



## Project portfolio of the 2014 FIFA World Cup Carbon Offsetting Programme

The portfolio of low-carbon projects in Brazil was carefully selected together with non-profit carbon management programme BP Target Neutral. Each project went through a rigorous tender process and adheres to the standards set by the International Carbon Reduction and Offsetting Alliance (ICROA) with the final selection being made by an independent panel of environmental NGOs. Beyond the positive environmental impacts of these projects, they also have social and economic benefits for local Brazilian communities.

### Purus project

The Purus project in Brazil's Acre State, home to the Amazon basin, aims to prevent the deforestation of just under 35,000 hectares of pristine rainforest. Working with 18 communities living along the Purus river, the project protects and conserves tropical forest by providing them support in return for cooperation to prevent further deforestation.

The income generated by selling the obtained carbon credits in turn funds activities to reduce deforestation further in and around the project area. These activities include training on sustainable agriculture techniques that support local revenue generation, help diversify agricultural production, and increase awareness of the impacts of deforestation. Two percent of the carbon revenue from the project is donated to the Chico Mendes Institute to build awareness of Amazon preservation.

*Standards used: VCS, REDD, CCB and GS with Gold Level*

### Ceramics projects

This bundle is composed of four individual projects in Rio de Janeiro, Tocantins, Alagoas and Pernambuco. The main objective of these projects is to reduce the pressure on native forests by changing the power source for the ceramic factory kilns from native wood to a mix of wood residues from dedicated renewable plantations.

As well as the environmental benefits, the projects also contribute to various local social causes, including health programmes for children with cancer, a rehabilitation centre for drug users, and a women's football club which represented the state of Tocantins in the national championship.

*Standards used: VCS and Social Carbon*



## Itacoatiara project

This project, located in the small town of Itacoatiara in the Brazilian Amazonas region, supplies the approximately 80,000 inhabitants with climate-friendly power. Thanks to the project, the local population benefits from lower energy prices and a more stable energy supply (fewer failures and transport losses). The plant produces up to 56,000 MWh of electricity per annum, replacing the 5 million litres of diesel that would otherwise be consumed. The 100,000 tonnes of wood waste and sawdust necessary for the production of electricity is sourced from a sawmill operating in accordance with FSC guidelines.

*Standards used: CDM and Gold Standard*