



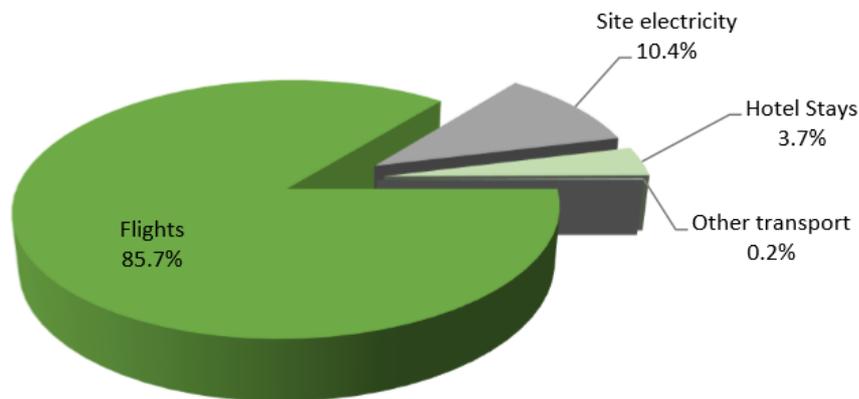
CO<sub>2</sub>e  
Assessed  
Event



### GSG Impact Summit 2019 verified as CO<sub>2</sub>e Assessed Event

In line with the many organisations looking for ways to reduce their negative impact on the planet's resources, GSG remains conscious of the impact on the environment that holding a large international event such as the Impact Summit brings. To this end, in 2019 and alongside other event sustainability measures, for the first time the organisation partnered with [Carbon Footprint Ltd](#) to monitor, calculate and offset the carbon emissions created by Summit attendees' travel to and from Buenos Aires, hotel stays and our own kilowatt usage of the event space.

#### **Breakdown of GSG Impact Summit 2019 Carbon Footprint:**



We are subsequently delighted to announce that the GSG has been verified as offsetting **1,019.71 tonnes of CO<sub>2</sub>e** generated by the event, against an inspiring project linking the locations of both the 2019 and 2020 Summits, covering the Amazon and Great Rift Valley, Kenya.

The **Kenya Trees + Brazil Reducing Deforestation (REDD) project** has planted over 180,000 in the Great Rift Valley. For every tree pledged, a tonne of carbon will also be saved in the Brazilian Amazon via a VCS avoided deforestation programme. In this way, we are offsetting carbon, planting and protecting forests and biodiversity in two continents.

#### **Which SDG's are targeted by this project?:**



## **Further Information**

### **The Challenge**

The Kikuyu escarpment forest with its great mixture of both large and small wildlife animals, birds and butterflies, had been the beautiful gateway to the Great Rift Valley until degradation began. This environment is the source of water and thus livelihood to the neighbouring communities.

In just a few years, wanton and deliberate destruction of the escarpment environment through charcoal burning, logging for timber and fuel wood, ring-debarking of medicinal trees and overgrazing has resulted to virtual depletion of forest vegetation cover. This has in return resulted to drying of springs/rivers/streams, soil erosion, emigration of wildlife/birds, scorching sun, human-wildlife conflict and the scarring of once a beautiful scenic landscape that generated some income through tourism.

A result of this environmental destruction were the ethnic clashes between the pastoral Maasai and the farming Kikuyu over use of the dwindling water resources at the base of the escarpment. This resulted in deaths, injuries, loss and destruction of property and displacement of many families.

The communities had, due to the negative climatic changes, become even more dependent on the forest for their livelihoods. Women and girls moved longer distances in search of fuel wood and water, exposing them to danger of attacks and sexual assaults. The Maasai had to bring their cattle to graze in the forest. With the loss of flora and fauna, tourism had dwindled, causing yet more of hardship for the local population.

---

### **Benefits of this project**

- Offset CO2 emissions
- Reduce poverty
- Provide wildlife habitats
- Create a brighter future for project team members including orphans and people living with HIV / AIDS

The project aims to plant hundreds of thousands of indigenous trees in the worst degraded areas. In the ten years since the project started there is now an abundance of bird and butterfly species, chameleons, dik diks, antelopes, red forest duikers, hares and elands. Biodiversity on the project site has improved tremendously.

The community recognises the changes to the livelihood of some of the team members who were previously dependent on selling forest collected firewood for survival but who are now sustainably gainfully occupied as forest defenders enjoying better social status of a regular job and income including being dairy cow owners which is prestigious. Some of the welfare, empowerment initiatives like indigenous chicken rearing, zero-grazing cow and planting of avocado fruits are now bearing fruits with alternative incomes for the members. All the members are comfortably bringing up their children most of who are in school and in colleges. There are those whose children are in employment after attending college.

---

### **About Carbon Offsetting:**

Carbon offsetting funds solutions to reducing carbon emissions now. Frequently carbon offsetting reduces emissions much faster than you can as an individual/single company. Carbon offsetting projects help to combat global climate change as well as caring for local communities. In many instances providing much needed employment, health improvement, biodiversity, reforestation and broad social benefits to impoverished communities.