

A single green leaf on a stem, positioned diagonally across the frame. The leaf is dark green with visible veins. The background is a dark grey gradient. The text "Reduce Our Carbon" is overlaid in white, and "CHARITABLE FOUNDATION" is overlaid in white below it.

Reduce Our Carbon

CHARITABLE FOUNDATION



Planting trees is one of the best ways to combat climate change. It is quick and affordable and will buy additional time for humanity to move to a low-carbon economy and reduce CO2 emissions.

At Your Eco, we set up and support community-led sustainable reforestation projects in Central America and the Caribbean through Reduce Our Carbon Charitable Foundation.

Plant Trees. Capture Carbon. Improve Lives!

Your Eco is committed to being a truly carbon neutral business.

Not only do we offset our own business related emission we also commit 1.5% of the final project value to further offset the installation and related supply chain operations.

Other Measures

- working toward final certification for b corp status
- home office working with an off-grid sustainable office space

We put our money
where our carbon is!

How many trees should you plant?

We would always say 'plant as many trees as possible!', but a good guide is by looking at your business' **carbon footprint**.

If you don't already know it, we can help you calculate your carbon footprint, but as a comparison, an average person in the UK needs to plant 300 tropical trees to offset an **average annual carbon footprint** of 6 tonnes CO₂e.

The lifetime carbon capture of 300 trees will be at least 240 tonnes.*

That's a lot of carbon, and a lot of trees. But the good news is that **by planting enough trees today, you will offset your carbon footprint for up to 40 years at a cost of just £2.50 per tonne****.

*Lifetime capture rates are based on each tree absorbing an average of 20kg of carbon per year during the first 40 years of growth.

**Each tree costs just £2.00.



The UN's Intergovernmental Panel on Climate Change (IPCC) has published their latest report and the science is clear: time is running out to reduce the amount of carbon dioxide (CO₂) in the atmosphere.

At Reduce Our Carbon, we have chosen to take action by setting up community-led projects in Central America and the Caribbean that plant trees, capture carbon, preserve local habitats and reduce poverty. Join us, and be part of the initiatives taken by the UN and the Trillion Tree Campaign to combat climate change.

Planting trees is one of the best ways to combat climate change and deforestation. It is quick and affordable and will buy additional time for humanity to move to a low-carbon economy and reduce CO2 emissions. According to scientific studies, if we plant 1 trillion trees, we will have around 10 more years to meet our carbon-reducing target.

TREES PLANTED

20800

TONNES OF CO2 OFFSETED

462

FAMILIES SUPPORTED

90+

What we do: Community Agroforestry Model

We adopt a partnership approach to develop community-led, sustainable agroforestry reforestation projects that work for the local environment.

Each community is empowered to form a project group and is provided with trees and proper training to start planting. At least 50% of the trees we provide are fruit trees.

By planting trees, donors have the opportunity to offset their annual carbon footprint.

Studies have shown that, on average, a tropical tree will sequester at least 20kg of carbon every year during its growth cycle of 40 years.

A one-off investment of just 300 trees can offset an average annual UK carbon footprint of 6 tons of carbon dioxide (CO₂) every year for 40+ years.

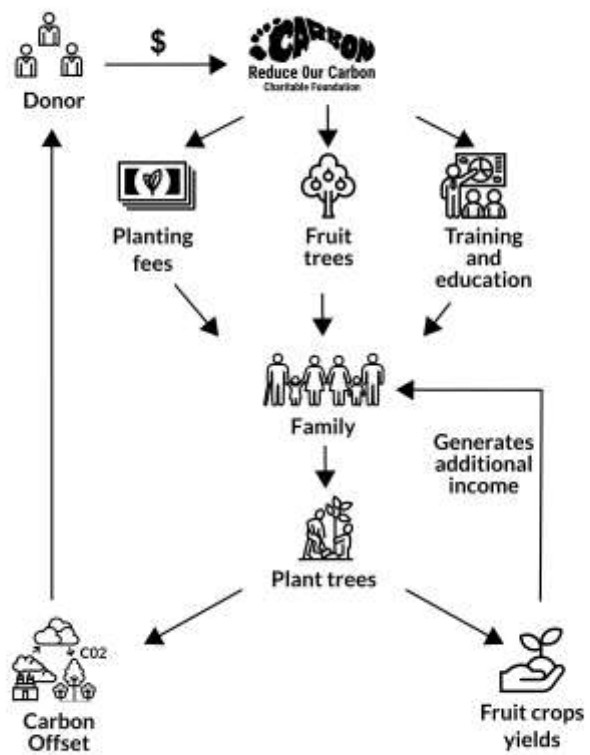
Community agroforestry models focus on harnessing all the benefits of trees, this allows communities to harness their land in a sustainable way.

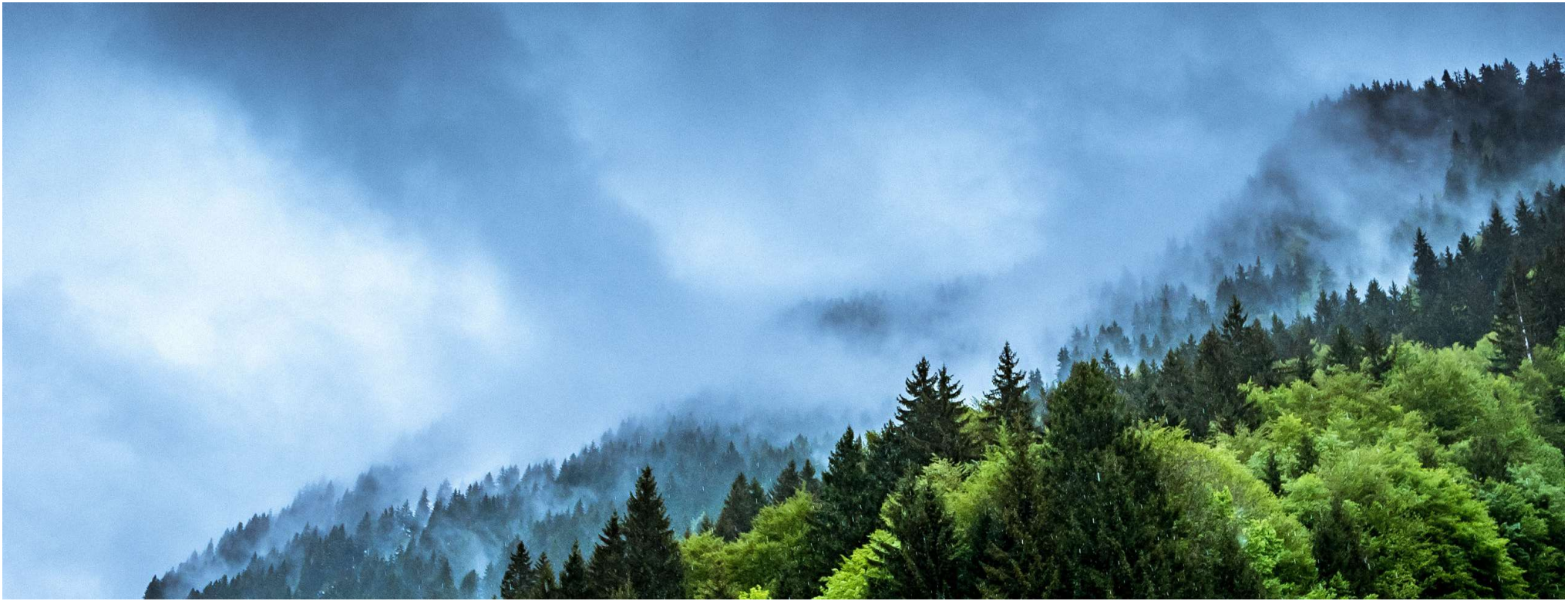
With our model, donors can use the carbon sequestered by the trees to offset their carbon footprint at the same time as providing direct support to families most impacted by deforestation and climate change.

In Central America, more than half of rural families live below the poverty line often having to survive on less than £3.50 per day.

After three years, families can start to harvest fruit crops. This provides both food security and an income stream of up to £900 annually for each family.

It may not seem much, but this represents an average 60% increase in their annual household income.





Our History

Reduce Our Carbon (ROC) is a UK-based charitable incorporated organisation (CIO). The foundation was established in February 2020 from a deep-rooted desire to do something positive in the name of climate change. We have brought together trustees and volunteers from the UK and Central America that are passionate about taking action to help limit the impact of climate change on future generations.

How it Works

- 1 Select a plan designed for your business based on your number of employees or insert your carbon footprint.
- 2 Select a monthly subscription to reach your carbon capture goal.
- 3 Start planting trees, capturing carbon and improving lives!



We work with local communities to plant trees, capture carbon and improve lives.

www.reduceourcarbon.org