

Replanting a Rainforest

Sustainable Community Development, Water, Flora, and Fauna Restoration and Protection

Lot 1: Fazenda Ambiental Fortaleza, Mococa, S.P., Brazil - 22.28 hectares (from total of 284.40 hectares)

Sponsors, Partners & Friends:



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Version: September 7, 2009

Why Replant a Rainforest?

Climate Change provides humanity with a unique opportunity to join together, pooling skills, talents, and technologies to work for a better world. Several inspiring examples of this work exist already, but more is needed, and it all starts with individuals in a community.

”Replanting a Rainforest” provides for the protection of natural springs, green corridors for flora and fauna, and sustainable development in cooperation with local communities.

You and/or your company can participate by:

- Acquiring carbon credits to offset your CO₂ emissions.
- Send a clear CSR* message to friends, clients, colleagues, and investors.
- Create inspiring environments for leadership and learning.
- Additionality - Add to nature’s ability to reduce global warming

* Corporate Social Responsibility

“**Replanting a Rainforest**” is a project providing for the planting and care of more than one million (1,000,000) trees over a ten year period in the Minas Gerais and São Paulo regions of Brazil. By working with land owners to reforest land with native tree saplings of the original “Mata Atlântica” (Atlantic Rainforest) we both increase nature’s ability to absorb CO₂ with the trees and reduce the production of methane from methane producing cows^[1] (Dairy being a major regional industry) Cooperation agreements are continuously being developed by Open World Foundation and planted as sponsors sign up, generating a positive social impact in local communities ^[2] (including jobs, education, and promoting local handicrafts).

Sponsored Area	Sponsoring Fee	Trees under care	Carbon Offset Equivalent
1 (one) hectare equivalent	EUR 10,000.-/hectare (EUR 1.-/m ²)	2000 - 3000	400 – 600 metric tons

Sponsors receive a Carbon Offset Certificate^[3] corresponding to the number of hectares (10,000 m²) or parts thereof of land being sponsored as part of a specific farm or land area ^[4]. Exact information regarding tree species and status of the land by topographical survey before planting will be provided to allow for regular monitoring. The sponsoring fee includes the tree sapling, planting, special care during the first five years of tree growth, and a guarantee against any purposeful damage to the recuperating habitat and trees.

The table below shows approximate CO₂ (only one of several Green-House Gases - GHG) emissions of activities by metric ton and approximate number of trees needed for offset. In order to provide a guaranteed offset, accounting for trees lost to natural causes and different official estimates^[6], we calculate 5 trees for every ton of carbon dioxide being offset:

Source of CO ₂ emissions	Tons of CO ₂	Trees to Offset
One household - average/year (4 persons)	5,0	25
25,000 kms/ year use of automobile	6,0	30
5,000 kms roundtrip European flight	1,0	5
20,000 kms roundtrip international flight	3,0	15

OBS! Footnotes overleaf.

Footnotes from previous page:

[1] “Methane is the second most significant greenhouse gas and cows are one of the greatest methane emitters. Their grassy diet and multiple stomachs cause them to produce methane, which they exhale with every breath.” Source: Al Gore, www.climatecrisis.com. By helping rainforest habitats regenerate, we also help create alternative sources of income for local communities; agroforestry can increase awareness about the harmful effects of excessive meat consumption.

[2] Social impact will depend on size of project and activities which can be developed; the first being the “Flagship” and serve as a model for future farms/projects; including tree stewardship, farm management, fruits and other products which can be symbiotically harvested from planted forest (vanilla, coffee, ginger, herbs, spices etc.), local handicrafts, seminars and workshops which can be provided to local community and international visitors (corporate and non-corporate sponsors).

[3] Certificates will be issued upon signing of sponsoring agreement, planting season begins in October of each year. Carbon offsets are calculated to accrue over a 50 - 70 year period of growing and are therefore non-transferable.

[4] To compensate for roads, buildings and existing forested area (25% – 45%), each sponsored hectare corresponds to a part of the whole project/farm, i.e. one sponsored hectare on a 30 hectare farm will be defined as sponsoring 1/30 of the specified farm.

[5] All OWF forest stewardship and management proceeds will be re-invested in educational and environmental projects.

[6] Based on 5 trees/ton of CO₂ and 70 years of CO₂ sequestering. Here is where there is a divergence in figures depending on species of tree, local climate conditions, soil and surrounding factors such as emissions from tractors used in planting, natural methane emissions from ground, etc. We are working with local and international partners to contribute towards the gathering of reliable data. Carbon Clear supports among others the TIST organisation in Africa where 11 trees are planted for every ton of carbon offset. Al Gores (An inconvenient Truth) website www.climatecrisis.com calculates 1 (one) tree for every ton of carbon offset. We have chosen the middle path of calculating 5 trees for every ton of Carbon Offset. See also: www.carbon-clear.com

[7] Unexpected things begin to happen to individuals given the opportunity to roll up their sleeves and plant a tree.

The "Mata Atlântica", or Atlantic forest of tropical South America. Statistics:

Hotspot Original Extent (km ²)	1,233,875
Hotspot Vegetation Remaining (km ²)	99,944
Endemic Plant Species	8,000
Endemic Threatened Birds	55
Endemic Threatened Mammals	21
Endemic Threatened Amphibians	14
Extinct Species†	1
Human Population Density (people/km ²)	87
Area Protected (km ²)	50,370
Area Protected (km ²) in Categories I-IV*	22,782

1. What is a Rainforest?

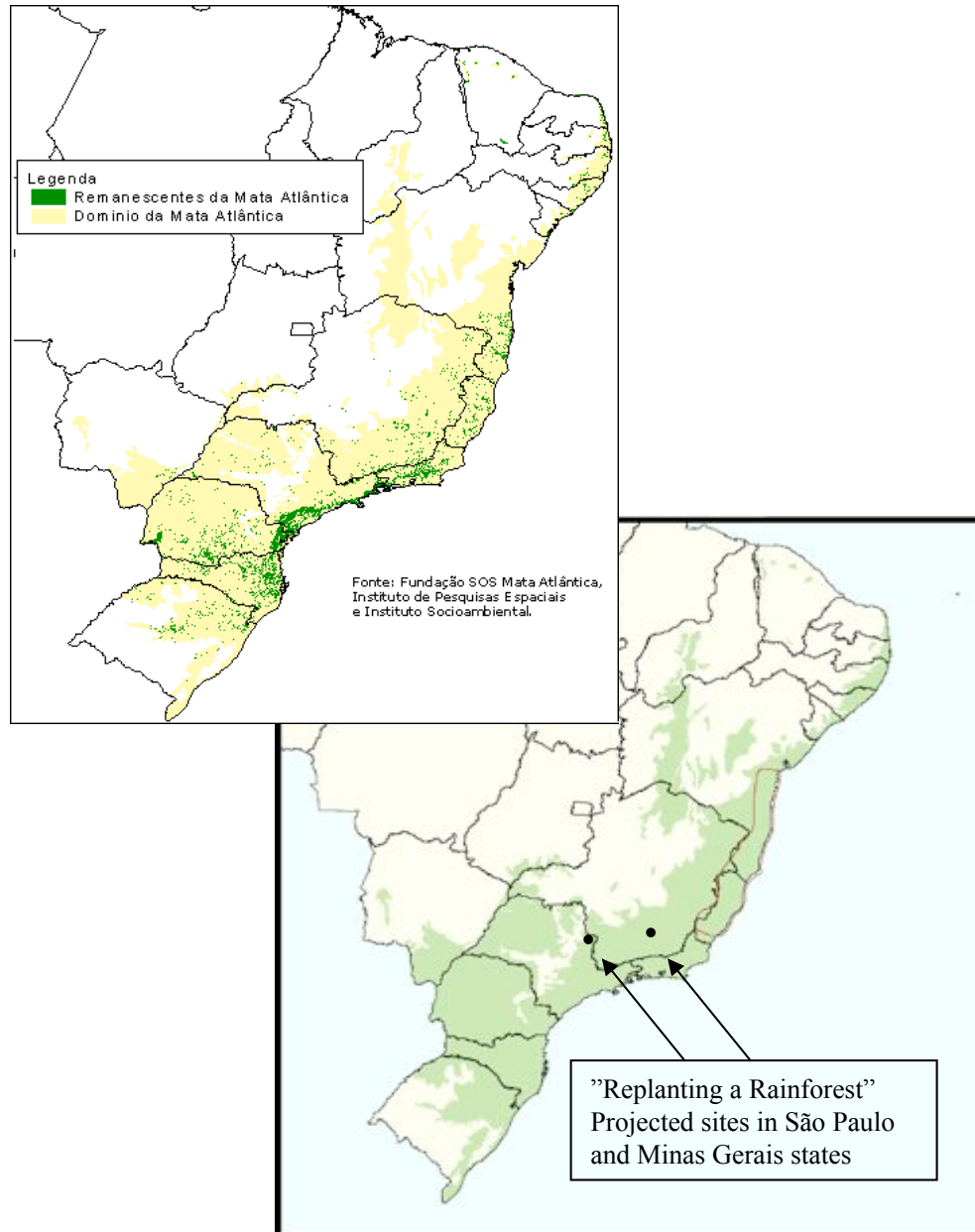
A forest is a living laboratory where the fauna and flora are under a permanent and formidable test of survival. In fact, it is sustained by a fragile equilibrium of the elements.

The Atlantic Forest of tropical South America boasts 20,000 plant species, 40 percent of which are endemic. The diversity of the flora is such that scientists speak of "the highest percentages of endemism in the world: over 50% of the tree species and 92% of the amphibians are found nowhere else in the world".

Trees use the Carbon in Carbon Dioxide (CO₂) to grow and release Oxygen (O₂) in the process, thereby reducing the environmental impact of rapidly increasing greenhouse gases (GHG). Although difficult to measure exactly due to the multiple variables at work, there is a unanimous international consensus that trees are beneficial to the recuperation of the Earth's sensitive atmosphere.

Yet, less than 10 percent of the forest remains. Beginning with sugarcane plantations and later, coffee plantations, this region has been losing habitat for hundreds of years. Now, with the increased expansion of Rio de Janeiro and Sao Paulo, the Atlantic Forest is facing severe pressure from the issues tied to urbanization.

Mori et al. 1981, Lynch 1979, Northeastern Atlantic Coastal Forest Project
Projeto Mata Atlântica Nordeste - Wm. Wayt Thomas and André M. Amorim.
http://fcbs.org/articles/Mata_Atlantica.htm



2. Where will it be done?

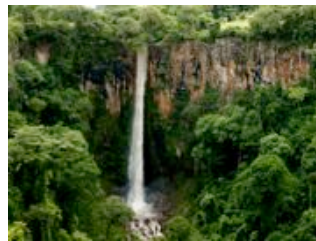
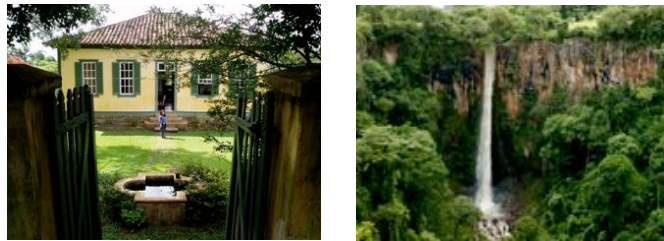
The Atlantic Forest (Mata Atlântica in Portuguese) is a region of tropical and subtropical moist forest, tropical dry forest, tropical savannas, and mangrove forests which extends along the Atlantic coast of Brazil from Rio Grande do Norte state in the north to Rio Grande do Sul state in the south, and inland as far as Paraguay and the Misiones Province of Argentina. The original full extension of the forest is illustrated in green on the bottom map at left.

The Atlantic Forest is unusual in that it extends as a **true tropical rainforest** to latitudes as high as 24°S. The Atlantic Forest is now designated a World Biosphere Reserve. The remnant is estimated to be less than 10% of the original and that is often broken into hilltop islands. The remaining extension of the forest is illustrated on the top map at left.

http://en.wikipedia.org/wiki/Mata_Atl%C3%A2ntica

http://fcbs.org/articles/Mata_Atlantica.htm

http://www.ambientebrasil.com.br/images/snuc/mata_atlantica_mapa.gif



Fazenda Ambiental Fortaleza

Effective February 24, 2009, in an agreement between Open World Foundation and Fazenda Ambiental Fortaleza (www.fafbrazil.com, Mococa, S.P. Brazil), 284 hectares of land will be included in the "Replanting a Rainforest" sponsorship project, including the planting of native Brazilian trees. Beginning in October (planting and rainy season), the project will develop in lots of approx. 10 hectares.

We are addressing individual and corporate sponsors to join us in "Replanting a Rainforest". Planting these trees (more than 900,000 in total on the almost 300 hectares) is not only an investment in our environment, the environment we breathe and makes life possible on our planet, it is also a powerful way to learn about leadership, management, motivation, and not least the importance of sustainable models for our evolving society.

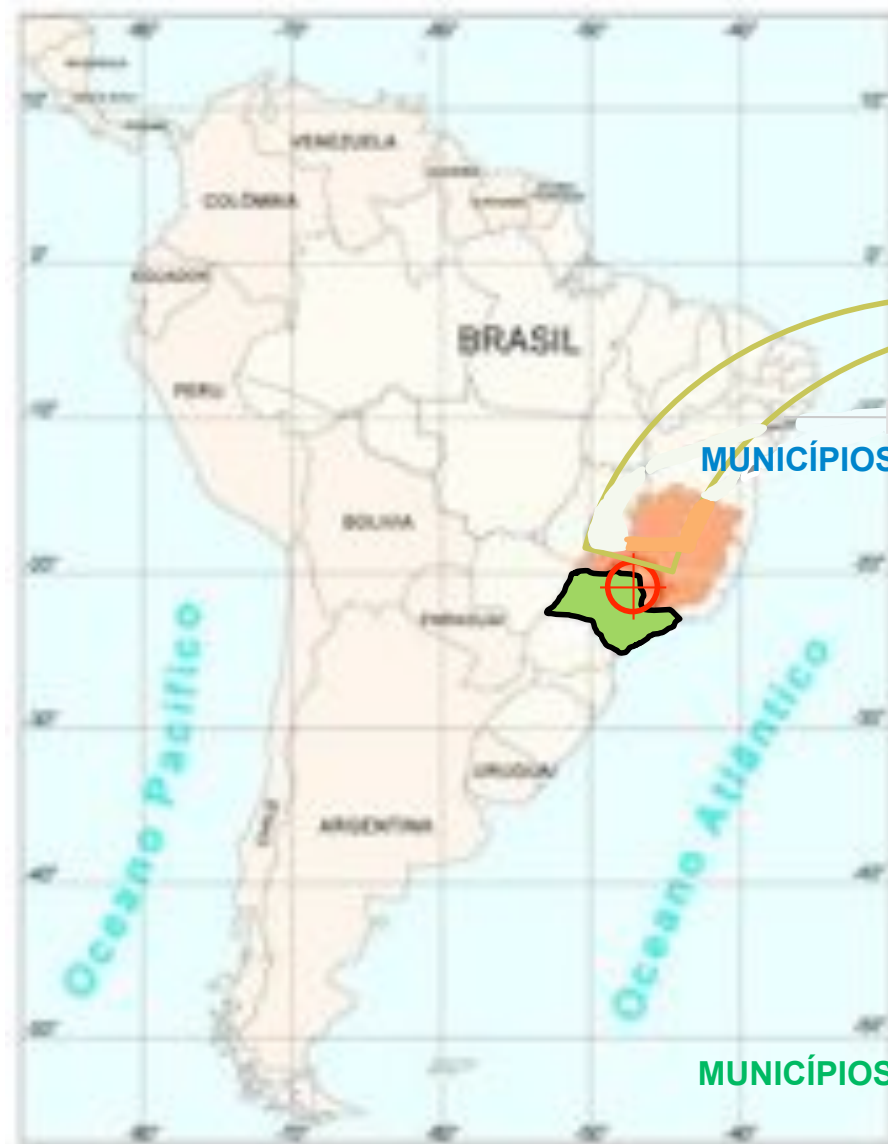
In other words, "Replanting a Rainforest" is about creating a sustainable model we can help other farms and farmers duplicate, a model which allows families to develop their farming business, creates jobs, protects the environment, and adds to nature's ability to heal itself. It's also a way to send a powerful message in an organization, to colleagues and clients, that your company is genuinely involved in a project that is creating tangible results for society, the environment, and economical stability.

The beginning of this cooperation also coincides with our two "Replanting a Rainforest" Retreats; **"Transformational Leadership and Sustainability"** and **"Leading a Sustainable Life, for Myself and Others"** (see our websites and www.openworldcafe.com). The workshops will also provide an excellent opportunity for sponsors to see their contribution at work, and allow them to share the results with employees and clients.



Location of Properties in Brazil

Fazenda Ambiental Fortaleza
& Morro Azul



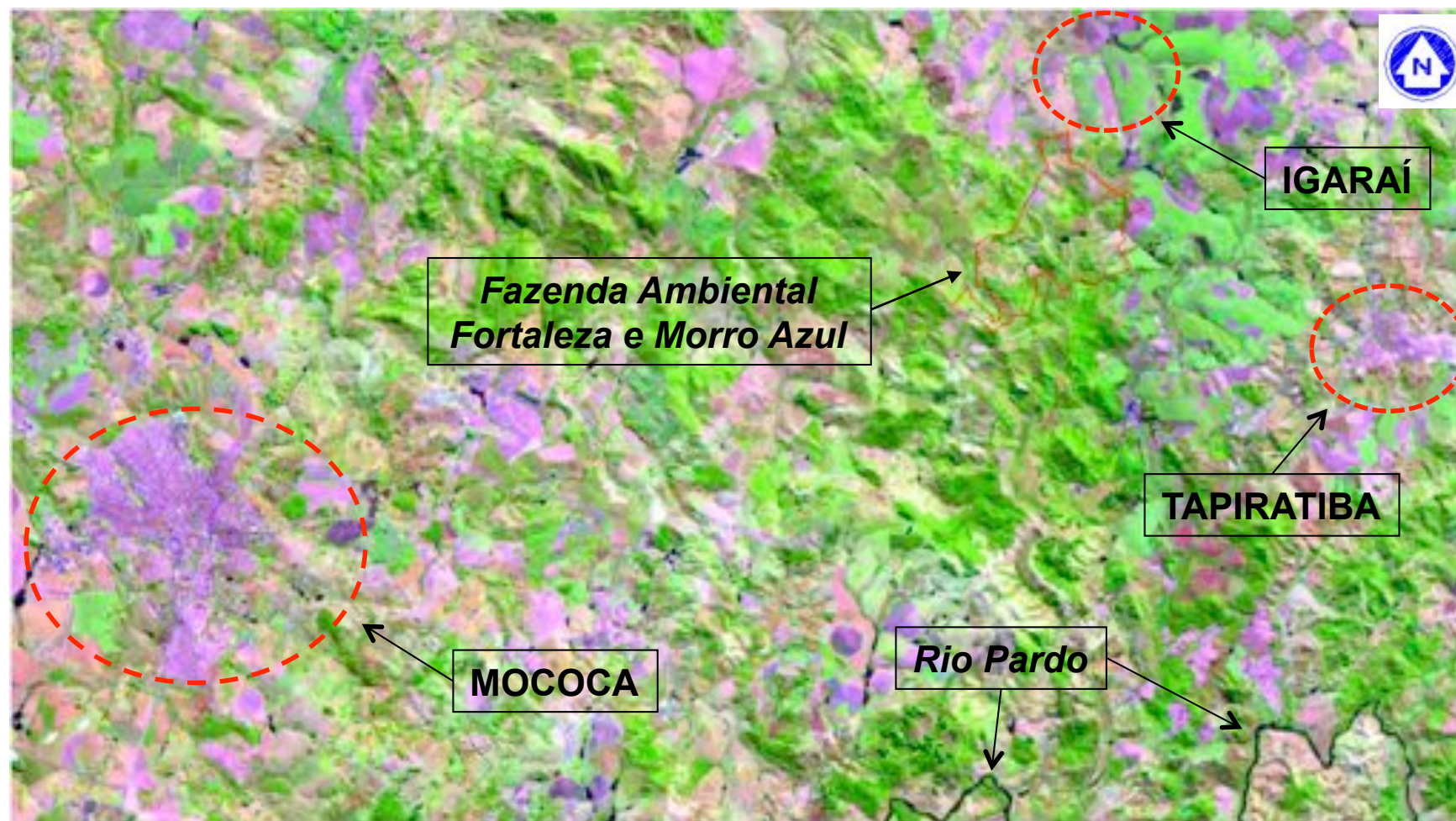
MUNICÍPIOS EM MINAS GERAIS

MUNICÍPIOS EM SÃO PAULO

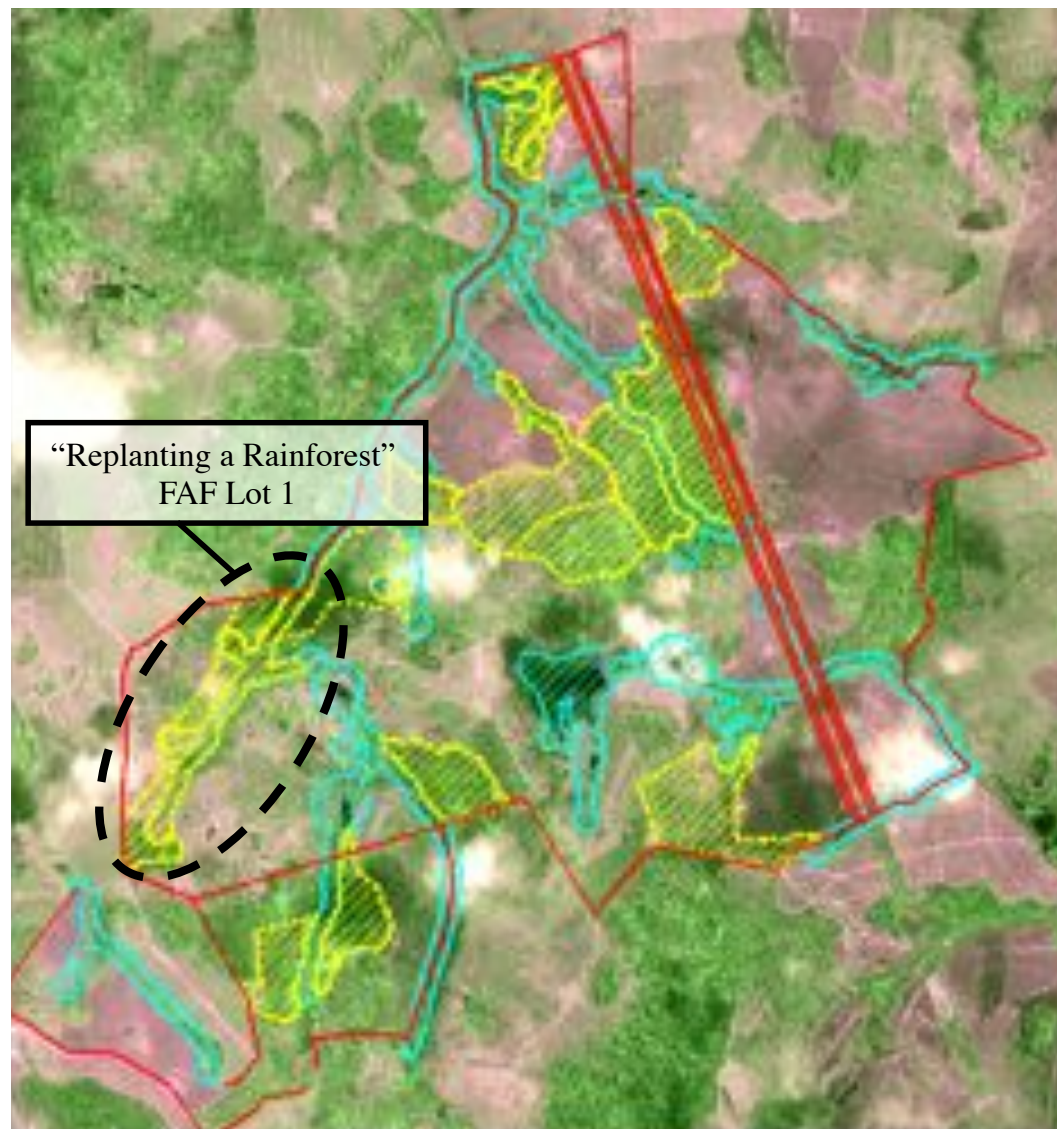


General location of the counties in the region of the farms; Fazenda Ambiental Fortaleza and Morro Azul

Imagem do Sensor ETM+/Landsat 7 – 2002 – Projeção: UTM –Zona 23/South – Datum: North America 1927




Location of the areas for “Replanting a Rainforest” project (Open World Foundation –OWF) at Fazenda Ambiental Fortaleza and Morro Azul.



Áreas de Preservação Permanente
(Areas of permanent preservation - springs)

Áreas de Reserva Legal
(Areas of Legal Reserve - land)

Divisas das fazendas
(Estate border lines)

 Linha de energia elétrica
(High tension wires)

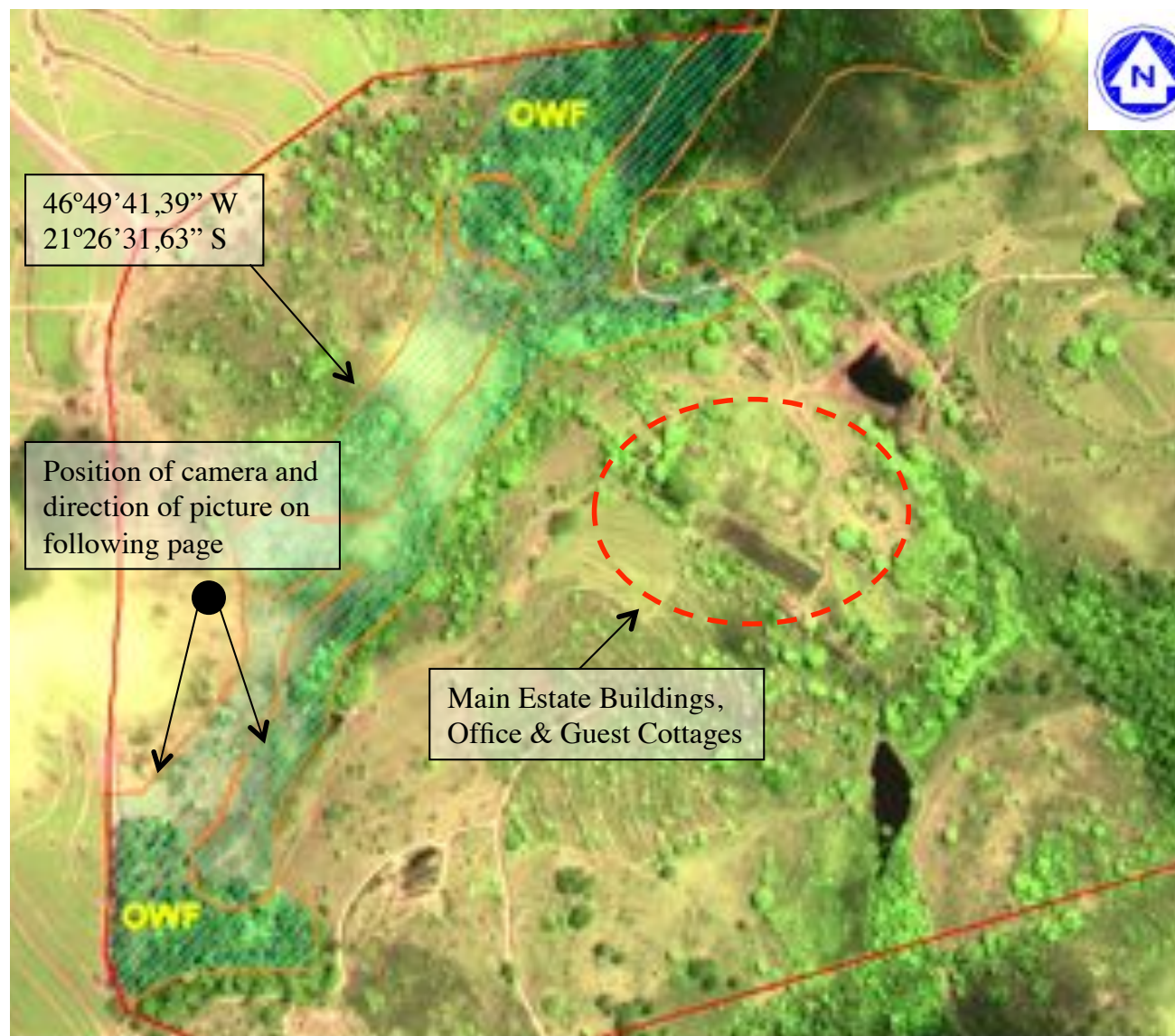
Area for APP = 134,44

Area for RL = 149,96

Private Reserve Total = 284,40 Hectares

Location of specific areas

Area no. 1: 22,28 ha Scala 1:4600 – Date: SAD-69 – Projection: Latitude/Longitude



Location of specific areas

Area no. 1: 22,28 ha





Picture above shows Fazenda Ambiental Fortaleza, in Mococa, S.P. (partially covered by cloud). Visible are the older terraces for more industrial harvesting of coffee, now increasingly "wilder" with trees growing between the rows; for shade, fruit, and to attract the return of wildlife. (Area no. 1 on left side of picture, see above – OBS! area shadowed for reference only)

OBS. Picture for reference only. Courtesy of GoogleEarth.

3. How will we replant a rainforest?

We believe in the importance of creating viable solutions for the local population to live with and from the forest. These plantations enable families to grow crops symbiotically; a way that mimics the natural forest without harming it. Multi-story plantations provide families with a diversity of crops for their tables and the local marketplace creating both environmental and economic stability. Studies have found that more than 85% of bird species that have abandoned deforested areas are returning to these types of multi-story forests.

Replanting a Rainforest is at best very difficult; requiring dedication, perseverance, and professional skills. Close cooperation with knowledgeable partners, listening to local stakeholders and observation, coupled with respect for nature's chronology (it takes time!), will lead to nature's ability to heal and recuperate itself. In close cooperation with Brazilian NGO's "S.O.S. Mata Atlântica", assisting with establishing guidelines and monitoring, and "Grupo Ecológico Olho D'Água", providing native tree and plant saplings, "Replanting a Rainforest" will be carried out in three stages:

Pioneer Trees: These fast-growing trees provide the necessary shade for the secondary forest to prosper without being suffocated by grass and dried out by the burning sunlight. Time: 0 – 3 years

Secondary Forest: As the pioneer trees provide shade, native saplings are planted, bringing diversity through a minimum of 80 tree species per hectare, including fruit and other leguminous species, (slow-growing) hardwoods, and native plants (orchids, bromeliads, etc.)

Primary Forest: This is the original state of a rain forest; with a rich biodiversity in plant and animal life. This is the ultimate goal; creating the conditions for the forest to develop and enrich the local environment, provide groundcover for aquifers and natural springs, habitat for wildlife, and a sustainable and symbiotic co-existence with humankind.

4. What are the goals of the project?

Planting one million trees within ten years, but more than planting trees,

It's about taking responsibility for personal growth and learning, developing a global awareness with businesses and corporate entities.

It's about creating sustainable communities

It's about leadership

5. What are the parameters to monitor the progress?

Built-in with Lodge activities (conferences and workshops) and independent agencies (S.O.S. Mata Atlântica, Grupo Ecologico Olho D'água, Eco-Securities, FSC, application for CDM adherence, Carbon Credits Registry, etc.)

6. What are the legal, social, and environmental considerations?

Local foundation in Brazil, jobs and training for locals, eco-effective building in cooperation with other groups and individuals (Cradle to Cradle, Center for Alternative Technologies (UK), etc.).

7. What is the difference between this project and other projects?

The combination of Nature with Leadership and Learning. Inviting Business to participate in the process and "own" the results.

8. Membership/Sponsorship Opportunities and Benefits

Types of Membership

Open World Friend

Free (sponsors welcome)

- Invitation to scheduled monthly seminars, workshops, & events
- Full access to the Open World Café™
- Full access to Online community and information resources

Open World Member

SEK 2,400 / EUR 240.- p.a.

- Same benefits as Open World Friend
- Participation in one seminar/month free of charge (10 per year)
- Personal sponsorship of 100 m2 of land (10 trees) replanted in Brazil *)
- 20% to 50% discounts on other seminars, workshops, and project site programs in Brazil
- 20% discount on Open World Café™ food and beverages

Open World Corporate Member

SEK 36,000 / EUR 3,600.- p.a.

- Open World Member benefits for up to ten company employees
- Corporate Sponsorship of 1000 m2 of land (200-300 trees planted) in Brazil *)
- Company logo appearing on the Open World Café and Open World Foundation web-sites
- Special Discounted participation on Open World Foundation™ Leadership Programs
- 20% to 50% discounts on other seminars, workshops, and project site programs in Brazil
- 20% discount on Open World Café™ food and beverages

8. Sponsorship/Membership Opportunities and Benefits (continued . . .)

Types of Sponsorship

Corporate Sponsorship

SEK 100,000 / EUR 10,000.- / hectare

- Open World Corporate Member benefits (above)
- Corporate sponsorship in lots of 1 hectare of land (2,000-3000 trees planted) in Brazil *)
- Company logo appearing on the OWF web-site and other information material
- Feature article on OWF web-site on the company's environmental policies and initiatives
- Carbon Offset Certificates corresponding to the number of hectares of land being sponsored

Strategic Corporate Sponsorship

- A strategic sponsor may support the development of the Open World Café, Sweden, the development of the Open World Foundation globally, or a combination of both.

Please contact us for further information on becoming a Strategic Sponsor.

Rainforest Ambassador

- Rainforest Ambassadors "RA's) are self-named individuals wishing to actively support "Replanting a Rainforest" thru fundraising events, activities and sales of specifically developed products (organic T-Shirts, re-usable bags, etc.). RA's who raise the equivalent of EUR 5000.- during any period are invited to participate in a "Replanting a Rainforest Ambassador Retreat" to experience firsthand and work on the project in Brazil (includes local transportation, food and lodging, airfare not included). **)

*) Special terms and conditions apply. Based on minimum land purchase and availability. Please inquire for further details. Includes land sponsored in previous category, where applicable.

**) Special terms and conditions apply. Please request further information.

9. Promotion & Marketing Opportunities - Replanting a Rainforest Retreats:

1. **Leading a Sustainable Life, For Myself And Others - The nine-day itinerary will feature:**

- One day and night in São Paulo, the business capital of South America.
- Dinner, buffet breakfast, and lunch in São Paulo
- Seven days and nights on the 850-hectare estate Fazenda Ambiental Fortaleza, including 7 buffet breakfasts, lunches, and dinners, organically grown on the estate.
- Rainforest (native) tree planting, horseback riding, trekking, swimming, and much more
- Insights on sustainable farming; coffee, cattle, fruit, vegetables, honey and milk

Share with us this unique opportunity to live and practice sustainability. Meet the owners of neighboring farms who have embraced organic farming and a sustainable approach to life and business; João Neto from Fazenda Santo Antônio D'Água Limpa stopped using chemical pesticides and fertilizers in 1990. Renato is planting Guanandí, and many of the family farms in the region are growing prize-winning organic coffees.

2. **Transformational Leadership and Sustainability - The nine-day itinerary will feature:**

- One-and-a-half day and night in São Paulo, the business capital of South America.
- Dinner, buffet breakfast, and lunch in São Paulo
- Seven days and nights on the 850-hectare estate of Fazenda Ambiental Fortaleza.
- 7 buffet breakfasts, lunches, and dinners, organically grown on the estate.
- Rainforest (native) tree planting, horseback riding, trekking, swimming, and more
- Insights on sustainable farming; coffee, cattle, fruit, vegetables, honey and milk
- Four full-day “forest forum” workshops on Goal-setting, Coaching Leadership and *The Zero Perspective*™.

Transformational Leadership is about leading yourself and others from where you/they are to where you/they really want to be (and it could be a place you have not yet dreamed of). Developing a **Zero Perspective**™ increases awareness of our role in business and society, improving our ability to react with balance and focus in challenging situations. Coaching with **Dynamic Resonance**™ helps you define your goals and focus your energies; creating time and space for the essential things, in business and life.

OBS! For pricing and dates, please visit our websites; openworldfoundation.org and/or openworldcafe.com

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Owens Communications

Contact:

As an entrepreneur **Christer Söderberg** has developed an intimate relationship with the multiple aspects and interdependency of international business. Christer started and managed a NGO coordinating humanitarian aid during the war in Bosnia, managed a telecom product design company based in Hong Kong and as Director of a Swedish multinational in Brazil, established the industrial products company in six South American countries. Christer has lived in nine countries and speaks the languages of seven. During the siege of Sarajevo, he lived 100 meters from the front line (and realized he was also the enemy). He has seen street urchins smile in the midst of poverty and experienced first hand the differences in culture and working conditions on four continents.

Increased awareness of individual potential plants seeds for long-term success. Open World workshops and seminars help awaken the hidden potential in individuals, creating new perspectives on cooperation and personal development. Increased focus and balance help provide a strong base for both personal and professional growth.

In the Open World Foundation™ Christer sees the potential for a far reaching contribution towards Authentic Leadership and Environmental Awareness; Intelligent Living and “triple bottom line” results; for the community, the environment, and sustainable business.

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