



**BTRF**  
P L U S

Yes, I would like to pledge the amount of

Euros \_\_\_\_\_

as a mark of my commitment to combatting environmental degradation and global warming through the sustainable stewardship for one year of globally important rainforest in Borneo.

My commitment represents  
(please refer to details inside this booklet and tick appropriate box):

- ..... Emerald plot(s) at € 100 per hectare.
- Sapphire Stewardship of 500 hectares.
- Ruby Stewardship of 1,500 hectares.
- Diamond Stewardship of 10,000 hectares.
- I prefer to make a non-earmarked donation towards the conservation mission of BTRF.

I understand that I will receive a formal certificate acknowledging my contribution in due course.

Please contact me by telephone on:

\_\_\_\_\_

or by e-mail to:

\_\_\_\_\_

For further information about BTRF Emerald, Sapphire, Ruby and Diamond programmes, as well as opportunities to become a BTRF+ Corporate Ambassador please contact [marinah@btrf.com](mailto:marinah@btrf.com).

BTRF+ is a registered programme of the Borneo Tropical Rainforest Foundation (BTRF)

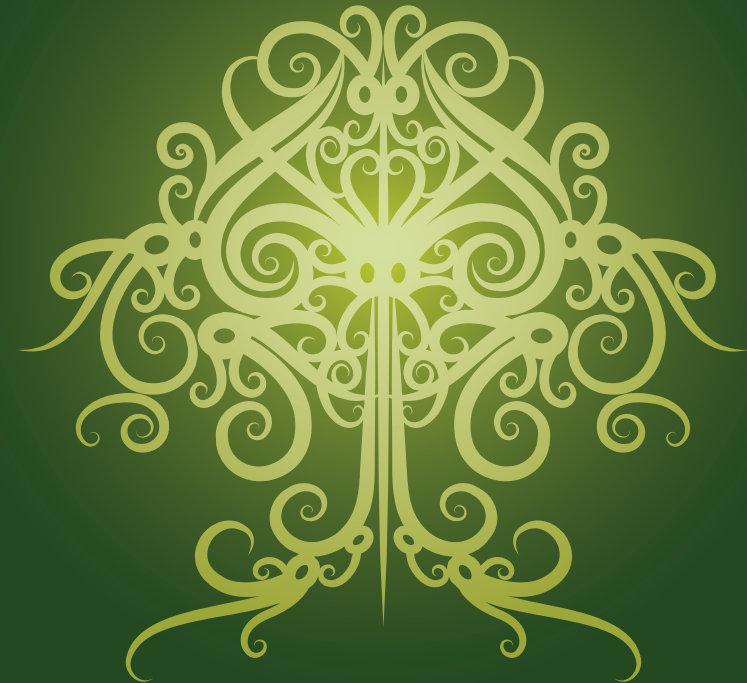
BTRF - International Environment House 2, 1219 Châtelaine, Geneva, Switzerland.

Tel: +41 (0)22 797 3393, Fax: +41 (0)22 797 3391, E-mail: [contact@btrf.com](mailto:contact@btrf.com).

[www.btrf.com](http://www.btrf.com)



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## Nurturing The Tree of Life ('Puûn Udip')

The symbol above is inspired by a Dayak tribal ornament depicting Puûn Udip (the Tree of Life). The Dayak people have traditionally been the guardians of the forests, protecting them as a common heritage for the benefit of future generations. All cultural expression and arts - including community myth and knowledge as well as spiritual values - are focused on the forests, which symbolise the harmony of biosphere and humankind. This crucial interdependence is reflected in the intricate interwoven and unbroken lines of the design. Like so many leaves on the Tree of Life every one and every thing is interconnected in fragile equilibrium.

BTRF+ has adopted the design to signify the importance of respecting and preserving the delicate balance between economy and ecology, as a vital key to the survival and prosperity of our civilisation.



AN INTERNATIONAL SEAL OF CORPORATE ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

BTRF+ is a strategic, multidisciplinary service for companies and individuals wishing to **move towards achieving a positive 'environmental footprint'**, and thereby **contribute as responsible global citizens** - on an essentially voluntary and altruistic basis - to efforts to **combat environmental degradation and global warming**.

Participation in the BTRF+ programme directly 'links' your and/or your company with **stewardship of clearly identified areas of globally important forest** in Borneo. These are individually assigned to each BTRF+ **'Corporate Ambassador'** in return for a **once only stewardship pledge\*** and a small annual commitment towards upkeep and sustainable management.

Four levels - Emerald, Sapphire, Ruby and Diamond - are available, each with its own distinctive logo (see next page for details).

All stewardship pledges are applied directly to **cost-effective, grass-roots action programmes** designed simultaneously to promote forest conservation, community development, biodiversity and water catchment preservation. This **cross-sectorial, 'ecosystem' approach** distinguishes the BTRF+ programme, and enables it to **move 'beyond carbon neutral'** towards encouraging **positive contributions** across a range of **interdependent environmental, social and economic concerns**.

**"If there's no action before 2012, that's too late. What we do in the next two three years will determine our future. This is the defining moment."**

(Rajendra Pachauri - Chairman of the Intergovernmental Panel on Climate Change).

BTRF+ offers concerned corporations a unique opportunity to 'give something back' to the planet, in a way that protects both the environment and the long-term global economy.

### BTRF+ Categories

BTRF+ programmes and commitment levels are structured to suit a wide range of priorities and budgets - from individual donations of as little as €100 (see Emerald Plots below) to larger pledges designed to reflect and enhance the Corporate Social Responsibility/ Sustainability profiles of leading 'Corporate Ambassadors' (see main categories below):

### Main Categories

Three main categories are available:

- **Sapphire:** Stewardship of 500 hectares of forest: Once only pledge of €50,000, plus annual upkeep commitment\* of €5,000.
- **Ruby:** Stewardship of 1,500 hectares of forest: Once only pledge of €150,000, plus annual upkeep commitment of €15,000.

- **Diamond:** Stewardship of 10,000 hectares of forest: Once only pledge of €1,000,000, plus annual upkeep commitment of €50,000.

### Emerald Plots - Giving everyone the means to get involved

To enable participation and engagement by all, smaller plots of between 1 to 500 hectares are available for single contributions of €100 per hectare.

These smaller plots are subsequently 'pooled' for form Emerald Areas of 500 hectares each - thereby enabling the efficient application and effective management of even the smallest individual contributions.

\* BTRF is incorporated as a non-profit Foundation in Switzerland, where it operates under the Supervisory Authority of the Swiss Department of Internal Affairs and benefits from tax deductible charitable status.

\* Used towards the upkeep and sustainable management of each area by BTRF in keeping with its conservation mission and non-profit status.