



CARBON FREE

THE GREEN INITIATIVE'S PROGRAMME

The objective of the Carbon Free Programme is to improve the environmental efficiency of products and processes by implementing into its production process and life cycles the principle of the '3R+C': Reduction of consumption, Reutilization of materials, Recycling refuse and Compensation of CO₂ emissions. Carbon Free activities can range from enterprise operations to production of products and implementation of events.

The first step into the **Carbon Free Programme** is the production of a **GHG inventory** that details the emissions of CO₂ for the particular activity. The analyzed sources of emissions may be, for example: electricity and water consumption; fossil fuel usage; air and road travel; employees commuting; office supplies; refuse and sewage production. The finished inventory determines the number of trees to be planted in the next stage of **compensation of CO₂ emissions**, and also provides the necessary information for the **Reduction, Reutilization and Recycling Plan**. The same activity, then, is each time less carbon-intensive.

The compensation of CO₂ emissions in the Carbon Free Programme is done through **reforestation projects** in degraded riparian areas in **Brazil's Atlantic Coastal Forest biome**. The projects follow guidelines from the São Paulo's State Environmental Secretariat that determines the recommended variety of species, successional classes and number of trees per hectare.

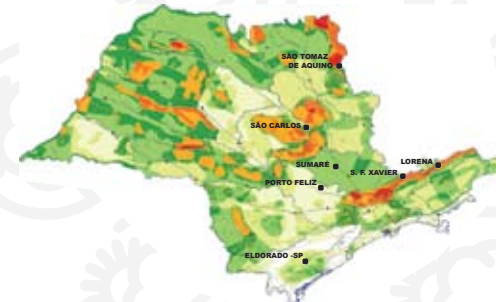


In addition to offsetting the carbon equivalent from a certain activity, the same reforestation project offers a **range of environmental and social benefits**, that includes but it is not limited to: the improvement of degraded stream ecosystems, its fauna and flora; the conservation of freshwater resources; and the social inclusion of local rural communities who are trained and paid to work throughout the programme.



558,000 native trees=106,000 tonnes of CO₂

In four years, the Green Initiative's Carbon Free Programme will plant more than **558.000 trees**, of more than **80 different native species**. Each planting site is covered by a two-year maintenance programme that foresees seedling replacements and weeding.



All maintenance reports, comparison photos and the geo-location of reforestation sites are available in our website.

www.thegreeninitiative.org.br

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