

# NATURAL CAPITAL CREDITS

GO A STEP FURTHER



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## Introduction

Preserving and nurturing our environment are two of the most important challenges of our time. To achieve both, Natural Capital Wealth has formulated a unique proposition in the form of Natural Capital Credits (NCCs).

These new and unique credits measure not only carbon mitigation, but also the effects on biodiversity and the social and economic impact on the communities of the project area. By combining natural capital protection with carbon and socio-economic investment into one certificate, Natural Capital Credits give you a mutually advantageous opportunity to help communities to flourish, to protect important and unique ecosystems and to mitigate carbon. Through such commitment our mission is to minimise climate damage whilst maximising local community prosperity.

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## Natural Capital Credits

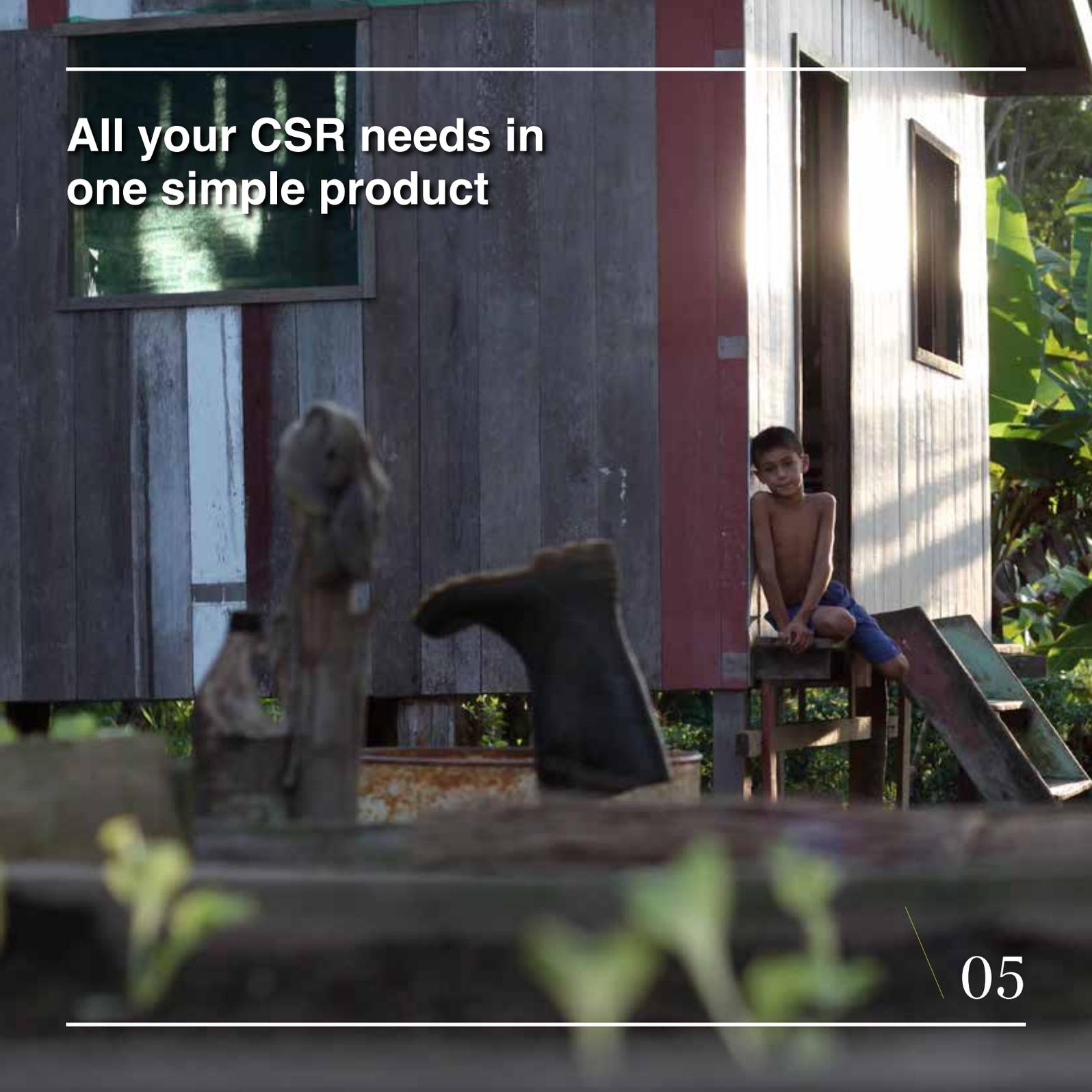
Natural Capital Credits are certificates that represent a combination of positive environmental impacts achieved through implementation of REDD+ projects.

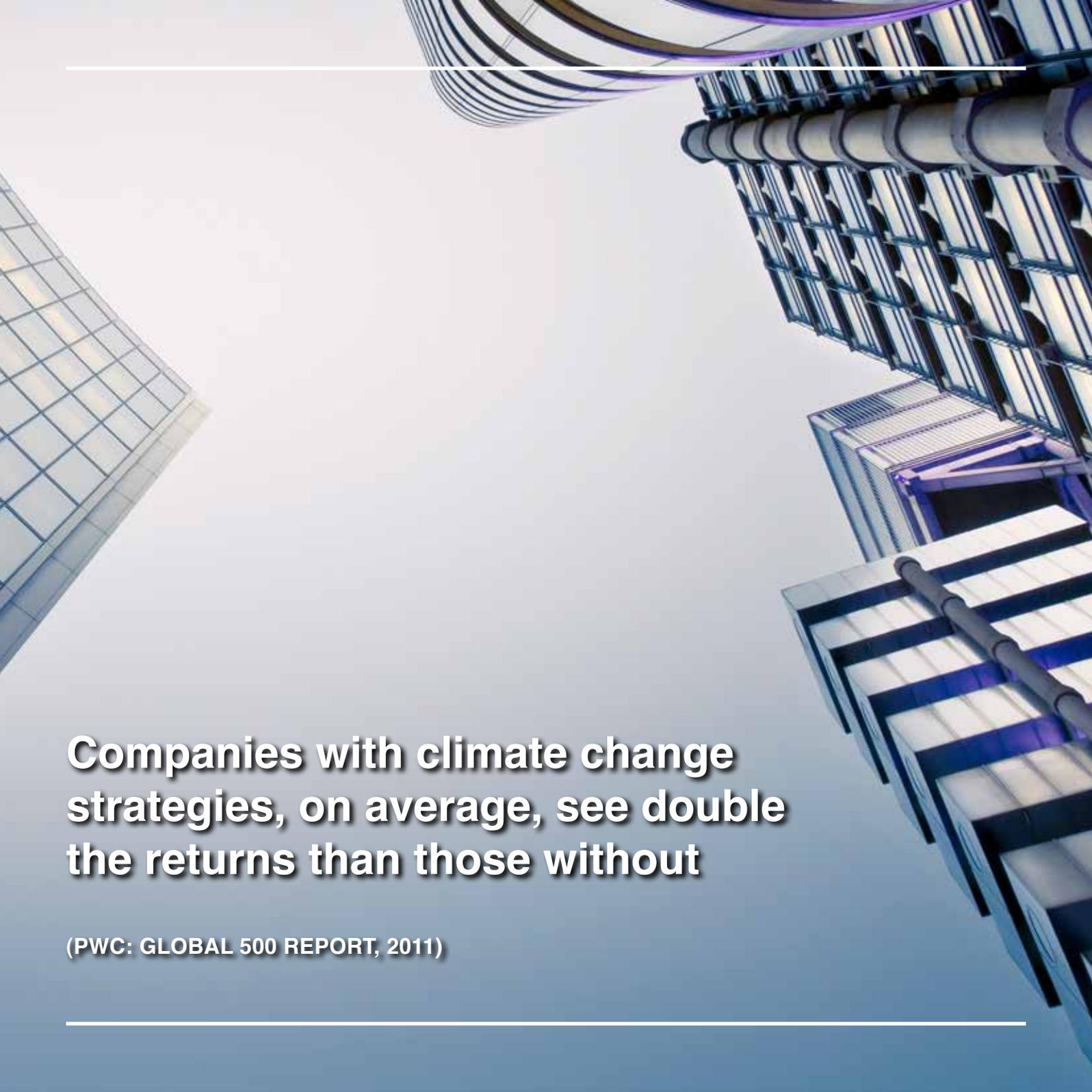
### **3 integral elements characterise Natural Capital Credits:**

- Each NCC represents verified certification that 1 tonne of CO<sub>2</sub>e has been prevented from being emitted or has been removed from the atmosphere.
  - NCCs are also an indication that socio-economic enhancements have occurred for the inhabitants of the project areas, in order to foster local community prosperity.
  - NCCs have at their core, the implementation of a biodiversity and ecosystem protection system as part of the project design and management plan, to conserve the natural capital.
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**All your CSR needs in  
one simple product**





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**Companies with climate change strategies, on average, see double the returns than those without**

**(PWC: GLOBAL 500 REPORT, 2011)**

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## Why buy Natural Capital Credits?

In recent years, a wide range of global corporations and international events have become increasingly aware of the importance of reducing their carbon impact and the benefits this entails.

Key events taking positive actions include the 2012 Olympic Games, the FIFA World Cup and the introduction of Formula E in 2014, whilst a number of leading companies such as M&S, Puma and Disney have announced their achievement, or intention to achieve net zero carbon emissions.

Cultivating corporate sustainability and extending its practices makes very good business sense. It directly influences bottom lines by strengthening skills, increasing efficiency, attracting talent and making new revenue streams available. Attention to CSR also elevates corporate profiles, helping to guarantee future competitiveness within the marketplace and increase employee and stakeholder engagement with the organisation.

Ernst and Young report “that research from the Carbon Trust suggests that over half of those surveyed... would be more loyal to a brand if they could see that it was taking steps to reduce its carbon footprint”.

There are also a range of intrinsic business advantages available from carbon offsetting such as brand positioning, providing a competitive advantage and creating a sustainability platform. Despite the initial outlay, companies are realising an increase in revenue generation.

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## The Project

The Trocano Araretama Conservation project is a unique pilot project in the Amazonia region of Brazil with 3 core goals; to reduce deforestation, to protect Natural Capital and to provide much needed social benefits such as education, healthcare and livelihood enhancements.

The Trocano project is the result of a Municipal and private enterprise partnership, and has been in development since 2010. The project has been developed using the Natural Forest Standard guidelines and has been closely followed and encouraged by Governmental, Corporate and NGO stakeholders and acknowledged as a positive advancement in the fight to avoid deforestation and loss of habitat.

The project's main objective is to monitor and avoid deforestation through the use of satellite imagery from NASA, PRODES, ESA, and RapidEye, which are enhanced by on the ground patrols, community participation and regular aerial observation flyovers. The project also monitors and enhances biodiversity, combining local knowledge with scientific knowhow to collate data on important species of flora and fauna present in the project area.

Of the 105 communities present in the project area, only 9 have adequate supply of electricity. One of the goals of the project will be to supply sufficient power through solar, biomass and biogas generators, to provide safe drinking water and the basic electricity needs of the communities. Due to the remoteness of many communities, 18 educational zones are being developed by the Municipality. The project will enhance these efforts by providing computers, educational materials, and transport for these centres.

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# Bringing benefits to those who protect our Natural Capital

Read more at: [www.trocanoproject.com](http://www.trocanoproject.com)

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**Unique and all-encompassing  
certification for REDD+ projects**

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## The Standard

The Natural Forest Standard (NFS) is a credible yet simple set of criteria that provides integrity for the Natural Capital Credits that are generated. The NFS combines the carbon, socio-economic and biodiversity benefits of a project and gives equal emphasis to all three values. The NFS ensures that all project-based emission reduction assertions are independently verified to meet its criteria and represents real, quantifiable, additional and permanent project-based emission reductions.

The Standard requires independent, third-party validation and verification to be carried out on all projects using the ISO14064 and ISO14065 guidelines.

Read more at: [www.naturalforeststandard.com](http://www.naturalforeststandard.com)

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## The Registry

NCCs are issued exclusively on the NFS Registry; a secure and fully-auditable tracking platform that uses software developed by a leading industry specialist organisation. The Registry incorporates the latest secure industry standard frameworks and fully encrypted programming functionality.

The NFS Registry features precise project location mapping and detailed project-specific information, which is available for each issued certificate within the Registry, providing source information for all NCCs.

The registry functionality ensures that NCCs cannot be double counted through the chain of custody and allows full and clear traceability.

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**Providing transparency,  
security and provenance**

## What to do next

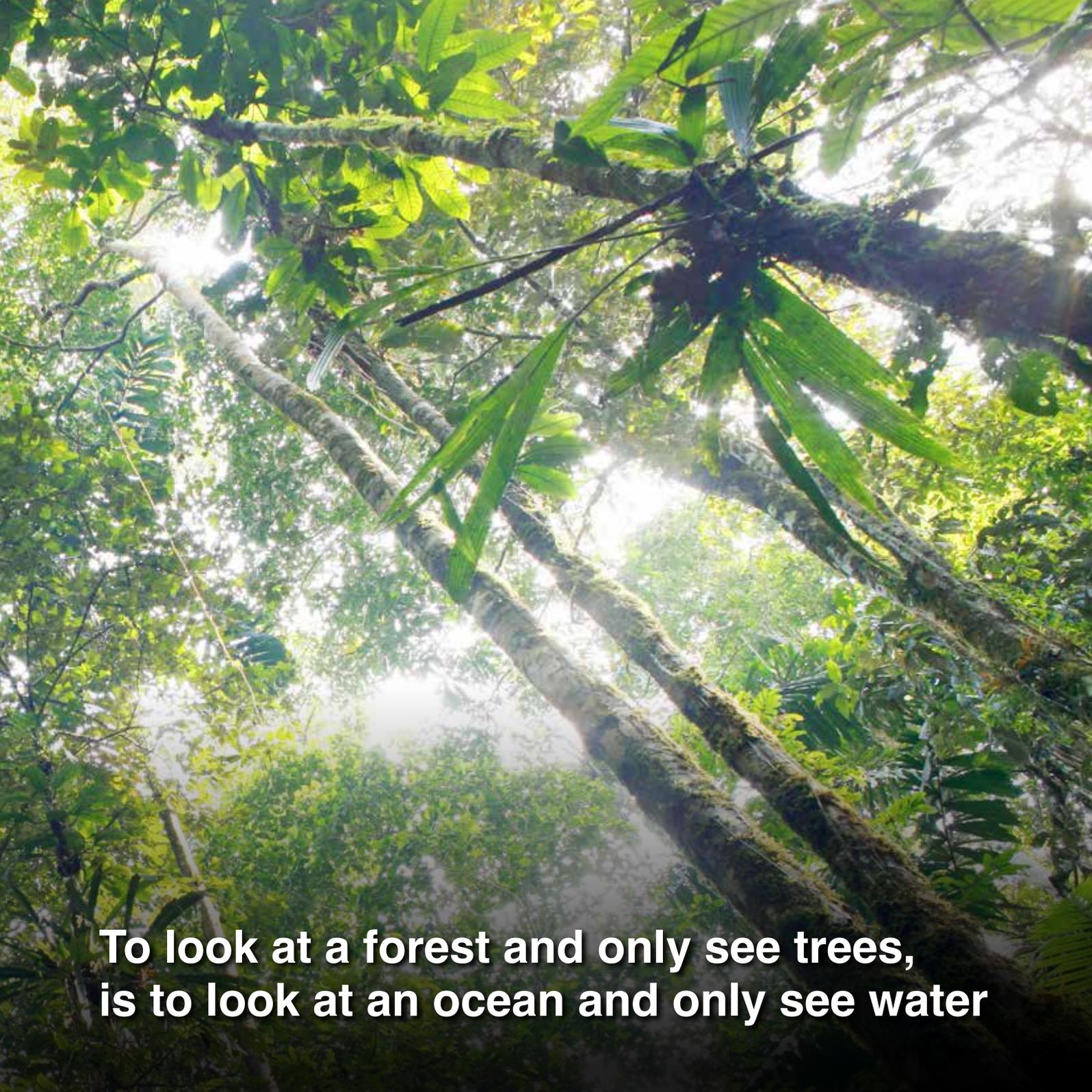
To benefit from all the advantages of NCCs, including brand enhancement, competitive advantage and customer loyalty please contact us on:

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**To look at a forest and only see trees,  
is to look at an ocean and only see water**

