

## Greenify Environmental Action Update

The Greenify community drives three classes of environmental action: tree planting, plastic waste recovery and carbon avoidance. Here we look at the three most recent projects we've supported in each class.

### Impact Type - Tree Planting

Deforestation drives multiple environmental impacts. It releases stored carbon into the atmosphere, it reduces the natural world's capacity to sequester CO<sub>2</sub> through photosynthesis, and it destroys biodiversity (otherwise known as wildlife). And because trees remove harmful particulates from the atmosphere, fewer trees means poorer air quality. So if humanity is to halt and reverse ecological decline, planting and protecting more trees is perhaps our number-one priority.

#### **The project - Kenya Schools Botanic Gardens Initiative**

In November, Greenify planted trees in an exciting new project called the Kenya Schools Botanic Gardens Initiative – a collaboration between Kenya's national school system and the Saving Planet organisation.



Like many African nations, Kenya has experienced dramatic levels of deforestation, losing 11% of its tree cover over the past two decades – which means urgent action is required to reverse this trend and stabilize the region's ecosystem.

The project's goal is to establish a one-hectare botanic garden within the grounds of every school in Kenya – that's a total of 37,930 primary and secondary schools. Once complete, this initiative will create 60,688,000 new trees across 37,930 hectares of protected land.

By planting trees native to specific regions, the gardens will promote biodiversity conservation and serve as sanctuaries for endangered plant species. The protected spaces will also facilitate new conservation research, and crucially, help educate Kenya's youth. Because only by teaching the next generation that conserving nature is essential to their existence, can Kenya hope to preserve and restore its diverse ecosystems.

Evidence of Greenify's tree planting is available in our Impact Ledger here:

[https://bit.ly/Greenify\\_Impact\\_Ledger](https://bit.ly/Greenify_Impact_Ledger)

## Impact Type: Plastic Waste Recovery

The earth's greatest carbon sink is not our forests, but our seas. Yet a flood of marine plastic pollution is damaging the ocean's ability to absorb and safely store CO<sub>2</sub>.

When ocean plastic breaks down, trillions of nanoplastic particles are released into the marine ecosystem, where they're consumed by microscopic algae. Ingested nanoplastic suppresses the growth rates of these tiny organisms, and impacts their ability to convert CO<sub>2</sub> into oxygen.

Plastic pollution now threatens this life-sustaining process. And although nanoparticles aren't as conspicuous as a plastic-covered beach, if left unchecked, their accumulation will accelerate global heating and hasten climate collapse.

### **Greenify's newest plastic recovery partners is Plastic Bank®.**

Plastic Bank builds ethical recycling ecosystems in coastal communities, and reprocess the materials for reintroduction into the global supply chain as Social Plastic®. Their members receive a premium for the materials they collect, which helps them provide basic family necessities such as groceries, cooking fuel, school tuition and health insurance.



You can learn more about their projects here: <https://www.youtube.com/watch?v=Wb7KmPfDgGs>

Through our partnership with Plastic Bank, Greenify has recovered and repurposed over five tonnes of ocean-bound plastic waste.

Evidence of Greenify's plastic waste recovery is available in our Impact Ledger here: [https://bit.ly/Greenify\\_Impact\\_Ledger](https://bit.ly/Greenify_Impact_Ledger)

## Impact Type - Carbon Avoidance

The carbon credits we retired in November come from a state-of-the-art wind power project in Madhya Pradesh, India.

### Background

India remains heavily reliant on fossil fuels, particularly coal, which generates high levels of greenhouse gases and particulate pollution – a significant threat to human health. So the transition to clean, renewable energy is vital not only to our global climate, but also to the wellbeing of the region's population.

### The project – The Mahindra Renewables solar power installation, Madhya Pradesh

This facility generates 250 MW of electricity, displacing from the grid an equivalent amount of power that would otherwise be generated from fossil fuels. By reducing the need to burn fossil fuels, this project lowers greenhouse gas emissions by an average of 371,998 tonnes of CO<sub>2</sub>e per year.



Mahindra Renewables solar power installation, Madhya Pradesh

### Verification

This project is certified by Verified Carbon Standard.



Project details are available on the VERRA/VCS registry here:

<https://registry.verra.org/app/projectDetail/VCS/2059>

Evidence of Greenify's retirement of carbon credits generated by this project is available here:

<https://registry.verra.org/myModule/rpt/myrpt.asp?r=206&h=223350>