

A lush tropical forest with a river in the foreground, used as a background for the text. The forest is dense with various green plants and trees, and the river reflects the surrounding foliage.

Carbon offsetting through avoided deforestation

industryre

91 % of companies rated avoided deforestation as the most desirable forestry projects for carbon offsets.

Introduction

Climate change is the challenge of our generation. Companies and individuals around the world are taking a closer look at their contributions to climate change, with an increasing number voluntarily reducing their “carbon footprints” by purchasing offsets elsewhere. In a practice known as offsetting, businesses pay to outsource emissions reductions when it is more cost-effective or technologically feasible than doing so in-house.

The market for these voluntary offsets, fuelled by corporate commitments to become “carbon neutral,” is growing rapidly. Global carbon markets almost doubled in size in 2009. And the prospects for continued growth in carbon markets are strong.

The reason is simple: companies are increasingly entering the voluntary carbon market. For example Landrover, HSBC, Google and DuPont are the types of companies engaging in voluntary markets to offset their emissions.

Despite the growing interest in voluntary carbon markets, companies and individuals are finding a difficult playing field. The voluntary carbon market is fragmented with complex carbon “supply chains” and a lack of consistent standards. Carbon offset providers source from projects that range from planting trees in India to capturing methane in U.S. landfills.

Assessing the benefits and drawbacks of each provider is challenging, especially as historical data is limited. Some offset projects are independently verified to agreed-upon standards, but others are not. These standards are numerous and overlapping, but not using them runs the risk of having your project come under scrutiny in

the future. As with many emerging markets, transaction costs can be high.

Deforestation and degradation accounts for roughly 20 percent of greenhouse gas emissions resulting from human activities — a share greater than all the world’s planes, cars, trucks, and ships combined. When forests are destroyed they release large quantities of CO₂ into the atmosphere, a major contributor to climate change.

Global warming will wreck attempts to save the Amazon rainforest, according to a devastating new study which predicts that one-third of its trees will be killed by even modest temperature rises.

The research, by some of Britain’s leading experts on climate change, shows that even severe cuts in deforestation and carbon emissions will fail to save the emblematic South American jungle, the destruction of which has become a powerful symbol of human impact on the planet. Up to 85% of the forest could be lost if spiralling greenhouse gas emissions are not brought under control, the experts said. But even under the most optimistic climate change scenarios, the destruction of large parts of the forest is “irreversible”.

91 percent of companies rated avoided deforestation as the most desirable forestry projects for carbon offsets, reports a survey by EcoSecurities, Conservation International, The Climate, Community & Biodiversity Alliance and ClimateBiz.

Industry RE provides a specialist platform to help reduce carbon emissions and develop new energy from renewable sources.

We have long established ourselves as leader in the sustainability debate ranging

from assessing, creating, implementing, developing and funding sustainability best practise.

In the summer of 2010 we partnered with the Guardian Sustainable Business for an energy efficiency programme to help key stakeholders engage, debate and communicate success stories.

We are committed to innovation and challenging traditional wisdom. We believe traditional business thinking needs to change. In the new low carbon economy we are helping organisation creating new, inspiring and profitable sustainable business models to gain competitive advantage.

We are members of the Carbon Markets & Investors Association addressing the needs for global recognised policies on deforestation.

This is an opportunity to invest into Voluntary Emission Reduction (VER) carbon credits generated from projects to reduce greenhouse gas emissions from avoided deforestation and to benefit climate, forests, biodiversity and people.

The Amazon is losing on average 27,000km² of forest cover each year from continued logging, mining and land conversion. Deforestation can directly lead to biodiversity loss when animal species that live in the trees no longer have their habitat, cannot relocate, and therefore become extinct.



Key Facts About Deforestation in the Amazon Rainforest

- More than half of the world's estimated 10 million species of plants, animals and insects live in the tropical rainforests. One-fifth of the world's fresh water is in the Amazon Basin.
- One hectare (2.47 acres) may contain over 750 types of trees and 1500 species of higher plants.
- In Brazil alone, European colonists have destroyed more than 90 indigenous tribes since the 1900's. With them have gone centuries of accumulated knowledge of the medicinal value of rainforest species. As their homelands continue to be destroyed by deforestation, rainforest peoples are also disappearing.
- As much as 75 per cent of deforestation in the Amazon has resulted directly or indirectly from large-scale agricultural or industrial schemes

The next five years are critical for the Amazon. Decades of exploitation have destroyed 20% of its rainforest.

Deforestation of the Amazon

The Amazon rainforest, also known as Amazonia, is one of the world's greatest natural resources. Because its vegetation continuously recycles carbon dioxide into oxygen, it has been described as the "Lungs of our Planet".

The Amazon rainforest gets its name from the Amazon River, the life force of the rainforest. The Amazon River begins in the Peruvian Andes, and winds its way east over the northern half of South America. It meets the Atlantic Ocean at Belem, Brazil. The main river is about 4,080 miles long. Its drainage basin covers 2,722,000 million square miles, and lies in the countries of Brazil, Columbia, Peru, Venezuela, Ecuador, Bolivia, and the three Guyanas.

Sixteen percent of all the world's river water flows through the Amazon delta. Twenty eight billion gallons of water flow into the Atlantic every minute, diluting the salinity of the ocean for more than 100 miles offshore. The Amazon rainforest watershed is home to the world's highest level of biodiversity.

The Amazon rainforest is the drainage basin for the Amazon River and its many tributaries. The northern half of the South American continent is shaped like a shallow dish. About 1,100 tributaries, seventeen of which are over 1,000 miles long, drain into this depression. Whenever rain falls in the river basin, it all drains into Amazon rainforest and into the Amazon River. The Amazon is the largest river system in the world. At some points, the Amazon River is one mile wide, while at other points it can be thirty-five miles wide.

At Belem, where the river flows into the Atlantic Ocean, it can be 200 to 300 miles across, depending on the season. Some of the animals that make their home here

are river otters, freshwater river dolphins, turtles, piranha, manatees, electric eels, and a remarkable, giant air-breathing fish called the piraracu.

The world's largest tropical rainforest, Amazonia covers more than half of Brazil. The canopy of Amazonia is less studied than the ocean floor. Scientists believe that the canopy may contain half of the world's species. Over 500 mammals, 175 lizards and over 300 other reptiles species, and one third of the world's birds live in Amazonia. It is estimated that about 30 million insect types can be found here. Competition for survival is fierce. This may explain why over millions of years of evolution so many highly adapted species have evolved in the canopy of Amazonia. The most intense competition is between animals and plants. Both plants and animals have made adaptations to defend themselves from being eaten, and to overcome these defensive systems. Plants trap sunlight and turn it into energy for themselves and the herbivores of the canopy

Illegal and predatory logging plays a central role in the destruction of the Amazon. It is now generally accepted that illegal logging is the norm, rather than the exception in the Brazilian Amazon. Between 60 and 80 percent of all logging in the Brazilian Amazon is estimated to be illegal.

Working in remote forest areas, the loggers often use false permits, ignore limitations of legal permits, cut species protected by law and steal from protected areas and indigenous lands. These are often small or medium scale operations that are able to avoid detection because of the remoteness of the logging locations, the weak presence of the federal environmental agency IBAMA, and a complex chain-of-custody in the cutting, hauling and transporting of the logs

Another major blow to efforts to reduce the destruction of the world's forests by loggers is scientists fear billions of tree deaths caused by 2010 drought could see vast forest turn from carbon sink to carbon source.

Brazilian scientist Paulo Brando, from the Instituto de Pesquisa Ambiental da Amazônia (Amazon Environmental Research Institute), and co-leader of the research said: "We will not know exactly how many trees were killed until we can complete forest measurements on the ground. It could be that many of the drought-susceptible trees were killed off in 2005. Or the first drought may have weakened a large number of trees so increasing the number dying in 2010."

The next five years are critical for the Amazon and regulated deforestation programs are essential to the continual survival of the "Lungs of our planet".

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Climate change mitigation will be neither cheap nor easy. But the costs and complexities of the mitigation challenge pale in comparison with the risks and costs that are likely to accompany failure to take decisive action.

Key Facts About REDD

- Reducing Emissions from Deforestation and Forest Degradation (REDD)[1] is a set of steps designed to use market/financial incentives in order to reduce the emissions of greenhouse gases from deforestation and forest degradation. Its original objective is to reduce green house gases but it can deliver “co-benefits” such as biodiversity conservation and poverty alleviation.
- REDD is presented as an “offset” scheme of the carbon markets and thus, will produce carbon credits. Carbon offsets are “emissions-saving projects” that in theory “compensate” for the polluters’ emissions.
- In 2009, at COP-15 in Copenhagen, the Copenhagen Accord of 18 December 2009 was reached, noting in section 6 the recognition of the crucial role of REDD and REDD-plus and the need to provide positive incentives for such actions by enabling the mobilization of financial resources from developed countries.

The next five years are critical for the Amazon. Decades of exploitation have destroyed 20% of its rainforest.

The REDD initiative

As the legislative process to address energy and climate moves forward in the United States, and the post-Copenhagen discussions start to gain momentum, the issue of Reduced Emissions from Deforestation and Degradation (REDD) is once again front and centre in the discussions.

It is widely expected that REDD will be prominently featured both in a US system as well as in the post-Kyoto regime. In this context and without a doubt, the main benefit of REDD is its expected effectiveness to reduce tropical deforestation, a substantial source of greenhouse gases poured every year into the atmosphere. Nevertheless, and unlike other options that also address climate change, REDD also generates additional and critical ancillary benefits to society that merit pursuing in their own right. The first and most obvious of such benefits is biodiversity conservation. Two major global Conventions were negotiated in Rio in 1992: Climate and Biodiversity. And although REDD is being designed within the context of fighting global warming, it is in fact the most powerful tool to achieve the main objective of the convention on biological diversity (CBD): biodiversity conservation.

The sad reality is that despite some progress by traditional conservation approaches based on regulation and philanthropy, biodiversity continues to be lost at alarming rates, primarily driven by habitat disappearance, particularly tropical forests. Obviously, the most powerful mechanism to conserve forests over the long-term is to give them a greater value intact than alternative land uses can provide, and REDD is such a mechanism. Various studies have shown that investments to conserve forests in developing countries amount to less than US\$5 billion per year,

representing less than 10% - 25% of the estimated funding required to properly manage protected areas. And yet, the vast majority of natural habitats are located outside protected areas, therefore making traditional conservation approaches in these areas hopeless. Furthermore, conservation experience demonstrates that widespread global deforestation is caused by a myriad of disconnected decisions by individuals that choose to change forests to other land uses for economic gain: human behaviour is primarily driven by economic considerations.

In this context REDD represents, for the first time, a tangible market mechanism to reward forest conservation, and to fight deforestation one hectare at a time, on purely economic competitive terms, and thus unleashing the efficiency of market forces. Forest conservation, however, represents much more than climate and biodiversity. Forests generate critical ecosystem services related to maintaining the global water cycle, preventing soil erosion, mitigating regional changes in weather patterns, etc. Equally important, forests are the homes and provide the livelihoods to indigenous and other groups who derive their income and cultural traditions from them. These groups would much prefer to conserve these forests, but in many cases are unable to compete with alternative land uses that reward deforestation. Intact forests, however, should not be synonymous with idle forests. Forest conservation is compatible with economic uses that do not imply deforestation, such as sustainable forestry management, ecotourism, bio-prospecting, and many others. In most cases, however, and without income from carbon markets, these uses cannot provide, alone, sufficient economic incentives to stop deforestation.

It is now clear that many forests can

compete, on purely economic terms, with most alternative land uses. Higher carbon prices imply more area conserved and a more robust economic engine for conservation. This represents an unprecedented opportunity for conserving forests and supporting sustainable livelihoods while simultaneously providing a tangible reduction in greenhouse gas emissions.


It is therefore startling that, with notable exceptions, many prominent conservation groups have not embraced REDD and the market forces that it can unleash to make real progress towards achieving forest conservation.

The next few months are critical in the design of REDD systems that are reliable, predictable, and reduce greenhouse gas emissions in a verifiable and additional manner.

REDD is presented as an "offset" scheme of the carbon markets and thus, will produce carbon credits. Carbon offsets are "emissions-saving projects" that in theory "compensate" for the polluters' emissions.

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The many benefits of REDD By Gonzalo Castro de la Mata, Chairman, Ecosystem Services LLC April 2010



Half the voluntary carbon marketplace remains driven by “pure” voluntary buyers seeking to offset emissions.

Key Facts About the Voluntary Carbon Markets

- Voluntary carbon markets have historically served as sources of experimentation and innovation in the carbon markets, as well as the markets most likely to reach poorer and smaller communities in developing countries.
- Those buying credits to offset their emissions are generally buying for Public Relations/branding and Corporate Social Responsibility reasons. The next most common reason for purchases in this market is as a “pre compliance buy” (those buying in anticipation of regulation)
- Data from the most recent global survey tells us that the dominant standard used last year was the Voluntary Carbon Standard, or the VCS*. Credits issued under the VCS are called Voluntary Carbon Units - VCU

The voluntary carbon markets transacted \$387.4 million in 2009. The over the counter (OTC) market represented 84% of market value at \$325.9 million.

The Voluntary Carbon Market

The worldwide carbon markets can be divided into two: the voluntary markets and the regulatory (compliance) markets. As the name implies, the voluntary carbon markets involves purchases that are made voluntarily by the buyer.

Voluntary carbon offsets generated from projects are known as Verified Emissions Reductions (VERs).

As the name implies, the voluntary carbon markets involves purchases that are made voluntarily to enable businesses, governments, NGOs, and individuals to offset their emissions by purchasing carbon offsets.

A carbon offset is:

1. A unit earned by someone who has implemented a project according to international standards that generates a reduction, removal, storage or avoidance in greenhouse gas emissions than would otherwise have occurred (for example a windfarm);
2. Issued by an authority or a Board pursuant to those international standards (one credit is issued for every tonne of emissions of carbon dioxide (or carbon dioxide equivalent) that has been reduced, removed, stored or avoided); and
3. Bought by someone either for offsetting purposes, in which case the credit is retired (i.e. taken out of circulation permanently) to offset their own emissions (where one tonne of carbon dioxide can be offset by one unit / credit) or for investment or speculative purposes.

In the voluntary carbon market, the majority of buyers are private firms with the largest

motivations being purchase for resale or investment followed by purchasing to 'retire' credits to offset emissions.

Some companies or individuals can reduce their emissions a little or a lot, and for others it can be extremely difficult, impossible or not economically viable to reduce their emissions very much. Purchasing credits earned from a verified emission reduction project can help to offset such emissions and in turn, the revenue earned from the sale of those credits helps to fund that emission reduction project. The term voluntary carbon market is often interchanged with the term voluntary offsets market but generally the terms have the same meaning.

The ability to offset carbon emissions voluntarily, and the voluntary carbon market that has emerged in earnest the last 5 years or so, has been promoted as an important part of the solution to the climate crisis. Voluntary offset projects can deliver economic efficiency (best use of investment) and environmental benefits (lower emitting technologies are developed and implemented).

Each of our everyday actions consumes energy and produces carbon dioxide emissions e.g. taking holiday flights, driving our cars, heating or cooling our homes and offices. Carbon offsets can be used to compensate for the emissions produced by funding an equivalent carbon dioxide saving somewhere else.

Calculating a business's carbon footprint is part of being an economically sustainable business. Green business, both large and small, have lean processes and use resources efficiently. A green business that performs as a responsible global citizen will have better relationships with its customers,

employees, suppliers and investors.

In the UK there is an initiative called the CRC Energy Efficiency Scheme. This is a mandatory scheme to improve energy efficiency and therefore cut CO₂ emissions in large public and private sector organisations. These organisations are responsible for around 10% of the UK's CO₂ emissions.

It will see big companies compete against one another to cut their energy bills fastest, in a bid to rank highest in a league table where the leaders will be financially rewarded.

It was introduced to help deliver the UK's pledge to reduce greenhouse gas emissions by at least 80% from 1990 levels by 2050.

Participants successful in reducing energy consumption will not only save money on energy bills but will need to purchase fewer allowances and will receive greater financial rewards through revenue recycling. These savings should be well in excess of the costs of participation.

In addition, participants that perform well will also be placed higher in the performance league table, which will be published annually by the Environment Agency, boosting their reputation as an energy-conscious organisation.

As the CRC affects all organisations and fuelled by corporate commitments to become "carbon neutral," the market for a voluntary offset is growing rapidly.



Our projects are not just focusing on carbon sequestration as their primary project goal but will strive to achieve recognition of the wisdom and local knowledge of indigenous people and of their right to participate democratically in decisions affecting their future

Key Facts About the Projects

- Access to the rights to all carbon credits developed in an area of 18,192,193 (eighteen million, one hundred and ninety two thousand, one hundred and ninety three) hectares in the Amazon region (an area equal in size to Austria and Switzerland combined).
- Strategic alliances with some of the most eminent Universities and NGO's in forestry, environment and clean energy in Brazil.
- Partnered with the Municipalities of Borba, Barcelos, Tapauá, Juruá, Caruari, Manicore, Canutama and Autazes.
- Our unique and driven teams on the ground will ensure that these projects are managed and developed to the highest commercial and ethical standards while our European divisions will generate the maximum income from the issued carbon credits over the 30 year contracted period.

We intend to expand the project parameters to include the development of clean energy and clean water, reforestation, sustainable forestry and sustainable land management to complement the forest conservation and protection.

The Projects

Industry RE have partnered with Celestial Green Ventures PLC to become a global team dominating the forestry sector in the rapidly emerging and expanding climate change marketplace.

Celestial Green has gained access to the rights to all carbon credits developed in an area of 18,192,193 (eighteen million, one hundred and ninety two thousand, one hundred and ninety three) hectares in the Amazon region. These carbon credit contracts have been signed with both Municipalities and Private Landowners in the Amazon region of Brazil and give the company the rights to all carbon credits achieved in these contracted areas for a period of 30 years.

The carbon credits will be achieved through the methodologies of Reduced Emissions from Deforestation and Degradation (REDD), reforestation under the Voluntary Carbon Standard (VCS) Agriculture, Forestry and Land-Use (AFOLU) methodology, community benefits through the Plan Vivo methodology and also the Climate, Community and Biodiversity Alliance (CCBA) standard as well as the future supply of clean energy to the Municipalities in this expanding area of Brazil.

It is the company's intention to develop these projects to the highest environmental standards and to aid in this endeavour the company has signed strategic alliances with some of the most eminent organisations in the forestry, clean energy and environmental fields. Through these strategic alliances the company aims to achieve the highest standards of carbon credits thus bringing huge benefits to the company's members and shareholders, the environment and the local and Indigenous peoples.

Through participating in these projects, members and investors are not only participating in projects that bring benefits to all mankind but are also taking a big step towards their Personal and Corporate Social Responsibility (CSR). They are also participating in a company with the potential to realise significant profits over a long period of time in this unique and expanding business arena.

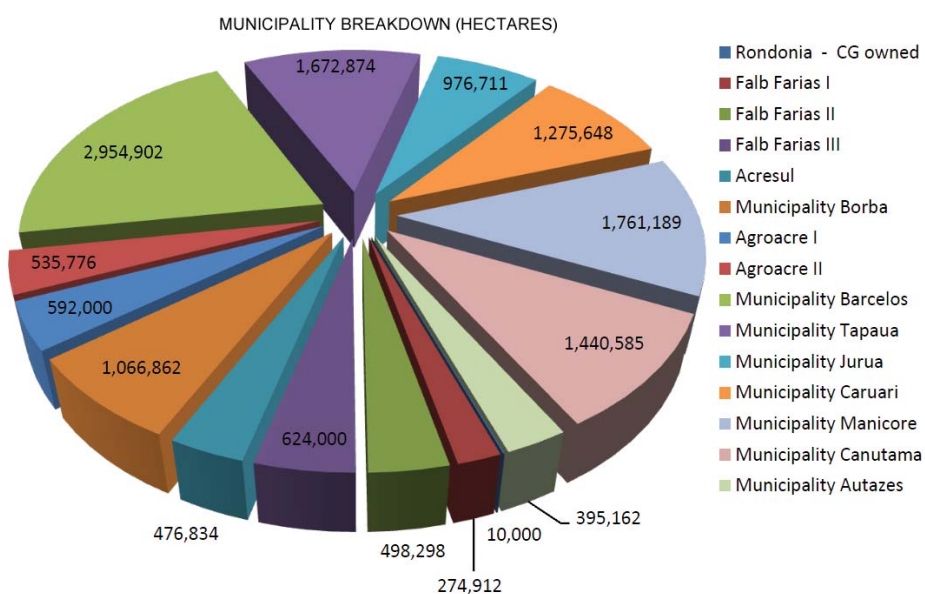
Strategic alliances have been made with some of the most eminent Universities and NGO's in forestry, environment and clean energy in Brazil.

The focus is not just on the attaining of carbon credits, but also the community and biodiversity benefits that they can bring to the project areas that they are involved in.

REDD projects encompass the action of avoided deforestation of areas of land that are at currently under threat from

destruction. Although all of the contracted project areas qualify under this methodology, there are also many aspects within the project areas that qualify under other methodologies and standards such as the Voluntary Carbon Standard (VCS), Plan Vivo, Climate, Community and Biodiversity Alliance (CCBA) and Clean Development Mechanism (CDM) REDD+ for additional project activities such as reforestation, sustainable forestry and improved forest management.

By initially developing the projects under the REDD methodology we will achieve their carbon credits based on the protection of the rainforests and the communities within them, on an exceptionally ethical and environmental basis and to complement the forest conservation and protection that will be ongoing through the REDD project guidelines.





Our strategic alliances recognise the needs of the indigenous people.

Key Facts About the Alliances

- An initial alliance was made between Celestial Green and Fundação Instituto Nautico Brasileiro (INABRA) so that the company could avail of these organisations first-hand scientific knowledge. Also, through the payments made to these organisations Celestial Green played a major role in developing education, healthcare and employment for the local and Indigenous peoples.
- Through these strategic alliances the company aims to achieve the highest standards of carbon credits thus bringing huge benefits to the company's members and shareholders, the environment and the local and Indigenous peoples.
- For calculating the number of carbon credits achievable, we have used the Modelo de Simulacao do Desmatamento SimAmazonia I (SOARES-FILHO et al; 2006), as prepared by FEAMA for inclusion in our PDD documents.

The alliances are in a strong position to develop their projects to an increasingly high level and ensure that all carbon credits that are achieved adhere to the highest and most recent specifications and guidelines.

Strategic Alliances

Brazilian Centre for Nature Conservation and Sustainable Development (CBCN)

The CBCN is an environmental and technological based NGO and operates mainly in the Forestry Engineering sector. Their specialist fields include afforestation and landscaping in urban and rural environments; the creation and management of conservation units; recovery of degraded areas of forest; environmental education and training; evaluation of environmental impacts and actions for social development; basic sanitation, and ecotourism.

Amazonia Livre

Free Amazon organisation is an NGO working together with public and private partners, national and international organisations to develop socio-environmental projects with the Indigenous peoples of the Amazon rainforest, enabling them to benefit from the income and training that it provides, whilst at the same time helping to preserve their culture and natural habitat.

Rede Nacional de Biomassa Para Energia (RENABIO)

Renabio is a national network of biomass specialists, including government bodies, universities, researchers, private companies and non-governmental organisations, led by the Professor of Forestry Engineering at the University of Viçosa, who are interested in the research and development in the field of energy from biomass, and the renewable and alternative energies sectors. Renabio were also nominated for the World Bioenergy Award in 2010.

Instituto Acquavita

The Institute of Advanced Studies of Arts, Culture and Natural Sciences. Its involvement is in research and assisting the studies of scientific, social and technical

support, dedicated to the environment, water, nature and the planet. They also have dedicated team members who are specialised in ecological guided excursions and work closely with schools and colleges to offer such educational enhancements to local students.

Instituto Nautico Brasileiro (INABRA)

INABRA is a non-profit organisation who is part of the Brazil Network to Promote Investment for Sustainable Development. Their main objective is to gain involvement from both public and private entities in the development and research of sustainable development, focusing on actions that will transform the environmental protection of the region. They also provide technical and scientific services to companies, schools and Government bodies with the aim of disseminating their knowledge to contribute to the protection and sustainable development of the Amazon region.

AGROFLOR

Representatives of the Federal University of Bahia who specialise in the recuperation of flora, fauna and socio-economy in the Amazon region researching into innovative techniques for the drafting and implementation of environmental and social projects.

Through these alliances the Celestial Green's projects are not just focusing on carbon sequestration as their primary project goal but will strive to achieve the following additional criteria:

- Ensuring that all aspects of the project are carried out in a responsible and sustainable manner;
- Enhancing the living conditions of the people in and adjacent to the project areas;

- Enhancing healthcare facilities including vaccinations and local medical clinic provisions;
- Availability of safe water supplies and sewage disposal;
- Increasing educational opportunities;
- Providing provision of employment;
- Recognition of the wisdom and local knowledge of indigenous people and of their right to participate democratically in decisions affecting their future;
- Provision of top quality measures to protect and secure future biodiversity;
- Protection of integrated ecosystems which is vital to protecting biodiversity;
- Provision of energy needs of local communities using sustainable technologies to avoid the cutting down of trees for firewood;
- Provision of extensive monitoring of biodiversity, weather conditions and the environment in general;
- Conservation criteria aimed at providing data of use to captive breeding programs and plant conservation;
- Pollution abatement programs aimed at assisting all local stakeholders to clean up the effluent associated with their farming / domestic / industrial activities;
- Maintenance of a carbon reserve against any loss of carbon within the project area in the event of fire, disease, or such human activity as the project is unable to defend against plus retention of fire fighting facilities;
- Responsible accounting and audit procedures to ensure transparency;
- Encouragement of responsibly integrated cash crops to help eliminate rural poverty;
- Meteorological observation to monitor environmental quality and provide data to assist with the understanding of climate change.

The UK public will respond to green issues because they care, but about the transparency about the green projects that their money goes to is important.

Key Facts About Carbon Retailing

- Defra stated that UK organisations could save £7m a day in energy efficiency savings.
- In 2006 The Royal Mail embarked on an energy transformation journey that saved them £35m a year, reducing their energy spend by 45%.
- The mytreefrog.com brand has been established with one aim, to enable individuals, families and small business to achieve carbon neutrality.

Every household and business in the UK needs power, there are 26 Million households in the UK, 33 million vehicles on the road in the UK and its estimated that even with the economy looking uncertain 2 million UK citizen's will travel abroad this year!

Carbon Credit Retailing

In 2010 Industry RE started a revolution in the way that consumers and businesses buy carbon producing products and services.



mytreefrog.com is a trading style of Industry Carbon Limited a subsidiary of Industry RE Limited.

The ongoing mission is to provide an opportunity for the public and business to take positive action towards making a real and validated step towards offsetting the effects of their carbon emissions while gaining real benefits and ease in obtaining services and products essential to day to day living.

We have targeted product sets that virtually every UK household and business need that are heavy in carbon production and embed carbon credits into an incentivised purchase.

For consumers the carbon credits are sold through Utilities switching, specifically gas and electricity. We will provide consumers and SME customers the facility to switch online to a more competitive supplier where able and embed a carbon credit into the switch package to offset the carbon produced by their annual usage of gas and electricity.

Today mytreefrog.com can guarantee the cheapest cost of gas and electric for any UK household and with carbon offsets.

Suppliers include the full range of utility providers i.e. EON, British Gas etc.

We have also created a panel of appropriate insurance companies based on price, quality of coverage and green credentials to ensure we have partners that are consistent with our brand values as well as highly competitive.

As a minimum we will present an insurer to the portal. We will offer a credit embedded in the sale process to offset the effect of the annual mileage of the car being insured.

We have presented a travel insurance policy suite for single travel through to annual family cover. The product will have embedded credit to offset the carbon generated by the travel undertaken, e.g. flights, car hire etc.

Defra stated that UK organisations could save £7m a day in energy efficiency savings. £25bn worth of attractive energy savings could be made with the right investment strategy. The fact is energy is currently a cheap commodity and even with energy teams most organisations could be wasting between 10%-40% of their energy spends. With the recent Energy Market Review (EMR) and the government putting a carbon floor price in place, energy and fuel costs are likely to dramatically increase over the next few years. Financial Directors are now playing vital roles to reduce energy and carbon risks.

Again we are well placed to reduce organisation's energy footprint, dramatically save costs and ensure energy efficiency whilst at the same time embedding carbon credits into our core products to achieve the two goals.

In conclusion

- The consumer/business wins; by saving money and having access to market leading products wrapped in the highest quality REDD carbon credit.
- We win because we make money to buy the credits to pass to you, run the business and invest back to build a better customer proposition for the future
- The target areas of the projects win because we give an alternative to deforestation to the indigenous people of the rainforest regions and help build a better future for them and their families for the long term.
- The planet wins because we get to keep forest land with its CO2 storage capacity and habitat for hundreds of species of plants and animals that could be lost forever if we lose the trees.



Avoided deforestation projects require investment to stimulate and manage the project design documents. As an investor this is a good opportunity to enjoy a health return whilst putting your money into a good cause.

Key Facts About The Investment

- Enjoy a 30% fixed return.
- Proven sales and methodologies.
- Limited allocation available.
- Short term hold (12-18 Months)

Industry RE have teamed up with Emerald Knight to provide a superior customer service experience with a superior investment opportunity.

Investment Opportunity

This is an opportunity to buy voluntary emission reduction (VER) credits from the project in the Municipality of Borba; an area of 1,333,578 hectares in the State of Amazonia, Brazil.

FAQ

WHAT IS THE VERIFICATION

This project is a 30 year REDD project being developed using the VCS/CCBA standards and methodologies. The project has undertaken a positive pre-validation and at present amendments are being made by Amazonia Livre to the Borba PDD for submission for final validation.

WHEN IS THE DELIVERY

The delivery of the above VER's will be within 12-18 months of the signing of the contract.

HOW CAN I RESELL MY VER's

A purchaser can opt in to allow Industry RE to sell their credits upon delivery through the carbon retailing service described in the previous section. Industry RE will sell the credits for £10 per VER to provide a fixed return to the purchaser of 30% of the original purchase price payable upon delivery of the VER.

VER's can also be sold at anytime under the discretion of the purchaser as contracts are assignable.

VER's can also be "retired" should the purchaser require to offset their own carbon footprint.

MINIMUM INVESTMENT

£20,250 for 2,700 VER Carbon Credits

PURCHASE PROCESS

50% Deposit on Contract
50% Payable on Delivery.

An electronic purchase order will be provided to an individual or business to sign.

Upon contract signing a 50% deposit is then payable with the balance owing on delivery of the VER.

CAN I USE A SIPP

The HMRC would classify the VER on delivery as a tangible movable asset and therefore would be liable for taxes. We can not accept SIPP investment.

WHAT CURRENCY IS THE PURCHASE

Industry RE are UK limited company and will resell the credits in Sterling. All returns are paid in Sterling. The VER's are also purchased in Sterling.

WHAT IS THE CAPACITY

There is a limited allocation of credits and we operate a "first come first served" policy.

HOW SAFE IS THE INVESTMENT

The security of the investment is the purchaser is the owner of the VER and it is their decision on when to sell.

HOW SAFE IS THE INVESTMENT

The security of the investment is the purchaser is the owner of the VER certificate at all times.

HOW CAN I TRACK MY INVESTMENT

Industry RE provide a customer portal to store all important information about your purchase at all times and to provide updates on the project.

HOW TO BUY

Industry RE have contracted Emerald Knight to provide a sales platform that can deliver a personal customer service throughout the life time of the investment.
For further details please contact:

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