SUSTAINABLE CARBON GROUP

# Bom Jesus: A Regenerative Vision from the Caatinga

**Trusted Partner on Your ESG & Net Zero Journey – and Beyond!**

Impact – Integrity – Integration – Innovation

SUSTAINABLE CARBON | green afrika | SUSTAINABLE CARBON EGYPT | EXTRA POWER | SUSTAINABLE CARBON TECHNOLOGIES | INSTITUTO ECOLÓGICA

# Our Story

## Proven legacy, delivering credible, measurable climate impact our journey continues!

SUSTAINABLE CARBON GROUP

**1998** — INSTITUTO ECOLÓGICA

Launches pioneering carbon and agroforestry projects in Brazil

**2000** — SOCIALCARBON®

Introduction of the SOCIALCARBON® Standard

**2008** — SUSTAINABLE CARBON

Launch as **FIRST** company to lead Brazil into voluntary carbon market

**2020** — green afrika

Launch and expansion carbon project development in Africa

**2024** — EXTRA POWER

Establishing Extra power for energy efficiency technologies in Italy

Environmental Finance COMPANY Awards 2024 Winner
SME of the year – Americas

**2025** — SUSTAINABLE CARBON TECHNOLOGIES

Inauguration of Sustainable Carbon Technologies in Qatar

SUSTAINABLE CARBON EGYPT

Started our operations in Qatar, Egypt, and the USA

Environmental Finance COMPANY Awards 2025 Winner
Nature-based initiative of the year

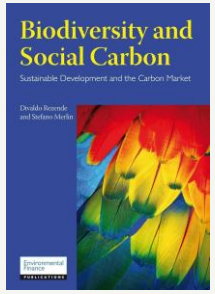
# Our Mission

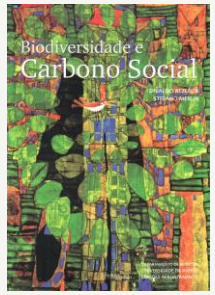
**Trusted Partner in climate leadership, we leverage 25+ years of expertise to deliver innovative, integrated, and high-integrity climate solutions with transparent impact, to drive the net-zero transition forward.**

## Dr. Stefano Merlin

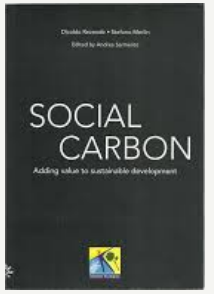
Founder and CEO

Stefano Merlin is the founder of Sustainable Carbon Group and its affiliated companies. With over 3 decades of hands-on experience in climate solutions and carbon markets, he has co-authored key publications on carbon sequestration and social carbon and co-developed the pioneering Social Carbon Standard—helping shape how social, biodiversity and environmental impacts are integrated into global carbon markets.








*And many more!*

# Our Impact

SUSTAINABLE CARBON GROUP

**25+** YEARS Leading Climate Transformation

**15+** YEARS Legacy in Voluntary Carbon Market

**~150** CARBON PROJECTS

**Generating $CO_2$ Credits from developed & ongoing projects**

**>400** $MtCO_2e$

**Managed over project life cycles (up to 40 years)**

**>130** Corporations

**Trusted partner on their Net Zero journey & Beyond!**

**400+** Certifications

**With leading global verifiers**

Environmental Finance COMPANY Awards 2024 Winner SME of the year – Americas

Environmental Finance COMPANY Awards 2025 Winner Nature-based initiative of the year

**Trusted Partner on Your ESG & Net Zero Journey –and Beyond!**

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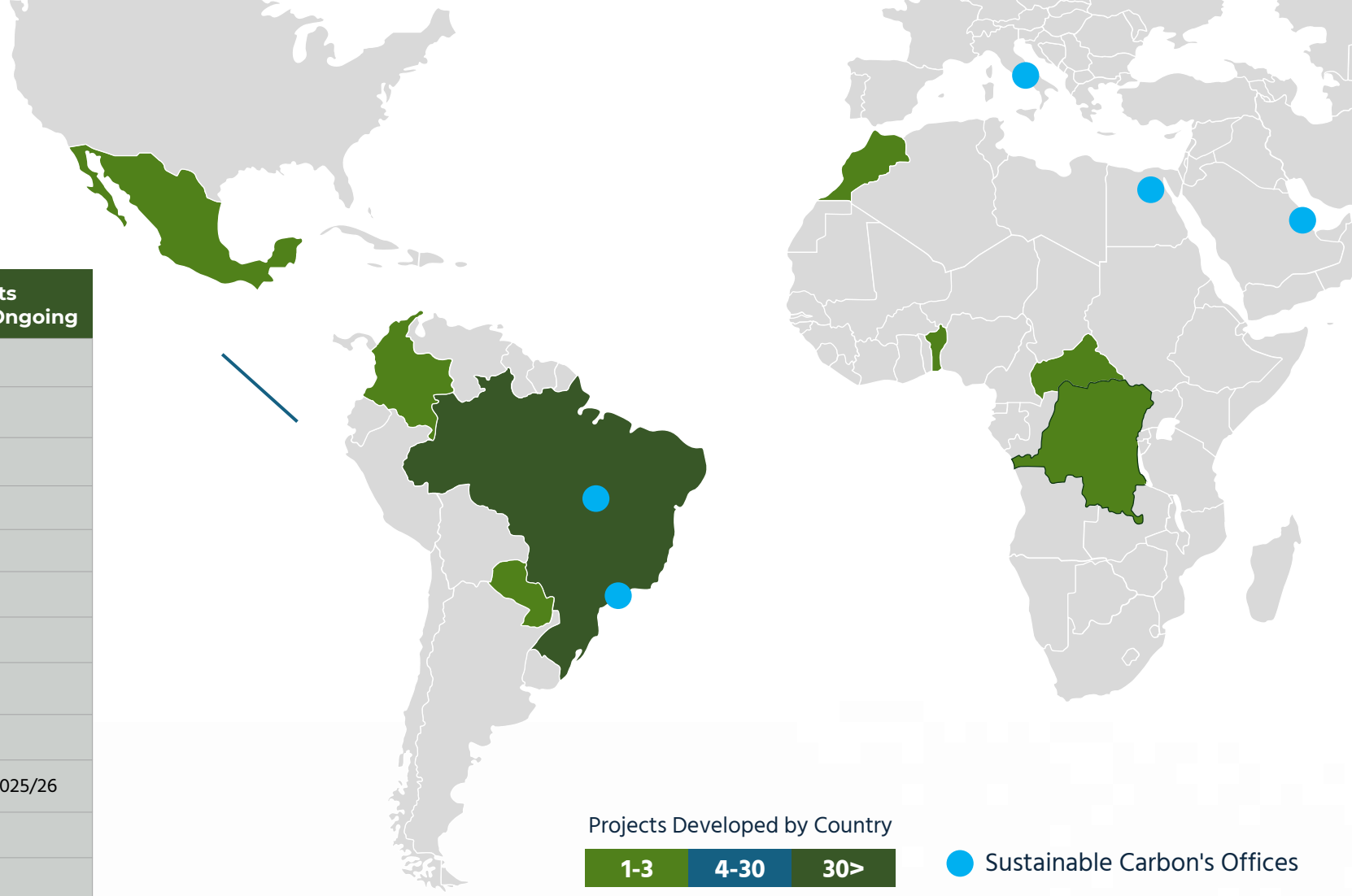
# Ongoing Nature & Technology based solutions

| Project Location | Project Type | Projects Developed/Ongoing |
|---|---|---|
| **Benin & Central African Republic** | REDD+ (Conservation) | 2 |
| **Brazil** | REDD+ | 12 |
| | Fuel Switch to Renewable Biomass | 47 |
| | Switching Fossil Fuels | 12 |
| | ALM (Soil Carbon) | 1 |
| | ARR (Reforestation) | 1 |
| | Avoided Methane | 1 |
| **Colombia** | Switching Fossil Fuels | 1 |
| **Democratic Republic of the Congo** | REDD+ | 3 |
| | Peat & REDD+ New Projects | 4 * starting 2025/26 |
| **Paraguay** | ARR (Reforestation) | 1 |
| **Morocco** | Solar Energy | 1 |
| **Mexico** | ALM (Soil Carbon) | 1 |
| | | **Total: 87** |




## Standards

Verified Carbon Standard A VERRA STANDARD

Gold Standard

GLOBAL CARBON COUNCIL Driving Climate Actions

SOCIALCARBON®

Climate, Community & Biodiversity Standards A VERRA STANDARD

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# Quantifying the Impact

**197,200**

$tCO_2e$ expected emissions avoided in 20 years

**1000**

ha of native forest protected in 20 years

**10/17**

SDGs Impacted

# Bom Jesus

## Fuel Switch to Renewable Biomass

Cerâmica Bom Jesus, located in Paudalho, Pernambuco, produces millions of ceramic pieces monthly for the civil construction market.

The region, known as an important ceramic hub, has historically faced environmental degradation due to the unsustainable extraction of native wood used to fuel industrial kilns.

To transform this reality, the project implemented the substitution of non-renewable fuels with renewable biomass, such as sustainably managed wood residues, sawdust, sugarcane bagasse, and other local agro-industrial residues.

This change significantly reduced greenhouse gas (GHG) emissions, enabling the ceramic company to participate in the carbon credit market.

In addition to environmental benefits, the revenue generated from carbon credits is reinvested into modernizing the factory and supporting social initiatives, creating a positive impact on both the local community and environmental preservation.

| ID Project | EMISSIONS REDUCED | PROTECTED AREA | LOCATION | STANDARDS |
|---|---|---|---|---|
| 202 | **167,031 $tCO_2e$** in 15 years | **1000 ha** native forest protected | **Paudalho** Pernambuco, Brasil | VERRA SOCIALCARBON® |

Sustainable Development Goals (SDGs) **Contributed**

CAATINGA BIOME

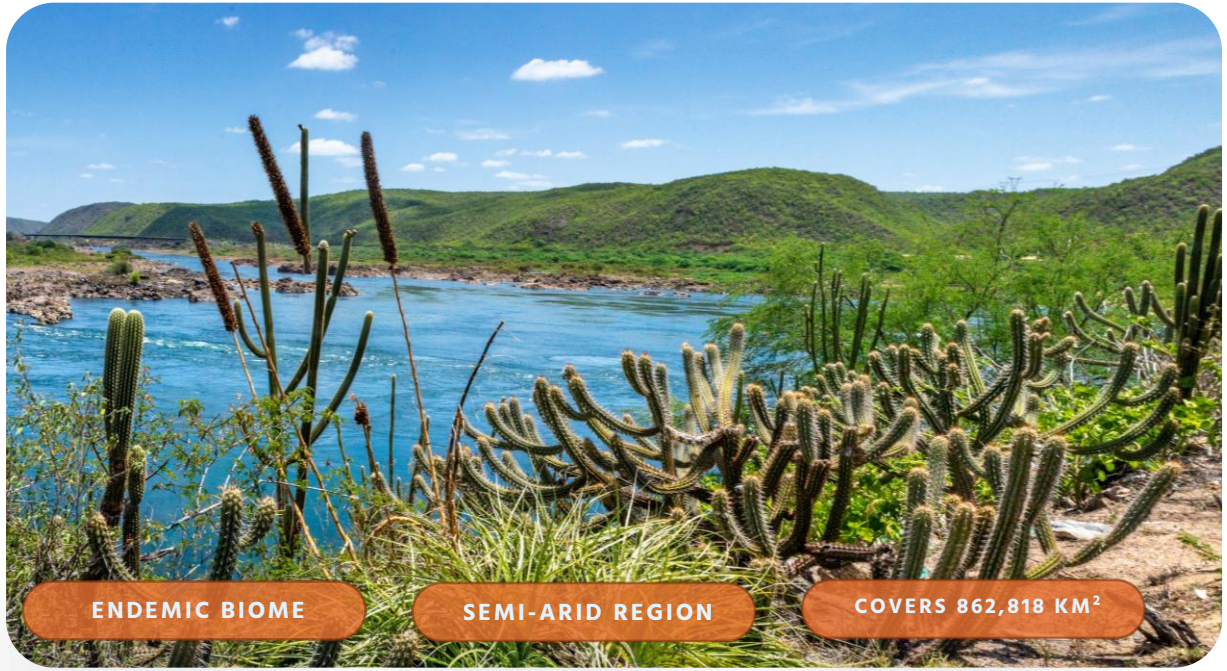
# Fueling Deforestation in the Caatinga

The Caatinga is increasingly threatened by climate change and desertification, with illegal logging of native forests for firewood and charcoal representing the primary driver of deforestation in the region.

This unsustainable practice directly impacts both the ecosystem and the communities that depend on it.

Fuel-switching initiatives provide an effective solution to this challenge.

By replacing native wood with sustainable, renewable biomass, these projects significantly reduce deforestation pressure while improving livelihoods in semi-arid communities—an approach that aligns with the principles of the United Nations Convention to Combat Desertification (UNCCD).




## CAATINGA AN **EXCLUSIVELY** BRAZILIAN **BIOME**

The Caatinga is Brazil's unique, exclusively Brazilian semi-arid biome, a "white forest" of drought-adapted thorny shrubs, cacti, and deciduous trees that turn green during short rainy seasons, housing high biodiversity including numerous endemic species like Spix's Macaw, facing threats from llegal deforestation

CAATINGA BIOME

# Voices of the Caatinga: Species Worth Protecting

The Caatinga’s rich biodiversity is often overlooked but it harbors unique species found nowhere else on Earth. From endangered animals to resilient plants, these living symbols reflect the strength and vulnerability of this semi-arid biome.

BURITI – ENDIMIC FRUIT

Lear’s Macaw
Endemic & Endangered Bird

Catingueira
Resilient Native Tree

Maned Wolf
Iconic Semi-Arid Predator

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BOM JESUS PROJECT

# Impact Highlights Biodiversity

## 01. Direct Impact

Restoration of degraded areas: Native seedlings were planted within the ceramic's land to regenerate soil impacted by clay extraction, promoting vegetation recovery and restoring the local ecosystem.

## 02. Indirect Impact

Sustainable water use: A rainwater harvesting system was implemented, reducing water resource consumption and relieving pressure on natural sources.

## 03. Indirect Impact

Waste management: Waste collection containers were installed around the ceramic facility, reducing pollution and raising community awareness about proper waste disposal.

BOM JESUS PROJECT

# Socioeconomic Impact

Beyond mitigating environmental impacts, the project contributes to sustainable community development through social and economic initiatives.

- Education support: The ceramic company offers tutoring for local children, along with literacy classes and technical training for employees—promoting access to quality education.
- Health and well-being: Vaccination campaigns, dengue prevention workshops, and medical events—including eye exams—are provided to the local population.
- Food security: Donation of food baskets to families in vulnerable situations in the city.
- Valuing labor: Additional benefits such as food assistance and production-based bonuses are offered. The company also provides financial support for employees to attend professional events.

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# Supporting Sustainable Development


### ZERO HUNGER

Donation of basic food baskets to underprivileged families in the city.


### GOOD HEALTH AND WELL-BEING

Organized a vaccination campaign for all employees; held lectures on Aedes Aegypti aimed at the local community and ceramic workers, to raise awareness about dengue and prevention methods.

### QUALITY EDUCATION

Provides tutoring classes for children from the Colorau community; offers literacy courses and technical training for employees; provides monthly financial donations to the “Centro de Estudos e Educação Popular (CEEP).”


### CLEAN WATER AND SANITATION

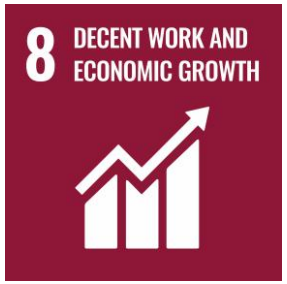
Harvests rainwater and uses it in production processes, contributing to the reduction of freshwater use.

SUSTAINABLE CARBON

# Supporting Sustainable Development


## AFFORDABLE AND CLEAN ENERGY

Use of renewable biomass such as wood residues, tree pruning residues, eucalyptus wood, and sawdust.




## DECENT WORK AND ECONOMIC GROWTH

Offers additional benefits to employees, such as production bonuses and food assistance; finances the attendance of some employees at professional events outside the ceramic factory.

## REDUCED INEQUALITIES

Offered literacy courses for employees and their families and technical training for employees; donated food baskets to some underprivileged families in the city.


## SUSTAINABLE CITIES AND COMMUNITIES

Paviment of some streets that provide access to the Colorau community.

SUSTAINABLE CARBON

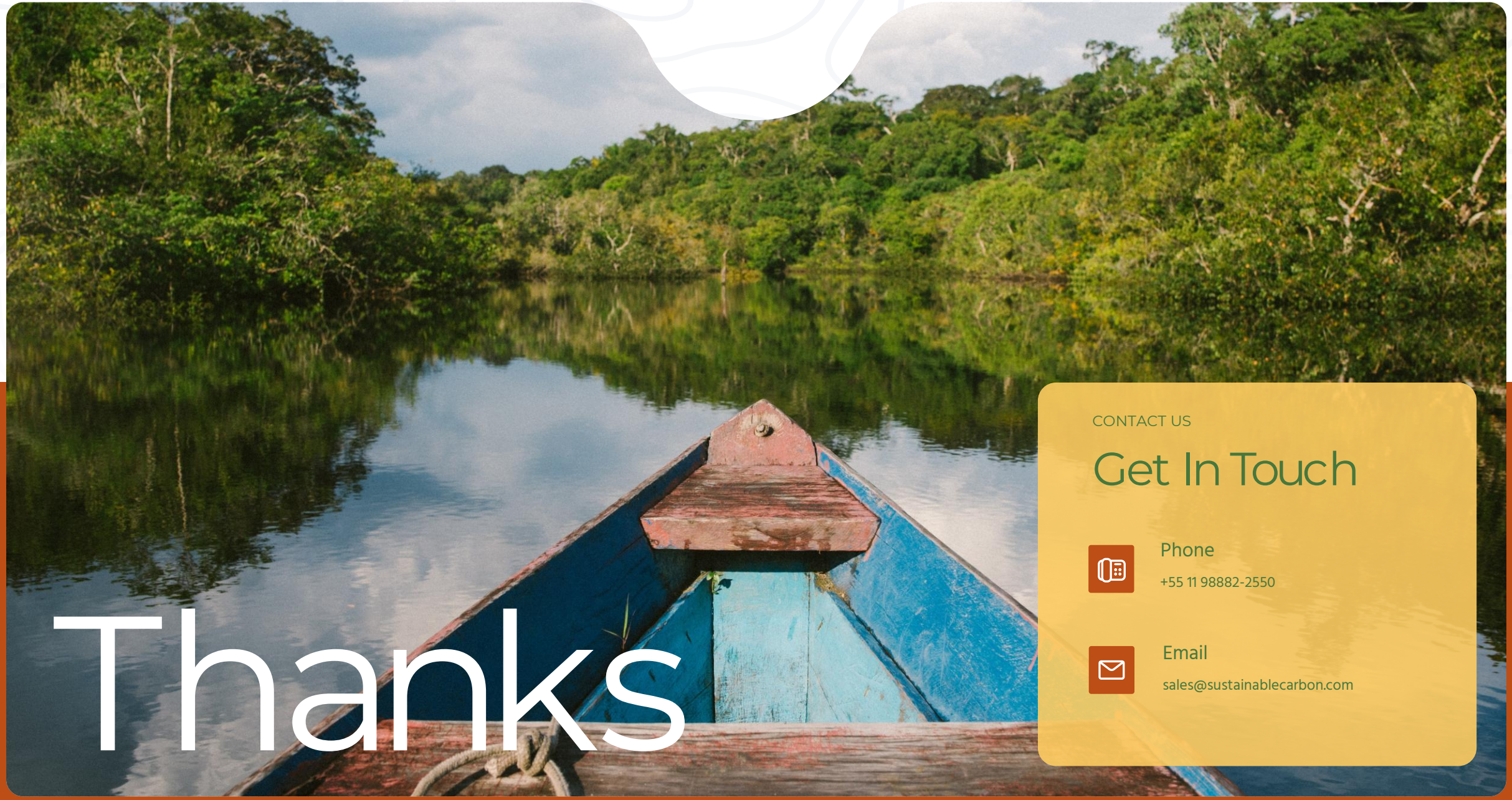
# Supporting Sustainable Development


### CLIMATE ACTION

Substitution of native wood with renewable biomass for energy generation; planting seedlings within the factory grounds.


### LIFE ON LAND

Substitution of native wood with renewable biomass for energy generation; planting seedlings within the factory grounds.



# Thanks

CONTACT US

## Get In Touch

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