

## GUCCI'S NATURAL CLIMATE SOLUTIONS PORTFOLIO: PROJECTS

### Project partner quotes

"Gucci is taking timely and decisive action to protect humanity's future by protecting forests. By supporting natural climate solutions that reduce their carbon footprint while providing benefits that go far beyond their supply chains — such as fresh water, sustainable livelihoods, and biodiversity — Gucci is sending a powerful signal to their customers and other companies that being nature positive is also business positive. I fully support and applaud them for their leadership." **Dr. M. Sanjayan, Chief Executive Officer, Conservation International**

"We are delighted to work with Gucci in realising the carbon compensation component of their sustainability programme. This channels much-needed funding to nature-based solutions with tangible impacts for people and wildlife. Gucci's exceptional commitment to supporting projects that not only protect forests and mangroves, but also help the communities that live in them, is impressive." **Marco Magini, Director of Projects & Markets at South Pole.**

"We are thrilled Gucci is taking action to accelerate regenerative agriculture as part of its commitment to advance natural climate solutions, and we are pleased to be able to support Gucci in achieving its ambitions. Gucci's early support for regenerative projects in leather and wool supply sheds helps expand both the scale and pace of adoption, a true benefit for the ranches and farms at the heart of these projects, their communities, ecosystems, and the climate." **Jennifer Cooper, VP Client Strategy at Native**

### 1. CONSERVE CRITICAL FORESTS

#### **Chyulu Hills REDD+ Project Developer: Conservation International**

The Chyulu Hills are a volcanic mountain range in south-eastern Kenya and represent a critical ecosystem in a largely water deficient arid and semi-arid landscape. They are part of the greater Tsavo Conservation Area (TCA), and form a critical wildlife corridor between Tsavo and Amboseli National Parks. The area is home both to Maasai pastoralists and Kamba agriculturalists, who have utilized the land for decades. The cloud forest on top of the hills is a

unique feature and the landscape provides important ecosystem services to the communities, including water provision, carbon sequestration and storage, ethno-medicinal plants, cultural heritage and biodiversity, as well as climate regulation. The project will generate 18.5m tons of Verified Emissions Reductions (VERs) over 30 years. Proceeds from the sale of Voluntary Emission Reductions will have a far-reaching positive impact on the local communities and their economic well-being.

### **Forest**

The Chyulu Hills REDD+ project protects approximately 410k ha. The Project area is made up of a heterogeneous landscape that features a transition from lowland dry savannah grassland and Acacia-Commiphora forest, through a volcanic gradient, to an area dominated by a moist, dense cloud forest.

### **Community**

The Project helps to protect a very high value wildlife and biodiversity area while supporting the development needs of indigenous and other local communities. Around 140k people benefit from the Project including the Maasai indigenous community.

### **Wildlife**

A large variety of wildlife roams these landscapes, including populations of the increasingly threatened African Elephant and the critically endangered Black Rhino. This wildlife has been living alongside traditional communities for generations.

### **Drivers of deforestation**

- Illegal commercial poaching
- Charcoal burning and timber extraction

### **Alternatives**

- Monitoring of forest areas (scouts, fire protection)
- Improved livestock / grazing management
- Predator loss mitigation
- Ecotourism, alternative livelihood such as beekeeping/honey production
- Improved health and education infrastructure for community members

### **Sharing of proceeds**

14% registry and transaction fees, administration/marketing;

~86% is distributed to community members through the Chyulu Hills Conservation Trust.

### **Project verification and criteria**

- VCS + CCB Gold Level

- Majority of proceeds remain in community
- Significant contribution to UN SDGs
- Key wildlife species conservation

VCS and CCB documentation: [https://www.vcsprojectdatabase.org/-/projects/st Chyulu Hills/so /di /np](https://www.vcsprojectdatabase.org/-/projects/st-Chyulu-Hills/so-/di-/np)

## **Kariba REDD+ project**

### **Developer: South Pole**

The Kariba Project protects almost 785,000 hectares of forests and wildlife on the southern shores of Lake Kariba, near the Zimbabwe-Zambia border. This forest protection project prevents more than 3.5 million tons of carbon dioxide from being released into the atmosphere every year. It is a community-based project, administered by the four local Rural District Councils (RDCs) of Binga, Nyaminyami, Hurungwe and Mbire. As such, the project supports a range of activities to facilitate environmental protection and promote the independence and wellbeing of these communities. Over 82,000 people living in the Kariba project are working together to protect this rich habitat.

### **Forest**

The Project protects the Miombo forest. Previously covering a vast swathe of the continent, this threatened subtropical ecosystem includes grasslands, savannah and shrublands and is known for its recognisable flora and fauna: you can spot hippos bathing in the rivers, see birds of prey soaring over dramatic escarpments or wrap your arms round the trunk of a giant baobab tree.

### **Community**

The Project helps provide better healthcare, builds infrastructure including new roads and boreholes to ease daily life, and school subsidies are offered to the poorest quartile of the population. The Project activities in conservation agriculture, community gardens, beekeeping training, fire management, and ecotourism create jobs and facilitate climate-friendly incomes, benefiting the entire region. As an example, to date the project has trained over 5,000 local people who now generate profits from sustainable beekeeping.

### **Wildlife**

Habitat fragmentation threatens Africa's most iconic wildlife; this Project, as one of the largest registered REDD+ projects by area, connects four national parks and eight safari reserves to form a giant biodiversity corridor. This means numerous vulnerable and endangered species – including the African elephant, lion, hippo, lappet-faced vulture and southern ground hornbill – can continue to roam. Local wildlife patrols monitor for snares and poachers; work in close

collaboration with the surrounding Park and Safari rangers where necessary; and help avoid any human-wildlife conflict.

### **Drivers of deforestation**

Deforestation and land degradation are mainly driven by illegal logging – often for firewood to cure tobacco or produce charcoal to sell – and unsustainable agricultural practices that deplete the soil of nutrients so more land has to be cleared to maintain yields. Wildfires can also play a big part in forest loss, these are exacerbated by climate change and longer dry periods.

### **Alternatives**

The Project kickstarts sustainable income-generating activities that empower the local communities to move away from practices linked to deforestation. Core initiatives include: conservation farming, beekeeping, community gardens and moringa growing and fuelwood plantations. Environmental awareness is taught in schools; and biodigesters and solar systems are installed at health clinics, removing the need for firewood to boil water and cook food. The Project also offers training and equipment to prevent the spread wildlifes.

### **Sharing of proceeds**

The proceeds to the Kariba REDD+ project are directed to 1) the Kariba REDD Trust, which is directly managed by the 4 Rural District Councils within the Kariba REDD+ project communities and to 2) the local project implementation partner, Carbon Green Africa, who can finance the actual implementation of the project activities (honey workshops, fire management, conservation farming – all supporting the creation of sustainable livelihoods for local communities).

### **Project verification and criteria**

- VCS + CCB Gold Level + CCB Biodiversity Gold + CCB Climate Gold
- Majority of proceeds remain in community
- Significant contribution to UN SDGs
- Key wildlife species conservation

VCS and CCB documentation:  
<https://registry.verra.org/app/projectDetail/VCS/902>

## **2. RESTORE AND PROTECT MANGROVES**

**Muskitia Blue Carbon REDD+ Project  
Developer: South Pole**

As the first of its kind in Honduras, this pioneering project protects nearly 5,000 ha of mangroves and over 280,000 ha of coniferous and broadleaf forests from deforestation, and as a result, the emission of approximately 62,500 tonnes of CO<sub>2</sub>e is avoided annually. Straddling the interface between land and water, mangroves are superhero ecosystems: they act as buffers to coastal storms, provide nursery grounds for aquatic wildlife and they beat nearly every ecosystem when it comes to carbon storage. By area, mangroves have been shown to store many times more carbon than terrestrial forests. By protecting the mangroves and forest from deforestation, the Project avoids significant levels of stored carbon from being released back into the atmosphere. However, this is only the beginning of the myriad benefits that this Project provides. The Project establishes new sustainable initiatives to improve food security and living conditions, aiding the preservation of the invaluable cultural and natural heritage for local Indigenous communities.

### **Forest**

A UNESCO world heritage site and a Key Biodiversity Area, the Mosquitia region is home to some of the most unique and continuous forest in Central America. As well as protecting terrestrial forest, the project protects mangrove forests. As one of the only trees that grow in saltwater, mangrove forests are unique ecosystems straddling land and sea. The project prevents deforestation of nearly 5,000 ha of mangroves, including 3,000 m<sup>2</sup> of Piñuelo, one of the rarest and most vulnerable mangrove species.

### **Community**

By collaborating with eight indigenous and Afro-Honduran communities in the Mosquitia region, the Project takes a holistic approach to protecting this landscape. Governance structures are strengthened and communal visions for the future are jointly developed with local councils to increase participation in the project and create the foundation for long-term, shared prosperity.

### **Wildlife**

The Project protects the habitats of species, such as the endangered Baird's tapir, harpy eagle, jaguar, and the scarlet macaw.

### **Drivers of deforestation**

While this region remains remote and unconnected, the biggest threat for deforestation comes from small-scale agriculture and livestock expansion.

### **Alternatives**

The Project develops new, sustainable income opportunities; in particular, Indigenous women and young people are offered training on how to develop business initiatives from local sustainable industries, for example cocoa

production, beekeeping, fishing and making handicrafts. The Project also conducts annual talks in schools about tackling climate change and recycling.

### **Sharing of proceeds**

The project works with local NGO Ayuda en Acción to share the proceeds with the local community. An oversight committee will be established by the community themselves to ensure equal, fair and transparent distribution.

### **Project verification and criteria**

- VCS + CCB Gold Level
- Majority of proceeds remain in community
- Significant contribution to UN SDGs
- Key wildlife species conservation

VCS and CCB documentation: Certification in progress

## **3. IMPROVE LAND MANAGEMENT VIA REGENERATIVE AGRICULTURE**

### **Montana Improved Grazing Project for leather Developer: Native**

Located in the Greater Yellowstone region of the state of Montana, USA, the Montana Improved Grazing Project restores the grassland ecosystems vital to wildlife and livelihoods in nearby communities by providing upfront financing to ranchers to adopt holistic, rotational grazing and improved grazing management plans they will employ over decades. As a pioneering carbon farming project and one of the first of its kind, the Project leverages Native's HelpBuild™ carbon model to bring the upfront investment necessary for cattle ranchers to take the necessary steps to accelerate and improve their soil's health. In addition, the investment bridges the financial gap between the capital cost of making the changes and the time when the ranch productivity and profitability benefits of regenerative practices are realised. As an example, funds from the pre-purchase of carbon credits are used by ranchers for fencing, water infrastructure or other necessities to increase the number of pastures, decrease the size of pastures and increase speed and number of livestock rotations, thus prolonging rest and recovery on more hectares of grassland and increasing the amount of carbon that is drawn down into the soil..

### **Grasslands**

This project accelerates adoption of holistic or Adaptive Multi Paddock grazing, improving soil health and ecosystem resilience across an initial 13,300 hectares of grasslands, and emulating the patterns of the region's migratory herbivores, such as bison, of centuries past.

### **Community**

The project provides educational resources and investment to enable ranchers in the Northern Great Plains to adopt practices that accelerate and improve their soil's health and enhance business viability and productivity.

### **Wildlife**

The project region, as a part of the greater Yellowstone ecosystem, is home to a diversity of plant and wildlife species that serve vital ecological functions. Healthier soils in grassland ecosystems that border Yellowstone National Park will help improve the Park's natural buffer and critical wildlife corridors which are part of the greater Yellowstone ecosystem. Reducing the selectivity of grazing and relieving pressure from waterways are vital components of allowing perennial grasses, native species, and riparian zones to regenerate.

### **Sharing of proceeds**

The proceeds are directed to each participating ranch, based on individually identified costs and investment needs, as well as to the local non-profit partner for educational outreach and ongoing support.

### **Project verification and criteria**

- The Project is undergoing validation to the Verified Carbon Standard of Verra using the VCS Methodology VM0026.
- Majority of proceeds remain in the community
- Soil carbon accruals are measured via regular soil sampling and laboratory analysis and carbon credits will be third party verified annually

## **Regenerative Wool for Climate Project Developer: Native**

The Regenerative Wool for Climate Project is located in the Patagonia region of Argentina. The Project is working to reverse the effects of two centuries of overgrazing on farms and ranches which has led to an increase in bare ground, soil erosion, reduced water holding capacity and, ultimately, reduced productivity for livestock operations. Farms operate with very thin margins and investments in improvements need to have immediate returns. However, it takes time for ecological changes to take hold, often longer than farms can afford to wait. The Regenerative Wool Project is bringing the upfront investment necessary for farmers to take the steps needed to accelerate and improve their soil's health and to adjust land management practices to a regenerative approach that benefits the local ecosystem, the productivity of their land for grazing sheep, and the climate.

### **Grasslands**

The Project area includes the Patagonian grasslands ecoregion where overgrazing poses threats to the region's diverse fauna and plant life. The Project accelerates adoption of holistic or Adaptive Multi Paddock grazing, improving soil health and ecosystem resilience on farms in the region, and combating erosion and the reduced water holding capacity that result from overgrazed, bare ground.

### **Community**

The Project provides investment and resources to enable farmers to adopt practices that improve their soil's health and enhance business viability and productivity.

### **Sharing of proceeds**

The proceeds are directed to each participating farm, based on individually identified costs and investment needs, as well as to local non-profit partners for ongoing grazing and other implementation support.

### **Project verification and criteria**

- The Project will be validated to the Verified Carbon Standard of Verra standard using VCS Methodology VM0026
- Majority of proceeds remain in community
- Soil carbon accruals are measured via regular soil sampling and laboratory analysis and carbon credits will be third party verified annually