



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.