REVIVE ecosystems
RECOVER species
REDUCE carbon
REBUILD livelihoods

RE WILD CARBON
WHY CARBON OFFSET AS A BUSINESS?

- Reducing your own, and global emissions
- Building a reputation for leadership on climate and sustainable development
- Winning new customers and increasing brand loyalty
- Increasing brand awareness and positioning products in key markets
- Attracting and retaining employees and partners
- Building resilience in supply chains
CHOOSE YOUR OFFSET APPROACH

Reduce your emissions as much as possible every year, and offset the remainder, starting now.

Carbon neutral
(balance current annual emissions)

Climate positive
(go beyond current annual emissions)

Zero carbon
(balance all historical emissions)
NOT JUST STICKS OF CARBON

Climate change and biodiversity loss: solve both or solve neither

Species-rich forests sequester up to 40 times more carbon than monocultures.

When you offset your carbon with us, you are investing in an ecosystem and the many creatures that flourish there.
Our projects are designed together with local communities, and benefit sustainable livelihoods.

We work with local partners on the ground that we have long-standing relationships with – e.g. in Brazil we have worked for over 20 years with our local charity partner, IPE.
OUR APPROACH

We’ve done our homework. A year spent researching what makes a credible offset

Follow best practice, but not certified so that more money can go to nature

Transparent and science driven

Translating tonnes of carbon into wild commodities like hectares of ecosystem and number of endangered species

Making carbon offsetting wilder, healthier, more colourful: bringing your investment to life through reporting, sound and video footage from the field
We have a long track record of working in our chosen countries – we know the wildlife, the threats and the land best – our brand is trusted.

We have already been sequestering, but not exchanging, carbon for 60 years – when you save species, you save habitat.

Our ecosystems are rich in endangered species, beautifully biodiverse and threatened.

Our projects are packed full of biodiversity and community co-benefits, beyond just carbon.

As a not-for-profit organisation, we will ensure the maximum amount of money goes straight to nature – no intermediaries or profiteering.

Our work is scientific, robust and measurable.
WHY WE CHOSE IMPACT OVER CERTIFICATION

We have chosen not to certify our projects for the following reasons:

There is a lack of transparency about how investor money is spent: in some cases 40%-80% of the carbon investment was not going to nature.

The schemes are expensive and complicated requiring investment in outside consultants rather than local experts, and placing significant auditing pressure on communities.

The schemes take 2 years to become certified, which is lost time for nature. We need to act now.

The schemes command a very low carbon price, and cannot cover the true cost of high quality conservation work.

Certification risks an end game of membership, not transformation where the buyer truly engages with the project.

There is little room for creativity when you are box ticking.
We are happy to share our detailed Project Design Document, based on the Plan Vivo standard, and answer questions.

We build a 20% insurance buffer into our ecosystems, meaning we do not sell 20% of the carbon there in the event of a natural or man-made disaster out of our control (e.g. fire).

We also reduce our carbon estimates by 20%, to ensure they are conservative.

We manage an in-house Rewild Carbon registry, where each tonne of carbon is carefully tracked to ensure we don’t sell carbon twice.

Vigorous monitoring and reporting: monthly remote sensing and surveys, annual reports, visual and sound records, photographs and videos.

TRANSPARENCY & INTEGRITY
THE ATLANTIC RAINFOREST
Our first Rewild Carbon project

£25 per tonne of CO2e
The Atlantic forest is one of the richest, most biodiverse and threatened habitats on the planet: it holds 7% of the world’s species, of which 55% are endemic.

Only 6% of the interior rainforest now remains in the project region, in isolated fragments, replaced by pastures and intensive farmland.

Isolated forest fragments result in:
- Reduced genetic diversity
- Increased risk of fatality for animals attempting to move between fragments
- Edge effects which lead to further habitat loss and degradation.

Poverty incidence is up to 47% in the project region, with humanitarian challenges for landless people.
100 SPECIES OF MAMMALS
439 SPECIES OF BIRD
30 SPECIES OF AMPHIBIANS
140 SPECIES OF TREES
383 T CO2e PER HECTARE, OVER 30 YEARS

< 1 ANIMAL PER HECTARE
0 SPECIES OF TREES
16 T CO2e PER HECTARE, OVER 30 YEARS
PER TONNE OF CARBON OFFSET, YOU CAN REWILD...

8 TREES, FROM 140 SPECIES
A HABITAT FOR ANY OF...
100 SPECIES OF MAMMALS
439 SPECIES OF BIRD
30 SPECIES OF AMPHIBIANS
95% OF YOUR INVESTMENT WILL GO TO NATURE


RE VIVE ECOSYSTEMS
ECOSYSTEM AIMS BY 2030

Restore 5,000 hectares of new forest, through forest corridors (4,500 ha) and agroforestry (500 ha).

Plant 7,000,000 trees and nurture them until they can survive. Over time, through natural regeneration, this will increase to 14,000,000 trees.

Plant more than 100 species of native tree and facilitate the natural regeneration of 40 more species.
PLANTING TREE CORRIDORS

Includes endangered and vulnerable tree species

Trees are planted in a considered way – e.g. strong species on the edges that can withstand edge effects, and quick growing species to establish shade and help others grow

The seedlings are nurtured for 3-4 years until they can survive on their own

If a tree dies, another is planted in its place

In 2 years, blue morpho butterflies are moving through the new trees, and in 6 short years you have a forest.
RECOVER SPECIES
Contribute to the conservation of 1,000 tamarins estimated to occur in the project region through habitat connectivity.

A subpopulation of at least 6 groups of breeding black lion tamarins is established, and groups of black lion tamarins are exploring the forest corridors.

Develop and provide safe sleeping sites for black lion tamarins: 100 nest boxes.

Translocate and survey black lion tamarins to encourage their occupation of new areas.

Contribute to the conservation of 30 jaguars, 30 pumas, 300 ocelots, and 1,000 tapirs estimated to occur in the project region.

Restore habitat for more than 100 mammal species (2 endemic), 439 birds (7 endemic) and 30 amphibians.
THE PROJECT RECOVERS OTHER SPECIES TOO...
CARBON AIMS

Sequester 1,915,709 tonnes of CO2 equivalent
Over the tree’s lifetime (30 years)
Through 5 years of planting, to restore 5,000 hectares of forest
We have assumed a 20% reduction in our carbon values, to ensure they are very conservative.

Our rewilding work will sequester 383 tonnes CO2e per hectare over a 30 year period.

Our carbon values are taken from scientific literature estimates in the project region, which are very thorough.

We will use airborne LIDAR (Light Detection And Ranging) to measure forest canopy height and estimate carbon biomass over restored sites and protected areas.
REBUILD LIVELIHOODS
Create direct employment for 250 families in rural extension, monitoring, restoration services and seedling production

Generate US$ 7,700,000 of local income through forest restoration services

Generate US$ 1,475,000 of local income through community nurseries

Generate US$ 25,000 of local income through agroforestry projects.
800 locals will be trained in seedling production and forest restoration

10 families will be trained in agroforestry

‘Train the trainer’ events will ensure continuity

Environmental education workshops for school children on the importance of the project
AT £25 PER TONNE, HOW MUCH WILL IT COST TO OFFSET...

Jersey individual – annual £89
Jersey couple – annual £179
Jersey family – annual £355
Jersey individual – lifetime £7,120
UK individual – annual £250

Wedding £363
Small event (less than 250 people) £188
Medium Jersey business (21 staff) - annual £9,375
Flight – Jersey to London Economy return £6.25
Flight – London to NY Economy return £45
NEXT STEPS

Calculate your emissions you would like to offset – we encourage you to be climate positive if you can (go beyond carbon neutral to create an environmental benefit by removing additional CO2 and contributing further co-benefits)

We are working with:
WHAT TO EXPECT FROM US

We will meet to discuss your offsetting ambitions and communications.

Once invested you will receive:

• A Rewild Carbon certificate

• Our Rewild Carbon logo on your website and media, subject to agreement

• An annual report and bi-annual newsletter, together with any exciting project updates.
REVIVE ecosystems
RECOVER species
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REBUILD livelihoods

Thrive as a RESPONSIBLE business.

JOIN US