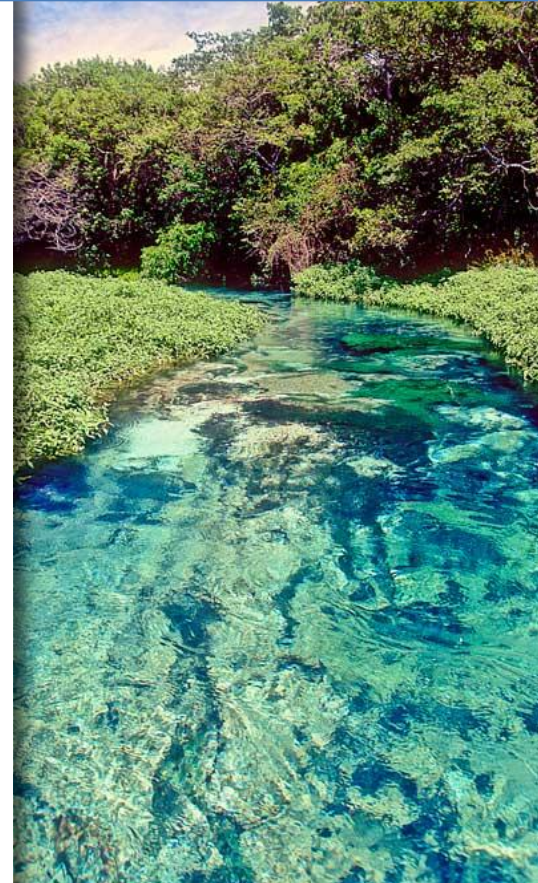




# LIFE CERTIFICATION

# THE CONCEPTION OF LIFE CERTIFICATION

- Recognition of the importance of biodiversity and environmental services for the balance of the planet - by governments, businesses and institutions of the Third Sector
- Increasing pressure from the international community which demands an active positioning in terms of conservation of natural resources
- Need to intensify the engagement of businesses through concrete and effective actions for biodiversity conservation





# THE CONCEPTION OF LIFE CERTIFICATION

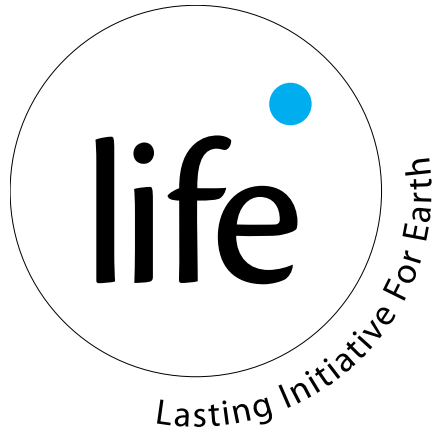
- Need for new initiatives to enhance the commitment of business to biodiversity
- Need to provide practical tools designed for the business sector to link biodiversity conservation to businesses
- Need to recognize the voluntary actions for the conservation of biodiversity through a system of independent evaluations

Development of methods and processes: LIFE Certification





# LIFE LOGO



- The logo was inspired by the concept of the *Pale Blue Dot*, authored by astronomer Carl Sagan.
- The blue dot in the LIFE logo represents the only known place where life is actually possible and which demands care.

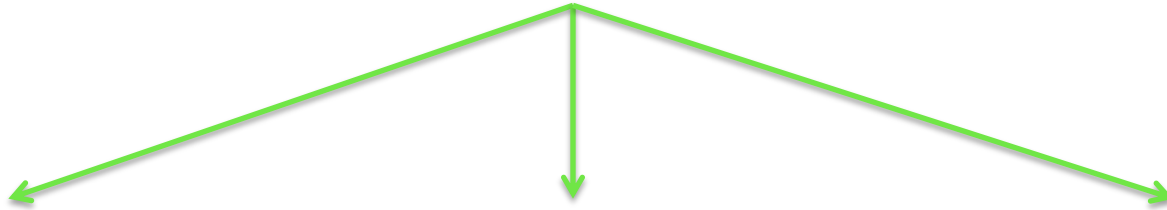


# LIFE CERTIFICATION

Our concept rests on the dissemination  
of concrete actions for biodiversity  
conservation, recognizing companies  
achieving these practices



# CBD – CONVENTION ON BIOLOGICAL DIVERSITY



**Conservation of  
biological diversity**

**Sustainable use of  
biological diversity**

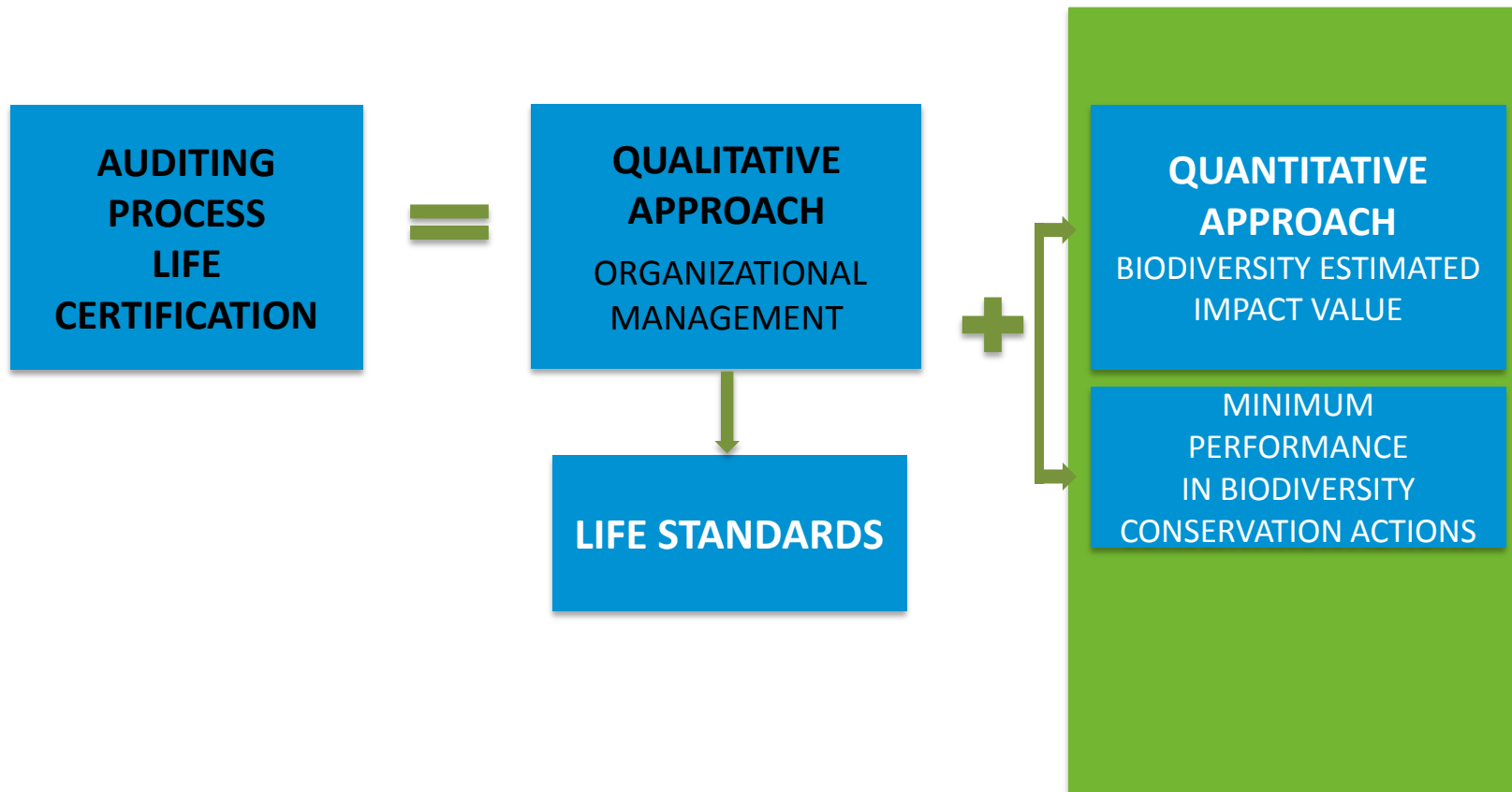
**Sharing of the  
benefits**





# STANDARDS AND METHODOLOGY OF LIFE CERTIFICATION

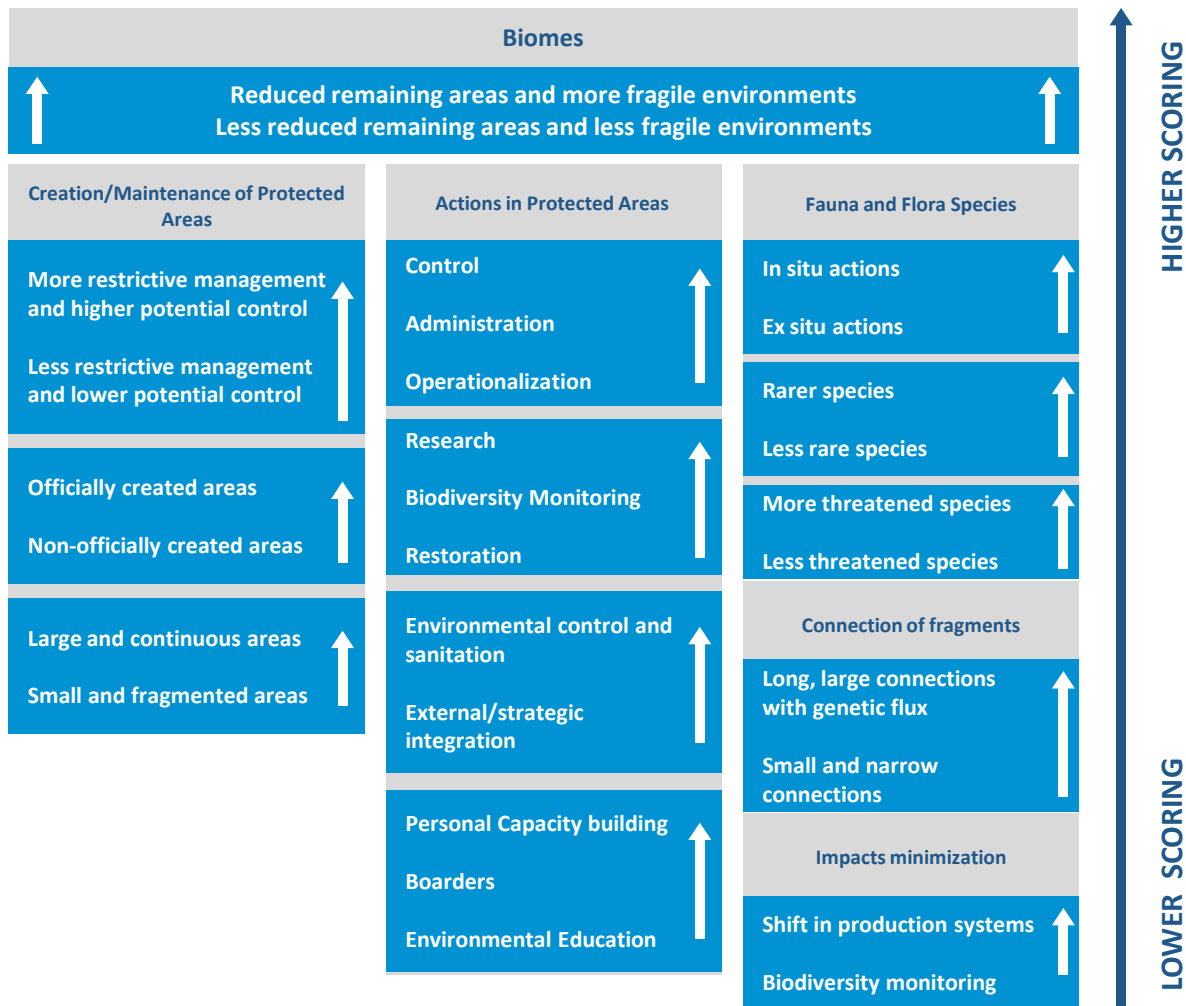
# LIFE CERTIFICATION - METHODOLOGY







## HIERARCHY FOR SCORING CONSERVATION ACTIONS

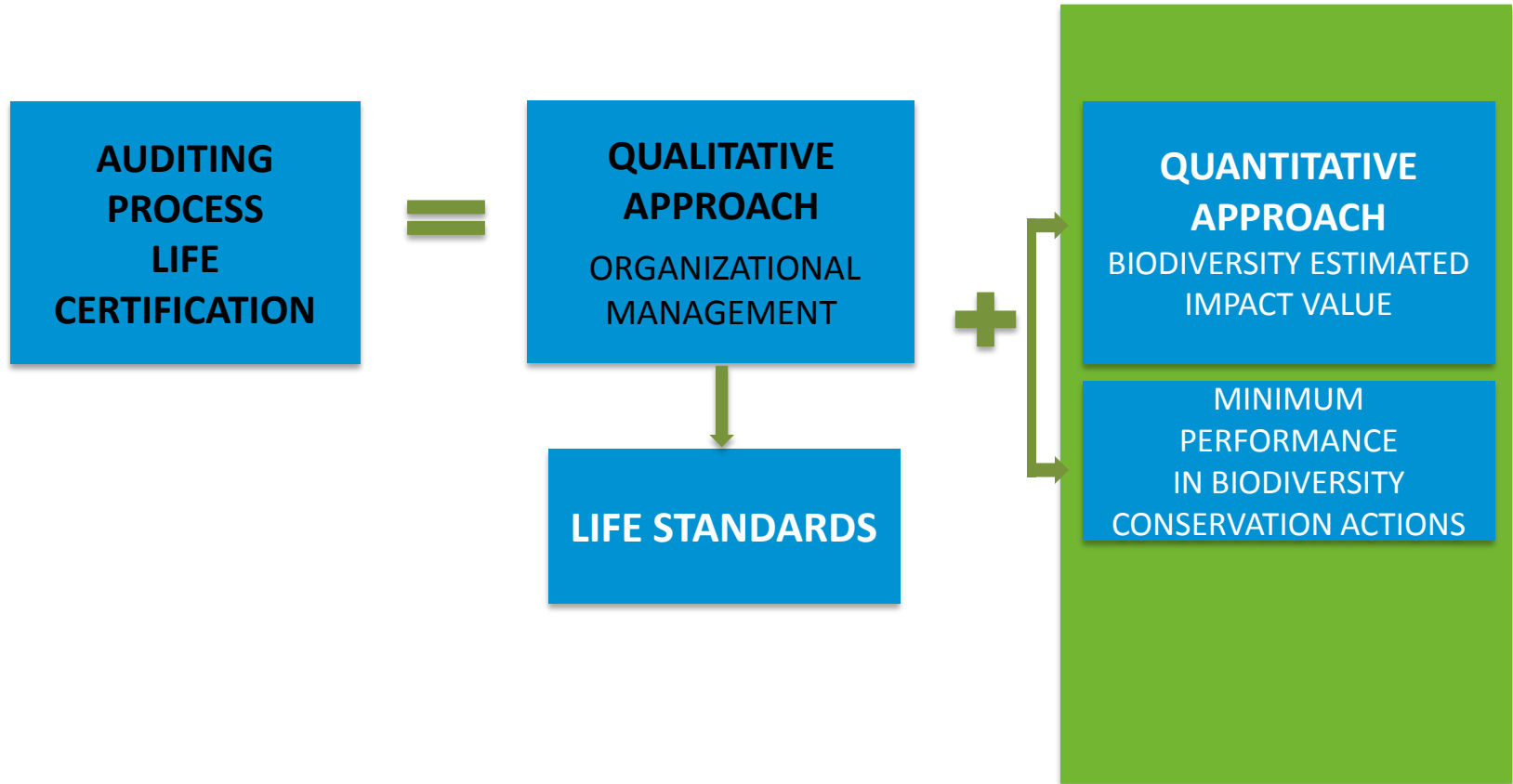


# GROUPS OF CONSERVATION ACTIONS

- Protected areas
- Taxa of interest for conservation
- Fragments and connectivity
- Mitigation of impact on biodiversity
- Global and strategic actions for biodiversity conservation

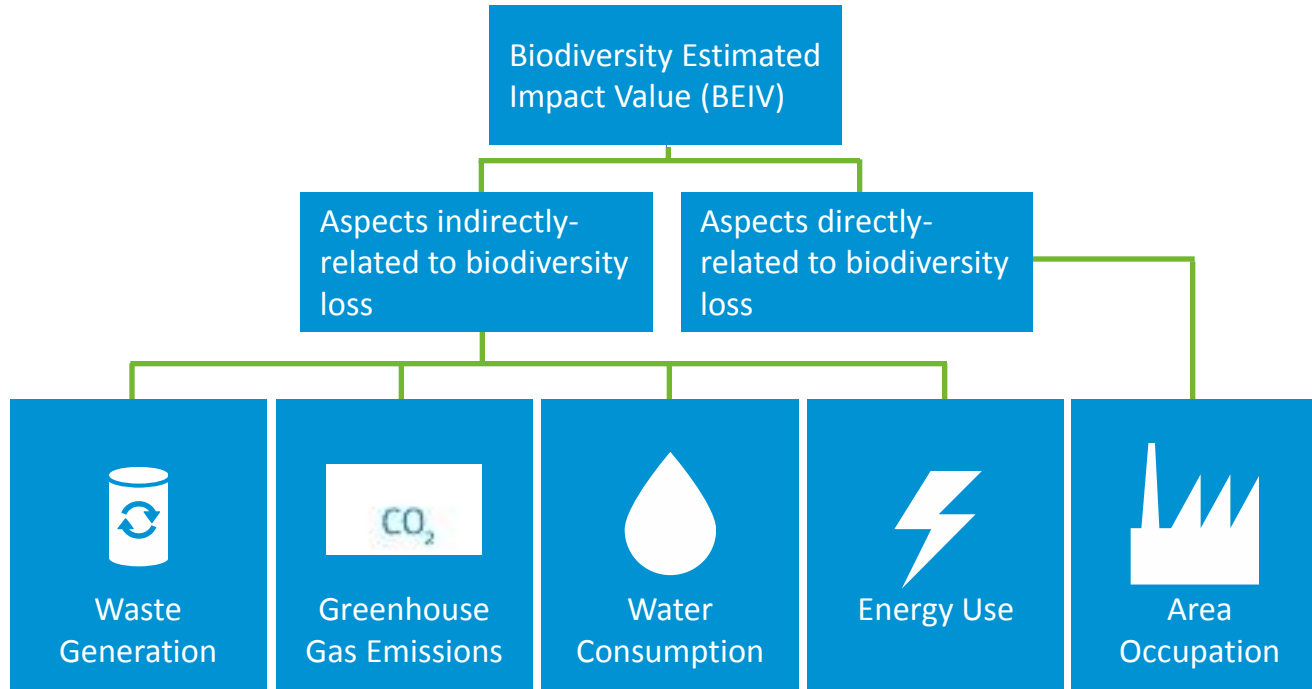


# LIFE CERTIFICATION - METHODOLOGY

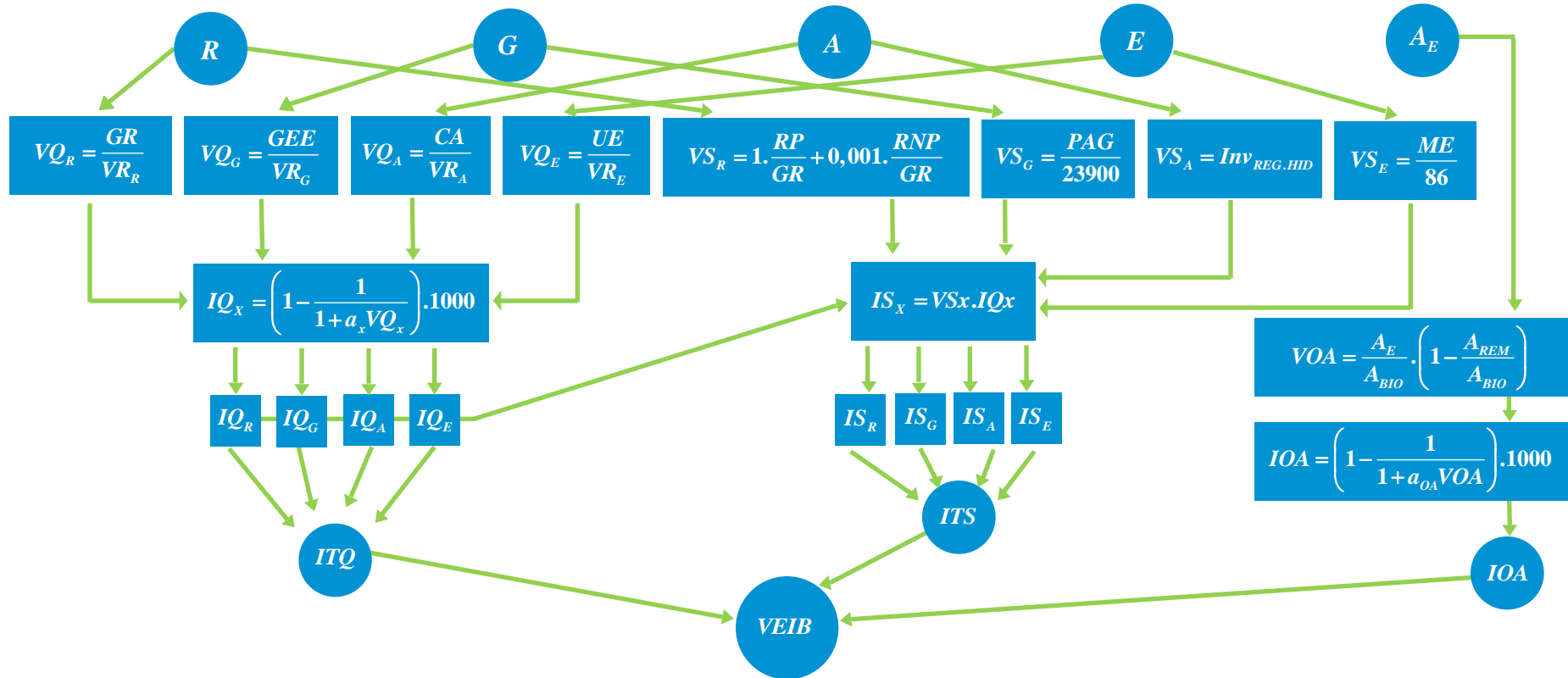




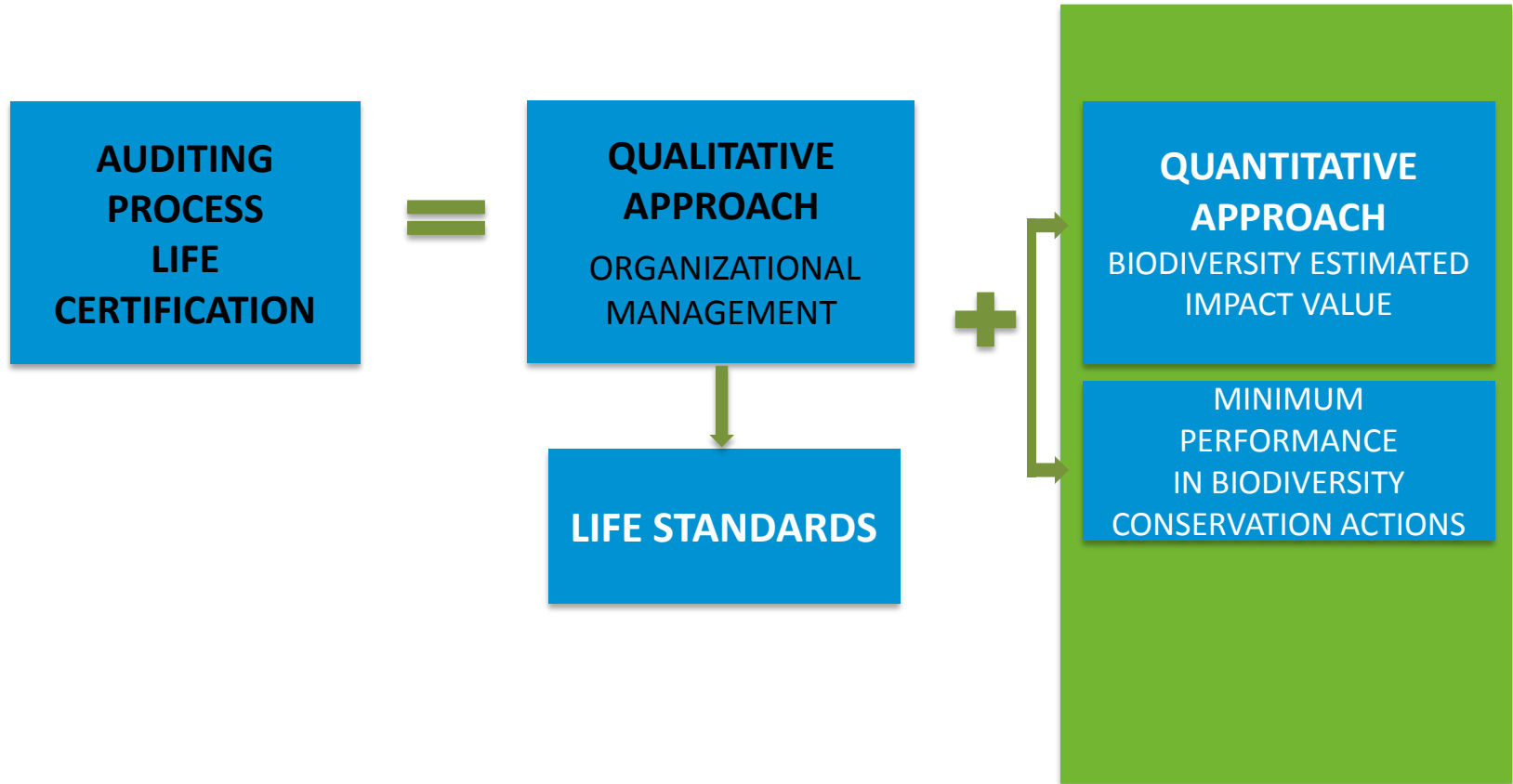
# BIODIVERSITY ESTIMATED IMPACT VALUE (BEIV)



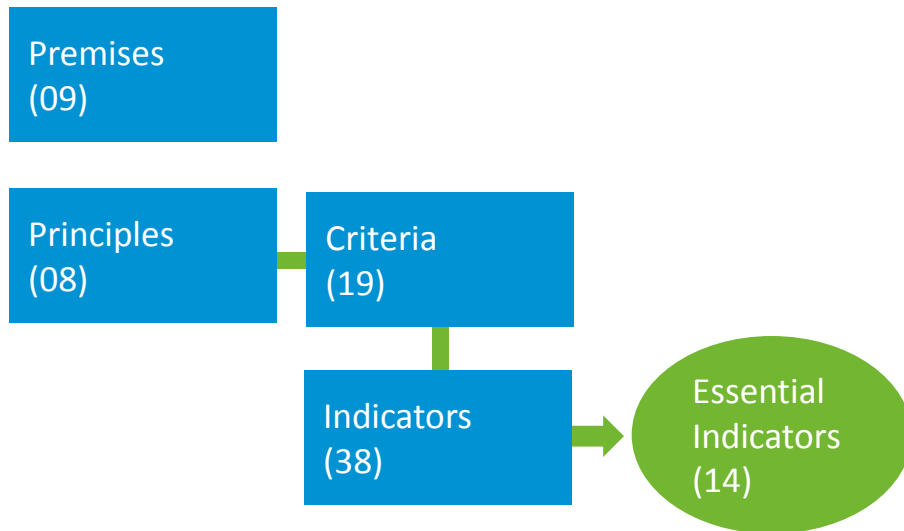
# CALCULATION OF THE BIODIVERSITY ESTIMATED IMPACT VALUE (BEIV)



# LIFE CERTIFICATION - METHODOLOGY







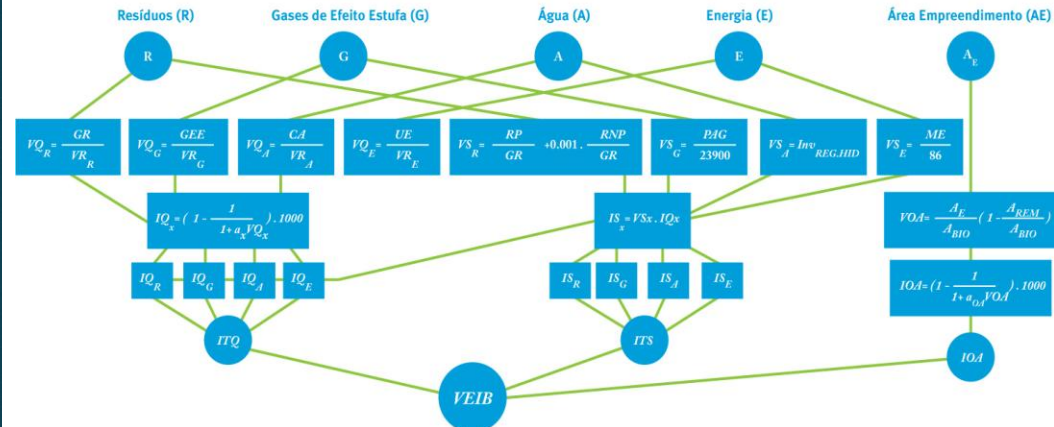
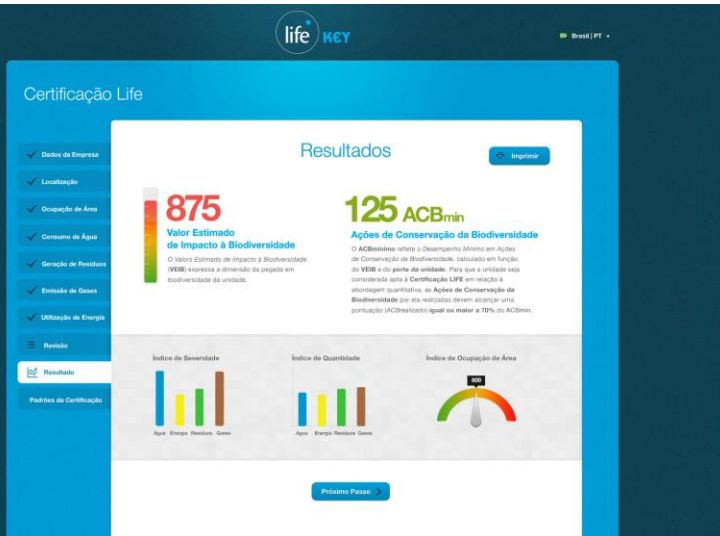
- Environmental Management considering the biodiversity conservation as an essential component of the organization's management
- Traceability of impacts on biodiversity in the supply chain
- Matrix of aspects and impacts on biodiversity, considering its classification by order of significance
- Policy and methodology for benefit sharing

# LIFE CERTIFICATION – DIFFERENTIAL POINTS

- ✓ Focus on biodiversity conservation actions
- ✓ Applicable to all sectors
- ✓ Methodology built by a multidisciplinary team of experts to ensure scientific and technical foundation
- ✓ Independent assessment
- ✓ Unique methodology
- ✓ Robust, consistent
- ✓ Pragmatic
- ✓ Innovative
- ✓ Adaptable to any country and sector
- ✓ Aligned with ISEAL best practices requirements
- ✓ Expansion plan in place in 5 countries in South America



- ✓ LIFE Standards
- ✓ LIFE Technical Guide 01 to determine the Biodiversity estimated impact value (BEIV)
- ✓ LIFE Technical Guide 02 to score biodiversity conservation actions
- ✓ LIFE Key (software)





# OPPORTUNITIES FOR COMPANIES

- ✓ Brand differentiation from competitors
- ✓ Promote concrete conservation actions with measurable benefits to biodiversity
- ✓ Improve relationship with stakeholders and investors
- ✓ Act as a pioneer in the market
- ✓ Being recognized for conservation actions already in place
- ✓ Seek for orientation of conservation actions to be implemented





# PARTNERS







# Thank you!

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