

Tree Planting – Rotary Club of Santo André-Norte, Sao Paulo Area, Brazil

www.nossobosque.com.br



Rotary Club of Santo André-Norte, in the São Paulo Area, Brazil has created quite a following on LinkedIn, the business connecting website. Club President Atila Bru offered to dedicate free-of-charge each of 900 trees the Club is planting, in the name of a Rotary Club notified to him through LinkedIn. A plaque named for the Club will be attached to each tree. Club members from all over the world have sent messages asking for a tree to be named for their Club.

President Atila explains how their initiative was born from the proposal of RI President Kalyan Banerjee to reduce the "Carbon Footprint" of our Clubs. In the very beginning of this Rotary year, they launched a website (www.nossobosque.com.br), by which they can measure their emissions, follow the reductions they have achieved and calculate the number of trees needed to offset this amount of emitted carbon.

The idea of the website is to stimulate other Rotary Clubs or different groups of people to develop their own carbon reduction projects. The proposal of their Club members is to plant the number of trees needed to offset all their emissions. In November 2011 they will plant 900 five years old seedlings.

If the calculation indicates the need for a greater number of trees, the complementary planting will occur in the first half of 2012. The planting will be done on a private farm, located in the Brazilian Atlantic Forest, the place can be seen in local photos or a satellite image on their website. Club members chose this place because they are confident that these trees will be preserved for the future. Qualified staff made the choice of species to be planted, which are all native and are distributed among fruit trees, flowers and shade, to provide the best possible environment for the local life.

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