

Zero Citizen Whitepaper

V6.3



ZERO CITIZEN

REWARDS FOR A NET ZERO FUTURE



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Overview

Zero Citizen is a new cryptocurrency ecosystem being developed to support the Net Zero initiative. Building on the Cardano blockchain, Zero Citizen will bridge the gap between the cryptocurrency universe and the real world, by rewarding people for using services and products that contribute towards cutting emissions and combatting climate change.

The world is not on track to meet the climate change target set in the Paris Agreement in 2015. There is also a lack of economical incentivisation and drive to push towards a Net Zero future, which is where we intend to fill the gap. There aren't many examples of cryptocurrencies having real-world applications, but we will show how it can become more than a store of value or a basic payment system. In addition to the rewards, we will also use funds to invest in Net Zero projects across the world, as recommended and voted for by the Zero Citizen community.

Watch our **Introducing Zero Citizen** video here:

<https://youtu.be/EJrSpoHdZ4Y>

Disclaimer

Please note, the plans laid out in this whitepaper are subject to change and nothing should be interpreted as a guarantee by Zero Citizen, or any individual associated to the organisation, and the information provided should not be used to inform any financial or investment decisions.

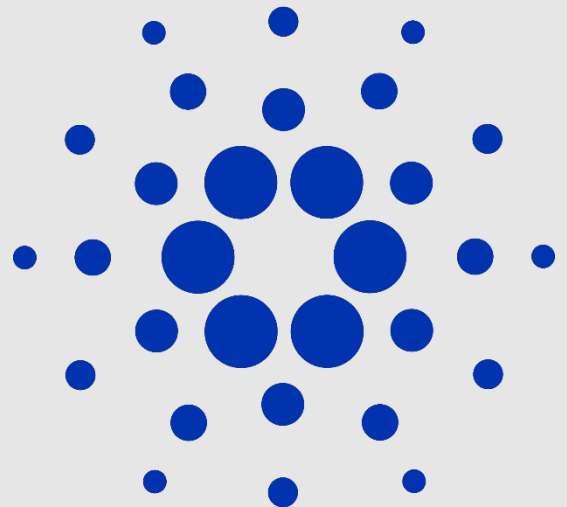


Cardano Blockchain

All Zero Citizen tokens and NFTs will be minted on the [Cardano](#) blockchain, one of the leading cryptocurrency blockchains. Cardano utilises the [Proof-of-Stake](#) (PoS) model, which significantly reduces the environmental impact of “mining” Cardano’s official blockchain coin, ADA, estimated to use ~99.95% less energy than the typical Proof-of-Work mining models currently used for Bitcoin and Ethereum.

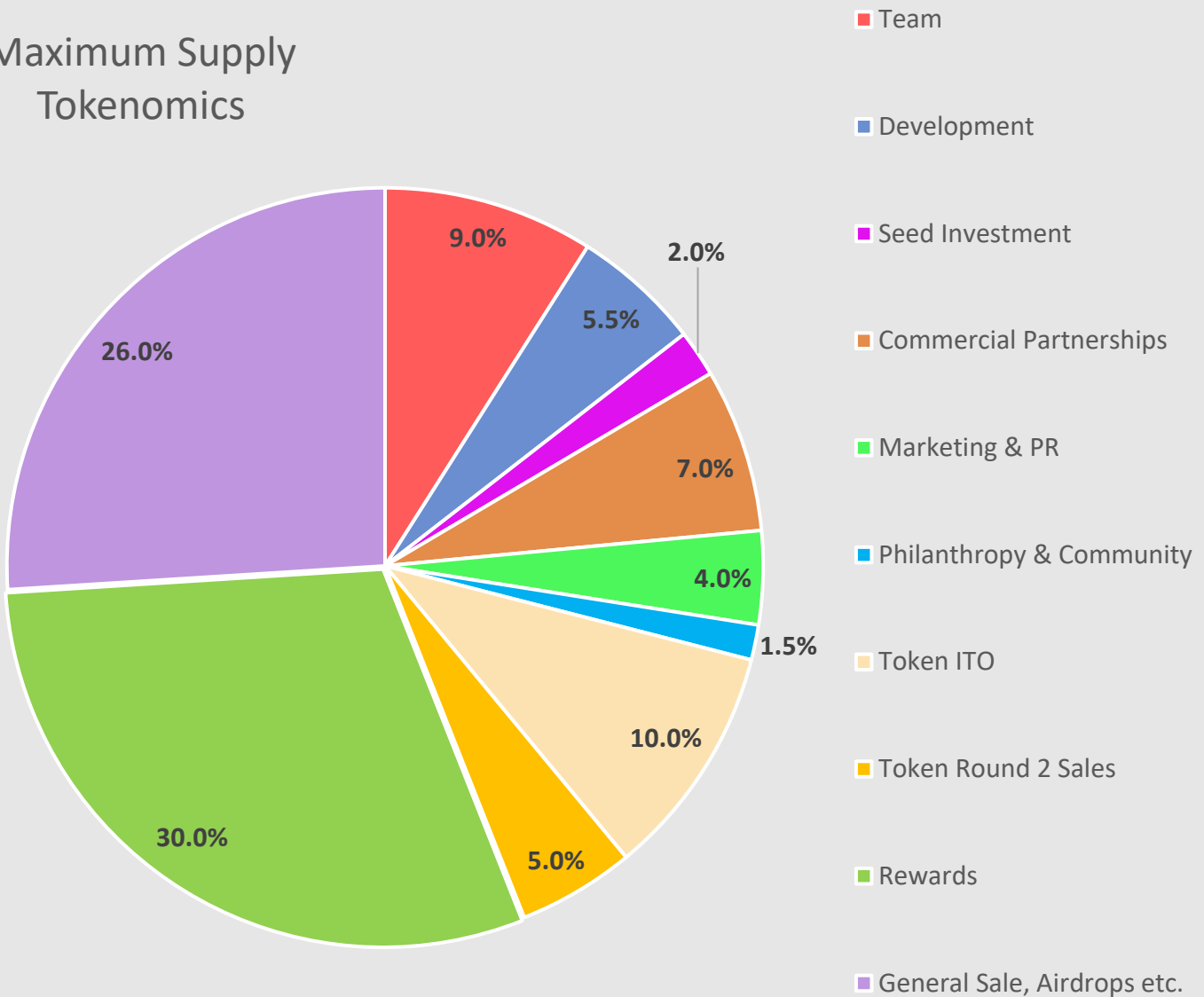
Among the top reasons for using the Cardano blockchain (other than its utilisation of the PoS model) is that it has one of the cheapest gas fees and quickest transaction speeds compared to other blockchains. Cardano has its own Native token feature, as well as being able to utilise smart contracts (NFTs etc.). Most importantly, the blockchain is secure, stable, and scalable.

To ensure that the Zero Citizen ecosystem can operate at its maximum efficiency, we had to ensure that we would be building on solid foundations. The peer-reviewed research and assurance provided with every element of work carried out by Input Output Group has meant that there has so far been no down-time and there have been no successful attacks against the Cardano Blockchain. After thorough research, no other blockchain achieved all the necessary prerequisites to be deemed a suitable candidate for Zero Citizen to build on.



Proposed Tokenomics

Maximum Supply Tokenomics



Maximum Supply: 5,000,000,000
Initial Supply: 3,500,000,000
Earnable Rewards: 1,500,000,000

Disclaimer: The Tokenomics proposal is ongoing and may be subject to change.



Proposed Tokenomics

Token Burns

There are pros and cons to burning tokens, which in turn would make a cryptocurrency deflationary. Managed correctly, the Zero Citizen team believes the pros will outweigh the cons.

At certain milestone events, e.g., 2,000 unique wallets holding 0CZN tokens, the team will propose a vote to burn a set percentage of tokens, ultimately resulting in the tokens becoming deflationary if the votes are passed.

Spending 0CZN Tokens

A long-term ambition for the Zero Citizen team is to work with future commercial partners, whilst exploring all other feasible options, to enable the payment/trade of 0CZN tokens in return for real-world products and services. Exploring this ambition will depend on the uptake and relative success of Zero Citizen in the first three phases of the roadmap.



Tokenomics Allocation – Break Down

Team

All team members will be paid in OCZN tokens. As there will be no transaction of fiat currency, team members will have a vested interest in the long-term success of the token. What's more, for the first ~12 months (TBD), team members will be unable to sell any tokens directly derived as payment for their work, doubling down on Zero Citizen being viewed as a long-term project by the team. There will be no restrictions to the sale of privately purchased tokens.

Development

Zero Citizen will be developed by a core team with the support of the Zero Citizen community. For any proposals deemed significant changes to the Zero Citizen ecosystem, the Zero Citizen team will hold a vote for OCZN token holders to agree or disagree on the proposals. The development allocation will go towards both the on-chain and off-chain developers to cover maintenance, fixes, and development.

Seed Investment

Whilst wanting to ensure the majority of the tokens were available to the public, it was identified that a small portion allocated towards seed investment for start-up funding would be necessary. The proceeds of all seed investment would be used to add liquidity to exchanges, marketing, software development and other relevant start-up costs.



Tokenomics Allocation – Break Down

Marketing & PR

Marketing and PR will predominantly be funded through this allocation. This will begin with the initial NFT launch and token launch, followed by the launch of each reward option.

Commercial Partnerships

It will be imperative for Zero Citizen to establish commercial partnerships and receive buy-in from certain groups/bodies/companies. It's therefore been identified that an allocation of tokens to support the inception of these partnerships would be necessary.

Philanthropy & Community

It is important that Zero Citizen doesn't just pay lip service to supporting Net Zero, but that we also contribute an allocation of tokens/token value to projects and communities that are combatting climate change. This would likely include an bi-annual/quarterly rotation of the nominated (relevant) charity, as voted for by the community. The initial allocation is set at 1.5%, but through various revenue-generating mechanisms, we will provide continual investment to this allocation.



Tokenomics Allocation – Break Down

Phased Sales

ITO (Round 1)

The Initial Token Offering (ITO) will enable the initial purchase of OCZN tokens at the highest discount. There will be a minimum and maximum limit set for each purchase.

Round 2

Round 2 Token Offering will enable the purchase of OCZN tokens at a smaller discount, though still cheaper than the price at launch. Again, there will be a minimum and maximum limit for each purchase.

Rewards

As stated, 30% of the maximum supply will be rewarded to the users of services and products that qualify for OCZN rewards. This temporarily creates an inflationary *total* supply until all rewards have been distributed, but ultimately still results in a deflationary *maximum* supply due to the proposed burning of tokens. The rewarded quantity will reduce in phases, similar to the rewards earned through mining Bitcoin.

General Sale & Airdrops

Most of this allocation will be reserved for general sale, with a smaller percentage being allocated for airdrops, as the NFT royalties will cover the airdrop majority.



Reward System

Zero Citizen will implement a reward system for people that use and support Net Zero services and products.

The primary opportunities being investigated for feasibility as reward options are as follows:

- Receiving airdrop(s) as a Zero Citizen NFT owner.
- Purchasing products or services that contribute to tackling climate change.
- Using public transport (participating operators).
- Holding shares of publicly listed Green Economy companies (e.g., achieved [Green Economy Mark](#)).
- Delegating ADA stake to the Zero Citizen Cardano Stake Pool.

We have several opportunities that we'll be looking into once these initial opportunities have been explored. The Zero Citizen team will react dynamically to opportunities and address effort allocation to the option(s) deemed most achievable and viable. The reward system will begin in the UK (as this is where the vast majority of the team are based), however in Phase III and beyond we'll explore opportunities to expand to reward options to other countries.

The amount of OCZN rewarded will be reduced (% TBD) on an incremental basis, similar to the halving that occurs with Bitcoin.



Roadmap Q3 2022 – Q2 2023

Q3 2022

- Begin exploring options for our Net Zero Reward Systems
- Launch Socials
- Develop Partnerships & Collaborations

Q1 2023

- Mint \$OCZN Tokens + Initial Token Offering (ITO)
- Round 2 Token Offering
- \$OCZN Token Public Sale
- NFT Airdrop #1
- Launch Carbon Emissions Calculator

Q4 2022

- Mint Zero Citizen NFTs
- Begin reforestation via veritree
- Launch Green Investment Portfolio

Q2 2023

- Begin Net Zero Reward Systems
- Stake Pool Launch
- NFT Airdrop #2



Roadmap – Phase I – Establish

The primary aim for delivery in Phase I is the launch of the NFTs and OCZN tokens:

Non-Fungible Tokens (NFTs)

Zero Citizen will launch a limited number of NFTs to precede the minting of OCZN tokens. The NFT collection will help form the initial community, with the aim to use marketing and collaboration with existing projects and prominent figures within the Cardano community. The Zero Citizen NFTs will be utility-based, providing a means to [airdrop](#) our OCZN tokens amongst other features, encouraging owners to hold onto the NFTs and supporting value retention.

The majority of the funds raised through our NFT sales will be allocated towards the OCZN token liquidity pool, as well as being invested in our very own Green Investment Portfolio.

Tokens

A successful NFT launch will be pivotal in laying the foundations for the Initial Token Offering for OCZN tokens, which will see the sale of 10% of the maximum supply. All revenue generated from the token sales will be reinvested to achieve the next targeted milestones.

The minting of the OCZN tokens will be the minimum requirement to take Zero Citizen into Phase 2 of its roadmap.



Roadmap – Phase II – Reward

The primary aim for delivery in Phase II is the Alpha launch of at least one reward:

Zero-Carbon Customer Rewards

Zero Citizen will partner with companies providing zero-carbon products and services, such as clean energy utility companies, solar panel providers, EV charging station providers etc. Customers of these companies will be eligible to receive OCZN tokens as rewards in return for their investment and contribution to a Net Zero future.

Snapshots will be taken at random times (frequency TBD). Customers of one-time-purchase products, for example solar panels, will be eligible for rewards for a pre-determined period of time, whilst customers of subscription/recurring services/products, for example clean energy utility companies, will be eligible for rewards for the duration of their subscription/agreement.



Roadmap – Phase II – Reward

Net Zero Pledges

Zero Citizen will champion Net Zero pledges and support both individuals and small-medium enterprises (SMEs) to make their own Net Zero pledges. The support we offer will be ongoing, to ensure the companies maintain their effort towards achieving the goals set within their pledge.

Through our website we will provide a carbon emissions calculator to determine their annual carbon footprint and the methods plus associated costs for offsetting their footprint. We will provide a service in which we will educate on how to reduce their carbon footprint, but also an option to pay Zero Citizen to offset their costs. These funds will be put towards the rewards system, our Green Investment Portfolio as well as the planting of trees through our partner, [veritree](#). A report generated quarterly to show a tangible output as to exactly where and how their funds have contributed to a Net Zero future.



Roadmap – Phase II – Reward

Public Transport Rewards

The team has members with existing experience developing and implementing proven interactive technology for public transport, having accumulated thousands of hours of use on-board buses of a major bus operator in the UK. Passengers will log their passenger journeys, initially using their issued Zero Citizen contactless card with our tap-and-go system which can be installed on-board buses, trams, and trains. Snapshots of passenger logs will be taken at various points throughout the day, with OCZN token rewards being sent to the crypto wallets of all successful passengers.

The reward amount will vary dependant on the number of passengers that are eligible to receive awards, i.e., the fewer the number of passengers eligible for rewards, the greater the reward amount received per person.



Roadmap – Phase II – Reward

Green Economy Shareholder Rewards

Zero Citizen plans to partner with companies that have achieved the Green Economy Mark, whereby shareholders of these companies will receive 0CZN tokens simply for owning the shares. We want to encourage investors to back “companies and funds that derive more than 50% of their revenues from products and services that are contributing the environmental objectives such as climate change mitigation and adaptation, waste and pollution reduction, and the circular economy.” There is still a massive shift that is needed to tip the balance in favour of those companies representing the Green Economy versus the companies representing the fossil fuels industry.

Initially we will work with one company as we trial the rewards system to maximise efficiency, improve user interaction and ensure scalability to include other UK companies with the Green Economy Mark, as well as looking further afield to similarly recognised companies outside of the UK.



Snapshots will be taken at random times (frequency TBD). The amount of 0CZN tokens received will be relative to the number of shares held (although will be capped). Only shareholders holding a stipulated minimum number of shares will be eligible to receive rewards.



Roadmap – Phase II – Reward

NFT Airdrops

Once OCZN tokens have been minted, there will be an airdrop (date TBD) announced for holders of our NFTs to claim OCZN tokens. This will predominantly be funded by the royalties generated through each sale of Zero Citizen NFTs on marketplaces such as jpg.store. We will incentivise the holding of the Zero Citizen NFTs and work with partners to maintain momentum and try to keep a stable floor price for the NFTs.

OCZN Token Airdrops

In addition to Zero Citizen NFT holders, a limited number of wallets that contain a minimum number of OCZN tokens will also qualify for token airdrops (frequency TBD), to further incentivise the holding of tokens.

Stake Pool Delegation

As Zero Citizen begins to grow in terms of both community size and resources, we will begin making the relevant arrangements to establish a [stake pool](#) for the public to delegate their ADA. This will only be done once it is deemed an economically viable option.

By delegating to our stake pool, delegators will not only receive ADA rewards, but will also receive OCZN token rewards. We hope this will incentivise others to join the pool and introduce newcomers to the Zero Citizen community that haven't previously been able to utilise one of our other reward options.



Roadmap – Phase III – Grow

The priority for Phase III is **sustainable** growth. Many NFT projects, crypto token projects, and start-ups in general may gain good traction to begin with thanks to hype and FOMO (fear of missing out), but the value and interest will soon fade if there is a general feeling of the project being a fad, has no realistic roadmap or if members of the community become disillusioned and feel unheard. As the roadmap moves towards the tail-end/beyond Phase III, Zero Citizen aims to become a fully decentralised autonomous organisation (DAO), with its global stakeholders determining how and by who Zero Citizen is run; we feel this is an important part of tackling the global challenge of climate change. Zero Citizen is a long-term project that aims to become a recognised name both within the Cardano community and the crypto community in general, flying the Cardano flag for a carbon neutral future.

Whilst collaboration with other Cardano projects will also be a high priority from Phase I through to Phase II, this will be even more true in Phase III as Zero Citizen will seek to become an established ecosystem within Cardano, as we look to offer rewards in other projects, including metaverses on the blockchain. The reward options referenced in Phase II will be pursued simultaneously. Both Green Economy Shareholder Rewards and Public Transport Rewards have a relatively large number of potential partners to pursue collaboration with. Each of these two reward schemes will have its own separate roadmap with aims and objectives, and once each scheme has achieved its target, the Zero Citizen team will move to increase the number of partners it collaborates relevant to that respective reward scheme, triggering the transition into Phase III of the roadmap.



Philanthropy & Community

Net Zero refers to the state in which there is a neutrality between the number of emissions being exerted to the atmosphere versus the number of emissions being removed from the atmosphere. As the 0CZN token has been created to support the Net Zero philosophy, we will allocate a certain percentage of tokens towards the funding of projects that contribute to tackling climate change and that support Net Zero policies. In addition to this, we will continuously look to add Net Zero services/products to our rewards system.

Whilst 1.5% of the maximum supply has been allocated to Net Zero philanthropy and community projects, this will also be topped up with 1.5% of every NFT minted also being donated to this allocation. In addition to this, we will ensure regular investment to the philanthropy allocation through various mechanisms, e.g., a percentage of revenue earned through stake pools.

From the beginning, we will ensure there is a fair, decentralised voting system to determine where the investments for Net Zero philanthropical and community projects end up. Most importantly, we will ensure that Zero Citizen maintains Net Zero policies to always maintain carbon neutrality.



Partners



veritree.com



Socials

