

How can we best reduce  
CO<sub>2</sub> emissions?  
One answer lies buried  
in African sands.



## Why partner with GreenLife CSR? Because everyone wins when you do.

GreenLife CSR is a trusted partner to companies who want to reach out to communities in need and reduce their carbon footprint with solutions that strengthen their business.

As part of the GreenLife CSR network, we have served communities around the world by connecting with companies seeking to support local developmental and environmental solutions.

We understand the carbon market and the needs of people in Africa, Asia and South America, gearing our projects to everyone's best benefit. Our reputation hinges on our ability to serve the interests of the local population, our clients, and the climate. And our track record of success says much about how we can help turn a company's CSR or carbon offsetting investment into a win-win solution for all.



## Can a local effort really make a global impact? Yes it can, one tree at a time.

GreenLife CSR is committed to meeting local needs through initiatives that will have a global impact. Concrete examples of how we do this include our "1 million trees" project in Namibia. Here we plan to plant 1 million trees over the next years. This is a great project for companies looking to offset their carbon footprint for a number of reasons.

Firstly, all money donated to GreenLife CSR goes to the actual project. We seek out the most remote and unproductive land to plant trees, investing first in traditional water harvesting systems to ensure a sustainable environment. Our trees start off in nurseries, where they can be nurtured until they grow to young saplings.

"1 million trees" also supports local communities by employing local workers only. This gives local people valuable funds for food and education. The trees themselves are also a valuable source of food and much-needed nutrition, especially for children. In addition, they provide fodder for cattle, firewood and valuable shade for humans and animals.

Above all, this project is geared towards sustainable success, so we invest in cash crops such as aloe vera that contribute to soil conservation and grow readily in hot, dry climates.



# What can we do for you? Provide sound advice and solid services in all things CDM.

*Our brand of CDM Consulting takes a transparent, direct approach to social and environmental projects, keeping administrative overhead to a minimum. Specializing in carbon offsetting, we get projects accredited by the UNFCCC and help voluntary buyers who wish to buy carbon allowances.*

*Our service range comprises:*

- *Registering and accrediting CDM projects*
- *Tax consulting (tax breaks and exemptions for donations)*
- *Monitoring reports*
- *Analyzing environmental and social trends, and providing an intranet info service*
- *Organizing CDM projects tailored to each company's needs*
- *Legal consulting*
- *Environmental Impact Assessments (EIA)*
- *Social Environmental Impacts (SEA)*
- *Natural Environmental Impacts (NEA)*
- *Advertising and marketing*
- *Evaluating*
- *Training on legal provisions and environmental laws*
- *Managing volunteer programs for the investing company's staff*

