



Nice to meet you. We're re.green.

About Us.

In a few words: re.green is a Brazilian company created to restore tropical forests, permanently capture carbon, and recover and conserve robust biodiversity. Its work is for-profit, creating value for its shareholders and generating socioenvironmental benefits on a local, national, and planetary scale.

The six fundamental coordinates that define us are all there: location, scale, permanence, knowledge, fairness, and value. To understand what sets us apart, let's dive into what each of those words means to us.

Location.

All restorations are not created equal. Where they take place makes a difference. Our spatial optimization algorithms select the areas where restoration will have the largest possible impact on climate, biodiversity, the social development of local communities, or any combination of the three.

Our goal is ecological restoration, which includes not only the reemergence of the forest in its fullest sense — which is why we only work with native species — but also the reestablishment of all of the ecosystem processes that were at work before the original landscape was destroyed.

Scale.

Scale is crucial in determining the quality of restoration; certain species only return when forests recover not on a single property, but across the landscape of an entire region. Economic principles also favor large-scale action, and healthy financial returns will play an important role in helping reforestation gain traction. Our goal is to restore 1 million hectares in Brazil.

Permanence.

Our aim is to identify unproductive, degraded areas, restore them, and return them to society. Once the cycle of restoration is completed, re.green will work to turn private properties into protected areas. re.green also plans to restore forest on publicly held lands.

Knowledge.

re.green was born out of the work of researchers at the cutting edge of their respective fields — ecological restoration, sustainability science, and mathematical optimization applied to spatial analysis.

Our R&D division works on two fronts: internal research to fine-tune our restoration methodologies and co-financed research to address key questions that remain open in multiple fields of the environmental sciences. Each step along the way will be monitored and evaluated, generating a

database that will prove invaluable for advancing knowledge of forest restoration. And by opening up that data for use, re.green will become the world's largest tropical ecology experiment to date.

Fairness.

The quality of ecological restoration is inherently tied to the social safeguards incorporated into our landscape recovery initiatives. In populated regions, the forest will only be restored hand in hand with local communities. This can entail an increase in employment, as well as ecosystem benefits that include rainfall regulation, milder temperatures, and an increase in pollinators. Residents will also have the opportunity, when permitted by law, to make a living from natural products that may be harvested while keeping the forest intact: seeds, fruits, and oils.

Value.

Our business model reflect our standards of quality and this create superior value. Carbon capture and the production of native wood are the main activities our brand will pursue.

Our ability to pinpoint the most promising areas for restoration will allow us to, among other things, develop reforestation strategies to prevent certain species from going extinct. As for our timber production, which will only use natives and occupy a minority of the restored lands, we foresee no more than one harvest cycle. That area will then be sown with the seeds of the future forest, which will be allowed to mature in perpetuity. Our portfolio also includes the commercial development of other biological assets such as fruits and oils, always obtained sustainably.

These are re.green's founding principles. Together, they represent a new way of understanding infrastructure. The term has generally been used to refer to physical goods that, like the skeleton in a body, support economic development — dams, highways, railroads, ports, airports, and the like. Today, however, the vision of another sort of infrastructure entirely is taking root: namely, nature itself, which provides services on a planetary scale, without which no living creature can hope to thrive.

re.green is poised to help foster this sort of natural infrastructure. For the past 10,000 years, humankind has created wealth by exploiting natural resources. Now, amidst an unprecedented climate emergency, the task of reversing that course can be delayed no longer. re.green's essential ambition is to show that we can create wealth not by obliterating nature, but by reviving it.

Re.green's nursery in Piracicaba (SP, Brazil).
Photo: Eduardo Nicolau/re.green

We're here to create forests.

Find out more at
our website [re.green](#)
and Instagram [@go_re.green](#)

re.green

We restore nature
for people and the planet