

# SUSTAINABILITY SOLUTIONS

with Infinite  
POSSIBILITIES



InfiniteEARTH™  
Beyond Carbon. Beyond Sustainability.



# Today's consumers are more environmentally minded. Is your brand keeping up?

Corporate Social & Environmental Responsibility is an all-consuming challenge. We have solutions.

For companies seeking to offset their environmental footprint, InfiniteEARTH offers a wide range of carbon credits and biodiversity offset solutions that add an active environmental component to your brand story.

Our programs are backed by the world's largest avoided deforestation conservation initiative, measured by total emissions offsets.

Over the project lifetime, the Rimba Raya Biodiversity Reserve will avoid over 130 million tonnes of emissions – the equivalent of removing over one million cars from the world's highways every year for the next 30 years.

93%

The percentage of consumers who say they have a responsibility to protect the planet.\*

InfiniteEARTH can tailor carbon credit or environmental offset programs that drive brand loyalty and help defray program costs. Through our rewards programs, consumers can directly engage in InfiniteEARTH's wildlife conservation, forest preservation and social development efforts.



\*NBC Universal, 2011



# We are borrowing from our children's futures.

## Consumers want solutions.

We consume today at a rate 1.5 times greater than the Earth's capacity to regenerate the resources we use. By the year 2050, we will need the equivalent of two Earths to support our demand for natural resources.

In an industrialized nation, the carbon footprint of one person can exceed 19 tonnes per year. Putting that into perspective...

**In one year, a person living in the United States will be responsible for emitting more carbon than a person living in Tanzania will in an entire lifetime.**

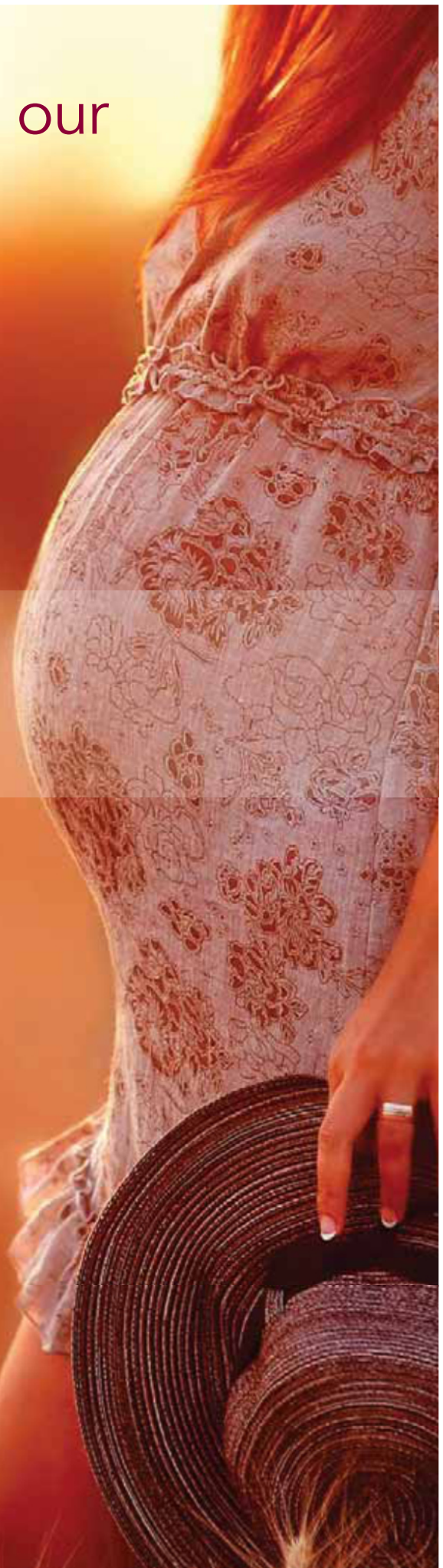
Our efforts to reduce consumption will never completely eliminate the heavy demands we place on the planet. But we can compensate through replacement with environmental offset initiatives. That's where InfiniteEARTH's expertise and leadership can help.

Our solutions empower consumers and increase long-term brand relevance through consumer-funded customer loyalty programs at a time when consumers are more mindful that individual choices can have a collective environmental impact.

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*"Let us remember, always, that we are the consumers. By exercising free choice, by choosing what to buy, what not to buy, we have the power, collectively, to change the ethics of the business of industry. We have the potential to exert immense power for good – we each carry it with us, in our purses, cheque books, and credit cards."*

*-Jane Goodall, "A Reason for Hope"*





# 1 YEAR

of the AVERAGE AMERICAN CONSUMER'S EMISSIONS

is equivalent to:

RUNNING A COMPUTER FOR

**41**  
YEARS

**1.87**  
BILLION  
TEXT  
MESSAGES

**11,650**  
LOADS  
OF LAUNDRY

**1,750**  
ROOM  
NIGHTS  
AT A FIVE-STAR  
HOTEL

**19 Tonnes  
of CO<sup>2</sup>\***

**9,060**  
STEAK  
DINNERS

**875**  
PAIRS OF  
JEANS

**3,137**  
GALLONS  
OF GASOLINE

**528,300**  
CUPS  
OF COFFEE

**2,427**  
PAIRS  
OF SHOES

**132**  
FLIGHTS  
from  
NEW YORK  
to MIAMI

\* GE CO2 Usage Data 2013



# Sustainability Solutions with a powerful PLUS

InfiniteEARTH's Rimba Raya Biodiversity Reserve was the first forest carbon project in the world to receive triple-gold validation under the Climate Community and Biodiversity Alliance Standard (CCBA), by demonstrating exceptionalism in three distinct areas:



In fact, we set the standard for REDD+ by developing the industry's first independently certified forest carbon accounting methodology and then delivered the world's first independently validated REDD+ project under the Voluntary Carbon Standard.

We offer a wide range of programs including:

- Carbon-offset co-branded credit cards
- Corporate social environmental responsibility programs
- Consumer-involvement loyalty points programs
- Special offset and credit programs for palm-oil users and producers

And coming soon -- the world's first multi-brand rewards platform where consumer purchases earn rewards points redeemable for consumer involvement in a variety of social development and conservation projects.

**REDD+**



**VCS** | VERIFIED  
CARBON  
STANDARD



# Vanishing species are nature's reminder to live sustainably.

Your carbon offset or biodiversity offset purchase will help support the livelihood of the Bornean Orangutan.

The Rimba Raya Biodiversity Reserve, which InfiniteEARTH developed and manages, generates carbon credits from the High Conservation Value (HCV) peat swamp forest in our project area. Rimba Raya's ecosystem forms a critical buffer zone to the Tanjung Putting National Park, home to the world famous Camp Leakey Orangutan Research Center and one of the world's last wild populations of endangered orangutans.

InfiniteEARTH and the Rimba Raya Biodiversity Foundation are working closely to protect and preserve this iconic endangered species through their ongoing financial support of **Orangutan Foundation International** – funding made possible by the sale of InfiniteEARTH carbon credits and environmental offsets.

**19**  
*SPECIES*

disappear from the planet...every day. \*



ORANGUTAN FOUNDATION INTERNATIONAL

\*UN Environment Programme



# Carbon Credit or Biodiversity Offset Program to Match Your Needs.

## *Wholesale Credit & Offset Programs*

▶ InfiniteEARTH markets triple-gold certified REDD+ carbon credits on a wholesale basis for organizations seeking to address their carbon emissions footprint with a world-class and highly accredited offset initiative.

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## *Industry-Specific Credit & Offset Programs*

▶ For marketers facing carbon and biodiversity footprint challenges unique to their industry, InfiniteEARTH markets wholesale offsets and credits to mitigate special issues such as deforestation and associated biodiversity loss related to palm oil and paper & packaging industries.

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## *Co-Branded Credit & Offset Credit Cards*

▶ Cardholders will receive a co-branded corporate credit card. Purchases earn reward points redeemable for planting trees; for the adoption, feed and care of orangutans; and for providing local forest-dependent communities benefits such as health, education and more.

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## *The InfiniteEARTH Multi-Brand Rewards Platform*

▶ The world's first multi-brand rewards platform where consumer purchases earn rewards points redeemable for consumer involvement in a variety of social development and conservation projects.



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