polygon Blockchain and is available on the QuickSwap exchange. Every transaction – buy, sell, AND SEND, EVERY TRANSACTION is taxed at 8%. 5% goes to reversing climate change, managed by the Reverse DAO, 2% of every transaction is distributed to current holders of RVRS, generating yield, and 1% is burned, reducing the total supply of RVRS.

RVRS token launched under a fair launch scheme, meaning all tokens (total market cap) were made available via liquidity pools, and no tokens were held back by the team. In this way, the team is on an equal playing level with the community. This is the message to the community as a whole, as each member is equal in importance to the team. An ethos of this project is to work together to change the world; together we are stronger and more impactful.