



La Pitanga

Reforestation Project Information





# Introduction

## Location & Aim of the Pitanga project

- This project is located in South America, in Uruguay.
- The aim of this project is to convert degraded grassland with a long history of cattle grazing into beneficial forest plantations which will aid in **restoring the land**, by **improving the soil quality** through water retention and delivery of micronutrients to the soil, and by preventing soil erosion.



## Commitment

- In this reforestation project the **healthy and well-managed forests** help the planet adapt to a changing climate by providing critical storm water management, ecosystem services, and wildlife habitat.
- This project is committed to the **highest operational and environmental corporate requirements** in its commitment to preserve soil, water and air quality, as well as community well-being.

A close-up photograph of a person's hand holding a single green leaf. The hand is positioned at the bottom left, with fingers gently cupping the leaf. The leaf is bright green with visible veins and a small tear. The background is a soft-focus green, suggesting a forest or garden setting.

# Environmental benefits

Biodiversity preservation

- Important ecosystems such as very high biological wealth measured through birds' assessment and monitoring, and rare or not common species included in the international list for conservation(IUCN, International Union for Conservation of Nature).
- In the field, environmental assessments and impact surveys are carried out by a team of experts. Based on the results obtained in the studies, management and monitoring plans have been developed for the restoration of natural systems which may have been affected by previous practices.
- The fauna survey records and classifies different species of fauna which may be present in the sites, both in natural and forested areas with the aim of establishing diversity and richness indexes and indicator species for each area surveyed.

La Pitanga is managed using best practices principles while also taking environmental and social commitments into account.



# Social Benefits:

- The project supports its employees in both their professional and personal growth it is essential for the development of the project to encourage teamwork and the personal and professional development of each member, in an environmental respect, trust, commitment, transparency and ethics.
- Business for social responsibility is the contribution to a sustainable human development, through the project's commitment and trust towards their employees and their families, towards societies in general and towards local communities with the aim of improving social capital and quality of life of the entire community.
- The key activity is the 'School project', focused on informative presentations and workshops for teachers, students and members of the community to learn about the environment and the care of native fauna and flora.





- ✓ Approximately 260 new job positions created during the agrarian phase
- ✓ More than 70 farmers benefit directly from the project farms
- ✓ Reduction of rural poverty and geographic decentralization
- ✓ Benefit and support of rural schools by providing materials and human resources



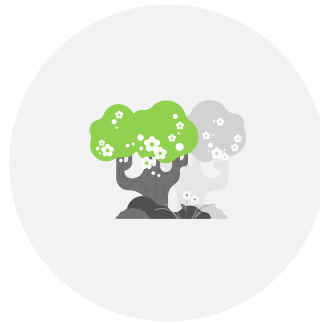


# Estimations



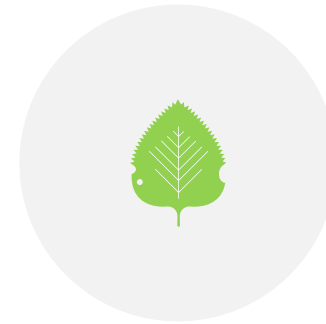
**Estimated number  
of trees planted in  
the project**

4,5 million



**Until 2021, this  
project has  
sequestered  
approx.**

9 MM tons of CO2



**Estimated Annual  
Emission  
Reductions/  
carbon credits**

56,019

# Project Certifications

## Verified Carbon Standard

- This project has achieved the Verified Carbon Standard (VCS). The Verified Carbon Standard (VCS) is a standard for certifying carbon emissions reductions administered by Verra.
- Verra catalyzes measurable climate action and sustainable development outcomes by driving large-scale investment to activities that reduce emissions, improve livelihoods, and protect nature. Verra's standards are widely recognized and used in voluntary and compliance markets because they deliver credible and transparent assessments of climate friendly projects performance.



## Forestry Stewardship Council

- This project is also certified by the Forestry Stewardship Council (FSC).
- The FSC is an internationally renowned program that sets gold standard for responsible forest management.
- The FSC Principles and Criteria consist of a set of ten principles on how the forest must be managed to meet social, economic, ecological, cultural needs and rights of present generations without risking those of the generations to come.





- The Rainforest Alliance's SmartWood program was founded in 1989 to certify forestry practices conforming to Forest Stewardship Council (FSC) standards and now focuses on providing a variety of forest auditing services.
- In addition to be an ANSI ISO 14065:2007 accredited validation and verification body, Rainforest Alliance SmartWood program is also a member of the Climate, Community, and Biodiversity Alliance (CCBA) standards, and an approved verification body with a number of other forest carbon project standards.



# Project Validation Assessment

Rainforest Alliance



# Thank You



One Carbon World

MEASURE | REDUCE | COMPENSATE

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