

FOUNDER CEO LETTER

YEAR 2022





“You never change things by fighting the existing reality.
To change something, build a new model that makes the existing model obsolete.”



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World Leaders Have Failed Us

WePlant has borne witness as world leaders have failed to adequately fight climate change. Today, emission levels are more than sixty (60) percent higher than levels in 1992, the year in which member countries of the United Nations met for the Earth Summit in Rio de Janeiro and adopted the Climate Change Convention to limit carbon pollution.

The governance structure of modern democracies is incapable of solving complex issues. Governments are elected by voters with short-term vision, and on the world stage, each country's policy is driven by self-interest. We must dramatically change the way we approach the climate crisis if we want to succeed. In fact, a new model must be designed and built to replace the existing paradigm.

FinTech and Democracy 2.0

Modern democracies are quickly evolving thanks to technology. With the help of fintech (financial technology), we can bypass government inaction and create a community of likeminded individuals capable of pooling our financial resources. WePlant is convinced that with the help of technology, an uprising among civil society can take the lead in tackling the climate crisis.

We must undergo an unprecedented process of mobilization, collaboration, and empowerment at the grassroots level. With only a single click, millions of climate activists can use WePlant to donate money and channel these funds to NGOs that plant trees. If that's so, why waste time protesting and begging leaders to use tax revenues to fight climate change?

Recent history has shown how activists can successfully use social platforms to topple governments and advance civil rights. The Arab Spring, #MeToo, and BLM movements owe their success to the power of social media. Six (6) million Canadians took to the streets on Earth Day 2019. People are eager to contribute and make a difference; they just need the right platform to join forces.





Less Talk, More Action

WePlant's fundraising community leverages the power of fintech to fight climate change by restoring Canadian forests. WePlant's round-up technology is designed to allow everyone to join the fight against climate change and contribute to the cause. WePlant's Cash Rewards for Referral program provides our members with a financial incentive to spread the word about WePlant by referring friends to the network and growing our community.

The maple leaf is the symbol of Canada; nature is part of our national identity. Canada is the second largest country in the world, with enough open land to plant 120 billion trees. Canada can become a world climate leader simply by reforesting its vast lands. To achieve this goal, we must mobilize and unify all Canadians under the same vision. If we don't take the lead, who will? If not now, then when?