

A young evergreen tree sapling is the central focus, growing in a forest. The ground is covered in a thick layer of green moss. The background is a blurred forest scene with various shades of green and brown. The overall lighting is soft and natural, suggesting a healthy, growing environment.

green deal

MORE THAN JUST A CERTIFICATE



CARBON PARK

**GREEN DEAL IS BUILDING THE WORLD'S FIRST CARBON RESERVE
TO MITIGATE CLIMATE CHANGE AND OFFER COMPANIES A
SAFE, TRANSPARENT PATH TO CARBON NEUTRALITY**

Leading the World to Sustainability
The trees planted here will absorb and store carbon dioxide
2406 tons of CO₂ over the next 70 years.



CARBON PARK

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2406 tons of CO₂ over the next 70 years.


CLIMATE CHANGE COULD BE **IRREVERSIBLE BY 2030**

UN IPCC PANEL REPORTS URGENT ACTION IS NEEDED TO AVOID THE CATASTROPHIC EFFECTS OF GLOBAL WARMING.

Without change, the world's coral reefs could be completely eradicated, and we could see an increase in widespread flooding, extreme heat, drought and poverty.

MORE THAN 1 MILLION SPECIES FACE EXTINCTION.

While the expected rate of species extinction is usually around 5 species a year, we're currently losing up to 10,000 times the normal rate



**COMPANIES, DUE TO REGULATIONS
AND CONSUMER STANDARDS, ARE
THE TRUE SOLUTION FOR THE WORLDS
CLIMATE PROBLEM**

CONSUMERS VIEW ON SUSTAINABILITY



88% WILL BE MORE LOYAL TO A COMPANY THAT SUPPORTS SOCIAL OR ENVIRONMENTAL ISSUES

Carbon Park will give you an opportunity to market your commitment to nature and sustainability.

87% OF CUSTOMERS CONFESS THAT THEY WILL PURCHASE A PRODUCT BECAUSE A COMPANY ADVOCATED FOR AN ISSUE THEY CARED ABOUT.

Your sustainability efforts can increase your customer base.

CONSUMERS ARE WILLING TO SPEND UP TO 10% MORE FOR THE SAME PRODUCT TO CHOOSE ONE THAT MEETS THE DICTATES OF ENVIRONMENTAL SUSTAINABILITY.

Build your Carbon Park with your community through shared responsibility.

SOURCES: REUTERS & DELOITTE

YOUR CUSTOMERS ARE WILLING TO SUPPORT YOU

Timberland 



TOMS



SUSTAINABILITY IS A NEW STANDARD

- ❖ **SUSTAINABILITY OF THE COMPANY DETERMINES THE SUCCESS OF SALES, MARKETING, POSSIBILITIES OF DEBT FINANCING, INVESTOR RELATIONS ETC.**
- ❖ **NET ZERO GOALS NEED BOTH INSETTING AND OFFSETTING**
- ❖ **NOT ENOUGH RESOURCES TO ACHIEVE NET ZERO ALONE**

ISSUES WITH OFFSETTING PROJECTS

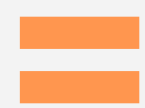
LACK OF TRANSPARENCY

in the market of environmental services.



LACK OF ADDITIONALITY

can result in zero impact and bad publicity.



GREENWASHING

which makes you fall short of your environmental goals and result in public scrutiny.



YOUR CHOICES HAVE CONSEQUENCES

Investigations / Deforestation Inc.



DEFORESTATION INC

Companies making false 'green' claims in Europe face punishment under proposed new rule

After ICIJ's Deforestation Inc. investigation revealed widespread issues with environmental certification schemes, a draft new rule would force companies to substantiate the claims they use to market to European consumers.

By **Brenda Medina**

Image: Annette Riedl/picture alliance via Getty Images

March 23, 2023

CONTRIBUTOR

Frankfurt Kurnit Klein+Selz



ARTICLE



United States: NYAG Sues Meat Producer For Making False "Net Zero By 2040" Claims

12 March 2024

by [Jeffrey A. Greenbaum](#)

Frankfurt Kurnit Klein & Selz



Hollow corporate promises: How to stop false climate claims

February 28, 2022 • Author: Gemma Bowcock • Fair climate action • Carbon Market Watch News
Corporate climate responsibility, Decarbonising European industry, 2050 climate strategies

Corporations are exaggerating their climate action, according to our recent report. But what are the next steps for those companies who truly want to reduce their impact on the climate? And

WATSON FARLEY & WILLIAMS

THE LEGAL CHALLENGES COMPANIES FACE IN MAKING NET ZERO CLAIMS

8 DECEMBER 2022 • ARTICLE



It has always been the case that companies need to be able to back up the claims they make, especially to consumers and in regulated sectors. That remains true of climate and other ESG commitments. Where companies are unable to show that they have appropriate short and long-term strategies to meet their commitments and data to demonstrate progress, there appears to be

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TO REACH VIABLE **NET ZERO**

- **HIGHEST/PREMIUM QUALITY OF PROJECTS TO AVOID GREENWASHING**
- **HAVE TRUE ADDITIONALITY FOR THE NATURE AND EXCEPTIONAL TRANSPARENCY TO COMMUNICATE EFFECTIVELY**
- **THE IMPACT HAS TO BE VERIFIABLE AND APPLICABLE WITH THE REGULATIONS & STANDARDS**



MORE THAN JUST A CERTIFICATE



WHAT IS A CARBON PARK

Carbon Park is your PERSONAL sustainability cornerstone in the form of an offsetting project. Thanks to verifiable impact and true additionality this concept minimizes companies financial and regulatory risks while making the concept very easy to market. As a result you can achieve your Net Zero goals through producing your own Verra certified carbon credits which come with true impact and emotion.

CARBON PARK **WILL**

- 1 HAVE A TRUE VERIFIABLE IMPACT**
- 2 PRODUCE YOU YEARLY CARBON CREDITS ON FIXED PRICE FOR THE NEXT 40 YEARS**
- 3 GIVE ENDLESS MARKETING OPPORTUNITIES**
- 4 HELP YOU TRULY BECOME A NET ZERO COMPANY**
- 5 HELP YOU ATTRACT LOANS, GRANTS, INVESTORS AND CLIENTS**



HOW IT WORKS?



1 ACQUIRE GRASSLAND

1

To generate an extra impact we find a grasslands with the best soil and growth conditions.

2 LAND PREPARATION

2

The purpose of land preparation is to maximize the impact and sequestration of the Carbon Park.

3 PLANT THE FOREST

3

We use plants grown in our own nursery made exactly for the soil in Baltics.



HOW IT WORKS?



4

FOREST MANAGEMENT

We manage the forest throughout its life time to bring security and additionality. We keep an eye on your Park daily.

5

REPORT

Reporting in 4+1 format. Four initial reports on the project development plus Yearly Impact Report for unparalleled transparency and communication.

6

BECOMING CARBON NEUTRAL

Through the Impact of the Carbon Park we will create, register and distribute carbon credits to YOU



TRANSPARENCY

SCIENTIFIC BASE

To develop Forest Management Methodology & Carbon Calculator for true additionality and verifiable impact

PROJECT AUDITING

Project is audited by 4 different parties (Estonian Government, PEFC, VERRA, US)

CERTIFICATION

To use in your ESG report

MADE IN COLLABORATION
WITH THE BEST



UNIVERSITY
OF TARTU



Eesti Maaülikool
Estonian University of Life Sciences
www.emu.ee



TALLINN UNIVERSITY



CLEANTECH
ESTONIA
SUPPORTING GREEN INNOVATION



PEFC



Climate-KIC

ClimAccelerator



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KNOW EVERYTHING ABOUT YOUR CARBON PARK

**IMPACT
PREDICTION
REPORT**

**LAND
ACQUISITION
REPORT**

**PLANNING
REPORT**

**PLANTING
REPORT**

**YEARLY
IMPACT
REPORT**

THE TRANSPARENCY YOUR CUSTOMERS VALUE

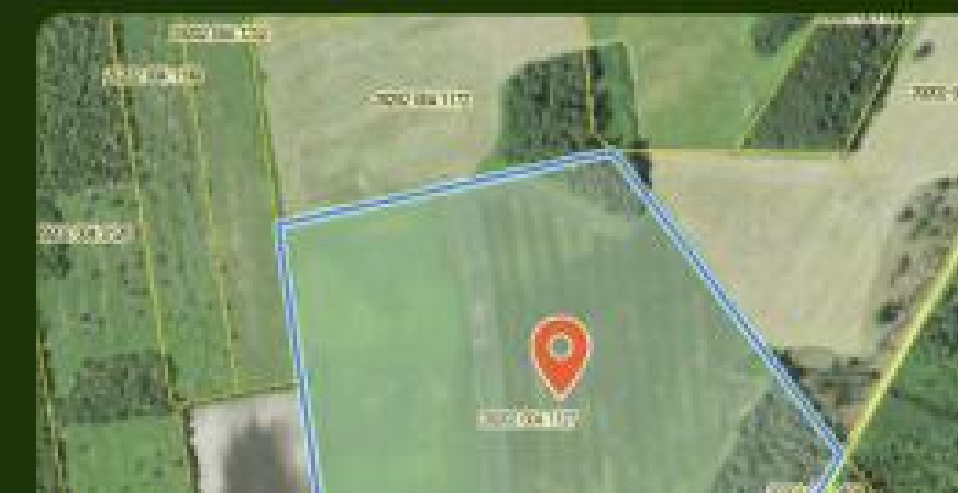
Yearly **Impact** Report

Company Ltd

green
deal

Thanks to all the hard work the once seeds are now impacting our life on the planet

NAME	CADASTRAL NUMBER	COORDINATES
Name	29202:004:1127	58.875112 24.91131
PROVINCE	MUNICIPALITY	LOCAL ADDRESS
Tartu maakond	Altmäe küla	Leusi
SIZE	INTENDED PURPOSE 1	
22,82 ha	Cultivated land 100%	
FIELD	FOREST	OTHER
2,28 ha	15,30 ha	0,64 ha



MAIN VALUE DRIVERS

TRANSPARENCY WITH YEARLY REPORTS

Yearly updates to keep you 100% informed of your investment

ADDITIONALITY THROUGH FOREST MANAGEMENT

We take care and manage the Carbon Park to deliver additionality and maximized carbon sequestration

TRUE NET ZERO

Verra certified credits from your own Carbon Park – EVERY YEAR

PART OF SKOVEST GROUP

GreenDeal belongs to one of the most successful forestry groups in Baltic States.

We have over 15 years of experience and have been recognised with both Gazelle and FT1000 awards.

We operate from seed to harvest, meaning we manage the entire forest value chain.



MEET THE green deal



Hans-Kristjan Velling

Co-Founder & CEO



Taavi Lellep

Co-Founder & COO



Tauno Trink

Co-Founder & CFO



Henno Olljum

Co-Founder & CTO



Joel Lobjakas

Co-Founder & Forestry

Mart-Sander Mõts

Advisor Of Forestry

Sten Aan

KPMG

Advisor Of Regulatory
Standards

Rauno Ruusand

Advisor Of Forest
Management
Methodology

Martin Küttim

Advisor Of Forest
Management
Methodology

2022 Young Scientist

Jürgen Aosaar

Advisor Of Forest
Management
Methodology

PhD & Head Of Forestry
And Forest Ecology
Curriculum

CHANGING THE WORLD

**STARTING FROM
7€ PER TREE**

***MINIMUM QUANTITY - 2500 TREES ≈
400 CARBON CREDITS**



green deal

YOUR PARK OPTIONS

STARTER PARK IMPACT PARK NET-ZERO PARK

Yearly carbon credits (certified by Verra)	✓	✓	✓
Yearly Reporting	✓	✓	✓
Yearly Park Management	✓	✓	✓
Green Deal certificate	✓	✓	✓
Personal Landing page to engage your fans and community		✓	✓
ESG/CSR Reporting implementation			✓
TREES PLANTED	2500	10 000	
TREE PRICE	7€	6.3€	<u>Book a call and</u>
YEARLY CREDITS RECEIVED (% OF CREDITS RECEIVED)	10 (60%)	42 (70%)	<u>get a</u>
FIXED PRICE OF 1 CARBON REMOVAL CREDIT	41€	37€	<u>personalised</u>
YOUR INVESTMENT	17 500€	63 000€	<u>quote</u>
YOUR SAVINGS ON OFFSETTING *	30 000€	126 000€	kkk

* Based on slide 26 & 27

PROJECT LIFECYCLE

The graph illustrates the carbon sequestration per decade, total carbon stock each decade and carbon credits you get per decade

Number of trees planted

10 000

HA (m²) of land needed

5

Est. Sequestration in lifetime

2408 tCO₂e

Est. Carbon credits per decade

420 tCO₂e



PROJECT LIFECYCLE

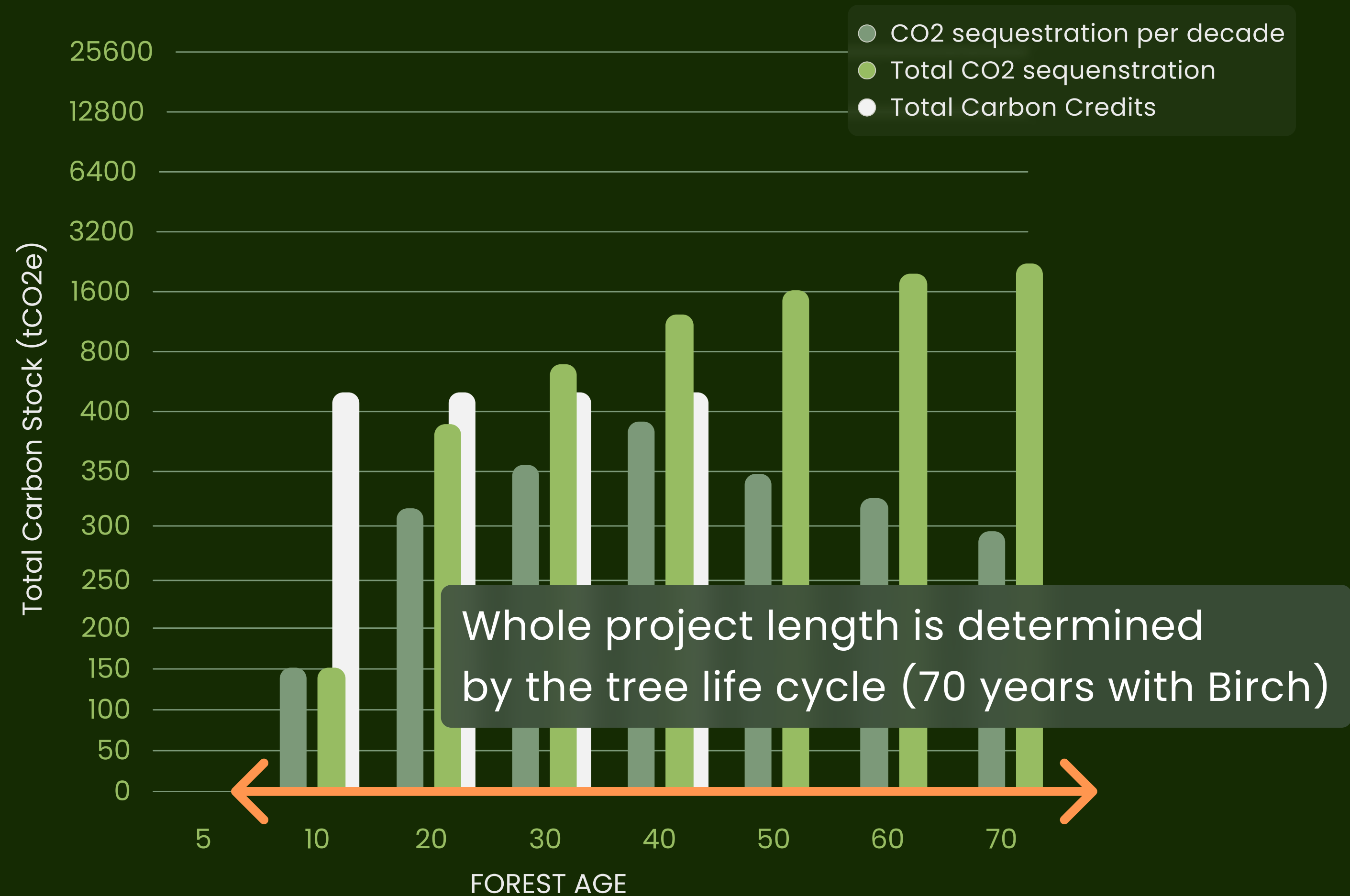
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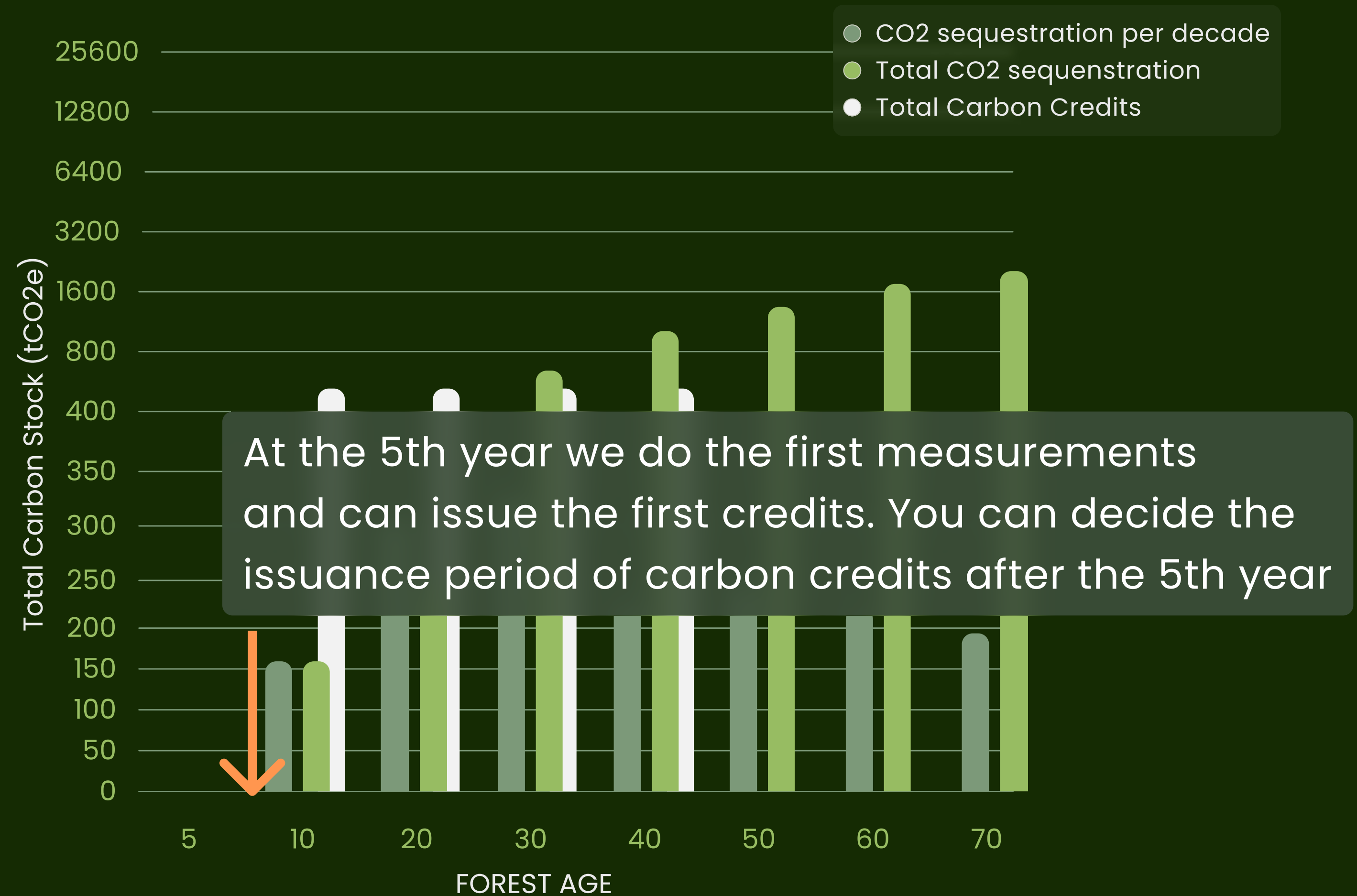
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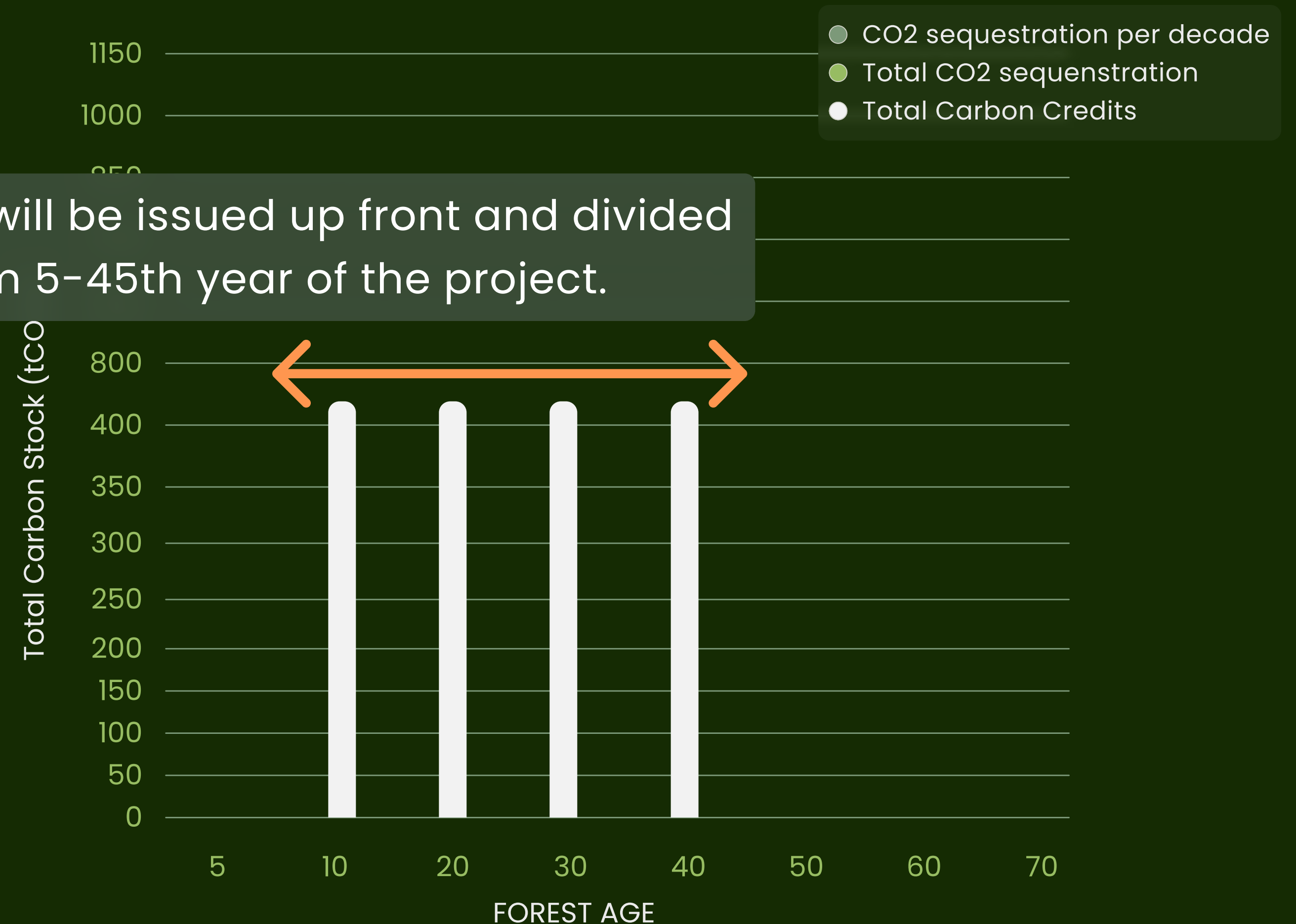
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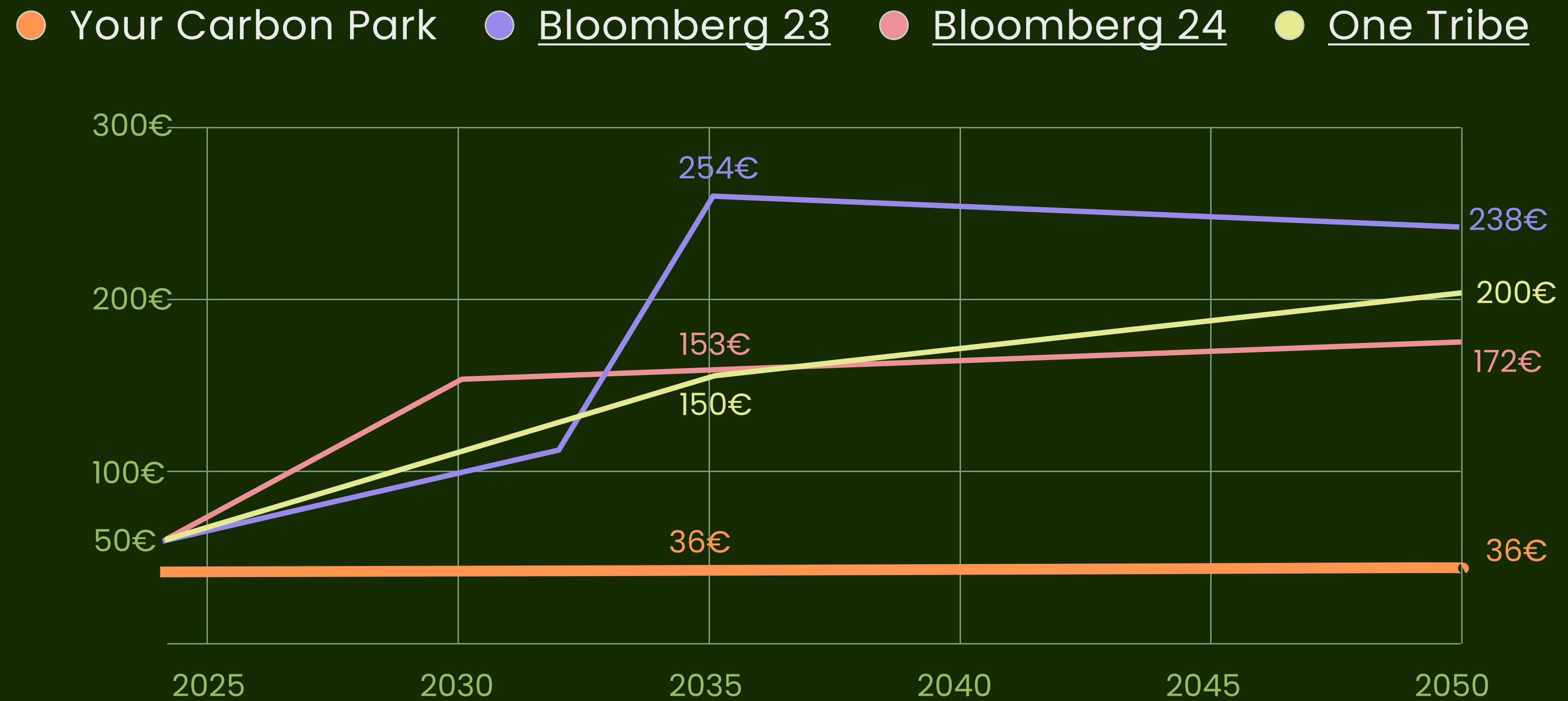
The credits will be issued up front and divided equally from 5–45th year of the project.



PRICE OF 1 CARBON CREDIT

With the demand for carbon credits growing rapidly the price is expected to make big leaps over the next 5-10 years.

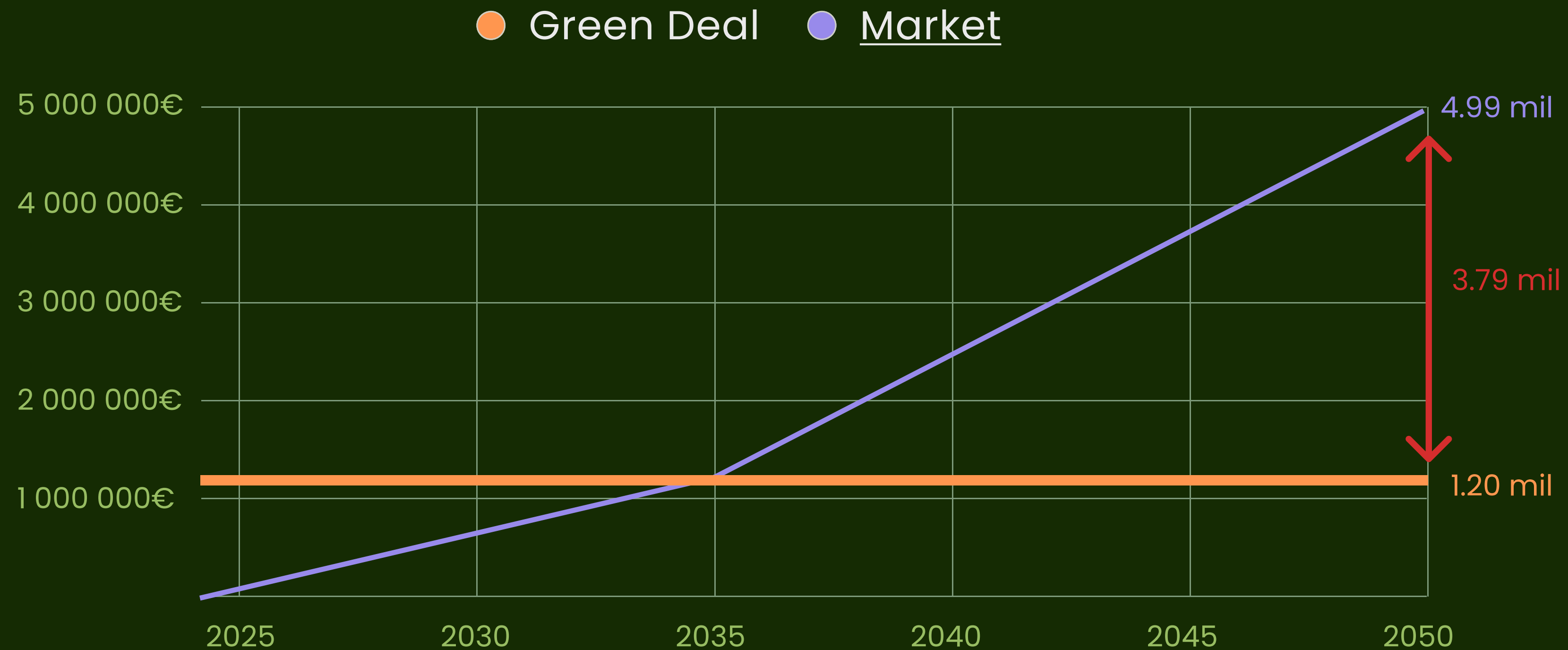
Building your own Carbon Park fixes your carbon price and lays a solid path to carbon neutrality through highest quality removal credits.



OFFSETTING 1000 TCO2 YEARLY GREEN DEAL VS MARKET

This graph is comparing you offsetting 1000 tCO2e each year from today to 2050. The price speculation is based on [Bloomberg article](#) from 2023.

Green Deal helps you make a smart financial decision. Building your Carbon Park and generating carbon removal credits is not only the most transparent way but also saves you approximately 3.59M euros.



WHAT YOU GET?

POSSIBILITY TO JOIN THE LIKES OF APPLE & PATAGONIA BY APPLYING GREEN BRANDING PRINCIPLES

BEST DEAL FINANCIALLY – FIX YOUR CARBON PRICE AND SAVE ~3.79 MIL EUR PER 1000 TCO₂ OFFSET

OFFSETTING YOUR EMISSIONS FROM YOUR OWN CARBON PARK WITH HIGHEST QUALITY REMOVAL CREDITS



WHAT IF YOU COULD ACHIEVE ALL THAT WITH 0 COST?

**CUSTOMERS WANT TO CONTRIBUTE TO
SUSTAINABILITY AND REVERSING CLIMATE
CHANGE WITHOUT DOING THE PHYSICAL WORK.
BY MARKETING PRODUCTS WHICH DIRECTLY FEED
SUSTAINABILITY PRACTICES YOUR CLIENTS HELP
FUND YOUR CARBON PARK AND YOUR CARBON
CREDITS**



PLANTING A TREE WITH EACH PRODUCT OR SERVICE SOLD PAVES YOU A ROAD TO NET ZERO



87% of customers confess that they will purchase a product because a company advocated for an issue they cared about

2

Each purchase/
Number of purchases
=
1 tree planted



1

Sell a product with an additional 7€ added to the price



3

YOUR COMPANY CARBON PARK

You and your clients receive yearly reports on your support to the environment



The forest sequester carbon, based on measurements the credits are created

4

Receive yearly carbon removal credit from your Park

You build with your community to verify your investment into making the world a better place

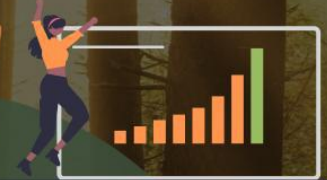


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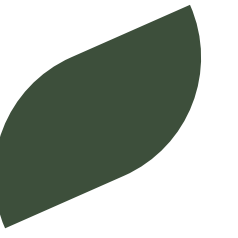
NET ZERO PRODUCT

Outcomes:

- Compliance with Corporate Social Responsibility
- Strong brand with loyal customers
- Better options on loans and investments
- Stronger position in negotiation with partners



WHAT YOUR FUTURE HOLDS?



1. CONSTRUCTING A PLAN

2. CONTRACT

3. 50% PREPAYMENT

4. SECOND INVOICE 25% AFTER THE PLANTING

5. LAST INVOICE 25%

Acquire Grassland

Plant the forest

Yearly Impact Report

1

3 2-12 MONTHS FROM THE CONTRACT

5 1 YEAR AFTER PLANTING

2

Land preparation

4

Forest Management

6

Becoming Carbon Neutral



THANK YOU!

[BOOK AN APPOINTMENT](#)

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