

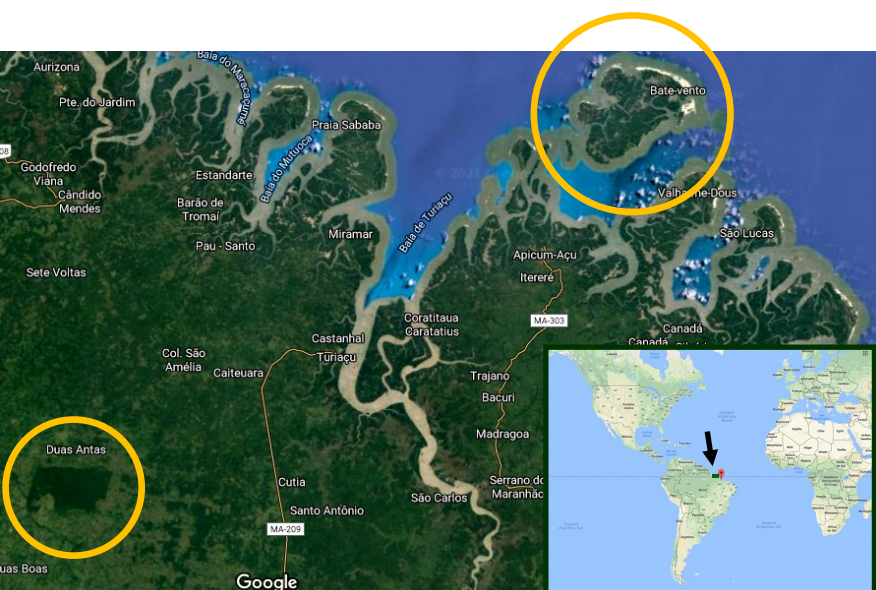
# Pontarolo Project

## Forest and Biodiversity Preservation



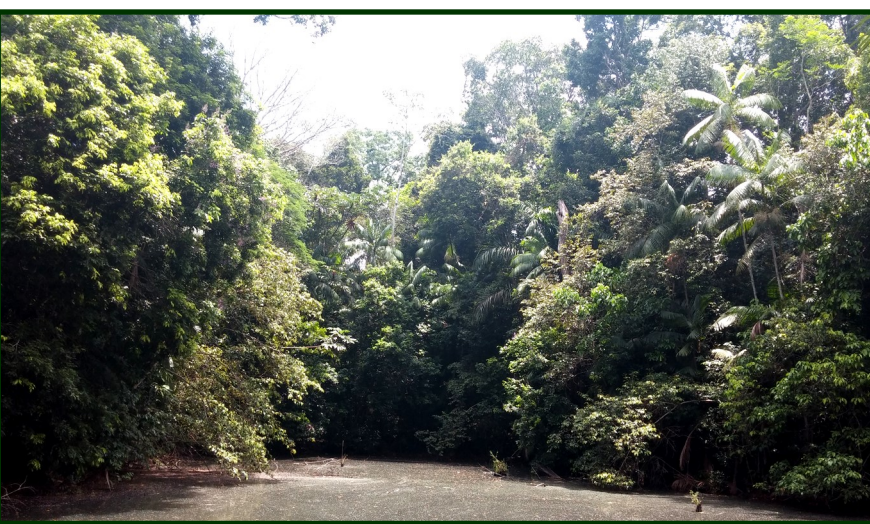
### PROJECT LOCATION

In northern Brazil, lies one of the most important mangroves of the Atlantic Ocean. It provides food and shelter to thousands of species and functions as a giant filter protecting freshwater and salt water ecosystems.



The Maranhão wetlands are also home to one of the most beautiful places on Earth, like the Island of Lençóis, which is covered almost entirely by dunes.

There, one can presence the magical flight of the Guará birds, walk miles along paradisiacal deserted beaches and gaze at the stars, like no other place on the planet.



To the south of the island, lies an area of circa 6000 hectares of intact nature (elephant shaped on satellite image). It is one of the last remains of what was once the Amazon Rainforest in that part of Brazil.



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### ZERO2NATURE STANDARD

Back in 1980, the patriarch of the Pontarolo family decided to move to northern Brazil, where he bought a large plot of land. While all other landowners around him tore down every tree in sight, replacing them with pasture for cattle, Mr. Frederico Pontarolo held firm to the belief that his trees were worth much more standing up, where they took hundreds of years to grow. Sometimes, he would even have to defend his trees against invaders through the power of the gun.



In 2014, anticipating his death (2019) he instructed his family to protect the land within the context of an international standard, giving rise to the **ZerO2Nature** Pontarolo PREFOR and PREBIO projects.

**ZerO2Nature** is an environmental standard concerned with reducing or neutralizing all types of human impact on nature, englobing forest, biodiversity, water, mineral and hydrocarbon reserves, in addition to curtailing emissions from anthropic productive cycles.

To date, the Pontarolo Project has generated **280,553** tons equivalent of CO<sub>2</sub> emission reductions related to the preservation of its forest (F-DTU) and **176,190** eco-credits related to the preservation of 9 endangered species and 1 in extinction (B-DTU).

