



Brazil Atlantic Rainforest Reforestation Program

In 2007, The Coca-Cola Company made a commitment at the Clinton Global Initiative to reforest 3,000 hectares of Brazil's Atlantic Rainforest. GETF is supporting The Coca-Cola Brazil Institute by providing partnership development support as they work to fulfill this commitment. The program will restore 3,000 hectares of the forest with native species, reduce greenhouse gases and remove more than 300,000 tons of CO₂ over five years (and more than 3 million tons over 30 years), and improve the health and vitality of major watersheds. The project, which will be certified under the Kyoto protocol, will demonstrate how global partnerships can ensure local access to clean and safe water, strengthen local communities, and combat climate change.

Outcomes of reforestation include reduced river bank erosion and waterway sedimentation, which will improve water flow and habitats. In addition, the project will connect pockets of forests to create wildlife migratory corridors, strengthening habitat protection. Reforested areas will also act as carbon sinks, mitigating the effects of global warming. Carbon offset credits produced by the project will be used to fund its expansion, most likely through monetization via the international carbon markets. Through nursery operations, the project will also create local jobs, strengthen local capacity for reforestation services, and provide an additional revenue base of environmental services to support ongoing, sustainable operations. To learn more about this project, visit their Clinton Global Initiative Commitment page at

<http://www.clintonglobalinitiative.org//Page.aspx?pid=2646&q=270340&n=x>.